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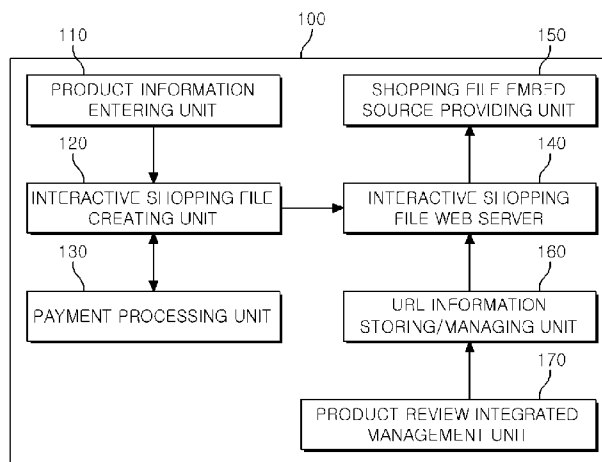
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[Fig. 2]



(57) Abstract: Provided invention relates to the system of providing an interactive shopping file and a method thereof. The system creates an interactive shopping file for each product item for sale, displays the product item to a customer in on-line, and allows the product item to be sold to the customer. The system includes a product information entering unit connected to a user terminal of a seller through a communication network to receive product information of the product item, a payment processing unit for performing a payment function with respect to the product item, and an interactive shopping file creating unit for creating the interactive shopping file for each product item. The interactive shopping file provides a product information displaying screen for displaying, to the customer, the product information entered through the product information entering unit, a payment information entering screen for receiving payment information of the product item from the customer, and a payment result displaying screen for displaying a payment execution result after the customer makes a payment based on the payment information.

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Description

SYSTEM OF PROVIDING INTERACTIVE SHOPPING FILE AND METHOD THEREOF

Technical Field

- [1] The present invention relates to the system of providing an interactive shopping file and a method thereof, and more particularly, to the system of providing an interactive shopping file and a method thereof, which can make it easy for a seller to post individual products for sale or add them to a personal media such as a blog in a form of attached files by using an embed method, and can provide a customer with an interactive shopping file that can display and sell the products.

Background Art

- [2] Recently, Internet-based personal media such as blogs, mini-homepages, or Internet community services are becoming popular. With the development of these personal media, even users who have no special knowledge about Hypertext Markup Language (HTML) or programs can provide other users with a variety of digital contents, for example, moving pictures, music, or images through personal media.
- [3] Users who possess these personal media have intent to make profit-seeking activities and earn profits, as well as to transfer information, through their personal media.
- [4] With the increased Internet shopping mall activities, a variety of products or digital contents have been usually distributed through Internet shopping malls having specific Uniform Resource Locators (URLs). General users can act as a seller as well as a customer in a variety of auction sites.
- [5] Conventionally, when individual users as sellers want to sell their products or contents to other users, it is usual that they sell the products or contents by establishing and operating their own Internet shopping malls or by signing in open-type shopping markets, such as auction sites or open markets.
- [6] For example, a seller who operates a personal media such as a blog can display, on blog posts, URL links of Internet shopping malls where products or contents for sale are being distributed.
- [7] In this case, however, it is troublesome and inconvenient that a user accessing a seller's blog must open a separate web browser window as well as an accessed blog webpage and then move to a corresponding Internet shopping mall webpage in order to purchase a desired product. Therefore, it is hardly likely that the users will really purchase the products. In addition, since the blogs of the sellers are used only for promotion of products and the real purchase is made only in the Internet shopping

malls, the sellers are subject to a commission policy and service policy equally applied to the Internet shopping malls.

[8] Meanwhile, instead of using the Internet shopping malls, the sellers can also write the description of their products or contents and their bank account numbers on their blog posts.

[9] However, this method cannot provide a sufficiently visual and descriptive appeal on the products. Thus, there is a limitation in increasing each customer's desire to purchase. Furthermore, each customer must pay for the products before purchasing them, without separate safeguards. Consequently, each customer's psychological apprehension will lower their desire to purchase the products or contents.

Disclosure of Invention

Technical Problem

[10] Therefore, an object of the present invention is to provide the system of providing an interactive shopping file and a method thereof, which are capable of providing a visual and descriptive appeal on product items on one webpage including a personal media, such as a blog, a mini-homepage or an Internet community, without departing the corresponding webpage, and achieving payment for the corresponding item, thereby increasing a customer's desire to purchase and activating purchase activities through the user's personal media.

