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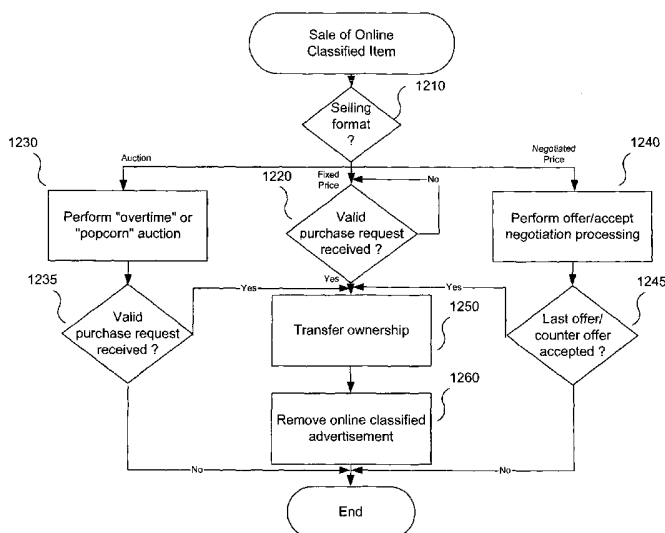
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(54) Title: FACILITATING THE SALE OF AD ITEMS VIA THE INTERNET



(57) Abstract: Systems (400) and methods (310, 320, 330) for facilitating the sale of classified ad items are provided. According to one embodiment, a linkage is created between a print advertisement and an online counterpart (710). Consumers are encouraged to view and/or purchase online an item for sale in the print classified ad. For example, a graphic, text, icon or other indicia (705) may indicate the item is also accessible in an online environment. According to another embodiment, ad data for an e-commerce enabled online classified advertisement is originated by a periodical publisher via a call center and passed to the e-commerce system. In another embodiment, consumers placing an order for an advertisement are provided with multiple e-commerce selling format options (1210) that define the manner in which an e-commerce application will attempt to sell the subject of the ad. For example, the consumer may select a fixed price (1220), a negotiated price (1240), or an auction selling format (1230).

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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER
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 US CL : 705/26
 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)
 U.S. : 705/26, 27, 14

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)
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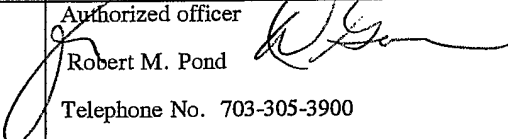
C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	ADPAY; "Welcome to AdPay!" Internet Archive Wayback Machine, www.archive.org; www.adpay.com; 31 May 2002, 1pg.	1-28
Y	US 5,283,731 A (LALONDE et al) 01 February 1994 (01.02.1994), see at least abstract; col. 1, line 15 through col. 3, line 15.	1-28
Y	US 6,449,601 B1 (FRIEDLAND et al) 10 September 2002 (10.09.2002); see at least col. 2, line 65 through col. 3, line 67.	1-28
Y	SLATALIA, M. "Here's a Concept: Fixed Prices a eBay," New York Times, 05 July 2001; pages 1-3.	1-28
Y	US 5,819,092 A (FERGUSON et al) 06 October 1998 (06.10.1998); abstact; col. 8, line 55 through col. 12, line 55.	1-28
Y	Printing World, "Ipix Ups Potential for Digital Images," 17 March 2003, pages 1 and 2.	1-28
Y	US 6,381,594 B1 (Eichstaedt et al.) 30 April 2002, col. 13, lines 4-67.	1-28

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