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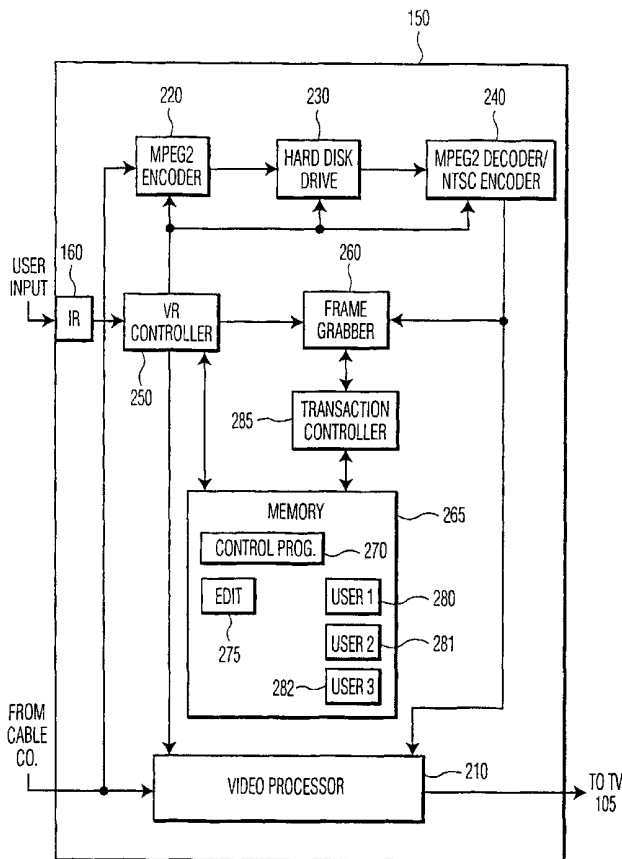
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For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: SYSTEM AND METHOD FOR ONLINE ORDERING UTILIZING A DIGITAL TELEVISION RECEIVER



(57) Abstract: A transaction controller is provided either in a digital television receiver or a set top playback device for detecting product identification records embedded in a video data stream. The product identification record is inserted into a recorded or broadcast video program data stream. A user may utilize a remote control to input preferences, billing and shipping information and any other information necessary for completing an order. The transaction controller identifies the product identification record and attaches a generated product order record along with a stored user identification record. The combination of records are then encoded and sent to the product supplier for fulfillment.



WO 02/033951 A3

INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER
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According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED
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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, WPI Data

C. DOCUMENTS CONSIDERED TO BE RELEVANT

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Y	WO 00 38428 A (SONY ELECTRONICS INC) 29 June 2000 (2000-06-29) the whole document ---	1-10
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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)	*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 art.
O document referring to an oral disclosure, use, exhibition or other means	*&* document member of the same patent family
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 10 April 2002	Date of mailing of the international search report 14/05/2002
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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, Fax: (+31-70) 340-3016	Authorized officer Luckett, P
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