[11] Another object of the present invention is to provide the system of providing an interactive shopping file and a method thereof, which are capable of spreading an interactive shopping file on a variety of webpages using an embed method because the system creates an independent interactive shopping file for each item. In addition, when users, who are not the seller, are very interested in the corresponding item, they can spontaneously spread the interactive shopping file on webpages of their personal media, thereby achieving a broader marketing of the items.

[12] Other object of the present invention is to provide the system of providing an interactive shopping file and a method thereof, in which the system further includes an interactive shopping file web server for distinguishing the created interactive shopping file according to items, assigning each URL to the respective items, and registering the interactive shopping file. Therefore, a customer can receive the interactive shopping files through a communication network at any time, without storing/managing the interactive shopping files.

[13] Other object of the present invention is to provide the system of providing an interactive shopping file and a method thereof, in which the system further includes a shopping file embed source providing unit for providing a user with a shopping file embed source having a shopping file URL where the interactive shopping file is

registered. Therefore, even users who have no special knowledge about HTML edition or source code can easily establish personalized and individualized sale systems.

[14] Other object of the present invention is to provide the system of providing an interactive shopping file and a method thereof, which are capable of enabling general users to use a search engine to search webpages, where their product or contents are posted, by further receiving a search keyword as the product information and combining it with an interactive shopping file in a meta tag form, thereby invoking much more traffic flow.

[15] Other object of the present invention is to provide the system of providing an interactive shopping file and a method thereof, in which the system further includes an XML conversion module for converting product information or content information entered by a user into a product information displaying screen having a predefined format. Therefore, users can easily create a refined product sale screen without editing a screen for their product sale.

[16] Other object of the present invention is to provide the system of providing an interactive shopping file and a method thereof, which are capable of motivating users, who are not the seller, to post the interactive shopping file to their webpages by sharing a part of sale price with the posted blogger as the profits when the product item is sold through their webpages where the interactive shopping file is posted by the users.

Technical Solution

[17] In accordance with an aspect of the present invention, there is provided the system of providing an interactive shopping file, which creates an interactive shopping file for each product item for sale, displays the product item to a customer in on-line, and allows the product item to be sold to the customer, the system including: a product information entering unit connected to a user terminal of a seller through a communication network to receive product information of the product item; a payment processing unit for performing a payment function with respect to the product item; and an interactive shopping file creating unit for creating the interactive shopping file for each product item, wherein the interactive shopping file provides a product information displaying screen for displaying, to the customer, the product information entered through the product information entering unit, a payment information entering screen for receiving payment information of the product item from the customer, and a payment result displaying screen for displaying a payment execution result after the customer makes a payment based on the payment information.

[18] The system may further include an interactive shopping file web server for assigning distinguished Uniform Resource Locators (URLs) to the interactive shopping file created by the interactive shopping file creating unit according to the product

- items, and transmitting the interactive shopping file through the communication network.
- [19] The system may further include a shopping file embed source providing unit for providing a shopping file embed source based on the shopping file URL of the corresponding product item of the interactive shopping file web server according to a user's embed source request with respect to the specific product item.
- [20] The interactive shopping file may further include an URL tracking code for tracking URL information of a webpage where the interactive shopping file is embedded, and the system may further include a URL information storing/managing unit for storing the URL information of the webpage tracked by the URL tracking code in each product item.
- [21] The product information entering unit may further receive a search keyword as the product information of the product item, and the interactive shopping file creating unit may combine the search keyword with the interactive shopping file in a meta tag form.
- [22] The product information entering unit may receive at least one of basic product information, sale related information including a product image and a price of the product item, seller's information, and payment information as the product information.
- [23] The interactive shopping file creating unit may include: an image conversion module for generating a converted product image by converting a product image input as the product information to a size optimized to an interactive shopping product information displaying screen; an XML conversion module for converting the product information, except for the converted product image and the product image, into an XML format; a flash template processing module for generating a product information flash template by performing a flash template processing on XML data that is processed by the XML conversion module; and a payment function combining module for generating the interactive shopping file as a flash file by combining the product information flash template and the payment function based on the price information and the payment information among the product information.
- [24] The system may further include a product review integrated management unit for integrally managing a product review written by a customer, and the product review integrated management unit may combine a product review, which is entered through a webpage having any one interactive shopping file, with the interactive shopping file.
- [25] The product information entering unit may further receive whether to share profits with a manager of a webpage posting the embed source of the interactive shopping file, and the payment processing unit may share a part of sale price with the manager of the webpage when the product items are sold through the webpage.
- [26] The interactive shopping file may sequentially provide the product information displaying screen, the payment information entering screen, and the payment result

displaying screen in a predefined size on a webpage.

