Abstract: A collaborative checkout and order management system and method are provided. The collaborative checkout and order management system and method may be implemented in a social business marketplace system.
COLLABORATIVE CHECKOUT AND ORDER MANAGEMENT IN SOCIAL BUSINESS TO BUSINESS MARKETPLACE SYSTEM AND METHOD

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Priority Claim/Related Application


Appendix

Appendix A (39 pages) contains examples of the user interface of the collaborative check and order management in social business to business marketplace system with workflow management. Appendix A forms a part of the specification and is hereby incorporated herein by reference.

Field

The disclosure relates generally to a collaborative checkout and manage order system with offline and online payment methods with delivery verification that can be incorporated into a system and method of a business to business (B2B) marketplace and social networking in the B2B marketplace.

Background

Productivity enhancement systems and tools are well known for various industries. However, the wholesale market between manufacturer/brands and retailer/boutiques is still behind when it comes to productivity enhancement software. Specifically, the wholesale market between manufacturer/brands and independent retailer is after 20 years of software innovation still happening on the tradeshow show floor or at a physical showroom offline where a sales representative and a retail buyer collaborate on filling out order forms on paper purchase order forms and negotiating terms on the fly. That process is then followed by exchange of invoices (mail/email/fax) and shipping slips (shipment) between unrelated companies. Because of the nature of people engaging, the majority of the transactions are still happening during tradeshows or at a showroom offline where unrelated companies can meet, which represents for about 5-20 days out of a year of 365 days.
The fulfillment between brand/manufacturer and retail buyer is more or less unstructured and often marked with handwritten notes on shipping slip and invoice and then saved on folders. Some online tools have been created over the past 10 years allowing brands/boutiques to create wholesale commerce stores on their website allowing retail buyer to place orders there. Another form has been online storefront sites where the seller manages products and sends the retailer emails to review products and invite the retailer to go to that web location to place orders online which of course is not collaborative and usually occurs only a very few 4+ times a year with the risk that the retailer forgets the location and even his password. Both of these services have been contra-productive and even though companies have invested in this technologies over the past 10 years their sales force most likely by-pass these solutions because they could not actively collaborate with their retail buyer. In other words, the conventional systems did not provide a natural experience to the tradeshow/showroom collaboration. The reason is that sales representatives of brand/manufacturers use their sales channel (retailer/brick and mortar stores) to advice their retail buyer what to buy and what product would go best (bestseller, fit to demographic of retail store, etc). Retail buyers usually want to get the personal feedback from the vendor about what merchandise goes well and both combined, because of their often long lasting business relationship, they know well what retail buyer should purchase to stock up their stores and of course have a good market overview of what goes well and what not (trend insight).

There are a few additional core differences with traditional business to commerce (b2c) commerce sites. For example, in wholesale transactions, shipping costs are not assigned to the order but will be evaluated and applied when an invoice gets sent and the order is ready for shipment. Also, during the negotiation of an order, terms are getting negotiated. Terms typically define payment agreements like COD (cash on delivery), Cash in advance, 7-day net, 10-day net or 30 day net and so on. Of course other more modern payment forms like credit cards or PayPal getting accepted as well. In some systems, a 10-day net can be combined with online payment forms like credit card payment or paypal payment, but of course can also be fulfilled by offline payments like check.

Currently, the real world process of preparing a purchase order, executing an order and managing the order including delivery with verification of shipment with invoice and shipment slip is a very manual process between the brand/manufacturer and retail buyer with
no productivity driving mechanics in place. Most of the market participants are not very
trained with software solutions and do not use open standards that allow different systems to
work with each other. Consequently, most of these convention systems use a paper archive
system with a lot of hand written notes which can cause many mistakes and are hard to review
at a later time. Thus, it would be desirable to have a solution which structures this process in
an efficient collaborative online workflow that captures transactions, activities and
conversations for better business insight, avoiding errors, later review, archiving but also for
eventual disputes between 2 unrelated companies. Thus, it is desirable to provide a
collaborative checkout and order management system in social business to business
marketplace system and method that overcome the above limitations of typical systems and it
is to this end that the disclosure is directed.

Brief Description of the Drawings

Figure 1 illustrates a social business to business (B2B) network marketplace platform
that may implement a workflow system and method;

Figure 2 is a more detailed view of the social business to business (B2B) network
marketplace of one private b2b network that may implemented the workflow system and
method;

Figure 3A is a block diagram of a social marketplace unit that is used to manage the
social business to business (B2B) marketplace and may implement the workflow system and
method;

Figure 4 illustrates a collaborative checkout and order management session that is
managed by the collaborative checkout and order management system and method leveraging
the social marketplace system; and

Figure 5A and 5B illustrate more details of the collaborative checkout and order
management session.

Detailed Description of One or More Embodiments

The disclosure is particularly applicable to a collaborative checkout and order
management system and method implemented on the Balluun social marketplace system for
retailers and sellers and it is in this context that the disclosure will be described. It will be
appreciated, however, that the system and method has greater utility since the collaborative
checkout and order management system and method may be implemented on other systems and using other known technology and those other implementations are within the scope of the disclosure. Furthermore, the system and method may be used for any wholesale trade of finished goods in any industry where products are getting replaced against a new series at some point.

Figure 1 illustrates a social business to business (B2B) network marketplace 100 in which a plurality of social B2B networks 102 (that may be typical B2B networks or other types of B2B market networks) are brought together with a social aspect (described below) to facilitate social interactions between the participants in each of the social B2B market networks 102 and between one participants and other participants. Figure 2 is a more detailed view of a social business to business (B2B) network and in particular illustrates an example of one social B2B network 102 shown in Figure 1. Each social B2B network 102 has a social network marketplace unit and connections/links 104 that interconnects one or more participants 106 in a private B2B network 108. When each social B2B market network 102 is connected to each other in the social business to business (B2B) marketplace 100, the dedicated private networks 102 are maintained, but a public forum (which each participant to opt to participate in at various levels) is also created that allows social interaction using the social network marketplace unit and connections/links 104 while maintaining the private B2B networks 102 as described below in more detail.

The resulting system 100 provides multilevel feeding of social interaction and conversations including: a business to many other business conversation/activity (public and private), a intra company conversation/activity using the private B2B network, a person to person or person to person to many person conversion/activity within a private network, a private business to business conversion/activity over a private network, a private business to business personal conversion/activity over a private network, a private business to business object related conversation/activity using a private B2B network about goods/services being negotiated, bought or sold, a private business to business object related conversation using a private B2B network about business opportunities, a private business to business object related conversation using a private B2B network about a service/good order, a private business to business object related conversation using a private B2B network about managing a goods/services order and/or a private business to business object related conversation using a private B2B network about customer service. Each of these different types of
conversions/interactions are facilitated by the system and method that are now described in more detail. Also a private message system spanning across the connected companies to communicate in a private messaging style (similar to Facebook or LinkedIn's messaging service) is also enabled allowing participants to write private messages beside the social feed by utilizing the social B2B relationship.

The social B2B network marketplace system provides beside a storefront concept for seller companies to sell and buyer companies to buy a microblogging capability to all participants of the social marketplace B2B system. The microblogging capability allows the participants to have the communications, engagement, collaboration, activity and conversations above with each other. The systems and units that enable the microblogging are now described in more detail.

Figure 3A is a block diagram of a social marketplace unit 104 that is used to manage the social business to business (B2B) network marketplace. One or more computing devices 110 (such as a seller account computing device 110b and a buyer account computing device 110a) can connect to the social marketplace unit 104 using well known protocols (whether secure or not) over a link that may be wired or wireless. In some embodiment, each seller account may be accessed by one or more employees of the seller (employee 1, employee2, ... employee n) and each employee may have their own computing device 110. Similarly, each buyer account may be accessed by one or more employees (employee 1, employee2, ... employee n) of the buyer and each employee may have their own computing device 110.

