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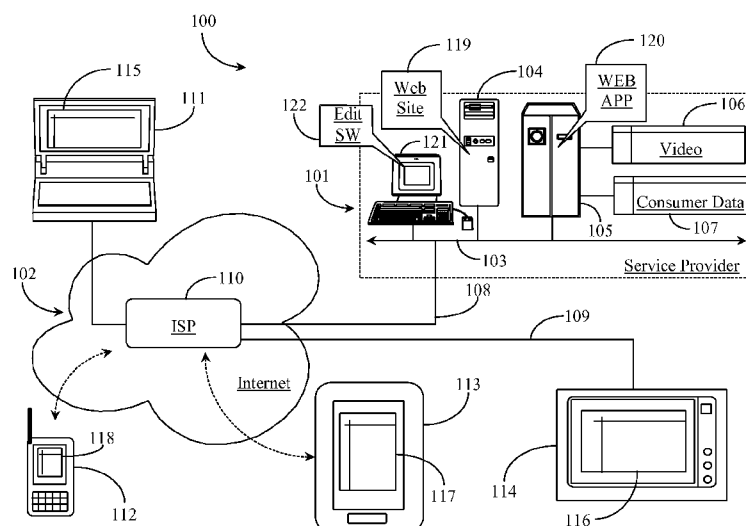
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(54) Title: SYSTEM FOR SELLING PRODUCTS BASED ON PRODUCT COLLECTIONS REPRESENTED IN VIDEO**Fig. 1**

(57) **Abstract:** A system for marketing products to customers includes an Internet-connected server and software executing on the server from a non-transitory physical medium, the software providing display of links to one or more interactive video showcases; tracking consumer actions during video consumption of a video showcase; re-purposing focus of video content based on the results of the tracked consumer actions; redirecting consumers to a product description page based on consumer selection of a product during video consumption; and conducting one or more transactions through the portal relative to products selected for purchase by the consumers.



INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2012/038547**A. CLASSIFICATION OF SUBJECT MATTER****G06Q 30/06(2012.01)i, G06Q 50/10(2012.01)i**

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)

G06Q 30/06; G06F 3/048; H04N 7/173; H04N 7/16; G06Q 30/00; G06Q 50/10

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

Korean utility models and applications for utility models

Japanese utility models and applications for utility models

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

eKOMPASS(KIPO internal) & Keywords: market*, video, product, buy, showcase,

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2008-0140523 A1 (MAHONEY SCOTT et al.) 12 June 2008 See abstract, figures 1-13, paragtaphs [0001]-[0119] and claims 1-18.	1-20
X A	KR 10-2009-0091546 A (KIM, DONG CHUL) 28 August 2009 See abstract, figures 1-5 and claims 1-10.	1, 12 2-11, 13-20
A	KR 10-2009-0092406 A (KIM, DONG CHUL) 01 September 2009 See abstract, figures 1-7 and claims 1-11.	1-20
A	US 2005-0229227 A1 (BRIAN ROGERS) 13 October 2005 See abstract, figures 1-24 and claims 1-38.	1-20
A	US 2010-0145820 A1 (JOHNSON GERARD C. et al.) 10 June 2010 See abstract, figures 2, 3, 5-25 and claims 1-3, 6-9, 11, 17-26.	1-20



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INTERNATIONAL SEARCH REPORT

Information on patent family members

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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
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