[27] In accordance with another aspect of the present invention, there is provided a method of providing an interactive shopping file, which generates interactive shopping files for each product item for sale, displays the product item to a customer in on-line, and allows the product item to be sold to the customer, the method including: (a) accessing, by a seller, the system of providing an interactive shopping file through a communication network to enter product information of the product item; (b) generating, by the system of providing an interactive shopping file, the interactive shopping files based on the product item, wherein the interactive shopping file provides a product information displaying screen for displaying the product information to the customer, a payment information entering screen for receiving payment information of the product item from the customer, and a payment result displaying screen for displaying a payment execution result after the customer makes a payment based on the payment information; (c) assigning, by the system of providing an interactive shopping file, shopping file URLs to the interactive shopping files in each product item, and registering the interactive shopping files in a web server; and (d) providing, by the system of providing an interactive shopping file, a shopping file embed source based on the shopping file URL of the corresponding product item to a seller or other user, who is not the seller, according to the seller or other user's request.

[28] In accordance with another aspect of the present invention, the step (a) may further receive a search keyword as the product information of the product item, and the step (b) may further combine the search keyword with the interactive shopping file as a meta tag form.

[29] In accordance with another aspect of the present invention, the step (b) may include: (b-1) generating XML data by converting the product information to a predefined XML format; (b-2) generating a product information flash template by performing a flash template processing on the XML data; and (b-3) generating the interactive shopping file by combining the product information flash template with a payment function of the product item.

[30] In accordance with another aspect of the present invention, the method may further include: (e) posting, by the seller or posted blogger, who is not the seller, the interactive shopping file on his/her webpage using the shopping file embed source; and (f) purchasing, by the customer visiting the webpage, the product item using the interactive shopping file.

[31] In accordance with another aspect of the present invention, the step (a) may further receive from the customer whether to share the profits with a posted blogger posting the embed source of the interactive shopping file on the webpage, and (g) the method may further include sharing a part of the sale price of the product item with the posted

blogger as the profits when the purchase of the product item is achieved through the interactive shopping file posted by the posted blogger.

Advantageous Effects

- [32] The system of providing an interactive shopping file and a method thereof according to embodiments of the present invention can provide a visual and descriptive appeal on product items on one webpage including a personal media, such as a blog, a mini-homepage or an Internet community, without departing the corresponding webpage, and can achieve payment for the corresponding item, thereby increasing a customer's desire to purchase and activating purchase activities through the user's personal media.
- [33] A system of providing an interactive shopping file and a method thereof according to embodiments of the present invention can spread an interactive shopping file on a variety of webpages using an embed method because the system creates an independent interactive shopping file for each item. In addition, when users, who are not the seller, are very interested in the corresponding item, they can spontaneously spread the interactive shopping file on webpages of their personal media, thereby achieving a broader marketing of the items.
- [34] In the system of providing an interactive shopping file and a method thereof according to embodiments of the present invention, the system further includes an interactive shopping file web server for distinguishing the created interactive shopping file according to items, assigning distinguished URLs to the respective items, and registering the interactive shopping file. Therefore, a customer can receive the interactive shopping files through a communication network at any time, without storing/ managing the interactive shopping files.
- [35] In the system of providing an interactive shopping file and a method thereof according to embodiments of the present invention, the system further includes a shopping file embed source providing unit for providing a user with a shopping file embed source having a shopping file URL where the interactive shopping file is registered. Therefore, even users who have no special knowledge about HTML edition or source code can easily establish personalized and individualized sale systems.
- [36] The system of providing an interactive shopping file and a method thereof according to embodiments of the present invention can enable general users to use a search engine to search webpages, where their product or contents are posted, by further receiving a search keyword as the product information and combining it with an interactive shopping file in a meta tag form, thereby invoking much more traffic flow.
- [37] In the system of providing an interactive shopping file and a method thereof

according to embodiments of the present invention, the system further includes an XML conversion module for converting product information or content information entered by a user into a product information displaying screen having a predefined format. Therefore, users can easily create a refined product sale screen without editing a screen for their product sale.

- [38] The system of providing an interactive shopping file and a method thereof according to embodiments of the present invention can motivate users, who are not the seller, to post the interactive shopping file to their webpages by sharing a part of sale price with the posted bloggers as the profits when the product item is sold through their webpages where the interactive shopping file is posted by the users.