Thus, the social marketplace unit 104 can be connected to by a plurality of sellers and buyers and a plurality of computing devices 110. Each computing device 110 may be a processing unit based device with a display, processing power and memory to be able to interact with the social marketplace unit 104. For example, each computing device may be a personal computer, a terminal, a laptop computer, a smartphone (Apple iPhone, RIM Blackberry device, HTC device or Palm device), a mobile phone with a digital data capability, a tablet computer and the like. In one embodiment, the computing device has an operating system and manages the functioning of the computing device and the computing device may also have a well known browser application (Mozilla, Safari, etc.) that is stored in the memory of the computing device and executed by a processor of the computing device to establish a connection with the social marketplace unit 104 and interact with the social marketplace unit 104 by exchanging data, images, video, web pages and the like.
The social marketplace unit 104 may further comprise one or more well known
application servers 112 with one or more well known database servers 114 for scalability,
troubleshooting and security reasons. The above components also provide load balancing as is
known. In one embodiment, both the database and application servers 112, 114 may be
running Linux - Red Hat Enterprise operating system software 116 as shown. The social b2b
network marketplace unit 104 may further comprise a well known Apache Web Server 118, a
known PHP 5.2.13 120 installed as well as a well known MySQL 5.0.77 122 and these
provide the operating environment for the social B2B network marketplace that is running a
social unified database 124 which allows the system to provide an integrated combination of
a transaction enabled storefront and marketplace combined with the social connectivity and
communication structure to provide an integrated connectivity service between companies
and a communication service within a company account on the system but also between
companies and filtered depending on the demand of level of privacy and integrity.

The system, in one embodiment, may be a software-as-a-service (SaaS) in the cloud
and is protected by Firewall(s) and SSL encryption. The Firewall(s) may be a Cisco ASA5500
series firewall and the SSL Service is a Versign SSL encryption license and may encrypt
every single page of the social B2B marketplace for security reasons. The system may also be
implemented using other architectures such as a client server model, a hosted model, a cloud
server model, a mainframe/terminal model and the like and is not limited to any particular
architecture.

To provide the transaction-enabled storefront and marketplace combined with the
social communication structure, the social network and marketplace unit 104 may further
comprise one or more units 126 and an executive services unit 128 that provide the services
and features. In one embodiment, each of the units 126 and the executive services unit 128
may be implemented as a plurality of lines of computer code that are executed by the one or
more applications servers and database servers of the system. The units 126 may include a
registration unit 126a that handles the registration of one to many users per company accounts
and accounts of the system, a connectivity unit 126b that handles the connections between 2
or more companies on Balluuun to create a private b2b network 102, a profile pages unit 126c
that handles the company profiles pages as described below, a multilevel feeds unit 126d that
handles the multilevel feeds as described below in more detail, a storefront unit 126e that
generates and manages the storefront of each company on the social b2b marketplace, an
inventory management unit 126f that manages products of a company’s storefront and its inventory, a shopping cart unit 126g that generates and manages the shopping cart between a buyer account and a seller account to allow the buyer to buy from a dedicated seller company storefront on balluun, a checkout unit 126h that generates and manages the checkout process of a shopping cart of a buyer from dedicated seller storefront, a CRM unit 126i that provides CRM services and features to the seller account based on his storefront as described below, a manage order unit 126j that manages orders for services and goods of the transactions (seller and buyer view) and provides a dynamic order template for ordering, a payment unit 126k that manages the payment process between seller and buyer on the social b2b marketplace with the API’s into 3rd party payment solutions (PayPal and other comparable third party payment solutions), a business intelligence unit 126l that provides typical business intelligence features to the marketplace, a recommendation engine that matches companies based on database records together. The shopping cart unit of the system may have an integrated social feed that allows the buyer to communicate with seller in real-time on the purpose of the cart/order. The integrated social feed (provided by the connectivity unit of the social marketplace) allows the system to record transaction related conversation to the whole order flow.

The recommendation engine provides company matching based on a recommendation algorithm (for instance: build a recommendation service - seller > clothing > street wear to buyer > clothing > street wear for instance) + social relationship (social graph) of 1st, 2nd and 3rd degree of relationships.) The CRM unit 126l allows for the creating and managing of customer created opportunities in real time on the system with the ability to raise object related (transaction) issues and to communicate with buyer in real-time. The units 126 further may include an activity streams unit 126m that generates and manages the activity streams (described in more detail with reference to Figures 13 and 19-20 in US Patent Application Serial No. 13/1/97,669 (”669 Application”) filed on August 3, 2011 which is incorporated herein by reference) and a private messaging unit 126n that generates and manages the private messaging that is described in more detail with reference to Figures 21-33 in the ’669 Application.) The units 126 and executive unit 128 combine a mix of features and functionality to provide the service. Each of the features and functionality takes advantage of the unified social database of social, company, product and transaction related data and delivers the required feature output as a user interface to the user. The structure filters the service and provides the required subset of the features as a buyer account, a seller account
and a master/admin account (balluun master account) or just based on the features subscribed which are described below in more detail.

Using the social B2B network marketplace, a company or company division can create a company account with one to MANY employees under this company account. In other words, each company account on the system consists of a Company Profile and a sub Profile structure for every single employee as well. The relationship between employees within one company are therefore all related with each other and represent one company on the system. Employees can be added to a company account at any time. Furthermore, a company can invite and connect with any company which has an account on the social B2B system. The system, for example, can connect a manufacturer-manufacturer relationship, a manufacturer-wholesaler relationship, a wholesaler-wholesaler relationship, a wholesaler-retailer relationship, a wholesaler-reseller relationship, a retailer/retailer relationship, a reseller-reseller relationship and/or a wholesaler-retailer/reseller relationship.

The connect works by one company inviting another company (see Figures 34-39 of the '669 Application for examples of the process for inviting a new company) and the invited company confirms the invitation request (see Figures 40-42 of the '669 Application for examples of this process). With the system, as soon as two companies are connected, they can communicate with each other using the multi-level feeding structure and/or private messaging or conduct business with each other (ecommerce transactions). In this process, the activity notifications (described below in more detail) are being generated to each company based on the required connectivity. Some of the announcement activity streams can also go to an unconnected crowd of people known as the 'public'. In addition, a company which invited multiple companies to join it's network is maintaining it's own B2B community on the system as well. Furthermore, there can be many independent B2B communities relative to a given company. The community can be all connected businesses or a sub-group of coworkers and/or it's employees grouped into a dedicated group.

The B2B network marketplace has the multi-level feeding structure. In the Company Wall of the B2B network marketplace (for inter and intra company conversations), the system may provide to post: a public filter that filters for everyone on Balluun (twitter like advertising/blogging); a partner filter for Business 2 many Businesses (all my business connections); and a coworker filter for intra company conversation (all my coworkers). In the My Wall portion of the B2B network marketplace (for inter & intra conversation (P2P,
P2manyP) for post’s, the system may provide: a public filter that filters for everyone on Balluun (twitter like advertising/blogging); a partner filter that filters for business 2 many Businesses (all my business connections); and a coworkers filter that filters for intra company conversations (all my coworkers). The My CoWorker Wall portion of the B2B network marketplace is for inter & intra conversation (P2P, P2manyP) with only threads towards or with that particular coworker involved). The system also provides a Partner Wall in a My Partner portion that is for inter conversation (private B2B) for only threats between me or my company with that particular partner. The system also has an Employee Wall that is part of the My Partner portion of the system that contains messages about inter conversation (private B2B personal) with only threads between me or my coworker with that particular partner employee. The system also has an ecommerce shopping cart check out process that provides inter conversation (private B2B object-related) which are conversations between seller and buyer related to this transaction. The system also provides My Company Opportunity that provides inter conversation (private B2B object-related) which are conversations between seller and buyer related to this opportunity. The system also have ecommerce myorders feeds that are inter conversation (private B2B object-related) between seller and buyer related to this order and orders/manage orders feeds that are inter conversation (private B2B object-related) between seller and buyer related to this order. The system may also have a customer Service feed that is an inter conversation (private B2B object-related) between seller and buyer related to this transaction. The system may also provide filtering of the messages that is described below with reference to Figures 15-16 of the ‘669 Application. The B2B network marketplace also has the multi-level activity streams. Activity streams are user generated activities which are mixed into the social feed. Users can respond to activity streams as they can to postings, which makes activity stream an integrated part of social feeds and allows engagement. In more detail, when a user is doing something or 2 companies are connecting or transacting, the system creates activity streams which flow into the social feed structure indicating what is happening on the system based on activity. The activity stream is part of the social feed structure allowing users to even respond back with a response feed to an activity stream and cause interaction with other users. Examples of the multi-level activity streams are:

- Company Wall
  - Global B2B (Community/Public) - "Company X just joined"
Balluun', - 'Company X just added a product to its storefront' (privacy setting of Product is 'Public', 'Company Y just activated its storefront'

- Partner (Business Connection) - 'Company X just added a product to its storefront' (privacy setting of Product is 'Partners')
- Transaction - 'Company A just created a shopping cart with you', 'Company A just submitted order to you', etc (a private object-related activity stream between seller and buyer)
- Company (Co-Worker) - 'Coworker B just joined your team on Balluun', - 'Company X just added a product to its storefront' (privacy setting of Product is 'Coworker', 'Coworker B just uploaded a new logo for your company'

• My Wall
  - 'You just joined Company Z on Balluun'

• Co Worker Wall
  - 'Coworker B joined your team on Balluun', 'Coworker B uploaded a new logo for your company'

• My Partner > Partner Wall
  - 'Company X added a product to its storefront' (privacy setting of Product is 'Partners')

• My Partner > Employee Wall only threats
  - 'Partner Employee Name' uploaded a new image to his wall'

• E-Commerce > shopping cart / checkout process
  - 'You added product xyz to your cart at Company A'

• My Company > Opportunity
  - 'Company X just created a shopping cart on your storefront'

• E-Commerce > My Orders
  - 'Company X just submitted purchase order to you'
Orders > Manage Order

- 'Company X just made payment to purchase order xyz'

Customer Service (future)

- 'Company X just flagged transaction for customer service review'

The social network marketplace unit provides social networking in and among the users/partners/buyer/sellers of the social marketplace unit and all of the other users/partners/buyer/sellers of the social marketplace unit. The social marketplace unit enables private messages between one or more of the parties. The social marketplace unit 'also' enables a message broadcast to all partners of a user so that, for example, Company A can broadcast messages to Company B, Company C and Company D and these also permit all of the parties involved in the broadcast message to respond to all of the other parties.

The social network marketplace unit also enables communications between a partner and another partner. For example, Company A can communicate with Company B, but Company C cannot gain access to the messages between Company A and Company B. Thus, the social marketplace unit enables private conversations between users of the social marketplace unit (private B to B).

The collaborative checkout and manage order system may be implemented in the social business to business marketplace system and method using the units 126 of the social business to business marketplace system and method. For example, the collaborative checkout and manage order system may utilize the connectivity unit 126b that handles the connections between a buyer and seller of one or more items being sold by the seller and purchased by the buyer, the inventory management unit 126f that manages products of a company's storefront and it's inventory, the shopping cart unit 126g that generates and manages the shopping cart between a buyer account and a seller account to allow the buyer to buy from a seller, the checkout unit 126h that generates and manages the checkout process of a shopping cart of a buyer from the seller, the manage order unit 126j that manages orders for services and goods of the transactions (seller and buyer view) and provides a dynamic order template for ordering, the payment unit 126k that manages the payment process between seller and buyer on the social b2b marketplace with the APIs into 3rd party payment solutions (PayPal and other comparable third party payment solutions) and the CRM unit 126i that provides CRM services and features (such as opportunity tracking and the like) to the seller.
account based on his storefront.

The collaborative checkout and manage order system with the offline and online payment methods may structure the collaboration needs for a retail buyer to collaborate with sales representative of vendor from the beginning of creating a cart (purchase order), over terms before submitting order, but also online by fulfillment in a collaborative process while trading with each other at any time and any distance in real-time. The collaborative checkout and manage order process of course is tightly integrated with the workflow system and notification procedure in social business to business marketplace system and method (described in co-pending patent application serial number 13/XXX,XXX filed on same date herewith that is incorporated herein by reference) where the collaborative checkout and manage order system takes advantage of the foundational infrastructure of the social b2b marketplace and takes advantages of the workflow and notification system application filed.

While typical business to business (b2b) checkout and manage order applications exist, a collaborative checkout and order management system that uses a social marketplace system replicates the offline experience and processes with an online b2b checkout and manage order process. The collaborative checkout and order management system provides the ability to use the capacity of a social collaboration system within the cart and to negotiate terms using the social infrastructure.

Since most of the market participants are in the small to midsize businesses with the lack of ubiquitous online tools accessible, the collaborative checkout and order management system provides an accessible way for sales representatives of brands/manufacturer to transact with retail buyer online in real time as if they would sitting around the table at a trade floor booth. In addition, the collaborative checkout and order management system provides a process of creating an opportunity in real time to the seller company when retail buyer adds products of sellers storefront into his cart. The system also includes the archiving of transactions in order history and allows to easy access for seller and buyer without the need of exchanging paper within the wholesale transaction which eliminates paper purchase order form, paper invoices by also allowing to print shipping slip on seller side for buyer to review. The system also allows the buyer or seller to check with the system for consistency and to close the loop to avoid transaction errors between seller and buyer after verifying with system that shipping slip and merchandise are consistent with invoice.

Since most market participants in small to midsize businesses have to travel to meet
each other at tradeshows or showrooms to collaborate and execute on purchase orders and still do exchange orders, invoices etc through fax and emails, it would be desirable to have an online based real-time service to allow seller and buyer in the wholesale b2b space to manage their order needs with an social checkout and social manage order management tool to be able to manage the whole lifecycle from preparing purchase orders to executing all the way to archiving. Using the system, the filling out order forms on paper even they are meeting will be no longer needed since the system's mobile version for tablet pc's (iPad and the like) provides a paperless way of entering orders while negotiating terms during a offline visit between seller and buyer to feed the order into the system to be managed in the same way as the tool for seller and buyer remote from each other. In other words, by creating a purchase order form on a tablet pc (any type of computing device as described above) and by adding products out of a sellers collection allows seller and buyer to feed the order into the marketplace system and the system allows sales representative and retail buyer to continue their checkout and in managing the order as described more below in a more efficient way through the system.

Given the distributed nature of business today, the business to business social marketplace system provides a distributed storefront where every merchant/seller on the site has it's own profile, storefront and is managing his merchant settings independently (as described in more detail in US Patent Application Serial No. 13/197,669 ("669 Application") filed on August 3, 2011, which is incorporated herein by reference.) Furthermore, given the seasonal nature of many industries, the system provides for the launching of product groups (collections) which can be launched and which can expire (as described in more detail in the '669 Application.) The system allows a merchant to manage their b2b (wholesale) storefront extremely efficiently without the need of programming.

