Title: SYSTEMS AND METHODS FOR ONLINE SALE OF ARTWORK

Abstract: Systems and methods of transacting purchases of artwork using communications networks are disclosed. Such systems and methods for transacting a purchase of artwork using a communications network may comprise receiving offers to purchase artwork from collector client devices in communication with the communications network, each offer comprising an offer price; displaying, on a gallery client device in communication with the communications network, at least one of the offers, collector profile information corresponding to the at least one offer, and an option to accept the at least one offer; and transmitting to a collector client device an acceptance of one of the offers. The accepted price may be less than the highest offer price of the transmitted offers.

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Systems and Methods for Online Sale of Artwork

Cross Reference to Related Application

[0001] The present application claims the benefit of the earlier filing date of United States Patent Application No. 61/487,578 filed on May 18, 2011, the content of which is hereby incorporated by reference herein in its entirety.

Background

[0002] The current process for acquiring and selling art is disaggregated, largely inefficient and potentially time consuming and costly for both the collector and gallery. This inefficient, disaggregated process deters collectors from purchasing artwork they might otherwise be willing to acquire. The key challenges include payment processing, collection, insurance, and shipping.

[0003] Challenges relating to payment processing and collection can hinder artwork purchases. Collectors are typically only able to pay via wire transfer and check. Credit cards are seldom accepted even though a collector has a sufficient credit limit on a credit card. Manual invoices are time-consuming and inefficient to implement and are often lost in the mail and difficult to track. Payment collection often requires multiple calls from a gallery to a collector. Galleries are often wary of releasing an artwork before payment is received; while collectors are often wary of submitting payment before an artwork is released, deterring transactions between galleries and collectors not well-known to each other. Delays from collecting, authenticating, and processing wire transfers/checks can result in cash flow mismanagement concerns.

[0004] Challenges relating to insuring artwork can also hinder artwork purchases. For new collectors, fine art insurance is hard to identify and typically difficult to understand what the policy includes/excludes and whether it is appropriate
for the artwork being bought. Galleries refer collectors to potential insurance agents, however the inability to offer insurance at point-of-sale can be a deterrent for a collector looking to acquire artwork.

[0005] Challenges relating to shipping of artwork can also hinder artwork purchases. There are several fine art shippers and quotes for a single shipment can vary dramatically by shipper, making it very hard for a collector to determine the right option. Shipping quotes are never provided at point-of-sale, so a collector never fully understands the total cost of purchasing an artwork. Most shipping policies are unclear on what they include and exclude, such as installation, so a new collector may not completely understand the terms of the shipping option selected. Registrars at galleries must spend hours manually contacting various shippers to determine what the best rate/quote for shipping an artwork will be - the process can take several days. Coordinating the actual shipment with the shipper and collector is also a time consuming and cumbersome process.

[0006] Shipping and insurance costs can be a substantial percentage of a purchase price of an artwork, but the exact amounts for these costs are typically unknown at the time of purchase, which can further deter artwork purchases. In addition, having to arrange each of shipping and insurance separately from the purchase itself also deters artwork purchases.

[0007] Whether at auction houses or through existing websites focused on art sales, artworks are typically purchased "as is" based on quoted prices or through an auction process. Although these acquisition constructs are fairly standard to the art market, they favor a collector who is able to pay the highest price point for a given artwork. However, when presented with two competing offers, galleries may often accept the lower offer based on a consideration of collector profiles. These
acquisition constructs also do not reflect how art is actually purchased at a gallery, where price is not the sole determination for which collector will ultimately own the artwork. Rather, galleries also take into consideration a collector’s reputation in the art market, existing portfolio of artwork and ownership history, familiarity with a particular artist/artwork and the art market broadly, or ability to facilitate or enhance the artwork's longer term value appreciation. These acquisition constructs further do not provide an adequate system for examining and submitting counteroffers which enhance the efficiency of the acquisition process.

[0008] When displaying artworks for sale, websites traditionally present static images accompanied by basic dimensions and limited zoom-in capabilities. This method of portraying the artwork makes it difficult for the collector to gauge the relative size of the work; discern and appreciate the intricacies of the artwork, particularly the medium, colors and styles employed by the artist; and examine the artwork at various angles to appreciate the ancillary, albeit equally important, features of the artwork, such as the canvas and frame type.

[0009] Most galleries share artworks for sale with collectors using digital images emailed to these collectors as attachments. These emails are often bulky and hard to open because of the size of the attachments. Also, the image files have limited viewing features and resolution, making it hard for collectors to get a zoomed view and to understand the relative size of the artworks. Furthermore, in order to generate these emails, the gallery employees have to first download the works from a separate inventory management system, and then compose emails in a second program, adding additional steps to the process of sharing artwork.

Summary
Systems and methods of transacting purchases of artwork using communications networks are disclosed.

An exemplary method for transacting a purchase of artwork using a communications network may include receiving offers to purchase artwork from collector client devices in communication with the communications network, each offer comprising an offer price; displaying, on a gallery client device in communication with the communications network, at least one of the offers, collector profile information corresponding to the at least one offer, and an option to accept the at least one offer; and transmitting to a collector client device an acceptance of one of the offers.

The accepted offer may include an offer price that is less than the highest offer price of the transmitted offers. The collector profile information may include information about a collector, the information including at least one of a list of artwork owned by the collector and a list of artwork purchased by the collector. The method may also include transmitting to a collector client device a counteroffer from the gallery client device or transmitting via the communications network a message between the gallery client device and a collector client device.

An exemplary method for transacting a purchase of artwork using a processor for executing instructions may include receiving an artwork selection indicating an artwork to be purchased and a corresponding purchase price; receiving an insurance selection for insuring the artwork; in response to the received insurance selection, generating an insurance quote for an insurance policy for the artwork; receiving a shipping selection corresponding to the purchase; in response to the shipping selection, generating a shipping quote for shipping the artwork based at least in part on characteristics of the artwork; receiving an installation selection for
installing the artwork; in response to the installation selection, generating an 
installation quote for installing the artwork based at least in part on characteristics of 
the artwork; receiving an invoice request corresponding to the purchase; in response 
to the invoice request, generating an invoice comprising at least one of the purchase 
price, a consumption tax corresponding to the purchase, the insurance quote, the 
shipping quote, and the installation quote; receiving a payment selection 
corresponding to the purchase; in response to the payment selection, transmitting, via 
a communications network in communication with the processor, payment 
information corresponding to the payment selection; and generating the insurance 
policy for the artwork.

[0014] The method may also include transmitting, via the communications 
network, an acceptance of an offer to purchase the artwork, the offer comprising a 
price, where the artwork selection comprises the offer to purchase. The step of 
generating a shipping quote may include calculating a cost based on at least one of an 
origin location from where the artwork will be shipped, a destination location to 
where the artwork will be shipped, at least one dimension related to the artwork, and a 
packing cost to pack the artwork. The step of calculating a cost may include 
calculating a volume corresponding to the artwork based on the at least one 
dimension; determining an origin cost based on the volume and the origin location; 
determining a transit cost based on the volume, the origin location, and the destination 
location; determining a packing cost based on the volume; and calculating a sum of 
the origin cost, packing cost, and transit cost.

[0015] An exemplary method for managing an inventory of artwork using a 
processor for executing instructions may include receiving a request for a customized 
set of artworks from an artwork database in communication with the processor, the
artwork database storing data corresponding to a plurality of artworks, including receiving at least one indicator corresponding to an artwork from the artwork database to include in the customized set, and receiving at least one indicator corresponding to a collector from a collector database in communication with the processor, the collector database storing data corresponding to a plurality of collectors; and in response to receiving the request for the customized set, providing, to the indicated collectors, access via a communications network to a presentation of the customized set of artworks.

[0016] The method may also include transmitting to a collector client device in communication with the communications network an invitation to view the presentation of the customized set of artworks; and generating a notification comprising an indicator corresponding to a collector, when the presentation of the customized set of artworks is viewed by the collector.