Brief Description of the Drawings

- [39] FIG. 1 illustrates the architecture of the system of providing interactive contents according to an embodiment of the present invention.
- [40] FIG. 2 illustrates the detailed architecture of the system of providing interactive contents according to an embodiment of the present invention.
- [41] FIG. 3 illustrates the detailed structure of an interactive shopping file creating unit according to an embodiment of the present invention.
- [42] FIG. 4 illustrates an exemplary product information entering screen according to an embodiment of the present invention.
- [43] FIG. 5 illustrates an exemplary product information displaying screen according to an embodiment of the present invention.
- [44] FIG. 6 illustrates an exemplary purchase information entering screen according to an embodiment of the present invention.
- [45] FIG. 7 illustrates an exemplary purchase confirmation displaying screen according to an embodiment of the present invention.
- [46] FIG. 8 illustrates an exemplary shopping file embed source providing screen presented by an embed source providing unit according to an embodiment of the present invention.
- [47] FIG. 9 illustrates an exemplary blog post screen written using a shopping file embed source according to an embodiment of the present invention.
- [48] FIG. 10 illustrates an exemplary blog screen where an interactive shopping file is posted according to an embodiment of the present invention.
- [49] FIG. 11 illustrates a flowchart of the method of providing an interactive shopping file according to an embodiment of the present invention.

Best Mode for Carrying Out the Invention

- [50] Hereinafter, the system of providing an interactive shopping file and a method thereof according to embodiments of the present invention will be described in detail

with reference to the accompanying figures.

- [51] An interactive shopping file used in the present invention is a computer file that can provide information to the users on a screen, upon execution of the file, and transmit information received from the users through a communication network. Examples of the interactive shopping file include a flash file of Adobe System Inc., which is widely used in the Internet environment.
- [52] Using the characteristic of the interactive file, a product introduction screen providing function and a payment function for product sale can be executed within the file itself. Therefore, the users can easily establish network-based personalized shopping malls by generating shopping contents, like UCC contents, and posting them on a variety of webpages.
- [53] FIG. 1 illustrates a communication environment including the system 100 of providing an interactive shopping file according to an embodiment of the present invention. When a seller 10 accesses the system 100 of providing an interactive shopping file through a user terminal and then enters product information on product items, the system 100 of providing an interactive shopping file creates an interactive shopping file, based on the entered product information, and provides the created interactive shopping file to the user.
- [54] The seller 10 or a posted blogger 12, who is not a seller, posts the interactive shopping file, which is created by the seller 10, on his/her blog using a blog server 200.
- [55] Meanwhile, when a customer 14 visiting the blog with the interactive shopping file being posted wants to purchase a desired product item through the blog post, the customer 14 purchases the corresponding product using the interactive shopping file posted on the blog.
- [56] That is, the system 100 of providing an interactive shopping file creates an interactive shopping file for each product item for sale, displays it to the customers in on-line, and enables the sellers to sell the product items to the customers.
- [57] FIG. 2 is a block diagram of the system 100 of providing an interactive shopping file according to a first embodiment of the present invention. The system 100 of providing an interactive shopping file includes a product information entering unit 110, a payment processing unit 130, and an interactive shopping file creating unit 120.
- [58] The product information entering unit 110 is connected to the user terminal 10 of the seller to receive product information on the product items. The product information entering unit 110 may be implemented with a web server that is accessible through the internet. The product information entering unit 110 may receive the product information on the product items by providing a product information entering screen 390 of FIG. 4 to the user terminal 10.
- [59] As illustrated in FIG. 4, the product information may include basic shopping mall

- information, basic product information, product image information, and sale information. The basic shopping mall information may include a shopping mall title, a seller's name, and a seller's contact with respect to the shopping mall implemented with the interactive shopping file. The basic product information may include a detailed product name, an origin, and detailed information with respect to the product item. The product image information may include product item images attached thereto. The sale information may include a sale price of the product and a shipping policy.
- [60] Generally, as illustrated in FIG. 5, the basic shopping mall information, the basic product information, and the product image information among the product information are displayed to the customer on the product information displaying screen 400 by the interactive shopping file creating unit 120, which will be described later. Information necessary for payment, such as the seller's account information, among the sale information is not provided on the product information displaying screen 400, but may be stored in the system 100 of providing an interactive shopping file and used when the customer makes payment. The interactive shopping file providing service according to the present invention can be provided without requiring registration. Meanwhile, if the seller joined in the interactive shopping file providing service and entered payment information in advance, the procedure of entering seller's information and payment receipt information can be omitted.
- [61] The entered product information is displayed to the customer on the product information displaying screen 400. Preferably, the product information entering unit 110 allows the seller to immediately confirm the details of the entered product information by previewing the seller's detailed sale information, so that the seller can view how the sale information will be displayed on the product information displaying screen 400.
- [62] The payment processing unit 130 performs the payment function for the product items. The payment processing unit 130 may be established within the system 100 of providing an interactive shopping file or may be implemented by an interworking with an external specialized payment server. The payment processing unit 130 receives the seller's payment information, such as the account information of the seller, among the product information entered through the product information entering unit 110, and the customer's payment information entered through the interactive shopping file, and performs the payment function using the received information.
- [63] The interactive shopping file creating unit 120 creates the interactive shopping file for each product item. The interactive shopping file provides a product information displaying screen 400 for displaying, to the user, the product information entered through the product information entering unit 110, a payment information entering screen 410 for allowing the customer to enter the payment information on the product item, and a payment result displaying screen 420 for displaying the payment result