The system basically considers the time before a product group (collection) launch date, the order period of a collection (product group) from the moment the collection (product group) is launched with specified notifications/activity streams and closes with the last order date where the system avoids that products can be ordered. The system also allows user to define a last cancellation date which specifies the period within a buyer can cancel his order also the period until when the seller can cancel his order which will be announced but also enforced by the system. The period after the last cancellation period is usually the period of producing the merchandise (this can be sometime between 1-2 months long). The period
coming after is the delivery time the seller specified to be the shipping date for the merchandise (very important for the retail buyer to have an estimate when shipment arrives). The period after shipment is usually the staging period for retail buyer to show off his new merchandise to consumers and is often used by brand/manufacturer to sell off their last items of his collection on stock called 'immediate' sale. This means that this products have been produced and are available to be sold and shipped immediately and the period is known as an 'immediate period' (retail buyer might decide to stock up his store with additional merchandise as he realizes that he needs it). This can last until the day when the seller would remove the product group from the market because the seller is introducing a new collection/series/group of products (called last display date) or more typical when the items on stock are sold out. This system is maintaining a self-cleaning process where through timer products getting launched, introduced to others but also removed and with that the real-time experience created.

Figure 4 illustrates a collaborative checkout and order management session 400 that is managed by the collaborative checkout and order management system and method leveraging the social marketplace system between a buyer workflow 402 and a seller 404 workflow. The seller may have a series or collection of items that the seller is trying to sell. For example, the seller may be in the fashion industry, the sports industry, the home or decor industry and/or any industry where finished goods are traded in the supply chain. The buyer may be interested in purchasing one or more of the items from the collection/series of the seller. To begin the collaborative checkout and order management process, the buyer opens a new shopping cart (406) that is implemented by the shopping cart unit I26g described above. The collaborative checkout and order management system then automatically creates a new opportunity (407) for the seller using the CRM unit I26i as described above. The connectivity unit I26b of the system may be used to allow the seller and buyer to exchange questions and answers during the collaborative checkout and order management process as shown in Figure 4.

The buyer may then remove/add products/items to the shopping cart (408) using the shopping cart unit. The buyer may also select a shipping address and method (410) and receive an order summary (411.) During these processes by the buyer, the system is used to manage the opportunity (409) using the CRM unit I26i as described above. During the order management process, any changes to the order, changes to the shipping address and/or
changes invoices occur (4.13) so that an order confirmation is provided to the buyer (4.12) and
order details are provided to the seller (4.14) both by the CRM unit 126i as described above.
For the buyer, the system then generates an order details notification (4.15) while generating
an order details notification (4.16) and a shipment confirming notification (4.17) for the seller
that are all generated by the CRM unit 126i as described above.

Figure 5A and 5B illustrate more details of the collaborative checkout and order
management session that follows a retail buyer going to sellers storefront and adding products
into a cart which creates an opportunity all the way to archive the order in order history to
provide the checkout and manage order workflow and makes the transaction between seller
and buyer work. Examples of the user interfaces for the collaborative checkout and order
management process described below for the seller's side and the buyer's side are in
Appendix A which forms part of the specification and is incorporated herein by reference.

As soon as buyer starts adding products of a launched collection and places it into a
cart (406) on sellers storefront on Balluun an opportunity (407) is getting created on sellers
social CRM tool to give seller an overview of what buyer is preparing OR as soon as buyer
and seller collaborate on the tradeshow floor/showroom together using the iPad app to create
a purchase order form/cart by adding products in collections visible to them on the device and
as soon as they send order form from iPad into checkout (408-41.5 and 409) and the manage
order system 126j and the opportunity/cart is pushed to the opportunity tool on seller side and
open cart location on buyers side for further steps. The showroom mode that allow sales rep
and retail buyer to prepare purchase orders on the tablet pc to send a prepared purchase order
(a cart) into the system which is getting treated as an open cart and thus allows the same flow
as everything else in the system. The showroom mode caters to the onsite experience of seller
and buyer meeting in person using the system in addition to them preparing orders remote
from each other. This together is a very unique CRM feature, which most CRM solutions
can't provide, where sales representative has to enter opportunities manually and one sided
only and Balluun created therefore a complete unique interpretation of a CRM (*social
customer relationship management (CRM) with real-time opportunity management) within
this system.

The opportunity (407) gives seller a mirror view of what buyer is preparing to
purchase. Since seller and buyer typically would work together on the same form at the same
location (tradeshow/showroom) this is of course desirable for seller and buyer when they are
remote from each other. Thus, the Buyer and seller can collaborate while buyer is preparing the purchase order. They can negotiate terms (413) through the attached social feed to the transaction in real-time and if they agree on terms seller is able to apply negotiated terms, discounts or modify the storefront/products in the storefront in real-time. The buyer can add/remove change quantity of products, add shipping cost and billing information and select terms (408-410). Eventually after negotiating and after reviewing the merchants terms of sales, buyer submits the order. Seller on the other side can engage on the opportunity with buyer if he feels there are additional information he wants to bring to buyers attention which relates to the transaction. For example he might apply different terms beside the standard ones he makes available to buyer, or he applies a discount to the transaction in real-time. After the order is submitted, seller can accept order or he can return order in case there are items in the order he can't fulfill. He can of course also share notes in the social feed attached and with that adds additional evidence to the transaction flow. Buyer can then make the required modifications and re-submits order again. After order is submitted order is moving from open cart (buyer) / open opportunities (seller) into open orders 500, 502 (with activity streams on social wall, notification and email order summary sent to both parties). All changes, confirmations or cancellations of course create a tight integration with the social infrastructure of Balluun's method of social b2b marketplace where seller and buyer are getting activity streams of activities which in it's combination capture the activity trail of the transaction together with the conversation. With the cancellation period passing, seller will receive a consolidated list of all orders in form of a email notification, activity stream and detailed overview of orders received and can use this as overview about the amounts per item he needs to produce to fulfill the backlog of orders. Once order is ready for shipment seller can reach out to buyer through social feed in the order letting him know about the status, can make shipment and/or send invoice by adding shipping value to the invoice. With that the open order moves off the open order tab into open invoices.

The buyer receives notification through the app in real-time and by email, and can verify the order, pay using PayPal or any of the other payment options Balluun provides (managed by the payment unit 126k) through the site. Payments are due based on the terms negotiated in the order and system will remind user based on the payment terms schedule through further activity on wall and/or notifications. Since seller is entering shipping information for items he will send based on readiness an invoice that can be a partial invoice of ordered equipment or the full amount due. With the items marked as within invoice and
shipment seller can print shipping slip from the system which is equal to the value buyer get's as a notification of shipment in real-time through the system. Once the buyer receives merchandise he can take shipping slip and compares merchandise in box with slip + invoice sent. With that he confirms or alerts wrong shipment by accepting or marking items as missing. When shipment is confirmed correct shipment, this order or part of the order will then move to order history for archiving. If verification marks item as missing, he basically initiates a notification to seller with an approval mechanic or rejection which ultimately will lead into a dispute case - seller or buyer can flag. Balluun customer service will then mediate.

While the foregoing has been with reference to a particular embodiment of the invention, it will be appreciated by those skilled in the art that changes in this embodiment may be made without departing from the principles and spirit of the disclosure, the scope of which is defined by the appended claims.
SELLER SIDE: Set Merchant Settings on Merchant Side to control Storefront and what Buyer on Storefront is allowed to choose

-18-

SONIA CLARA TERMS OF SALE

Please read these Sonia Clara Terms-of-Sale carefully; they may have changed since you last purchased Sonia Clara products.

These Sonia Clara terms of sale ("Sonia Clara Terms of Sale") specify certain terms which apply to your purchase of products ("Products") from Sonia Clara ("Sonia Clara", "we", "us", "our") through its website ("Website") located at www.sonia-clara.com ("Website") and any associated websites or applications ("Sonia Clara Services"). You agree to be bound by these Sonia Clara Terms of Sale by accessing, browsing, or otherwise using the Sonia Clara Services. If you do not agree to these Sonia Clara Terms of Sale, you are not authorized to use the Sonia Clara Services.