[0017] The method may also include transmitting to a collector client device in communication with the communications network the presentation of the customized set of artworks, the presentation including an option to purchase an artwork of the customized set; accepting a selection of the option to purchase; and in response to the selection of the option to purchase, transacting a purchase of the artwork.

[0018] The method may also include receiving an artwork selection indicating an artwork of the artwork database to be purchased and a corresponding purchase price; receiving an insurance selection for insuring the artwork; in response to the received insurance selection, generating an insurance quote for an insurance policy for the artwork; receiving a shipping selection corresponding to the purchase; in response to the shipping selection, generating a shipping quote for shipping the artwork based at least in part on characteristics of the artwork; receiving an installation selection for
installing the artwork; in response to the installation selection, generating an installation quote for installing the artwork based at least in part on characteristics of the artwork; receiving an invoice request corresponding to the purchase; in response to the invoice request, generating an invoice comprising at least one of the purchase price, a consumption tax corresponding to the purchase, the insurance quote, the shipping quote, and the installation quote; receiving a payment selection corresponding to the purchase; in response to the payment selection, transmitting, via a communications network in communication with the processor, payment information corresponding to the payment selection; and generating the insurance policy for the artwork.

[0019] The method may also include accepting a request to modify data stored in the artwork database, the stored data comprising images and metadata associated with each artwork of the plurality of artworks. The artwork metadata may include a title, an artist, and at least one of dimensions, a price, an art category, year, and an exhibition including the artwork.

[0020] The method may also include accepting a request to modify data stored in the collector database, the stored data comprising a name, contact information, and a description of artistic preferences.

[0021] The presentation of the customized set of artworks may include at least one of an image of the artwork near an image of the selected object, a zoomed image of the artwork, a rotational image of the artwork, and multiple views of the artwork.

[0022] An exemplary method for presenting an image of artwork to a viewer using a processor for executing instructions includes receiving a set of dimensions of the artwork, selecting an object from a predetermined set of objects based on the received set of dimensions, and presenting to the viewer an image of the artwork near
an image of the selected object. Each object of the predetermined set of objects may
correspond to a predetermined range of dimensions. An object may be selected based
on the received set of dimensions falling within the predetermined range of
dimensions that corresponds to the selected object. The method may also include
receiving a request from the viewer to purchase the artwork.

[0023] The foregoing and other objects, features and advantages of the
invention will be apparent from the following more particular description of preferred
embodiments of the invention, as illustrated in the accompanying drawings.

**Brief Description of the Drawings**

[0024] Fig. 1 depicts an illustrative system for transacting purchases of artwork,
according to one embodiment of the disclosed subject matter.

[0025] Figs. 2A-2B depict screenshots of illustrative webpages for a method for
transacting a purchase of artwork using a communications network, according to one
embodiment of the disclosed subject matter.

[0026] Fig. 3 depicts a method for transacting a purchase of artwork using a
communications network, according to one embodiment of the disclosed subject
matter.

[0027] Figs. 4A-4H depict screenshots of illustrative webpages for a method for
transacting a purchase of artwork using a communications network, according to one
embodiment of the disclosed subject matter.

[0028] Fig. 5 depicts a method for transacting a purchase of artwork using a
communications network, according to one embodiment of the disclosed subject
matter.
Figs. 6A-6K depict screenshots of illustrative webpages for a method for managing an inventory of artwork using a communications network, according to one embodiment of the disclosed subject matter.

Fig. 7 depicts a method for managing an inventory of artwork using a communications network, according to one embodiment of the disclosed subject matter.

Figs 8A-8C depict screenshots of illustrative webpages for a method for presenting an image of artwork to a viewer using a communications network, according to one embodiment of the disclosed subject matter.

Fig. 9 depicts a method for presenting an image of artwork to a viewer using a communications network, according to one embodiment of the disclosed subject matter.

Detailed Description

According to certain embodiments of the disclosed subject matter, systems and methods for the online sale of artwork are provided. As used herein, the term "artwork" may refer to a work of art, an antique, a collectible, or any other relatively unique or rare item.

Fig. 1 depicts an illustrative system 100 for transacting purchases of artwork according to one embodiment of the disclosed subject matter. The system may include a gallery client device 102a, a collector client device 102b, and a server 106, which communicate over one or a combination of communications networks 110. The communication network 110 may be wired, wireless, or a combination thereof, and may be publicly accessible, such as the Internet, or part of a private communications network. Communications over the communications network 110 may be encrypted for reasons of security using any one of the well known encryption
protocols. The server 106 can include a processor for executing instructions, such as transmitting webpages, emails, or other information in response to requests from client devices. The server 106 may have a corresponding storage device 108 that can be accessed or modified by client devices via the communications network 110. Storage device 108 may store multiple databases such as an artwork database of information corresponding to artworks or a collector database of information corresponding to collectors. Client devices 102 may include processors for executing instructions, such as transmitting or receiving requests, webpages served by server 106, and other information over the communications network 110, and displays capable of displaying the requests, webpages, or other information. Client devices 102 may have storage devices like storage device 108. System 100 may include multiple gallery client devices 102a or multiple collector client devices 102b. Each client device 102 may correspond to a different gallery/gallery owner or collector. A particular user (e.g., collector, gallery, gallery owner) may have access to and use multiple client devices 102, and the set of client devices 102 corresponding to a particular user may generally be referred to herein as a client device 102.

[0035] Figs. 2A-2B depict screenshots of illustrative webpages for a method for transacting a purchase of artwork using a communications network, according to one embodiment of the disclosed subject matter.

[0036] Fig. 2A depicts a screenshot 200 of an illustrative webpage that can be displayed on a gallery client device 102a corresponding to a gallery or gallery owner according to one embodiment of the disclosed subject matter. The webpage includes a current offer area 202, previous message area 204, counteroffer area 206 and links 214 and 216 to other webpages. Link 214 leads to a webpage including collector profile information about the collector making the offer 208, such as artwork
currently or previously owned by the collector, artwork purchased by the collector from the gallery, or artwork recently purchased by the gallery. Link 216 leads to a webpage including more information about the artwork, such as its artist, art category, or previous ownership history. The current offer area 202 displays an offer price 208, an accept option 210, to accept the offer price 208, and a decline option 212, to decline the offer 208. Instead of accepting or declining, a user of the gallery client device 102a can enter, into counteroffer area 206, a counteroffer price 218 with an optional message 220 accompanying the counteroffer price, to be transmitted via communications network 110 to a collector client device 102b of the collector making the offer 208. A user of the gallery client device 102a can enter a message 220 for receipt by the collector, without providing a counteroffer price 218. If a counteroffer is transmitted, collector client device 102b could display a similar screenshot to a collector, allowing the collector to accept, decline, or tender a counteroffer in response. Previous message area 204 displays previous messages and offers or counteroffers transmitted between the gallery and the collector.

[0037] A gallery client device 102a may receive multiple offers for the same artwork. A user of the gallery client device 102a may compare the multiple offers by viewing the corresponding webpages for each. In particular, a user may compare the prices offered by each collector and the collector profile information for each collector, to make a qualitative determination which offer is the most appealing. The user may accept an offer from a collector with a more appropriate collector profile, even though its offer price is not the highest.

[0038] Fig. 2B depicts a screenshot 250 of an illustrative webpage depicting an acceptance notification that can be displayed on a collector client device 102b corresponding to a collector according to one embodiment of the disclosed subject
matter. The webpage includes a notification 252 that the collector's offer was accepted by the gallery; a previous message area 254, like previous message area 204 of Fig. 2A, that displays previous messages and offers or counteroffers transmitted between the gallery and the collector; and message area 256 in which the collector can enter a message for receipt by the gallery client device 102a. If the gallery had transmitted a counteroffer, that was accepted by the collector, then gallery client device 102a could display a similar screenshot to a user of the gallery device, notifying the user that the collector had accepted. A similar screenshot may also be used to notify a user that an offer or counteroffer has been declined by the other party.