after the customer's payment based on the payment information through the communication with the payment processing unit.

[64] FIG. 5 illustrates the product information displaying screen 400 according to an embodiment of the present invention. As illustrated in FIG. 5, the product information entered by the seller is converted into information meeting a specification set in the interactive shopping file providing service, and provides the converted information to the customer.

[65] FIG. 6 illustrates the payment information entering screen 410 according to an embodiment of the present invention. For example, when the customer clicks a "buy" button on the product information displaying screen 400, the payment information entering screen 410 is displayed as illustrated in FIG. 6 and the interactive shopping file transmits the payment information entered by the customer to the payment processing unit 130, thus achieving the payment.

[66] FIG. 7 illustrates the payment result displaying screen 420 when the payment is completed.

[67] Meanwhile, the product information displaying screen 400, the payment information entering screen 410, and the payment result displaying screen 420 may be implemented on a single screen, but it is preferable to sequentially provide the respective screens in order to easily embed them into screens of a personal media such as a blog or mini-homepage. In addition, the product information displaying screen 400, the payment information entering screen 410, and the payment result displaying screen 420 may be implemented with pop-up windows that are separated from the webpage where the interactive shopping file is posted. However, it is preferable to provide a single screen of the webpage with the posted interactive shopping file in order for the customer's intuitive understanding and convenient shopping.

[68] FIG. 3 is a detailed block diagram of the interactive shopping file creating unit 120. As illustrated in FIG. 3, the interactive shopping file creating unit 120 may include an image conversion module 122, an XML conversion module 124, a flash template processing module 126, and a payment function combining module 128.

[69] The image conversion module 122 generates a converted product image by converting a product image input as the product information into a size optimized to the interactive shopping product information displaying screen. Since the interactive shopping file according to the present invention is embedded into unspecified personal media, it is preferable to implicatively transmit the information within a limited area. To this end, the image conversion module 122 converts the product image to an appropriate size when the size of the product image input by the user is too big, or it generates a thumbnail image as illustrated in FIG. 4.

[70] The XML conversion module 124 converts the product information, except for the

converted product image and the product image, into an XML format in order to define configuration of an image and a text within each screen. Although the XML format has been used in the above embodiment, it is merely an example of the widely used markup language for convenience of implementation. The present invention is not limited to the XML format.

[71] The flash template processing module 126 generates the product information flash template by performing a flash template processing on the XML data that is processed by the XML conversion module 124 in order to define the screen switching. The flash template defines an appropriate switching of the product information displaying screen 400, the payment information entering screen 410, and the payment result displaying screen 420 according to the customer's choice. Although the flash template of the flash file has been exemplified in the above embodiment, it is merely an example of the widely used interactive file. The present invention is not limited to the flash file.

[72] The payment function combining module 128 generates the interactive shopping file as the flash file by combining the product information flash template and the payment function based on the price information and the payment information among the product information. When the interactive shopping file receives the payment information from the customer, the payment function combining module 128 transmits the payment information to the payment processing unit 130 through the communication network. In addition, the payment function combining module 128 defines the data processing based on the sent and received data and the URL information of the payment processing unit 130 in order to receive the payment result data from the payment processing unit 130.

[73] The interactive shopping file is one computer file in itself and can be sent and received between the users as an attached file of an E-mail or messenger. Meanwhile, in the case of the blog service, it is usual to prohibit file attachment or the use of a specific tag in order to reduce the server's load and prevent degradation of network security due to imprudent file attachment. However, an embed tag is permitted in most cases. The embed tag is used to post moving picture files or image files within a webpage through an external server.

[74] Therefore, in order to easily provide the interactive shopping file to the customer through the personal media such as the blog, the system 100 of providing an interactive shopping file may further include an interactive shopping file web server 140 for distinguishing the interactive shopping file created by the interactive shopping file creating unit 120 according to product items, assigning distinguished URLs to the respective product items, and providing the interactive shopping file through the communication network.