SONIA CLARA SERVICES

Sonia Clara Services include an online platform allowing you to browse, evaluate, and purchase Products. Sonia Clara Services also include any content, software, services, features, tools, and materials that Sonia Clara makes available for access or use, including but not limited to any on-line or mobile application and any associated website ("Website") or applications ("Application") (collectively, the "Sonia Clara Services"). Sonia Clara does not own the content of the Websites and Applications, although it may own certain database and content elements. The Sonia Clara Services are provided to you for your personal, non-commercial use, unless otherwise specified.

PAYMENT OPTIONS

Sonia Clara accepts various payment methods, including but not limited to credit cards, debit cards, and bank transfers. Payment options may vary depending on your location and the Products you purchase.

REFUND POLICY

Sonia Clara offers a limited refund policy for certain Products. If you are not satisfied with a Product purchased through Sonia Clara, you may request a refund within a specified period. The refund policy details and any applicable exceptions are available on the Website.

TERMS OF SALE

These Terms of Sale are subject to change at any time. Sonia Clara reserves the right to change or modify these Terms of Sale at any time by posting the revised Terms of Sale on the Website, and by providing notice of such changes, revisions, or modifications in accordance with the Sonia Clara Services. Your continued use of the Sonia Clara Services constitutes your continued agreement to be bound by these Terms of Sale.

DISCLAIMER OF WARRANTIES

Sonia Clara makes no warranty or representation of any kind, either expressed or implied, regarding the Sonia Clara Services. Sonia Clara does not represent or warrant that the Sonia Clara Services are error-free or that they will operate without interruption. Sonia Clara is not responsible for any software, content, or services provided by third parties through the Sonia Clara Services.

LIMITATION OF LIABILITY

Sonia Clara shall not be liable for any direct, indirect, incidental, special, exemplary, or consequential damages, including, but not limited to, damages for loss of profits, good will, use, data, or other intangible losses, arising out of or related to the use of or inability to use the Sonia Clara Services, even if Sonia Clara has been advised of the possibility of such damages.

TERMINATION

Sonia Clara may terminate your use of the Sonia Clara Services at any time, with or without cause, as Sonia Clara sees fit.

DISPUTES

Any dispute or claim relating to these Terms of Sale will be subject to arbitration and shall be resolved according to the laws of the State of California, without giving effect to any choice or conflict of law provision or rule that would cause the application of the laws of any jurisdiction other than the State of California.

MODIFICATION

These Terms of Sale are subject to change at any time. Sonia Clara reserves the right to change or modify these Terms of Sale at any time by posting the revised Terms of Sale on the Website, and by providing notice of such changes, revisions, or modifications in accordance with the Sonia Clara Services. Your continued use of the Sonia Clara Services constitutes your continued agreement to be bound by these Terms of Sale.
BUYER VIEW: Open Carts Overview Page with product detail pop-up

<table>
<thead>
<tr>
<th>Product</th>
<th>Order</th>
<th>Vendor</th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sonia Long-Sleeve Dress</td>
<td>Qty 2</td>
<td>Oasis 2019</td>
<td>XXXL</td>
<td>$190.00</td>
</tr>
<tr>
<td>Sohia Clara</td>
<td>Qty 1</td>
<td>Compact Vendor</td>
<td>S</td>
<td>$120.00</td>
</tr>
<tr>
<td>Sohia Clara</td>
<td>Qty 1</td>
<td>Compact Vendor</td>
<td>S</td>
<td>$90.00</td>
</tr>
</tbody>
</table>

Total: $26,574.00
BUYER VIEW: Open Carts Overview Page with product pop-up to change quantities
BUYER VIEW: view of one open cart and total of all carts open against remaining budget left.
BUYER VIEW: Overview carts before communicating one of the seller

-25-

Orders

Open Cart | Open Orders | Open Invoices | Order History

Bella Paradise

Contact Vendor

$4,024.00

Order Summary

Place Order

Sonia Clara

Contact Vendor

$14,802.00

Order Summary

Place Order

Vendor Storefront

Vendor Information

Contact: 396-00-00

Total $23,626.00

More Products By Your Vendors

More Products By Your Vendors
BUYER VIEW: Edit Budget for retailer to spend

-25-

More Products By Your Vendors:

- Alice Polka Dot Dress: $250
- Alice Polka Dot Dress: $350
- Alice Polka Dot Dress: $350

Remaining Budget: $5,000.00
Total: $140,109.00
BUYER VIEW: Writing a note to seller about this order preparation

Dear Sonia Clara, do you also have the white collection for sale? I can't find it. Looking forward to hear from you.
BUYER VIEW: See social feed attached to cart

-28-
Hi Jen,

Jen-Chung from Dirt Road Boutique posted a message about an order.

Jen wrote:

Dear Sonia Clara, do you also have the white collection for sale? I can’t find it. Looking forward to... more

To reply to this message, please follow this link:

http://ballunnstaging.homeedns.org/social?e=aiDaF1hV5eIyPpf7Q2ksdV1RxdVsJ2wqySm96C%2Feck9A%3D&msg=usuriN%2BEEdmOA%3D

Thanks,
The Ballun Team
SELLER VIEW: Social Feed on Sellers Wall with reference to the purchase order number

Jen Chung of Dirt Road Boutique contacted you about this order: 2072-120617

Dear Sonia Clara, do you also have the white collection for sale? I can't find it. Looking forward to hear from you.

You and Richa L are now a connection.

Richa L and Test are now connected.

Anna Leighton of Sonia Clara wrote to you and the rest of the team:

Dec 12th

Anna Leighton of Sonia Clara wrote to you and the rest of the team:

Dec 12th

Sonia Clara of Sonia Clara wrote to you and the rest of the team:

Dec 12th

Sonia Clara of Sonia Clara wrote to you and the rest of the team:

Dec 12th

Write a comment...
SELLER VIEW: View of opportunity buyer created on his store with visibility of items in cart + social feed with collaboration

Buyer: Dirt Road Boutique

Chung of Dirt Road Boutique contacted you about this order.

Dear Sonia Clara, do you also have the white collection for sale? I can’t find it. Looking forward to hear from you.

Write a comment...

Buyer: Celebrity Boutique

S$29.901.00

View Opportunity
Despite id «··
s L s * A T
2 . 2 6 • 5 1 2 . ... . ¾ ¾
you
r n
5ifl> Total 8 j
Tax . 50X0 i
.
Total ' » 2 J 0
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Contrast Boutique

<table>
<thead>
<tr>
<th>Payment Terms</th>
<th>Please select a payment method.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Style No.</th>
<th>Color</th>
<th>XS</th>
<th>S</th>
<th>M</th>
<th>L</th>
<th>Units</th>
<th>Amount</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sondra Long Sleeve Knit - Wool</td>
<td>Black</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>6</td>
<td></td>
<td>$125.00</td>
<td>51,032.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Style No.</th>
<th>Color</th>
<th>XS</th>
<th>S</th>
<th>M</th>
<th>L</th>
<th>Units</th>
<th>Amount</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sondra Long Sleeve Dress</td>
<td>Black</td>
<td>3</td>
<td>1</td>
<td>3</td>
<td>2</td>
<td></td>
<td>$175.00</td>
<td>2,100.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Style No.</th>
<th>Color</th>
<th>XS</th>
<th>S</th>
<th>M</th>
<th>L</th>
<th>Units</th>
<th>Amount</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sondra Long Sack</td>
<td>Black</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>0</td>
<td>8</td>
<td>$665.00</td>
<td>55,560.00</td>
</tr>
<tr>
<td>White</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$595.00</td>
<td>54,170.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Style No.</th>
<th>Color</th>
<th>XS</th>
<th>S</th>
<th>M</th>
<th>L</th>
<th>Units</th>
<th>Amount</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>North West 5% Wool Dress</td>
<td>Mad</td>
<td>4</td>
<td>4</td>
<td>1</td>
<td>2</td>
<td></td>
<td>$495.00</td>
<td>53440.00</td>
</tr>
</tbody>
</table>

---

Note: We have contacted you about the order. We hope to hear from you soon.