[0039] Fig. 3 depicts a method 300 for transacting a purchase of artwork using a communications network according to one embodiment of the disclosed subject matter. The method may include receiving offers from collectors to purchase artwork 302, displaying the offers, collector profile information corresponding to each offer, and options to accept offers 304, and transmitting an acceptance of one of the offers 306. Before an offer is accepted in step 306, the method may also include transmitting a counteroffer from the gallery to a collector 308 or transmitting a counteroffer from a collector to the gallery 310.

[0040] Each offer or counteroffer may include an offer price at which the collector is willing to purchase the artwork. The collector profile information may include a list of artwork owned by the collector or a list of artwork purchased by the collector. The acceptance of an offer may depend on the transmitted collector profile information. For example, an offer having more desirable collector profile information may be accepted despite having a lower offer price relative to other received offers. Messages may be transmitted between the gallery and a collector.
prior to acceptance of an offer, to facilitate communication between the gallery and a
collector. Such messages may accompany an offer or counteroffer.

[0041] Figs. 4A-4H depict screenshots of illustrative webpages for a method for
transacting a purchase of artwork using a communications network, according to one
embodiment of the disclosed subject matter.

[0042] Fig. 4A depicts a screenshot 400 of an illustrative webpage depicting an
exemplary artwork that can be displayed on a client device 102 according to one
embodiment of the disclosed subject matter. The webpage may include an image 402
of the artwork, metadata 404 associated with the artwork, and an acquire option 406
for purchasing the artwork. Metadata 404 may include a title, an artist, dimensions, a
price, an art category, year, or an exhibition including the artwork.

[0043] Fig. 4B depicts a screenshot 410 of an illustrative webpage for initiating
a purchase of the artwork or an offer to purchase the artwork that can be displayed on
a client device 102 according to one embodiment of the disclosed subject matter. The
webpage may include an offer price entry area 412, an optional message entry area
414, and a price summary area 416. The offer price entry area 412 may include an
area in which to enter an offer price for an offer to purchase the artwork.
Alternatively, the purchase price of the artwork may already be set. The price
summary area 416 may include the prices associated with different parts of the
transaction and a total sum of prices associated with selections made so far.

[0044] Fig. 4C depicts a screenshot 420 of an illustrative webpage for initiating
a shipping selection that can be displayed on a client device 102 according to one
embodiment of the disclosed subject matter. The webpage may include an address
entry area 426 for entering shipping and billing addresses and an area 424 to enter
special shipping instructions. The webpage may also include an area 422 for
indicating an installation selection, to request installation of the artwork. The webpage may also include a price summary area 428 that includes prices for previous selections (e.g., offer price or list price of the artwork) and a total sum of prices associated with selections made so far.

In one embodiment of the disclosed subject matter, a shipping quote is generated in response to the shipping selection. The shipping quote can be based on, for example, a cost based on an origin location from where the artwork will be shipped, a destination location to where the artwork will be shipped, at least one dimension related to the artwork, or a packing cost to pack the artwork. For example, a shipping quote can be calculated by: calculating a volume corresponding to the artwork based on the at least one dimension; determining an origin cost based on the volume and the origin location; determining a transit cost based on the volume, the origin location, and the destination location; determining a packing cost based on the volume; or calculating a sum of the origin cost, packing cost, and transit cost. The volume could be calculated by finding the product of a length, width, and height of the artwork or finding the product of a length of the artwork plus a first fixed number, a width of the artwork plus a second fixed number, or a height of the artwork plus a third fixed number, where the fixed numbers could be the same or different. The origin cost, packing cost, or transit cost can be calculated as a product of the volume and a rate of price per volume, where the rate may depend on a location such as the origin or destination locations. The origin cost, packing cost, or transit cost could be the larger of this product and a minimum bar set for the cost. The rate can vary depending on the level of service selected. For example, the packing rate could depend on the quality of packing desired. In addition, a weight of the artwork can be used instead of or in addition to a volume.
In one embodiment of the disclosed subject matter, an installation quote is generated in response to the installation selection. The installation selection can be based on, for example, the shipping selection, at least one dimension related to the artwork, or an art category to which the artwork belongs.

Fig. 4D depicts a screenshot 430 of an illustrative webpage for initiating an insurance selection that can be displayed on a client device 102 according to one embodiment of the disclosed subject matter. The insurance selection indicates a request for an insurance policy for the artwork. The insurance policy can be, for example, offered at a fixed insurance quote for any offer price or list price below a predetermined upper bound. In response to the insurance selection, the insurance policy can be automatically generated. The webpage may include an area 432 in which to indicate the insurance selection and a price summary area 434 that includes prices for previous selections (e.g., offer price or list price of the artwork, shipping quote provided in response to a shipping selection, installation quote provided in response to an installation request, consumption tax based on at least the artwork price such as a sales tax or VAT (value added tax)) and a total sum of prices associated with selections made so far.

Fig. 4E depicts a screenshot 440 of an illustrative webpage for initiating a payment selection for paying for the artwork purchase that can be displayed on a client device 102 according to one embodiment of the disclosed subject matter. The webpage includes a drop-down menu 442 of payment options, such as wire transfer, credit card, or other payment systems capable of executing payment over a communications network. The webpage may include a price summary area 444 that includes prices for previous selections (e.g., offer price or list price of the artwork, shipping quote provided in response to a shipping selection, installation quote
provided in response to an installation request, consumption tax based on at least the artwork price such as a sales tax or VAT (value added tax), insurance quote provided in response to an insurance selection), and a total sum of prices associated with selections made so far.

[0049] Fig. 4F depicts a screenshot 450 of an illustrative webpage for entering payment information relevant to a particular payment selection that can be displayed on a client device 102 according to one embodiment of the disclosed subject matter. For example, if the payment selection comprises credit card as a form of payment for the artwork purchase, the webpage may include credit card information entry area 452 for entering credit card information such as name, credit card number, credit card security code, credit card expiration date, and type of credit card. The payment information may be transmitted over a communications network 110 for processing the payment for the artwork purchase. For example, the payment information may be transmitted to a server for processing credit card payments or a server for processing wire transfers from accounts. The webpage may also include a price summary area 454, similar to the price summary area of Fig. 4E.

[0050] In one embodiment of the disclosed subject matter, the payment may be transmitted to a third party for holding. The third party may transmit some portion of the purchase price, such as 50%, to the gallery selling the purchased artwork. The gallery, upon receipt of the partial payment or a notification of the partial payment transfer, may release the purchased artwork for delivery to the purchasing collector. The third party, upon receipt of a notification or confirmation that the purchased artwork has been released by the gallery, may transmit the remaining portion of the payment due to the gallery. Any of the payment transmissions, notifications, or confirmations may occur over the communications network 110.
Fig. 4G depicts a screenshot 460 of an illustrative webpage for displaying a notification on a client device 102 indicating when the information relevant to the artwork purchase has been transmitted according to one embodiment of the disclosed subject matter. Fig. 4H depicts a screenshot 470 of an illustrative webpage for displaying a notification on client device 102 indicating when the information relevant to the artwork purchase has been received according to one embodiment of the disclosed subject matter. In some embodiments of the disclosed subject matter, the notification indicating when the information has been transmitted is displayed on a collector client device. In some embodiments, the notification indicating when the information has been received is displayed on a gallery collector device.

Fig. 5 depicts a method 500 for transacting a purchase of artwork using a processor for executing instructions according to one embodiment of the disclosed subject matter. The method may include receiving an artwork selection indicating an artwork to be purchased and a corresponding purchase price 502, receiving an insurance selection for insuring the artwork 504, generating in response to the received insurance selection an insurance quote for an insurance policy for the artwork 506, receiving a shipping selection corresponding to the purchase 508, generating in response to the shipping selection a shipping quote for shipping the artwork 510, receiving an installation selection for installing the artwork 512, generating in response to the installation selection an installation quote for installing the artwork 514, receiving an invoice request corresponding to the purchase 516, generating in response to the invoice request an invoice 518, receiving a payment selection corresponding to the purchase 520, transmitting in response to the payment selection payment information corresponding to the payment selection 522, and
generating the insurance policy for the artwork 524. The payment information may be transmitted to a payment processor, such as a credit card company or bank, for processing the payment. The insurance policy may be generated in response to the payment processing.