[75] According to the above embodiment, the created interactive shopping files have

specific URLs, and the sellers can easily implement the interactive shopping files on a variety of personal media by using the URL information. More preferably, the URL information such as the seller's identifier and product item identifier is added to the URL address.

[76] Meanwhile, as illustrated in FIG. 8, the system 100 of providing an interactive shopping file may further include a shopping file embed source providing unit 150 for providing a shopping file embed source based on the shopping file URL of the corresponding product item of the interactive shopping file web server 140 according to the user's embed source request with respect to a specific product item, so that even users who have no special knowledge about the web can easily use the tag such as an embed on the post edition screen of the blog. The shopping file embed source providing unit 150 provides the embed source of the interactive shopping file registered in the interactive shopping file web server 140 through the screen of the user terminal, as illustrated in FIG. 8. The users can embed the interactive shopping file as a part of the blog post as illustrated in FIG. 10 by entering the shopping file embed source in their blogs as illustrated in FIG. 9.

[77] Preferably, in order to track the webpage created by the seller, where the interactive shopping file is embedded, the interactive shopping file further includes an URL tracking code for tracking the URL information of the webpage, and the system 100 of providing the interactive shopping file further includes an URL information storing/managing unit 160 for storing the URL information of a webpage tracked by the URL tracking code for each product item. According to the above embodiment, the seller can check the webpages, such as blogs or mini-homepages, where the interactive shopping files are embedded by other posted blogger as well as the seller, and can perform an effective marketing by checking which webpage the customer's traffic is produced through.

[78] The existing service providing the flash embed script such as YouTube provides only the flash embed script when providing a script for copy. Therefore, when the user embeds the flash, the contents cannot be found through a search engine unless a separate search keyword is directly entered in a text area of the corresponding post. To solve this problem, it is preferable that the product information entering unit 110 further receives a search keyword as the product information on the product item, and the interactive shopping file creating unit combines the search keyword with the interactive shopping file in a meta tag form.

[79] According to the above embodiment, the selling of the product items can be promoted because the corresponding interactive shopping file can be searched through the search engine even when the posted blogger posts only the interactive shopping file without entering the search keyword.

[80] According to the above embodiment, the system 100 of providing an interactive shopping file further includes a product review integrated management unit 160 for integrally managing the product reviews written by the customers. Preferably, the product review integrated management unit 160 combines the product reviews written through the webpage, where one interactive shopping file is provided, with the corresponding interactive shopping file.

[81] According to the above embodiment, the product reviews written by the customers purchasing the same product items through a variety of webpages can be combined, stored and managed. The customers can confirm information on the reliability of the product items through these product reviews, and these product reviews are useful to decide the product purchase. In addition, it is preferable that the reviews on other products of the same seller can be integrally managed and provided to the customers.

[82] In recent years, like an affiliate advertisement technique, if advertisement exposure is performed through the personal media, a part of advertisement expense is shared with the personal media operator as profits. According to the above embodiment, in order to further spread the interactive shopping file by the posted blogger, who is the third party, the product information entering unit 110 further receives whether to share the profits with the manager of the webpage posting the embed source of the interactive shopping file when the product items are sold, and the payment processing unit 130 shares a part of sale price with the manager of the webpage if the product items are sold through the webpage.

[83] FIG. 11 illustrates a flowchart of the method of providing an interactive shopping file according to an embodiment of the present invention.

[84] In the step S11, the seller accesses the system 100 of providing an interactive shopping file through the communication network and enters product information on the product items. In the step S11, the product information can be entered through the product information entering screen of FIG. 4 provided to the user terminal 10 of the seller.

[85] In the step S12, the system 100 of providing an interactive shopping file creates the interactive shopping file, based on the product items. The interactive shopping file includes the product information displaying screen for displaying the product information to the customer, the payment information entering screen for receiving the payment information on the product items from the customer, and the payment result displaying screen for displaying the payment execution result after the payment is executed based on the payment information.

[86] The step S12 may include: generating XML data by converting the product information into a predefined XML format; generating a product information flash template by performing a flash template processing on the XML data; and generating

the interactive shopping file by combining the product information flash template with the payment function of the product items.

[87] In the step S13, the system 100 of providing an interactive shopping file registers the interactive shopping files in the web server 140 by assigning shopping file URLs to the interactive shopping files for each product item.

[88] In the step S14, the system 100 of providing an interactive shopping file provides the shopping file embed source to the seller or other users, who are not the seller, according to the shopping file URLs corresponding to the product items in response to the request of the seller or other users, who are not the seller.