Sincerely,

[Signature]

Department

<table>
<thead>
<tr>
<th>Siffs Total</th>
<th>$18,802.00</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tax</td>
<td>50.00</td>
</tr>
<tr>
<td>Shipping</td>
<td>From $500.00</td>
</tr>
<tr>
<td>Discount</td>
<td>10%</td>
</tr>
<tr>
<td>Total</td>
<td>$18,702.00</td>
</tr>
</tbody>
</table>

Date: 13th November 2012

---

Dear Sonia Clara, do you also have the white collection for sale? I can't find it. Looking forward to hear from you.
**SELLER VIEW: Answer question in opportunity**

<table>
<thead>
<tr>
<th>Orders:</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>My Connections</td>
<td></td>
</tr>
<tr>
<td>Invite Businesses</td>
<td></td>
</tr>
<tr>
<td><strong>Company Settings</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Account Settings</strong></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Style No.</th>
<th>Color</th>
<th>XS</th>
<th>S</th>
<th>M</th>
<th>L</th>
<th>Units</th>
<th>Amount</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sonia Long Sleeve Dress</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black</td>
<td></td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>8</td>
<td>$129.00</td>
<td>$1,052.00</td>
</tr>
<tr>
<td><strong>Sonia Sheer Back Shirt</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black</td>
<td></td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>$595.00</td>
<td>$5,560.00</td>
</tr>
<tr>
<td>White</td>
<td></td>
<td></td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>$595.00</td>
</tr>
<tr>
<td><strong>Sonia Silk Sleeveless Dress</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Black</td>
<td></td>
<td>4</td>
<td>2</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>$295.00</td>
<td>$5,540.00</td>
</tr>
</tbody>
</table>

---

Dear Sonia Clara, do you also have the white collection for sale? I can't find it. Looking forward to hear from you.

Jenn, we have the white collection in our store. Check again. I recommend you take 'Summer White'. It's a bestseller from the collection. Knowing about your clients, I would suggest you take it in 0, 2 and 4 only.

---

<table>
<thead>
<tr>
<th>Order Details</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sub Total</strong></td>
<td>$18,802.00</td>
</tr>
<tr>
<td><strong>Tax</strong></td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Shipping</strong></td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Discount</strong></td>
<td>$0.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$18,802.00</td>
</tr>
</tbody>
</table>
Dear Sona Clara, do you also have the white collection for sale? I can't find it. Looking forward to hear from you.

Jen, we have the white collection in our store. Check again. I recommend you take 'Summer White', it's a bestseller from the collection. Knowing about your clients, I would suggest you take it in 0, 2 and 4 only.

Write a comment...
BUYER VIEW: Seller can apply discount to order in negotiation with buyer in opportunity details

<table>
<thead>
<tr>
<th>Orders</th>
<th>Open Gifts</th>
<th>Order Summary: Sonia Clara</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Seller Address</td>
<td>Shipping Address</td>
</tr>
<tr>
<td></td>
<td>Sonia Clara</td>
<td>Dist Road Boutique</td>
</tr>
<tr>
<td></td>
<td>149 Broadway</td>
<td>1400 Western Road</td>
</tr>
<tr>
<td></td>
<td>New York, NY 10001</td>
<td>Scottsdale, AZ 85254</td>
</tr>
</tbody>
</table>

Payment Terms: Please select a payment method

- PayPal
- Please select a payment method

<table>
<thead>
<tr>
<th>Item</th>
<th>Color</th>
<th>XS</th>
<th>S</th>
<th>M</th>
<th>L</th>
<th>Units</th>
<th>Amount</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sonia Long Sleeve Dress</td>
<td>Black</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>12</td>
<td>$175.00</td>
<td>$2,100.00</td>
</tr>
<tr>
<td>Sonia Sheer Back Silk</td>
<td>Black</td>
<td>2</td>
<td>2</td>
<td>4</td>
<td>0</td>
<td>8</td>
<td>$69.00</td>
<td>$69.00</td>
</tr>
<tr>
<td>Sonia Silk Sleeveless</td>
<td>White</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>0</td>
<td>8</td>
<td>$68.50</td>
<td>$68.50</td>
</tr>
</tbody>
</table>
BUYER VIEW: Buyer added dress and confirmed with seller

<table>
<thead>
<tr>
<th>Style No,</th>
<th>Color</th>
<th>S</th>
<th>M</th>
<th>L</th>
<th>Units</th>
<th>Amount</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td></td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>12</td>
<td>$495.00</td>
<td>$5,940.00</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Style No,</th>
<th>Color</th>
<th>G</th>
<th>2</th>
<th>4</th>
<th>6</th>
<th>8</th>
<th>10</th>
<th>12</th>
<th>14</th>
<th>16</th>
<th>Units</th>
<th>Amount</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silver</td>
<td></td>
<td>5</td>
<td>5</td>
<td>4</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>15</td>
<td>$55.00</td>
<td>$825.00</td>
</tr>
</tbody>
</table>

---

Dear Sonja Clara, do you also have the white collection for sale? I can't find it. Looking forward to hear from you.

---

*If you do not have a seller account, you might be responsible for paying sales tax for this order.

** Shipping cost will be calculated by the vendor and an adjusted invoice will be sent to you.

| Sub. Total | $19,627.00 |
| Tax*       | $0.00      |
| Shipping** | TBD        |
| Total      | $19,627.00 |

I have read the vendor's Terms of Services.
SELLER VIEW: Seller's opportunity to apply shipping cost before sending invoice
BUYER VIEW: Buyer can only view the payment terms seller was making available in merchant settings.

---

Summer white (size)

<table>
<thead>
<tr>
<th>Style No.</th>
<th>Color</th>
<th>0</th>
<th>2</th>
<th>4</th>
<th>6</th>
<th>8</th>
<th>10</th>
<th>12</th>
<th>14</th>
<th>16</th>
<th>Units</th>
<th>Amount</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silver</td>
<td>3</td>
<td>5</td>
<td>5</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>15</td>
<td></td>
<td>$35.00</td>
<td>$825.00</td>
</tr>
</tbody>
</table>

---

Jen Chang of Dritissi Boutique contacted you about this order. Act now!

Dear Suki Cruz, do you also have the white collection for sale? I can't find it. Looking forward to hear from you.

Stella Cruz of Stella Cruz

Jen, we have the white collection in our store. Check again. I recommend you talk Summer White, it's a bestseller from the collection. Knowing about your City, I would suggest you take it in 50% and a full.

Jen Chang of Dritissi Boutique

added it! Thanks for the advice!

BTW, since we are the first in the neighborhood carrying your line and we went above our goal for this transaction, do you think it would be possible to offer us NET 30 for this transaction?

---

Sub Total $19,627.00
Tax* $0.00
Shipping* TBD
Total $19,627.00

* If you do not have a seller's license, you might be responsible for paying sales tax for this order.
** Shipping costs will be calculated by the vendor and an updated invoice will be sent to you.

---

We have read the vendor's Terms of Service.
BUYER VIEW: Buyer requests NET 30 for this transaction

---

[Image of a screenshot showing a dialogue between a buyer and a seller about a product.]

---

BUYER VIEW: Buyer requests NET 30 for this transaction

---

* If you do not have a seller statement, you might be responsible for paying sales tax for this order.

** Shipping costs will be calculated by the vendor and an invoice will be sent to you.

Sub Total $19,627.00
Tax* $0.00
Shipping** TBD
Total $19,627.00

I have read the vendor's Terms of Service

SubmitOrder
SELLER VIEW: Seller can apply different payment terms in negotiation with buyer to opportunity.