[0053] The invoice may include a purchase price corresponding to the purchase, a consumption tax (such as a sales tax or VAT) corresponding to the purchase, an insurance charge for the insurance policy, the shipping quote, the installation quote, or a total of all amounts. The insurance policy, shipping quote, or installation quote may be automatically generated and may be based at least in part on characteristics of the purchased artwork. The shipping quote may be generated by calculating a cost based on an origin location from where the artwork will be shipped, a destination location to where the artwork will be shipped, at least one dimension related to the artwork, or a packing cost to pack the artwork. For example, the cost may be calculated by calculating a volume based on dimensions of the artwork; determining an origin cost based on the volume and the origin location; determining a transit cost based on the volume, the origin location, and the destination location; determining a packing cost based on the volume; or calculating a sum of the origin cost, packing cost, and transit cost.

[0054] The artwork selection may include an offer to purchase, where the offer includes a price. The method may also include transmitting an acceptance of the offer to purchase.

[0055] Figs. 6A-6K depict screenshots of illustrative webpages for a method for managing an inventory of artwork using a communications network, according to one embodiment of the disclosed subject matter.
Fig. 6A depicts a screenshot 600 of an illustrative webpage for managing an inventory of artwork using a communications network that can be displayed on a client device 102 according to one embodiment of the disclosed subject matter. The webpage may include tabs providing access to different inventory management features. Inventory tab 602 may provide access to an artwork database, stored on a storage device 108 in communication with the communications network 110. The artwork database stores an inventory of artwork including images of and metadata associated with the artwork. People tab 604 may provide access to a database, stored on a storage device 108 in communication with the communications network 110. The database stores data corresponding to individuals such as collectors or artists. For example, the database can include a collector database storing data corresponding to a plurality of collectors. Private Rooms tab 606 provides access to an inventory management feature for creating customized sets of artwork from the artwork database for presentation to a selected set of collectors from the collector database. Notifications tab 608 may provide access to notifications, such as, for example, when a collector accesses a customized presentation.

Fig. 6B depicts a screenshot 612 of an illustrative webpage accessed from the Private Rooms tab 606 that can be displayed on a client device 102 according to one embodiment of the disclosed subject matter. The webpage may include a list 614 of customized sets of artwork and a button 616 for creating a new customized set.

Fig. 6C depicts a screenshot 620 of an illustrative webpage for a customized set of artwork that can be displayed on a client device 102 according to one embodiment of the disclosed subject matter. The webpage may include a title entry area 622 for viewing or modifying the title of the customized set, a message
entry area 624 for viewing or modifying a message for collectors having access to the
customized set, and a history 626 of the customized set, the history including, for
example, when the customized set was created or modified or when collectors were
provided access or viewed the artwork of the customized set. The webpage may also
include a button 628 for deleting the customized set.

[0059] Fig. 6D depicts a screenshot 630 of an illustrative webpage depicting
artwork in the customized set depicted in Fig. 6C that can be displayed on a client
device 102 according to one embodiment of the disclosed subject matter. The
webpage may include a search entry area 632, a search results area 634, and a
customized set area 636. Search queries can be entered into the search entry area 632.
Search results, found by searching metadata associated with artwork and stored in an
artwork database, based on an entered search query, are shown in search results area
634. Artwork listed in the search results area 634 can be added to the customized set
using button 638. Artwork listed in the customized set area 636 can be removed from
the customized set using button 640.

[0060] Fig. 6E depicts a screenshot 642 of an illustrative webpage depicting the
selected set of collectors having access to the customized set depicted in Fig. 6C that
can be displayed on a client device 102 according to one embodiment of the disclosed
subject matter. The webpage may include a selected set area 644, a search entry area
646, and a search results area 648. Search queries can be entered into the search entry
area 646. Search results, found by searching data corresponding to collectors and
stored in a collector database, based on an entered search query, are shown in search
results area 648. Collectors listed in the search results area 648 can be added to the
customized set using button 650. Collectors listed in the selected set area 644 can be
removed by using the X button near each collector's listing. Collectors listed in the
selected set area 644 may have access to a presentation of the customized set of artwork shown in the customized set area 636 of Fig. 6D. When collectors are added to the selected set, a notification can be sent, via the communications network 110, to the added collectors. The notification can, for example, include the message of message entry area 624 of Fig. 6C. When collectors of the selected set access the presentation of the customized set of artwork, a notification can be sent, via the communications network 110, and can be accessed, for example, by the notifications tab 608.

[0061] Fig. 6F depicts a screenshot 652 of an illustrative webpage for transacting or invoicing a purchase of an artwork that can be displayed on a client device 102 according to one embodiment of the disclosed subject matter. The webpage may include a search entry area 654, a search results area 656, and a selected artwork area 658 listing art in the customized set. Search queries can be entered into the search entry area 654. Search results, found by searching metadata associated with artwork and stored in an artwork database, based on an entered search query, are shown in search results area 656. Artwork listed in the search results area 656 can be added to the selected artwork area 658 using button 660. Artwork listed in the selected set area 658 can be removed from the customized set using button 662. A purchase of artwork(s) listed in the selected artwork area can be initiated using button 664. An invoice for artwork(s) listed in the selected artwork area can be generated using button 666. The transacting of a purchase of artwork can include steps, or otherwise be similar to, the transactions described with respect to Figs. 4A-4H and 5.

[0062] Fig. 6G depicts a screenshot 670 of a first illustrative webpage for transacting a purchase of an artwork that can be displayed on a client device 102 according to one embodiment of the disclosed subject matter. The webpage may
include a customer name area 672 for entering a purchaser's name, a shipping address area 674 for entering a shipping address to which the artwork will be shipped, and an area 676 for calculating the tax associated with the purchase, such as a sales tax or VAT.

[0063] Fig. 6H depicts a screenshot 680 of a second illustrative webpage for transacting a purchase of an artwork that can be displayed on a client device 102 according to one embodiment of the disclosed subject matter. The webpage may include a drop-down menu 682 allowing the initiation of a shipping selection for shipping the artwork.

[0064] Fig. 6I depicts a screenshot 690 of a third illustrative webpage for transacting a purchase of an artwork that can be displayed on a client device 102 according to one embodiment of the disclosed subject matter. The webpage may allow the initiation of an insurance selection for insuring the artwork.

[0065] Fig. 6J depicts a screenshot 700 of a fourth illustrative webpage for transacting a purchase of an artwork that can be displayed on a client device 102 according to one embodiment of the disclosed subject matter. The webpage may include payment information area 702 for entering payment information such as a billing address, credit card information, or account information.

[0066] Webpages, similar to those of Figs. 6G-6J, can be used to generate an invoice for an artwork. Fig. 6K depicts a screenshot 710 of an illustrative webpage for accessing a generated invoice that can be displayed on a client device 102 according to one embodiment of the disclosed subject matter. The webpage may include a customer information area 712 and a price summary area 714. The customer information area 712 may include customer information such as the customer name, shipping or home address, and billing address. The price summary
area 714 can include information similar to that of the price summary areas depicted in Figs. 4A-4H, such as a purchase price, shipping price, installation price, insurance price, tax, and a total of all charges. The generated invoice can be printed out or transmitted via the communications network 110 using buttons 716 and 718, respectively.

[0067] Fig. 7 depicts a method 750 for managing an inventory of artwork using a processor for executing instructions according to one embodiment of the disclosed subject matter. The method may include receiving a request for a customized set of artworks, the step comprising receiving at least one indicator corresponding to an artwork to include in the customized set 752 and receiving at least one indicator corresponding to a collector 754, and in response to receiving the request for the customized set providing, to indicated collectors, access to a presentation of the customized set of artworks 756.

