

IN THE CLAIMS:

Claims 1 and 11 are amended herein. No claims are added or canceled. All claims and their present status are produced below.

1. (Amended) A method of placing an order for an item comprising:
under control of a client system,

displaying information identifying the item purchasable through a shopping
cart model; and

in response to only a single action being performed, sending a request to order
the item along with an identifier of a purchaser of the item to a server
system;

under control of a single-action ordering component of the server system,

receiving the request;

retrieving additional information previously stored for the purchaser identified
by the identifier in the received request; and

generating an order to purchase the requested item for the purchaser identified by the
identifier in the received request using the retrieved additional information;

and

fulfilling the generated order to complete purchase of the item
whereby the item is ordered without using [a] the shopping cart [ordering] model.
2. (Original) The method of claim 1 wherein the displaying of information includes
displaying information indicating the single action.
3. (Original) The method of claim 1 wherein the single action is clicking a button.

4. (Original) The method of claim 1 wherein the single action is speaking of a sound.
5. (Original) The method of claim 1 wherein a user of the client system does not need to explicitly identify themselves when placing an order.
6. (Original) A client system for ordering an item comprising:
 - an identifier that identifies a customer;
 - a display component for displaying information identifying the item;
 - a single-action ordering component that in response to performance of only a single action, sends a request to a server system to order the identified item, the request including the identifier so that the server system can locate additional information needed to complete the order and so that the server system can fulfill the generated order to complete purchase of the item; and
 - a shopping cart ordering component that in response to performance of an add-to-shopping-cart action, sends a request to the server system to add the item to a shopping cart.
7. (Original) The client system of claim 6 wherein the display component is a browser.
8. (Original) The client system of claim 6 wherein the predefined action is the clicking of a mouse button.
9. (Original) A server system for generating an order comprising:
 - a shopping cart ordering component; and
 - a single-action ordering component including:
 - a data storage medium storing information for a plurality of users;

a receiving component for receiving requests to order an item, a request including an indication of one of the plurality of users, the request being sent in response to only a single action being performed; and
an order placement component that retrieves from the data storage medium information for the indicated user and that uses the retrieved information to place an order for the indicated user for the item; and
an order fulfillment component that completes a purchase of the item in accordance with the order placed by the single-action ordering component.

10. (Original) The server system of claim 9 wherein the request is sent by a client system in response to a single action being performed.
11. (Amended) A method for ordering an item using a client system, the method comprising:
displaying information identifying the item purchasable through a shopping cart model and displaying an indication of a single action that is to be performed to order the identified item; and
in response to only the indicated single action being performed, sending to a server system a request to order the identified item
whereby the item is ordered independently of [a] the shopping cart model and the order is fulfilled to complete a purchase of the item.
12. (Original) The method of claim 11 wherein the server system uses an identifier sent along with the request to identify additional information needed to generate an order for the item.

13. (Original) The method of claim 12 wherein the identifier identifies the client system and the server system provides the identifier to the client system.
14. (Original) The method of claim 11 wherein the client system and server system communicate via the Internet.
15. (Original) The method of claim 11 wherein the displaying includes displaying an HTML document provided by the server system.
16. (Original) The method of claim 11 including sending from the server system to the client system a confirmation that the order was generated.
17. (Original) The method of claim 11 wherein the single action is clicking a mouse button when a cursor is positioned over a predefined area of the displayed information.
18. (Original) The method of claim 11 wherein the single action is a sound generated by a user.
19. (Original) The method of claim 11 wherein the single action is selection using a television remote control.
20. (Original) The method of claim 11 wherein the single action is depressing of a key on a key pad.
21. (Original) The method of claim 11 wherein the single action is selecting using a pointing device.
22. (Original) The method of claim 11 wherein the single action is selection of a displayed indication.

23. (Original) The method of claim 11 wherein the displaying includes displaying partial information supplied by the server system as to the identity of a user of the client system.
24. (Original) The method of claim 11 wherein the displaying includes displaying partial shipping information supplied by the server system.
25. (Original) The method of claim 11 wherein the displaying includes displaying partial payment information supplied by the server system.
26. (Original) The method of claim 11 wherein the displaying includes displaying a moniker identifying a shipping address for the customer.