(19) World Intellectual Property Organization International Bureau





(43) International Publication Date 4 July 2002 (04.07.2002)

PCT

English

(10) International Publication Number WO 02/052449 A3

- (51) International Patent Classification⁷: G06F 17/30, 17/60
- (21) International Application Number: PCT/US01/49096
- (22) International Filing Date:

17 December 2001 (17.12.2001)

(25) Filing Language:

(26) Publication Language: English

(30) Priority Data:

 09/747,656
 22 December 2000 (22.12.2000)
 US

 09/747,666
 22 December 2000 (22.12.2000)
 US

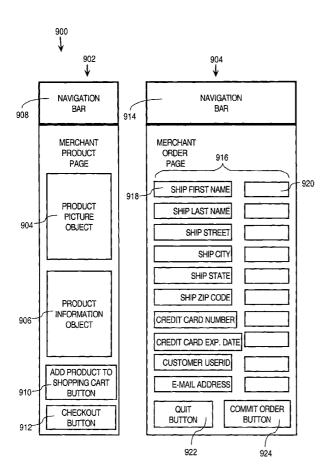
 09/747,651
 22 December 2000 (22.12.2000)
 US

(71) Applicant: E-CENTIVES, INC. [US/US]; 6901 Rockledge Drive, Seventh Floor, Bethesda, MD 20817 (US).

- 72) Inventors: ROLLINS, Eugene; 370 Clarence Avenue, Sunnyvale, CA 94086 (US). PADALA, Sailendra; 1521 DeAnza Boulevard, San Mateo, CA 94403 (US). HENDRIKSE, Norbert; 1014 Grizzly Peak Boulevard, Berkeley, CA 94708 (US).
- (74) Agent: GATTO, James, G.; Mintz, Levin, Cohn, Ferris, Glovsky & Popeo, P.C., 12010 Sunset Hills Road, Suite 900, Reston, VA 20190 (US).
- (81) Designated States (national): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NO, NZ, PH, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA, UG, UZ, VN, YU, ZA, ZW.

[Continued on next page]

(54) Title: PROVIDING NAVIGATION OBJECTS FOR COMMUNICATIONS OVER A NETWORK



(57) Abstract: Communications between participants over a communications link are proxied by an intermediary, such as an Integrated Order Mechanism (IOM). Participants interact with each other through the IOM. The IOM may be transparent to the participants such that they are not aware that the IOM is involved in processing communications. For example, in the context of a transaction by a customer making a purchase from a merchant over the Internet, the IOM facilitates the processing of transactions by processing requests from both the customer and the merchant. Neither the customer nor the merchant may be aware that the transactions are being handled by the IOM. Navigation objects may be provided for the communications over a network. For example, a navigation bar may be included on a merchant web page to provide the customer with a link back to a shopping application provided by the IOM.



(84) Designated States (regional): ARIPO patent (GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE, IT, LU, MC, NL, PT, SE, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

(88) Date of publication of the international search report: 12 September 2003

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

Published:

with international search report

INTERNATIONAL SEARCH REPORT

In ational Application No PCT/US 01/49096

A. CLASSIFICATION OF SUBJECT MATTER IPC 7 G06F17/30 G06F G06F17/30 G06F17/60 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) IPC 7 G06F 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 practical, search terms used) EPO-Internal C. DOCUMENTS CONSIDERED TO BE RELEVANT Citation of document, with indication, where appropriate, of the relevant passages Relevant to claim No. X WO 00 31657 A (REDCART TECHNOLOGIES INC) 1 - 172 June 2000 (2000-06-02) abstract page 13, line 30 -page 14, line 35 US 6 125 352 A (SPEELPENNING BERT ET AL) 1,7-9,15 - 1726 September 2000 (2000-09-26) abstract Α BROOKS ET AL: "Application-Specific Proxy 1,7-9,Servers as HTTP Stream Transducers" 15 - 17INTERNET CITATION, XX, XX, 1 December 1995 (1995-12-01), pages 1-9, XP002081461 the whole document Further documents are listed in the continuation of box C. Patent family members are listed in annex, ° Special categories of cited documents: "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 "A" document defining the general state of the art which is not considered to be of particular relevance "E" earlier document but published on or after the international "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to "L" document which may throw doubts on priority claim(s) or involve an inventive step when the document is taken alone which is cited to establish the publication date of another citation or other special reason (as specified) "Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the ort. "O" document referring to an oral disclosure, use; exhibition or other means document published prior to the international filing date but later than the priority date claimed in the art. "&" document member of the same patent family Date of the actual completion of the international search Date of mailing of the international search report 16 June 2003 25/06/2003 Authorized officer Name and mailing address of the ISA European Patent Office, P.B. 5818 Patentlaan 2 NL - 2280 HV Rijswijk Tel. (+31-70) 340-2040, Tx. 31 651 epo nl, Triest, J Fax: (+31-70) 340-3016

INTERNATIONAL SEARCH REPORT

Information on patent family members

In pational Application No PCT/US 01/49096

Patent document cited in search report		Publication date		Patent family member(s)	Publication date
WO 0031657	Α	02-06-2000	AU JP WO	2029600 A 2002530782 T 0031657 A2	13-06-2000 17-09-2002 02-06-2000
US 6125352	A	26-09-2000	AU EP JP WO	5177598 A 1016010 A1 2002512708 T 9821679 A1	03-06-1998 05-07-2000 23-04-2002 22-05-1998