[0068] The indicated artworks of the customized set may be drawn from an artwork database that stores data corresponding to a plurality of artworks. Data stored in the artwork database may be images or metadata associated with each stored artwork. Exemplary metadata may include a title, an artist, one or more dimensions, a price, an art category, a year, or an exhibition in which the artwork was exhibited. The indicated collectors may be drawn from a collector database that stores data associated with collectors such as a name, contact information, or a description of artistic preferences. Data stored in the artwork database or collector database may be modified by, for example, modifying metadata or adding or removing artworks or collectors.

[0069] Access to the presentation of the customized set of artworks may be provided by transmitting an invitation to view the presentation to the indicated
collectors. A notification, indicating when the presentation is viewed by a collector, may be generated. The presentation may include multiple views of an artwork, such as those of the embodiments of the disclosed subject matter depicted in Figs. 8A-8C and 9. The presentation may include an option to purchase an artwork of the customized set. A purchase may be transacted according to the embodiments of the disclosed subject matter depicted in Figs. 4A-4H and 5.

[0070] Figs 8A-8C depict screenshots of illustrative webpages for a method for presenting an image of artwork to a viewer using a communications network according to one embodiment of the disclosed subject matter.

[0071] Fig. 8A depicts a screenshot 800 of an illustrative webpage for viewing an artwork according to one embodiment of the disclosed subject matter. The webpage may include an image 802 of the artwork and metadata 804 associated with the artwork such as a title, artist, price, and dimensions. The webpage may also include a button 806 to initiate a purchase of the artwork.

[0072] Fig. 8B depicts a screenshot 810 of an illustrative webpage for viewing an artwork according to one embodiment of the disclosed subject matter. An image of the artwork 812 may be presented near an image of an object 814, selected from a predetermined set of objects based on the dimensions of the artwork. Exemplary objects may include a playing card, a guitar, a race horse, a champagne bottle, and a bicycle. Each object of the predetermined set of objects may correspond to a range of dimensions. An object may be selected based on the artwork dimensions falling within the range of dimensions that corresponds to the selected object.

[0073] Fig. 8C depicts a screenshot 820 of an illustrative webpage for viewing an artwork according to one embodiment of the disclosed subject matter. The webpage may include a zoomed in image 822 of the artwork. Other viewing options
for the artwork may also be presented, such as a rotational view of the artwork or multiple or multi-angle views of the artwork.

[0074] Fig. 9 depicts a method 900 for presenting an image of artwork to a viewer using a processor for executing instructions according to one embodiment of the disclosed subject matter. The method may include receiving a set of dimensions of the artwork 902, selecting an object from a predetermined set of objects 904, presenting an image of the artwork near an image of the selected object 906, and receiving a request to purchase the artwork 908.

[0075] The object may be selected based on the received set of dimensions. For example, each object of the predetermined set of objects may correspond to a predetermined range of dimensions. An object may be selected based on the received set of dimensions falling within the predetermined range of dimensions that corresponds to the selected object.

[0076] In view of the wide variety of embodiments to which the principles of the present disclosed subject matter can be applied, it should be understood that the illustrated embodiments are exemplary only, and should not be taken as limiting the scope of the present invention. For example, more or fewer elements may be used in the diagrams, elements of different embodiments may be combined; or multiple elements may be included, where only is depicted in an illustrative embodiment, without departing from the scope of the invention. Other aspects, modifications, and embodiments are within the scope of the invention.
Claims

1. A method for transacting a purchase of artwork using a communications network, comprising
   receiving offers to purchase artwork from collector client devices in communication with the communications network, each offer comprising an offer price;
   displaying, on a gallery client device in communication with the communications network, at least one of the offers, collector profile information corresponding to the at least one offer, and an option to accept the at least one offer; and
   transmitting to a collector client device an acceptance of one of the offers.

2. The method of claim 1, wherein the accepted offer comprises an offer price that is less than the highest offer price of the transmitted offers.

3. The method of claim 1, wherein the collector profile information includes information about a collector, the information including at least one of a list of artwork owned by the collector and a list of artwork purchased by the collector.

4. The method of claim 1, further comprising transmitting to a collector client device a counteroffer from the gallery client device.

5. The method of claim 1, comprising transmitting via the communications network a message between the gallery client device and a collector client device.

6. A method for transacting a purchase of artwork using a processor for executing instructions, comprising
   receiving an artwork selection indicating an artwork to be purchased and a corresponding purchase price;
receiving an insurance selection for insuring the artwork; in response to the received insurance selection, generating an insurance quote for an insurance policy for the artwork;

receiving a shipping selection corresponding to the purchase;

in response to the shipping selection, generating a shipping quote for shipping the artwork based at least in part on characteristics of the artwork;

receiving an installation selection for installing the artwork;

in response to the installation selection, generating an installation quote for installing the artwork based at least in part on characteristics of the artwork;

receiving an invoice request corresponding to the purchase;

in response to the invoice request, generating an invoice comprising at least one of the purchase price, a consumption tax corresponding to the purchase, the insurance quote, the shipping quote, and the installation quote;

receiving a payment selection corresponding to the purchase;

in response to the payment selection, transmitting, via a communications network in communication with the processor, payment information corresponding to the payment selection; and

generating the insurance policy for the artwork.

7. The method of claim 6, further comprising

transmitting, via the communications network, an acceptance of an offer to purchase the artwork, the offer comprising a price, wherein the artwork selection comprises the offer to purchase.

8. The method of claim 6, wherein the step of generating a shipping quote comprises calculating a cost based on at least one of an origin location from where the
artwork will be shipped, a destination location to where the artwork will be shipped, at least one dimension related to the artwork, and a packing cost to pack the artwork.

9. The method of claim 8, wherein the step of calculating a cost further comprises

   calculating a volume corresponding to the artwork based on the at least one dimension;
   determining an origin cost based on the volume and the origin location;
   determining a transit cost based on the volume, the origin location, and the destination location;
   determining a packing cost based on the volume; and
   calculating a sum of the origin cost, packing cost, and transit cost.

10. A method for managing an inventory of artwork using a processor for executing instructions, comprising

   receiving a request for a customized set of artworks from an artwork database in communication with the processor, the artwork database storing data corresponding to a plurality of artworks, comprising

   receiving at least one indicator corresponding to an artwork from the artwork database to include in the customized set, and
   receiving at least one indicator corresponding to a collector from a collector database in communication with the processor, the collector database storing data corresponding to a plurality of collectors; and

   in response to receiving the request for the customized set, providing, to the indicated collectors, access via a communications network to a presentation of the customized set of artworks.
11. The method of claim 10, comprising
transmitting to a collector client device in communication with the communications network an invitation to view the presentation of the customized set of artworks; and

generating a notification comprising an indicator corresponding to a collector, when the presentation of the customized set of artworks is viewed by the collector.

12. The method of claim 10, comprising
transmitting to a collector client device in communication with the communications network the presentation of the customized set of artworks, the presentation including an option to purchase an artwork of the customized set;
accepting a selection of the option to purchase; and
in response to the selection of the option to purchase, transacting a purchase of the artwork.

13. The method of claim 10, further comprising
receiving an artwork selection indicating an artwork of the artwork database to be purchased and a corresponding purchase price;
receiving an insurance selection for insuring the artwork;
in response to the received insurance selection, generating an insurance quote for an insurance policy for the artwork;
receiving a shipping selection corresponding to the purchase;
in response to the shipping selection, generating a shipping quote for shipping the artwork based at least in part on characteristics of the artwork;
receiving an installation selection for installing the artwork;
in response to the installation selection, generating an installation quote for installing the artwork based at least in part on characteristics of the artwork;
receiving an invoice request corresponding to the purchase;

in response to the invoice request, generating an invoice comprising at least one of the purchase price, a consumption tax corresponding to the purchase, the insurance quote, the shipping quote, and the installation quote;

receiving a payment selection corresponding to the purchase;

in response to the payment selection, transmitting, via a communications network in communication with the processor, payment information corresponding to the payment selection; and

generating the insurance policy for the artwork.

14. The method of claim 10, further comprising accepting a request to modify data stored in the artwork database, the stored data comprising images and metadata associated with each artwork of the plurality of artworks.

