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(54) Title: SYSTEM AND METHOD FOR CONDUCTING MARKETING AND COMMERCE

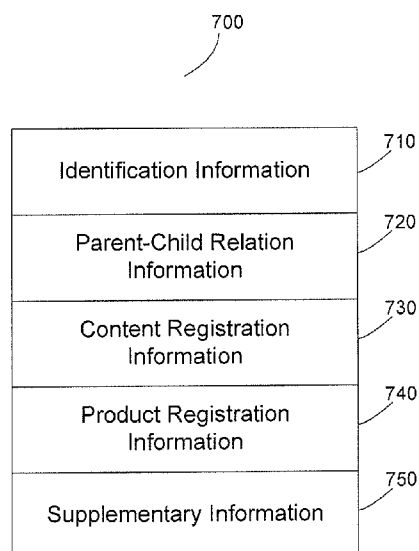


Figure 3

(57) Abstract: A method for conducting chain reaction marketing and commerce. The method includes the steps of registering content and a product, conducting chain reaction marketing and conducting online commerce, the step of conducting online commerce including obtaining a source of content, the content containing registered product objects and a chain hanger, specifying a product object from the content that contains the product that a user wants to purchase, processing information about the user, the content, and the product object, retrieving product purchasing information; and completing a purchase transaction.

## INTERNATIONAL SEARCH REPORT

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## A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06F 15/18, G06Q 10/00, G06Q 30/02 (2014.01)

USPC - 705/7.31, 705/14.72, 705/26.81, 705/304, 706/12

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(8)- G06F 15/18, G06Q 10/00, G06Q 30/02 (2014.01);

USPC- 705/7.31, 705/14.72, 705/26.81, 705/304, 706/12

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched  
Patents and NPL (classification, keyword; search terms below)Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)  
Pub West (US EP JP WO), Pat Base (AU BE BR CA CH CN DE DK EP ES FI FR GB IN JP KR SE TH TW US WO), Google Patent, Google Scholar, Free Patents Online; search terms: product, service, sales, market, chain, promote, transaction, parent, child, content, node, tree, graph, correlate, associate, verify, validate, credibility, register

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 7,908,238 B1 (NOLET et al.) 15 March 2011 (15.03.2011), Figs. 3, 5, 6A; col 1, ln 49-62; col 4, ln 35 to col 5, ln 27; col 6, ln 15-50; col 7, ln 17-49; col 8, ln 5-20; col 10, ln 40 to col 11, ln 45; col 12, ln 40 to col 13, ln 6; col 14, ln 24-50; col 15, ln 57 to col 16, ln 47; col 19, ln 56-59	1-20
Y, E	US 2013/0325637 A1 (JIANG) 05 December 2013 (05.12.2013), para [0006]-[0208]	1-20
Y, P	US 2013/0085812 A1 (SHARPE et al.) 04 April 2013 (04.04.2013), para [0006]-[0094]	1-20
Y, P	US 2013/0073473 A1 (HEATH) 21 March 2013 (21.03.2013), para [0008]-[0510]	1-20
Y	US 2012/0109789 A1 (BHATT et al.) 03 May 2012 (03.05.2012), para [0003]-[0184]	1-20
Y	US 2011/0258046 A1 (RAMER et al.) 20 October 2011 (20.10.2011), para [0005]-[0885]	1-20
Y	US 2009/0198577 A1 (FOREMAN et al.) 06 August 2009 (06.08.2009), para [0071]-[0078]	1-20
Y	US 2007/0050305 A1 (KLEIN) 01 March 2007 (01.03.2007), para [0016]-[0070]	1-20
Y	US 2006/0015416 A1 (HOFFMAN et al.) 19 January 2006 (19.01.2006), para [0007]-[1922]	1-20
Y	US 5,576,951 A (LOCKWOOD) 19 November 1996 (19.11.1996), col 4, ln 65 to col 22, ln 65	1-20

☐ Further documents are listed in the continuation of Box C.

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