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(54) Title: ENHANCED ADVERTISING DISPLAY AND CONSUMER PURCHASE REQUESTS IN AN INTERACTIVE ENVIRONMENT

(57) Abstract: Methods and systems for enhanced advertising display and consumer purchase requests in an interactive environment are disclosed. According to one embodiment, a computer-implemented method, comprises providing wrap code to a first entity connected to an electronic commerce network. A gadget is provided to the first entity. A request for content from a second entity connected to the electronic commerce network is received when the second entity activates the gadget. The content is transmitted to the second entity.
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A CLASSIFICATION OF SUBJECT MATTER
IPC(8) - G06Q 30/00 (201 0.01 )
USPC - 705/14.51

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)
USPC 705/14 51

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
USPC 705/1 1, 14 4, 14 49, 14 51, 14 73, 500, 709/203, 205, 206, 238, 715/700, 748, 751

Electronic databases consulted during the international search (name of data base and, where practicable, search terms used)
Electronic databases - USPTO WEST (PGPB, USPT, EPAB, JPAB), Google Scholar
Search Terms Used - advertising, enhanced, widget, gadget, wrap, code, interactive, environment, invisible, transmit, product, advertiser, commerce, publisher etc

C DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
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<tr>
<th>Category</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
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<td>US 2005/01 08776 A1 (CARVER et al ) 19 May 2005 (19 05 2005), entire document, especially [0006]-[0007], [0013], [0044]-[0045], [0101], [0147]-[0153].</td>
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