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[Continued on next page]

(54) Title: ONLINE PURCHASE OPTIMIZATION

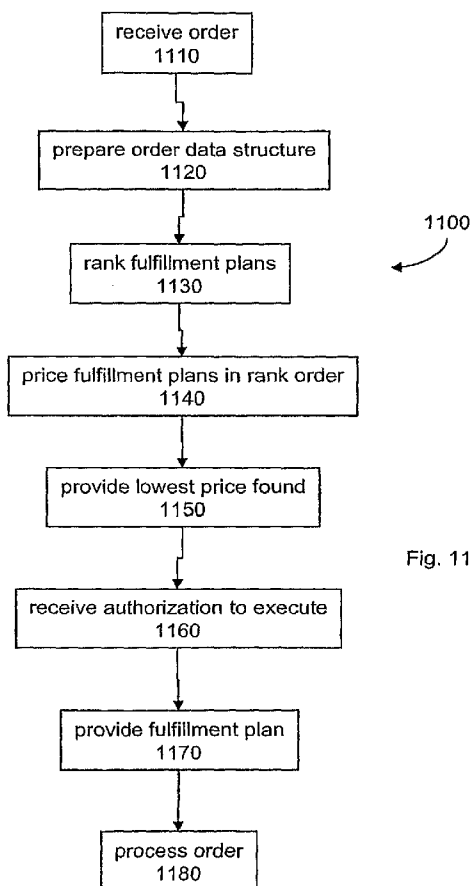


Fig. 11

(57) Abstract: A system, method and apparatus for online purchase optimization is presented in various embodiments. In one embodiment, a method is provided. The method includes receiving a selection of a plurality of items. The method also includes enumerating a list of complete sets of combinations of items of the plurality of items. The method further includes determining prices of the complete sets of combinations of items of the plurality of items. Also, the method includes choosing a lowest price from the prices of the complete set of combinations of items of the plurality of items. Moreover, the method includes presenting the lowest price to a user. Additionally, the method includes receiving approval to purchase the selection of the plurality of items at the lowest price and payment from the user with one click of a user input device (Fig. 1).

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USPC: 705/26

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B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
U.S. : 705/26, 27

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)
EAST

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 2003/0088471 A1 (TANIGAKI et al.) 8 May 2003 (08.05.2003), see entire reference	1-20
Y	US 5,960, 411 (HARTMAN et al.) 28 September 1999 (28.09.1999), see entire reference	1-20

Further documents are listed in the continuation of Box C. See patent family annex.

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"A"	document defining the general state of the art which is not considered to be of particular relevance	"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
"E"	earlier application or patent published on or after the international filing date	"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
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"O"	document referring to an oral disclosure, use, exhibition or other means	"&"	document member of the same patent family
"P"	document published prior to the international filing date but later than the priority date claimed		

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