<table>
<thead>
<tr>
<th>Opportunity: Dirt Road Boutique</th>
</tr>
</thead>
<tbody>
<tr>
<td>Payment Terms: Please select a payment method</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Payment Method</th>
<th>Amount</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paypal</td>
<td>$129.00</td>
<td>$132.00</td>
</tr>
<tr>
<td>PIA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net 7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net 10</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Net 30</td>
<td></td>
<td></td>
</tr>
<tr>
<td>COD</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Letter of credit</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBS</td>
<td>$175.00</td>
<td>$210.00</td>
</tr>
<tr>
<td>CWO</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sonia Sheer Black Silk</th>
</tr>
</thead>
<tbody>
<tr>
<td>Style No.</td>
</tr>
<tr>
<td>Black</td>
</tr>
<tr>
<td>White</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sonia Silk Sleeveless Dress</th>
</tr>
</thead>
<tbody>
<tr>
<td>Style No.</td>
</tr>
<tr>
<td>Black</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Summer white</th>
</tr>
</thead>
<tbody>
<tr>
<td>Style No.</td>
</tr>
<tr>
<td>Silver</td>
</tr>
</tbody>
</table>
SELLER VIEW: Seller applies buyer's question of NET30

Orders

Please select a payment method
Paypal
PayPal
Net: 7
Net: 10
Net: 30
COD.
Letter of credit
CBS
CWO

Sonia Long Sleeve Dress
Style No. Color XS S M L Units Amount Total
Black 1 1 1 1 12 $175.00 $2,100.00

Sonia Sheer Back Silk
Style No. Color 2 4 6 8 Units Amount Total
Black 2 2 4 0 8 $695.00 $5,500.00
White 2 2 2 0 6 $685.00 $4,170.00

Sonia Silk Sleeveless Dress
Style No. Color S M L Units Amount Total
Black 4 4 4 12 $495.00 $5,940.00
SELLER VIEW: Seller applies Discount to order

Order Discount

Amount: $56.00
Total: $835.00

Dear Sonya Clara, do you also have the white collection for sale? I can't find it. Looking forward to hear from you.

View 2 comments

Jen Chung of Girl's Road Boutique
added 2 hours ago

Jen Chung of Girl's Road Boutique
added 32 minutes ago

BTW, since we are the first in the neighborhood carrying your line and we went above our goal for this transaction, do you think it would be possible to offer us NET 30 for this transaction?

Sub Total: $19,627.00
Tax: $0.00
Shipping: $0.00
Discount: 
Total: $19,627.00
BUYER VIEW: Buyer sees seller's granted terms of 'net 30'

<table>
<thead>
<tr>
<th>Product Description</th>
<th>Style No.</th>
<th>Color</th>
<th>Quantity</th>
<th>Amount</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sonia Long Sleeve Knit Wool Dress</td>
<td>102</td>
<td>Black</td>
<td>2</td>
<td>$125.00</td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Sonia Long Sleeve Dress</td>
<td>103</td>
<td>Black</td>
<td>3</td>
<td>$175.00</td>
<td>$5,250.00</td>
</tr>
<tr>
<td>Sonia Sheer Back Silk</td>
<td>104</td>
<td>Black</td>
<td>2</td>
<td>$695.00</td>
<td>$5,560.00</td>
</tr>
</tbody>
</table>
BUYER VIEW: Buyer reviews Terms of Sales of the merchant/seller and then can submit purchase order.

Terms of Sales:

SONIA CLARA TERMS OF SALE Last updated on April 24, 2011. PLEASE READ THESE SONIA CLARA TERMS OF SALE CAREFULLY: THEY MAY HAVE CHANGED SINCE YOU LAST PURCHASED SONIA CLARA PRODUCTS. These Sonia Clara terms of sale ("Sonia Clara Terms of Sale") specify certain terms which apply to your purchase of products ("Sonia Clara Products") offered by Sonia Clara, Inc. ("Sonia Clara", "we" or "us") on Sonia Clara's storefront ("Sonia Clara Storefront") located on Sonia Clara's web site located at www.SoniaClara.com ("Site"). Your ability to purchase Sonia Clara Products through the Sonia Clara Storefront is also subject to the Terms of Service ("Terms of Service") and Privacy Policy ("Privacy Policy") which govern your use of the business-to-business social marketplace service ("Service") made available to you by Sonia Clara on the Site.

比亚, since we are the first in the neighborhood carrying your line and we went above our goal for this transaction, do you think it would be possible to offer us 10% for this transaction?

Write a comment...

* If you don't have a set of claras, you might consider trading them out for this deal.
** Ask your local wholesaler about doing a deal on a larger unit, I might order a few.
BUYER VIEW: open cart (PO) now became an open order
SELLER VIEW: open opportunity now became an open order

<table>
<thead>
<tr>
<th>Order Date</th>
<th>Order ID</th>
<th>Shipping Service</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>7/18/2012</td>
<td>0000-000-0000</td>
<td>Standard</td>
<td>UNPAID</td>
</tr>
<tr>
<td>7/13/2012</td>
<td>0000-000-0000</td>
<td>Standard</td>
<td>PAID</td>
</tr>
<tr>
<td>7/07/2012</td>
<td>0000-000-0000</td>
<td>Continental</td>
<td>PAID</td>
</tr>
<tr>
<td>7/05/2012</td>
<td>0000-000-0000</td>
<td>Domestic</td>
<td>UNPAID</td>
</tr>
</tbody>
</table>
SELLER VIEW: Open order details page before invoice is sent, allowing seller to ship merchandise if shipment before payment is agreed on terms.

-47-
SELLER VIEW: After/before or during shipping of merchandise seller can apply shipping values to order and send invoice to buyer with shipping cost applied.
SELLER VIEW: After sending invoice open order moved to open invoice tab
SELLER VIEW: Invoice Detail page allowing shipment information to be entered in case it hasn't be done yet.
BUYER VIEW: Open invoices with status and call to action to pay if unpaid
BUYER VIEW: Open invoice with shipping status

| Order Date: | 2013-07-27 01:09:32 |
| Confirmation No.: | Billing Information Set 30 |

<table>
<thead>
<tr>
<th>Style No.</th>
<th>Color</th>
<th>XS</th>
<th>S</th>
<th>M</th>
<th>L</th>
<th>Units</th>
<th>Amount</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sondia Long Sleeve Knit Wool</td>
<td>Black</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>8</td>
<td>$129.00</td>
<td>$1,032.00</td>
</tr>
<tr>
<td></td>
<td>Black</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>3</td>
<td>12</td>
<td>$175.00</td>
<td>$2,100.00</td>
</tr>
<tr>
<td></td>
<td>White</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>2</td>
<td>6</td>
<td>$175.00</td>
<td>$2,100.00</td>
</tr>
<tr>
<td></td>
<td>Black</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>4</td>
<td>12</td>
<td>$455.00</td>
<td>$5,940.00</td>
</tr>
<tr>
<td></td>
<td>White</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>$455.00</td>
<td>$5,940.00</td>
</tr>
</tbody>
</table>

Order Details:

- Contact Vendor

Buyer View: Open invoice with shipping status

-52-
BUYER VIEW: Open invoice with option to pay within the 30 day net window.

Dear Sonia Clara, do you also have the white collection for sale? I can't find it. Looking forward to hear from you.

Thanks for sending the merchandise (arrived today) and the invoice. I will pay within the 30 NET window! Appreciate your flexibility!

