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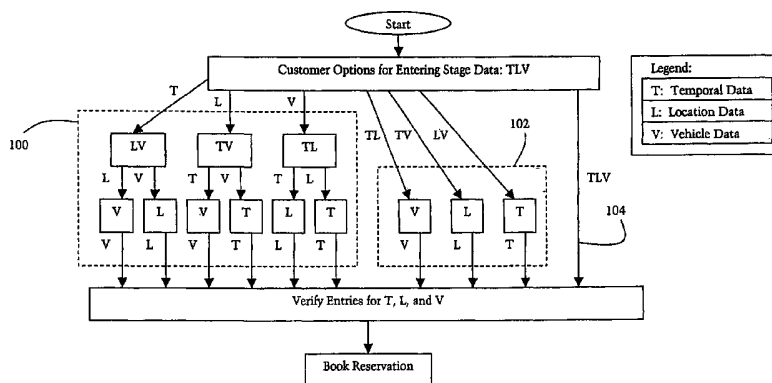
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[Continued on next page]

(54) Title: METHOD AND APPARATUS FOR CUSTOMER DIRECT ON-LINE RESERVATION OF RENTAL VEHICLES INCLUDING DEEP-LINKING



(57) Abstract: A method of processing a reservation transaction between a customer and reservation-booking entity via a computer network inter-connecting a customer computer with an automated reservation transaction processor, the reservation transaction requiring submission of at least three different types of reservation data from the customer for successful completion thereof, each reservation data type having one of a plurality of different values, wherein each reservation data type value is dependent upon other reservation data type values, the method including presenting an initial page for data value entry for a plurality of reservation data types, accepting for partial data entry data values for less than all of said reservation data types, and determining, on the basis of the interdependence of the different data values for the different reservation data types, a list of acceptable data values for any un-entered reservation data types. Also, the processor provides the customer with a less than full page summary section on many of the reservation booking pages, the summary section including a list of submitted data values for the reservation transaction and an edit link associated with each listed data value that is selectable to initiate a revision of its associated data value. Further, the present invention supports promotional deep-linking, promotion reservation with notification upon customer violation of the promotion rules, corporate account deep-linking, URL-based deep-linking, travel agent commission tracking, and various other features.



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B. FIELDS SEARCHED

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Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2001/0016825 (PUGLIESE III et al) 23 August 2001, see entire document.	1-99

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Further documents are listed in the continuation of Box C.

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See patent family annex.

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