15. The method of claim 14, wherein the artwork metadata comprises a title, an artist, and at least one of dimensions, a price, an art category, year, and an exhibition including the artwork.

16. The method of claim 10, further comprising accepting a request to modify data stored in the collector database, the stored data comprising a name, contact information, and a description of artistic preferences.

17. The method of claim 10, wherein the presentation of the customized set of artworks comprises at least one of an image of the artwork near an image of the selected object, a zoomed image of the artwork, a rotational image of the artwork, and multiple views of the artwork.

18. A method for presenting an image of artwork to a viewer using a processor for executing instructions, comprising

receiving a set of dimensions of the artwork,
selecting an object from a predetermined set of objects based on the received set of dimensions, and presenting to the viewer an image of the artwork near an image of the selected object.

19. The method of claim 18, wherein each object of the predetermined set of objects corresponds to a predetermined range of dimensions.

20. The method of claim 19, wherein an object is selected based on the received set of dimensions falling within the predetermined range of dimensions that corresponds to the selected object.

21. The method of claim 18, comprising receiving a request from the viewer to purchase the artwork.
Offer Conversation with Ashley Van Belle about TEST ARTWORK

ASHLEY VAN BELLE

Z_TEST Z_ARTIST
TEST ARTWORK A

Oil on Canvas
4,000 x 5,000 in (10.16 x 12.7 cm)

An offer has been tendered for this artwork. To include a counter offer, enter your proposal.

Write back by typing here:

To include a counter offer, enter your proposal.

SEND >

06:06 MA

An offer has been tendered for this artwork. To include a counter offer, enter your proposal.
Expires in: 02:23:08:21
05:58 May 16, 2011 EST

Current Offer
$24000.00 USD

ACCEPT
Decline

Fig. 2A-2
Offer Conversation with TEST Gallery about TEST ART

Z_TEST Z_ARTIST
TEST ARTWORK A
Oil on Canvas
4.000 x 5.000 in (10.16 x 12.7 cm)

An offer has been made.

FIG. 2B-1
WORK A

**Offer Accepted**

FROM FIG. 2B-1

06:54 May 13, 2011 EST

Accepted an offer from content1 on artwork ‘TEST ARTWORK A’

06:06 May 13, 2011 EST

An offer has been tendered for TEST ARTWORK A in the amount of $24,000 by content1 with the following message:

FIG. 2B-2

SUBSTITUTE SHEET (RULE 26)
FIG. 4A-1
Z_TEST Z_ARTIST
TEST ARTWORK A

Oil on Canvas
4,000" x 5,000" (10.16 x 12.7 cm)

TEST Gallery

$24,000 USD

ACQUIRE

Conditions of Business

INQUIRE / SHARE

FIG. 4A-2
Z_TEST Z_ARTIST
TEST ARTWORK A
4,000" x 5,000 in (10.16 x 12.7 cm)

This artwork has Special Conditions for purchase.
This needs some special terms for shipping.

Make An Offer: TEST Gallery
Your offer is a commitment to buy the work at a
fair and reasonable price in the course of Business. Upon accepting your offer, funds
will be collected and delivered to you as per
the amount indicated. In order to proceed, you need to make
payment, shipping, and insurance options. If

Price
Suggested value $24,000.00 or a
$24000 USD

Message to Gallery (optional)

TO
FIG. 4B-2

NEXT >

FIG. 4B-1
The work is subject to Paddle8’s Conditions, and will be immediately transferred for you will need to elect our offer is accepted, the work your request.

FROM FIG. 4B-1

PRICE SUMMARY

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offer</td>
<td>$--</td>
</tr>
<tr>
<td>Shipping</td>
<td>$--</td>
</tr>
<tr>
<td>Taxes</td>
<td>$--</td>
</tr>
<tr>
<td>Insurance</td>
<td>$--</td>
</tr>
<tr>
<td>Total Cost</td>
<td>$--</td>
</tr>
</tbody>
</table>

Shipping From:
TEST Gallery
42 Greene St, Floor 2
New York, NY USA 10012
Offer Good for 72 Hours.

FIG. 4B-2
Z_TEST Z_ARTIST
TEST ARTWORK A
4.000' x 5.000 in (10.16 x 12.7cm)

This artwork has Special Conditions for purchase:
This needs some special terms for shipping.

Billing
Billing Address: Add another address
Test Test (New York, US)

Shipping
Shipping to: Add another address
Test Test (New York, US)

Shipping Options
☐ I will arrange my own shipping
☐ Hedley's Fine Shipper - STANDARD
Includes soft-packing, pick-up, and profiling
☐ Add installation for an extra $50.00

Special Shipping Instructions
May lead to additional costs, see our

☐ I agree to Hedley's terms and liability contained therein.

NEXT

FIG. 4C-1
<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Offer</td>
<td>$24,000.00</td>
</tr>
<tr>
<td>Shipping</td>
<td>$--.--</td>
</tr>
<tr>
<td>Taxes</td>
<td>$--.--</td>
</tr>
<tr>
<td>Insurance</td>
<td>$--.--</td>
</tr>
<tr>
<td><strong>Total Cost</strong></td>
<td><strong>$24,000.00</strong></td>
</tr>
</tbody>
</table>

Shipping Details:
- From: TEST Gallery
- Address: 42 Greene St, Floor 2, New York, Ny USA 10012
- Offer Good for 72 Hours.
Z_TEST Z_ARTIST
TEST ARTWORK A
4.000" x 5.000 in (10.16 x 12.7 cm)

This artwork has Special Conditions for purchase:
This needs some special terms for shipping

Purchase Art Insurance

What is Art Insurance?
Watch an art insurance expert Thomas Galbraith explain.

Insurance provided by our relationship with ThePalette is not an insurance broker. Insurance is underwritten by
click here for terms, conditions and policy information. Maximum limit is $25,000. Deductible is 2% of the loss value.

☐ Yes, I would like to purchase insurance

NEXT >

FIG. 4D1
Price Summary

Offer: $24,000.00
Shipping: $440.00
Taxes: $2,130.00
Insurance: $--

Total Cost: $26,570.00

Shipping From:
TEST Gallery
42 Greene St, Floor 2
New York, NY USA 10012

Offer Good for 72 Hours.
Z_TEST Z_ARTIST
TEST ARTWORK A
4,000" x 5,000 in (10.16 x 12.7 cm)

Billing Address
42 Greene Street
New York, NY
10013

Payment Option

This artwork has Special Conditions for purchase:
This needs some special terms for shipping

☐ I agree to Paddle8's Conditions of Business and the artwork's special conditions. I understand if purchasing by credit card a hold will be put on my card for the full amount of purchase.

SUBMIT >

FIG. 4E-1
PRICE SUMMARY

Offer: $24,000.00
Shipping: $440.00
Taxes: $2,130.00
Insurance: $149.00

Total Cost: $26,719.00

Shipping From:
TEST Gallery
42 Greene St, Floor 2
New York, NY USA 10012

Offer Good for 72 Hours.

FIG. 4E-2
Z_TEST_Z_ARTIST
TEST ARTWORK A
4,000° x 5,000 in (10.16 x 12.7cm)

This artwork has Special Conditions for purchase:
This needs some special terms for shipping

Your Offer
Shipping To
Via: Hedley's Standard
42 Greene Street
New York, NY
10013

Billing Address
42 Greene Street
New York, NY
10013

Visa

Name On Card:
First Name: ______________________ Last Name: ______________________

Credit Card Number:
CVV (3 or 4 digits)

Expiration Date:
Month: ______ Year: ______

I agree to Paddle8's Conditions of Business and the special conditions. I understand if purchasing by card a hold will be put on my card for the full amount of purchase.

SUBMIT >

FIG. 4F-1
FIG. 4F-2

PRICE SUMMARY

Offer $24,000.00
Shipping $440.00
Taxes $2,130.00
Insurance $149.00
Total Cost: $28,719.00

Shipping From:
TEST Gallery
42 Greene St, Floor 2
New York, NY USA 10012

Offer Good for 72 Hours.