Sub Total $19,627.00
Tax $0.00
Shipping $200
Total $16,627.00
Discount $3000
Amount Due $13,627.00

Pay Now  Pay Later
BUYER/SELLER VIEW: Order History for storage of documents after order is marked as paid
BUYER/SELLER VIEW: All orders placed and completed in the month of September 2012 (paid date)

-55-
BUYER/SELLER VIEW: Order detail overview page

---

**Billing Address**
Object Adjective
2281 15th St.
San Francisco, CA 94114

**Shopping Address**
Object Adjective
2281 15th St.
San Francisco, CA 94114

### Order Details

**Order Date:** 7/18/2012
**Confirmation No.:** 2222-2222-2222
**Shipping:** Domestic - Standard (3-5 business days)
**Billing Information:** PayPal

<table>
<thead>
<tr>
<th>Alice Polo Dot Dress</th>
<th>Color</th>
<th>XS</th>
<th>S</th>
<th>M</th>
<th>L</th>
<th>Units</th>
<th>Amount</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>M67-03</td>
<td>Black</td>
<td>15</td>
<td>35</td>
<td>35</td>
<td>35</td>
<td>90</td>
<td>$125.00</td>
<td>$11,250.00</td>
</tr>
<tr>
<td></td>
<td>Purple</td>
<td>15</td>
<td>35</td>
<td>35</td>
<td>35</td>
<td>90</td>
<td>$125.00</td>
<td>$11,250.00</td>
</tr>
<tr>
<td></td>
<td>Beige</td>
<td>15</td>
<td>35</td>
<td>35</td>
<td>35</td>
<td>90</td>
<td>$125.00</td>
<td>$11,250.00</td>
</tr>
</tbody>
</table>

---

Peter Koontz of Asana contacted you about the order...

---

You might want to take a look at the Asana interface for task management.

---

View 2 comments:

- **Svitlana Anderson of Object Adjective**
  - 27m
  - You might want to take a look at the Asana user interface for task management.

- **Jeremy Anderson of Object Adjective**
  - 27m
  - You might want to take a look at the Asana user interface for task management.

---

**Sub Total:** 533.750.00
**Tax:** 40.00
**Shipping:** 0.00
**Total:** 533.150.00
**Amount Due:** 533.150.00
Claims:

1. A computer implemented checkout and order management system, comprising:
   a computer implemented social marketplace having a seller and a buyer wherein the seller has a series of items to sell and the buyer may purchase the series of items and wherein the social marketplace permits an interaction between the seller and the buyer;
   a shopping cart unit that is part of the computer implemented social marketplace that manages an order for one or more items from the series of items to sell by the seller;
   a CRM unit that is part of the computer implemented social marketplace that generates an opportunity notification to the seller that the buyer has placed one or more of the series of items into the shopping cart; and
   an order management unit that is part of the computer implemented social marketplace that manages an order by the buyer for the one or more items wherein the seller and buyer negotiate the order using a connectivity unit of the computer implemented social marketplace and wherein the computer implemented social marketplace generates notifications and activity streams that manage the checkout and order management process,

2. The system of claim 1 further comprising a payment unit that manages an invoice generated during the purchase of the one or more items by the buyer.

3. The system of claim 1, wherein the computer implemented social marketplace generates notifications for the immediate sale and activities for the immediate sale.

4. The system of claim 1, wherein the series of items is a collection of items,

5. The system of claim 4, wherein the seller is a fashion industry seller.

6. The system of claim 4, wherein the seller is a sports industry seller.

7. The system of claim 4, wherein the seller is a home and decor industry seller.

8. The system of claim 1, wherein the computer implemented social marketplace further comprises an integrated social feed so that the computer implemented social marketplace records each conversation between the buyer and the seller during the sale of one or more of the series of items.

9. The system of claim 1, wherein the shopping cart unit has an integrated social feed that allows the buyer to communicate with the seller in real-time about the one or more items in the shopping cart.

10. A method for checkout and order management system using a computer implemented social marketplace having a seller and a buyer wherein the seller has a series of
items to sell and the buyer may purchase the series of items and wherein the social marketplace permits an interaction between the seller and the buyer, the method comprising:

managing, using a shopping cart unit that is part of the computer implemented social marketplace, one or more items from the series of items to sell by the seller;

5 generating, by a CRM unit that is part of the computer implemented social marketplace, an opportunity notification to the seller that the buyer has placed one or more of the series of items into the shopping cart;

managing, by an order management unit that is part of the computer implemented social marketplace, an order by the buyer for the one or more items wherein the seller and buyer negotiate the order using a connectivity unit of the computer implemented social marketplace; and

10 generating, by the computer implemented social marketplace, notifications and activity streams that manage the checkout and order management process.

11. The method of claim 10 further comprising managing, using a payment unit, an invoice generated during the purchase of the one or more items by the buyer.

12. The method of claim 10 further comprising generating, by the computer implemented social marketplace, notifications for the immediate sale and activities for the immediate sale.

13. The method of claim 10, wherein the series of items is a collection of items.

14. The method of claim 13, wherein the seller is a fashion industry seller,

15. The method of claim 13, wherein the seller is a sports industry seller.

16. The method of claim 13, wherein the seller is a home and decor industry seller,

17. The method of claim 10 further comprising recording, by an integrated social feed of the computer implemented social marketplace, each conversation between the buyer and the seller during the sale of one or more of the series of items.

18. The method of claim 9, wherein managing the one or more items further comprises allowing the buyer to communicate with the seller in real-time about the one or more items in the shopping cart.
Balluun social
B2B marketplace —
A place for many B2B networks

FIGURE 1
INTERNATIONAL SEARCH REPORT

International application No.
PCT/US 13/54780

A. CLASSIFICATION OF SUBJECT MATTER

<table>
<thead>
<tr>
<th>IPC(a)</th>
<th>USPC</th>
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</thead>
<tbody>
<tr>
<td>G06Q 10/08, 30/02, 30/06 (2013.01)</td>
<td>705/26.61, 26.8, 27.1</td>
</tr>
</tbody>
</table>

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 Classifications: 705/26.1, 26.41, 26.5, 26.61, 26.8, 27.1

IPC(8) Classifications: G06Q 10/08, 30/02, 30/06 (2013.01)

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

C. DOCUMENTS CONSIDERED TO BE RELEVANT

<table>
<thead>
<tr>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>US7013289 B2 (HORN, M et al.) March 14, 2006; abstract; figures 1, 2; column 1, lines 18-24; column 13, lines 1-41; column 54, lines 29-52; column 15, lines 46-54; column 23-31; column 29, lines 51-67; column 30, lines 1-10; column 31, lines 21-28; column 33, lines 53-59; column 34, lines 60-67; column 35, lines 1-13; column 36, lines 26-33; column 54, lines 54-67; column 55, lines 1-17; column 64, lines 35-48</td>
<td>1-6, 8-15, 17, 18</td>
</tr>
<tr>
<td>US7945484 B1 (TAM, D et al.) May 17, 2011; column 8, lines 39-44</td>
<td>7, 16</td>
</tr>
<tr>
<td>US7107226 B1 (CASSIDY, P et al.) September 12, 2006; see entire document</td>
<td>1-18</td>
</tr>
<tr>
<td>US6868392 B1 (OGASAWARA, N) March 15, 2005; see entire document</td>
<td>1-18</td>
</tr>
<tr>
<td>US6381583 B1 (KENNEY, J) April 30, 2002; see entire document</td>
<td>1-18</td>
</tr>
</tbody>
</table>

* Special categories of cited documents:
  "A" document defining the general state of the art which is not considered to be of particular relevance
  "E" earlier application or patent but published on or after the international filing date
  "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)
  "O" document referring to an oral disclosure, use, exhibition or other means
  "P" document published prior to the international filing date but later than the priority date claimed

Date of the actual completion of the international search
18 November 2013 (18.11.2013)

Date of mailing of the international search report
03 DEC 2013

Name and mailing address of the ISA/US
Mail Stop PCT, Attn: ISA/US, Commissioner for Patents
P.O. Box 1450, Alexandria, Virginia 22313-1450
Facsimile No. 571-273-3201

Authorized officer:
Shane Thomas
PCT Helpdesk: 571-272-4300
PCT OSP: 571-272-7774

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