[89] Preferably, the method of providing the interactive shopping file may further include: posting, by the seller or other posted blogger, who is not the seller, the interactive shopping file on his/her webpage using the shopping file embed source; and purchasing, by the customer visiting the webpage, the contents item using the interactive shopping file.

[90] Meanwhile, in order to easily search the webpages with the posted interactive shopping files through the search engine, it is preferable to further receive a search keyword as product information on the product item in the step S11, and the search keyword is combined with the interactive shopping file in a meta tag form in the step S12.

[91] More preferably, the step S11 may further include receiving from the customer whether to share the profits with the posted blogger posting the embed source of the interactive shopping file on the webpage, so that the interactive shopping files according to the present invention can be further spread by the posted blogger of the third party and thus they can be exposed to more customers. In addition, the method of providing an interactive shopping file may further include sharing a part of the sale price with the posted blogger as the profits when the purchase of the product item is achieved through the interactive shopping file posted by the posted blogger.

Claims

- [1] The system of providing an interactive shopping file, which creates an interactive shopping file for each product item for sale, displays the product item to a customer in on-line, and allows the product item to be sold to the customer, the system comprising:
a product information entering unit connected to a user terminal of a seller through a communication network to receive product information of the product item;
a payment processing unit for performing a payment function with respect to the product item; and
an interactive shopping file creating unit for creating the interactive shopping file for each product item,
wherein the interactive shopping file provides a product information displaying screen for displaying, to the customer, the product information entered through the product information entering unit, a payment information entering screen for receiving payment information of the product item from the customer, and a payment result displaying screen for displaying a payment execution result after the customer makes a payment based on the payment information.
- [2] The system in accordance with claim 1, further comprising an interactive shopping file web server for providing distinguished Uniform Resource Locators (URLs) to the interactive shopping file created by the interactive shopping file creating unit according to the product items, and transmitting the interactive shopping file through the communication network.
- [3] The system in accordance with claim 2, further comprising a shopping file embed source providing unit for providing a shopping file embed source based on the shopping file URL of the corresponding product item of the interactive shopping file web server according to a user's embed source request with respect to the specific product item.
- [4] The system in accordance with claim 3, wherein the interactive shopping file further comprises an URL tracking code for tracking URL information of a webpage where the interactive shopping file is embedded, and the system further comprises a URL information storing/managing unit for storing the URL information of the webpage tracked by the URL tracking code in each product item.
- [5] The system in accordance with claim 1, wherein the product information entering unit further receives a search keyword as the product information of the product item, and the interactive shopping file creating unit combines the search keyword

- with the interactive shopping file in a meta tag form.
- [6] The system in accordance with claim 1, wherein the product information entering unit receives at least one of basic product information, sale related information including a product image and a price of the product item, seller's information, and payment information as the product information.
- [7] The system in accordance with claim 6, wherein the interactive shopping file creating unit comprises:
an image conversion module for generating a converted product image by converting a product image input as the product information to a size optimized to an interactive shopping product information displaying screen;
an XML conversion module for converting the product information, except for the converted product image and the product image, into an XML format;
a flash template processing module for generating a product information flash template by performing a flash template processing on XML data that is processed by the XML conversion module; and
a payment function combining module for generating the interactive shopping file as a flash file by combining the product information flash template and the payment function based on the price information and the payment information among the product information.
- [8] The system in accordance with claim 1, further comprising a product review integrated management unit for integrally managing a product review written by a customer, wherein the product review integrated management unit combines a product review, which is entered through a webpage having any one interactive shopping file, with the interactive shopping file.
- [9] The system in accordance with claim 3, wherein the product information entering unit further receives whether to share profits with a manager of a webpage posting the embed source of the interactive shopping file, and the payment processing unit shares a part of sale price with the manager of the webpage when the product items are sold through the webpage.
- [10] The system in accordance with claim 1, wherein the interactive shopping file sequentially provides the product information displaying screen, the payment information entering screen, and the payment result displaying screen in a predefined size on a webpage.
- [11] A method of providing an interactive shopping file, which generates interactive shopping files for each product item for sale, displays the product item to a customer in on-line, and allows the product item to be sold to the customer, the method comprising:
(a) accessing, by a seller, a system of providing an interactive shopping file

through a communication network to enter product information of the product item;

(b) generating, by the system of providing the interactive shopping file, the interactive shopping files based on the product item, wherein the interactive shopping file provides a product information displaying screen for displaying the product information to the customer, a payment information entering screen for receiving payment information of the product item from the customer, and a payment result displaying screen for displaying a payment execution result after the customer makes a payment based on the payment information;

(c) assigning, by the system of providing an interactive shopping file, shopping file URLs to the interactive shopping files in each product item, and registering the interactive shopping files in a web server; and

(d) providing, by the system of providing an interactive shopping file, a shopping file embed source based on the shopping file URL of the corresponding product item to a seller or other user, who is not the seller, according to the seller or other user's request.