FROM FIG. 4F-1

(code on the back of card)
PRICE SUMMARY

Offer: $ 24,000.00
Shipping: $ 440.00
Taxes: $ 2,130.00
Insurance: $ 148.00
Total Cost: $ 26,719.00

Shipping From:
TEST Gallery
42 Greene St, Floor 2
New York, NY USA 10012

Offer Good for 72 Hours.

FIG. 4G-2
content1

May 13, 2011

Z_Test: Z_Artist: TEST ARTWORK A
An offer has been tendered for TEST ARTWORK A in the amount of $24,000 by content1 with the following message:
FIG. 6B-1
<table>
<thead>
<tr>
<th>Num of Invitees</th>
<th>Date Created</th>
<th>Date Last Viewed</th>
</tr>
</thead>
<tbody>
<tr>
<td>3, 3 others</td>
<td>Apr 2</td>
<td>Apr 2</td>
</tr>
<tr>
<td>2</td>
<td>Mar 25</td>
<td>Mar 25</td>
</tr>
<tr>
<td>2</td>
<td>Mar 12</td>
<td>Mar 12</td>
</tr>
<tr>
<td>1</td>
<td>Jan 14</td>
<td>Jan 14</td>
</tr>
<tr>
<td>0</td>
<td>Jan 2</td>
<td>Jan 2</td>
</tr>
</tbody>
</table>

**FROM FIG. 6B-1**

**FIG. 6B-2**
<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apr 2</td>
<td>3 new artworks added to room</td>
</tr>
<tr>
<td>Mar 25</td>
<td>User 3299 viewed the room at 6:30p</td>
</tr>
<tr>
<td>Mar 12</td>
<td>2 invitees added to room</td>
</tr>
<tr>
<td>Jan 14</td>
<td>User 3299 viewed the room at 3:30p</td>
</tr>
<tr>
<td>Jan 2</td>
<td>Room created</td>
</tr>
</tbody>
</table>

**From Fig. 6C-1**

**Fig. 6C-2**

*SUBSTITUTE SHEET (RULE 26)*
### Room Details

**Overview**
- John Doe (john@doe.com) - pin 30

**Included Artwork**
- John Doe (john@doe.com) - pin 30

**Invites**
- John Doe (john@doe.com) - pin 30
- John Doe (john@doe.com) - pin 30
- John Doe (john@doe.com) - pin 30
- John Doe (john@doe.com) - pin 30

### Quick search for a person

<table>
<thead>
<tr>
<th>Name</th>
<th>Type</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Doe</td>
<td>Artist</td>
</tr>
<tr>
<td>John Doe</td>
<td>Other</td>
</tr>
<tr>
<td>John Doe</td>
<td>Collector</td>
</tr>
<tr>
<td>John Doe</td>
<td>Artist</td>
</tr>
<tr>
<td>John Doe</td>
<td>Collector</td>
</tr>
<tr>
<td>John Doe</td>
<td>Artist</td>
</tr>
<tr>
<td>John Doe</td>
<td>Collector</td>
</tr>
</tbody>
</table>

*Showing 1 to 10 of 10 items*
<table>
<thead>
<tr>
<th>E-mail</th>
<th>Phone #</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="mailto:test@test.com">test@test.com</a></td>
<td>123-123-1234</td>
</tr>
<tr>
<td><a href="mailto:test@test.com">test@test.com</a></td>
<td>123-123-1234</td>
</tr>
<tr>
<td><a href="mailto:test@test.com">test@test.com</a></td>
<td>123-123-1234</td>
</tr>
<tr>
<td><a href="mailto:test@test.com">test@test.com</a></td>
<td>123-123-1234</td>
</tr>
<tr>
<td><a href="mailto:test@test.com">test@test.com</a></td>
<td>123-123-1234</td>
</tr>
<tr>
<td><a href="mailto:test@test.com">test@test.com</a></td>
<td>123-123-1234</td>
</tr>
<tr>
<td><a href="mailto:test@test.com">test@test.com</a></td>
<td>123-123-1234</td>
</tr>
<tr>
<td><a href="mailto:test@test.com">test@test.com</a></td>
<td>123-123-1234</td>
</tr>
<tr>
<td><a href="mailto:test@test.com">test@test.com</a></td>
<td>123-123-1234</td>
</tr>
<tr>
<td><a href="mailto:test@test.com">test@test.com</a></td>
<td>123-123-1234</td>
</tr>
</tbody>
</table>

**FIG. 6E-2**
**Paddle**

Paddle - Candid UX Refresh r1

---

**Sitemap**

- Shipping Details
- Paddle Settings
- Attributor Settings
- Batch Import

**Page Notes**

- People
- Artists
- Collectors
  - Collector Details
  - Collector Addresses
  - Collector History
- Others
- Add Person
- Batch Import

**Profiles**

- Terminal
  - Create Sale 1
    - Create Sale 2
    - Create Sale 3
    - Create Sale 4
    - Finalize Sale
  - Create Invoice 1
    - Create Invoice 2
    - Create Invoice 3
    - Create Invoice 4

- Invoices
  - Specific Invoice
  - History

- Private Rooms
  - Overview
  - Included Artwork
  - Invitees

- Apps
  - Paddle Settings
  - Attributor Settings

---

**CANDID BRANDING**

Notifications | Inventory | People

Home > Sales > Create Sale

---

**Invoice:** 100234

<table>
<thead>
<tr>
<th>Photo</th>
<th>Artist &amp; Title</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image-url" alt="Image" /></td>
<td>Gerr Davis Dance: ropeswing (study)</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

**Subtotal:** $10,000

- Add Artwork
- Add Tax

---

**FIG. 6G-1**

---

**SUBSTITUTE SHEET (RULE 26)**
Welcome back, user@domain.com

gallery settings System Users My Preferences Logout

Sales Private Rooms Apps

Insurance Payment

Tester Name
* First Name
* Last Name

Billing Address
* Address Line 1
* Address Line 2
* City/town
State/county
* Country Please choose
Zip/postcode

FROM FIG. 6G-1

Next Step

FIG. 6G-2

Internet 100% 10:08 AM
FIG. 6I-1
Welcome back, user@domain.com

Sales  Private Rooms  Apps

Insurance  Payment

Enable on works over $25,000.

Non contact...

FROM
FIG. 6I-1

Next Step

FIG. 6I-2
Billing address is the same as shipping address

City/town

State/county

Country: Please choose

postcode

Payment method: Credit card or Debit card

Credit card number

Exp date

Final Charge: $10,000

Finalize Sale
**Invoice:** 100234

<table>
<thead>
<tr>
<th>Photo</th>
<th>Artist &amp; Title</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gerri Davis</td>
<td>Dance: ropeswing (study)</td>
<td>$10,000</td>
</tr>
</tbody>
</table>

**Subtotal:** $10,000

**Final Charge:** $10,000

**FIG. 6K-1**
Fig. 7

Receiving indicator corresponding to a collector

Providing to indicated collectors access to a presentation of the customized set
ENLARGE & DETAILS OPTION

Paddle

ARTWORKS | EXHIBITIONS | BULLETINS | THE 8 | ABOUT PADDLE8

SATURATION | MAY 18 - JUNE 07

XYLOR JANE
Moonwalk
Oil on panel
24' x 20' (60.96 x 50.8cm)
Canada
$14,000 USD

DOSSIER | ACQUIRE

Conditions of Business

FIG. 8A
Receiving a set of dimensions of the artwork

Selecting an object from a predetermined set of objects

Presenting an image of the artwork near an image of the selected object

Receiving a request to purchase the artwork

Fig. 9
### INTERNATIONAL SEARCH REPORT

**International application No.**  
PCT/US2012/038670

#### A. CLASSIFICATION OF SUBJECT MATTER

<table>
<thead>
<tr>
<th>IPC(8)</th>
<th>USPC</th>
</tr>
</thead>
<tbody>
<tr>
<td>G06Q 20/00 (2012.01)</td>
<td>705/26.4</td>
</tr>
</tbody>
</table>

According to International Patent Classification (IPC) or to both national classification and IPC

