US011455678C1

(12) EX PARTE REEXAMINATION CERTIFICATE (12843rd)

United States Patent

Robb et al.

(10) Number: US 11,455,678 C1

(45) Certificate Issued: Feb. 7, 2025

(54) **SYSTEM AND METHOD FOR DISTRIBUTABLE E-COMMERCE PRODUCT LISTINGS**

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Reexamination Request:
No. 90/019,476, Apr. 9, 2024

Reexamination Certificate for:

Patent No.:	**11,455,678**
Issued:	**Sep. 27, 2022**
Appl. No.:	**16/512,018**
Filed:	**Jul. 15, 2019**

Related U.S. Application Data

(63) Continuation of application No. 15/591,208, filed on May 10, 2017, now Pat. No. 10,395,304, which is a continuation of application No. 13/571,293, filed on Aug. 9, 2012, now Pat. No. 9,679,298, which is a continuation-in-part of application No. 12/852,090, filed on Aug. 6, 2010, now abandoned.

(51) **Int. Cl.**

G06Q 30/0601	(2023.01)
G06F 3/04817	(2022.01)
G06F 3/04842	(2022.01)
G06Q 30/02	(2023.01)
G06Q 50/00	(2024.01)

(52) **U.S. Cl.**
CPC ***G06Q 30/0641*** (2013.01); ***G06F 3/04817*** (2013.01); ***G06F 3/04842*** (2013.01); ***G06Q 30/02*** (2013.01); ***G06Q 30/0643*** (2013.01); ***G06Q 50/01*** (2013.01)

(58) **Field of Classification Search**
None
See application file for complete search history.

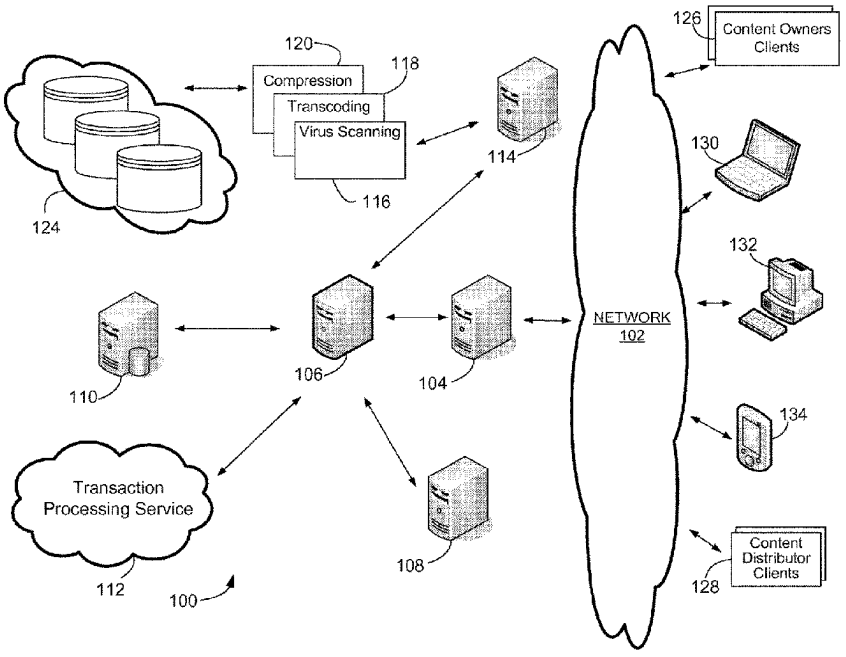
(56) **References Cited**

To view the complete listing of prior art documents cited during the proceeding for Reexamination Control Number 90/019,476, please refer to the USPTO's Patent Electronic System.

Primary Examiner — Jalatee Worjloh

(57) **ABSTRACT**

A portable web widget for distribution of multimedia content over a computer communications network, the web widget adapted for viral distribution and execution in a web browser on a client device wherein the widget includes a content retrieval component communicatively coupled to an application server over the computer communications network, the content retrieval component configured to retrieve one or more multimedia display files and metadata into an embedded electronic commerce store in the web widget after it enters an active operational mode, the widget also including a content preview component configured to enable a streamed execution of a portion of the multimedia content files associated with each of the multimedia display files from a multimedia content distribution system executing on the application server, and a transaction processing component operative to execute and complete a commercial transaction in the embedded electronic commerce store pertaining to the multimedia content files.



EX PARTE REEXAMINATION CERTIFICATE

THE PATENT IS HEREBY AMENDED AS INDICATED BELOW.

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

Claims **1-6** and **8-20** are cancelled.

Claim **7** was not reexamined.

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