(54) **METHOD AND SYSTEM FOR PLACING A PURCHASE ORDER VIA A COMMUNICATIONS NETWORK**

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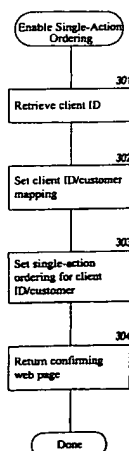
(57)   **ABSTRACT**

A method and system for placing an order to purchase an item via the Internet. The order is placed by a purchaser at a client system and received by a server system. The server system receives purchaser information including identification of the purchaser, payment information, and shipment information from the client system. The server system then assigns a client identifier to the client system and associates the assigned client identifier with the received purchaser information. The server system sends to the client system the assigned client identifier and an HTML document identifying the item and including an order button. The client system receives and stores the assigned client identifier and receives and displays the HTML document. In response to the selection of the order button, the client system sends to the server system a request to purchase the identified item. The server system receives the request and combines the purchaser information associated with the client identifier of the client system to generate an order to purchase the item in accordance with the billing and shipment information whereby the purchaser effects the ordering of the product by selection of the order button.

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EX PARTE REEXAMINATION CERTIFICATE ISSUED UNDER 35 U.S.C. 307

THE PATENT IS HEREBY AMENDED AS INDICATED BELOW.

Matter enclosed in heavy brackets [ ] appeared in the patent, but has been deleted and is no longer a part of the patent; matter printed in italics indicates additions made to the patent.

AS A RESULT OF REEXAMINATION. IT HAS BEEN DETERMINED THAT:

The patentability of claims **6-10** is confirmed.

Claims **1** and **11** are determined to be patentable as amended.

Claims **2-5** and **12-26**. dependent on an amended claim, are determined to be patentable.

1. 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;

2

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 indentifier 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.

11. 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.

* * * * *