#### B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

<table>
<thead>
<tr>
<th>IPC(8)</th>
<th>USPC</th>
</tr>
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<tr>
<td>G06Q 2000.</td>
<td>705/26.1, 26.3, 26.4, 27.1, 37</td>
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</tbody>
</table>

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

PatBase, Google Scholar

#### C. DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
<thead>
<tr>
<th>Category</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No.</th>
</tr>
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<tbody>
<tr>
<td>Y</td>
<td>US 6,704,716 B1 (FORCE) 09 March 2004 (09.03.2004) entire document</td>
<td>1-5</td>
</tr>
</tbody>
</table>

*Further documents are listed in the continuation of Box C.*

- **A** document defining the general state of the art which is not considered to be of particular relevance
- **E** earlier application or patent but published on or after the international filing date
- **L** document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
- **O** document referring to an oral disclosure, use, exhibition or other means
- **P** document published prior to the international filing date but later than the priority date claimed
- **T** later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
- **X** document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
- **Y** document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
- **&** document member of the same patent family

**Date of the actual completion of the international search**  
17 September 2012

**Date of mailing of the international search report**  
28 SEP 2012

**Name and mailing address of the ISA/US**  
Mail Stop PCT, Attn: ISA/US, Commissioner for Patents  
P.O. Box 1450, Alexandria, Virginia 22313-1450  
Facsimile No. 571-273-3201

**Authorized officer:**  
Blaine R. Copenheaver

PCT Helpdesk: 571-272-4300  
PCT OSP: 571-272-7774

Form PCT/ISA/210 (second sheet) (July 2009)
**INTERNATIONAL SEARCH REPORT**

<table>
<thead>
<tr>
<th>Box No. II</th>
<th>Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)</th>
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<tbody>
<tr>
<td></td>
<td>This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:</td>
</tr>
<tr>
<td>1.</td>
<td>☐ Claims Nos.: because they relate to subject matter not required to be searched by this Authority, namely:</td>
</tr>
<tr>
<td>2.</td>
<td>☐ Claims Nos.: because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:</td>
</tr>
<tr>
<td>3.</td>
<td>☐ Claims Nos.: because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).</td>
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<table>
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<tr>
<th>Box No. III</th>
<th>Observations where unity of invention is lacking (Continuation of item 3 of first sheet)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>This International Searching Authority found multiple inventions in this international application, as follows:</td>
</tr>
<tr>
<td></td>
<td>See Extra Sheet</td>
</tr>
</tbody>
</table>

| 1.         | ☐ As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims. |
| 2.         | ☐ As all searchable claims could be searched without effort justifying additional fees, this Authority did not invite payment of additional fees. |
| 3.         | ☐ As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.: |
| 4.         | ☒ No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.: 1-5 |

**Remark on Protest**

- ☐ The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.
- ☐ The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.
- ☐ No protest accompanied the payment of additional search fees.

Form PCT/ISA/210 (continuation of first sheet (2)) (July 2009)
This application contains the following inventions or groups of inventions which are not so linked as to form a single general inventive concept under PCT Rule 13.1. In order for all inventions to be examined, the appropriate additional examination fees must be paid.

Group I, claims 1-5, drawn to a method of transacting a purchase of artwork comprising receiving offers to purchase artwork, displaying, on a gallery client device in communication with the communications network, at least one of the offers, collector profile information corresponding to the at least one offer, and an option to accept the at least one offer and transmitting to a collector client device an acceptance of one of the offers.

Group II, claims 6-9, drawn to a method for transacting a purchase of artwork comprising receiving an insurance selection for insuring the artwork; in response to the received insurance selection, generating an insurance quote for an insurance policy for the artwork; receiving a shipping selection corresponding to the purchase; in response to the shipping selection, generating a shipping quote for shipping the artwork based at least in part on characteristics of the artwork; receiving an installation selection for installing the artwork; in response to the installation selection, generating an installation quote for installing the artwork based at least in part on characteristics of the artwork; receiving an invoice request corresponding to the purchase; in response to the invoice request, generating an invoice comprising at least one of the purchase price, a consumption tax corresponding to the purchase, the insurance quote, the shipping quote, and the installation quote; receiving a payment selection corresponding to the purchase; in response to the payment selection, transmitting, via a communications network in communication with the processor, payment information corresponding to the payment selection; and generating the insurance policy for the artwork.

Group III, claims 10-17, drawn to a method for managing an inventory of artwork comprising receiving a request for a customized set of artworks from an artwork database in communication with the processor, the artwork database storing data corresponding to a plurality of artworks, comprising receiving at least one indicator corresponding to an artwork from the artwork database to include in the customized set, and receiving at least one indicator corresponding to a collector from a collector database in communication with the processor, the collector database storing data corresponding to a plurality of collectors; and in response to receiving the request for the customized set, providing, to the indicated collectors, access via a communications network to a presentation of the customized set of artworks.

Group IV, claims 18-21, drawn to a method for presenting an image of artwork to a viewer comprising receiving a set of dimensions of the artwork, selecting an object from a predetermined set of objects based on the received set of dimensions, and presenting to the viewer an image of the artwork near an image of the selected object.

The inventions listed as Groups I, II, III or IV do not relate to a single general inventive concept under PCT Rule 13.1 because, under PCT Rule 13.2, they lack the same or corresponding special technical features for the following reasons: the special technical feature of the Group I invention: displaying, on a gallery client device in communication with the communications network, at least one of the offers, collector profile information corresponding to the at least one offer, and an option to accept the at least one offer and transmitting to a collector client device an acceptance of one of the offers as claimed therein is not present in the invention of Groups II, III or IV. The special technical feature of the Group II invention: receiving an insurance selection for insuring the artwork; in response to the received insurance selection, generating an insurance quote for an insurance policy for the artwork; receiving a shipping selection corresponding to the purchase; in response to the shipping selection, generating a shipping quote for shipping the artwork based at least in part on characteristics of the artwork; receiving an installation selection for installing the artwork; in response to the installation selection, generating an installation quote for installing the artwork based at least in part on characteristics of the artwork; receiving an invoice request corresponding to the purchase; in response to the invoice request, generating an invoice comprising at least one of the purchase price, a consumption tax corresponding to the purchase, the insurance quote, the shipping quote, and the installation quote; receiving a payment selection corresponding to the purchase; in response to the payment selection, transmitting, via a communications network in communication with the processor, payment information corresponding to the payment selection; and generating the insurance policy for the artwork as claimed therein is not present in the invention of Groups I, III or IV. The special technical feature of the Group III invention: managing an inventory of artwork comprising receiving a request for a customized set of artworks from an artwork database in communication with the processor, the artwork database storing data corresponding to a plurality of artworks, comprising receiving at least one indicator corresponding to an artwork from the artwork database to include in the customized set, and receiving at least one indicator corresponding to a collector from a collector database in communication with the processor, the collector database storing data corresponding to a plurality of collectors; and in response to receiving the request for the customized set, providing, to the indicated collectors, access via a communications network to a presentation of the customized set of artworks as claimed therein is not present in the invention of Groups I, II or IV. The special technical feature of the Group IV invention: presenting an image of artwork to a viewer comprising receiving a set of dimensions of the artwork, selecting an object from a predetermined set of objects based on the received set of dimensions, and presenting to the viewer an image of the artwork near an image of the selected object as claimed therein is not present in the invention of Groups I, II or III.

Groups I, II, III and IV lack unity of invention because even though the inventions of these groups require the technical feature of transacting a purchase of artwork using a communications network comprising receiving offers to purchase artwork from collector client devices in communication with the communications network, each offer comprising an offer price/purchase price, and an artwork database storing data corresponding to a plurality of artworks, this technical feature is not a special technical feature as it does not make a contribution over the prior art in view of US 2005/027,790 A1 (FRANKS) 15 December 2005 (15.12.2005), Fig. 1, Fig. 4, paragraphs 47, 70, 78, 84-85, 88.

Since none of the special technical features of the Group I, II, III or IV inventions are found in more than one of the inventions, unity of invention is lacking.