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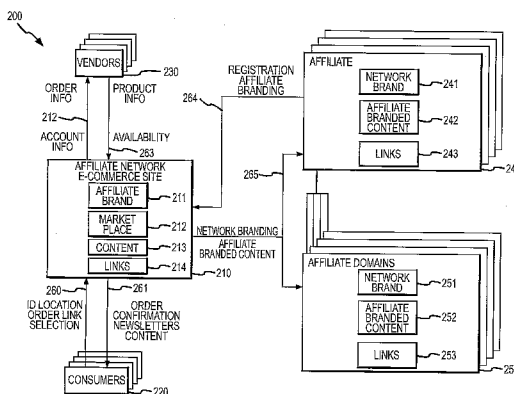
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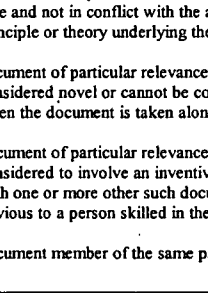
(57) **Abstract:** A social network for business-to-business platform using an e-commerce platform and system consolidate a tiered vertical market space by connecting multiple vendors to a target audience or consumer class through an affiliate network. In one embodiment, an affiliate network (200) includes consumer platforms (220), vendor platforms (230) and affiliate platforms (240), all connected via a social network for business-to-business platform (210). The social network for business-to-business platform (210) includes a number of web pages that may include content (213) of interest to the consumers (220), as well as a market place (212) by which consumers (220) can purchase products from the various vendors (230). In addition, consumers (220) may be referred to the platform (210) by the affiliate platforms (240). In such cases, affiliate branding information may be displayed in connection with the interfaces of the social network for business-to-business platform (210), and referral fees may be generated for the affiliates. The social network for business-to-business platform (210) may provide a variety of administrative functions, as well as generating content for use by the affiliate platforms (240).

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<b>B. FIELDS SEARCHED</b> Minimum documentation searched (classification system followed by classification symbols) U.S. : 705/26,27; 709/223  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, Dialog		
<b>C. DOCUMENTS CONSIDERED TO BE RELEVANT</b>		
Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y,P	US 2006/0173985 A1 (MOORE) 03 August 2006 (03.08.2006), paragraphs [0037] and [0157].	1-62
Y,T	US 2008/0040151 A1 (MOORE) 14 February 2008 (14.02.2008), paragraphs [0189], [0212], and [0235].	1-62
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex.		
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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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