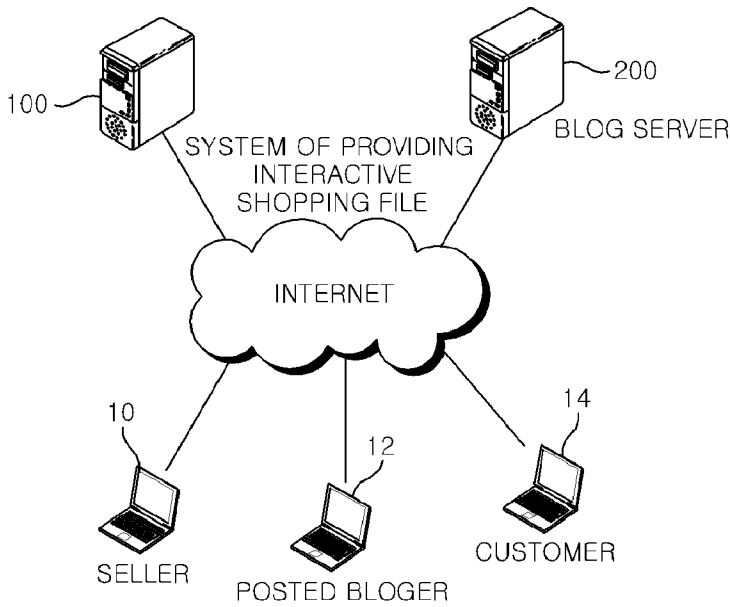
[12] The method in accordance with claim 11, wherein the step (a) further receives a search keyword as the product information of the product item, and the step (b) further combines the search keyword with the interactive shopping file as a meta tag form.

[13] The method in accordance with claim 11, wherein the step (b) comprises:
(b-1) generating XML data by converting the product information to a predefined XML format;
(b-2) generating a product information flash template by performing a flash template processing on the XML data; and
(b-3) generating the interactive shopping file by combining the product information flash template with a payment function of the product item.

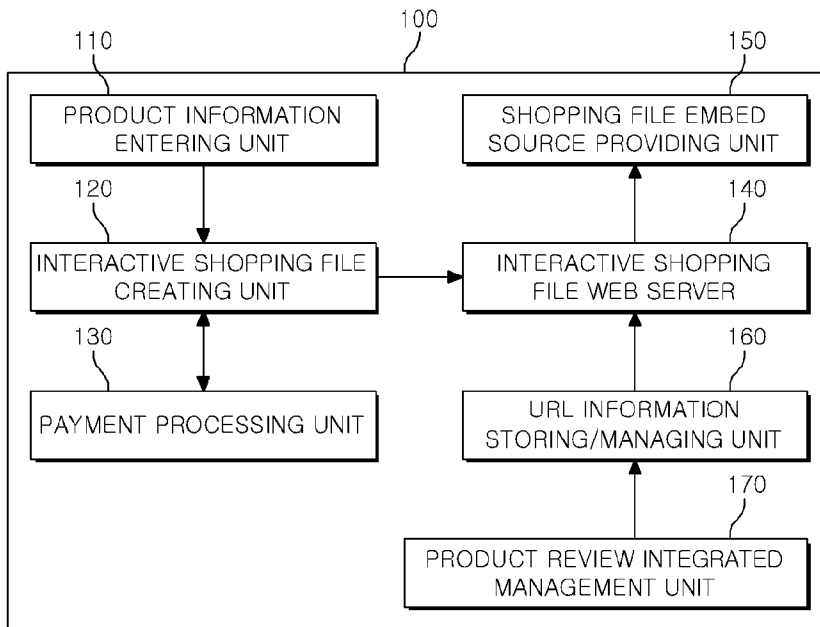
[14] The method in accordance with claim 11, further comprising:
(e) posting, by the seller or a posted blogger, who is not the seller, the interactive shopping file on his/her webpage using the shopping file embed source; and
(f) purchasing, by the customer visiting the webpage, the product item using the interactive shopping file.

[15] The method in accordance with claim 14, wherein the step (a) further receives from the customer whether to share the profits with a posted blogger posting the embed source of the interactive shopping file on the webpage, and
(g) the method further comprises sharing a part of the sale price of the product item with the posted blogger as the profits when the purchase of the product item is achieved through the interactive shopping file posted by the posted blogger.

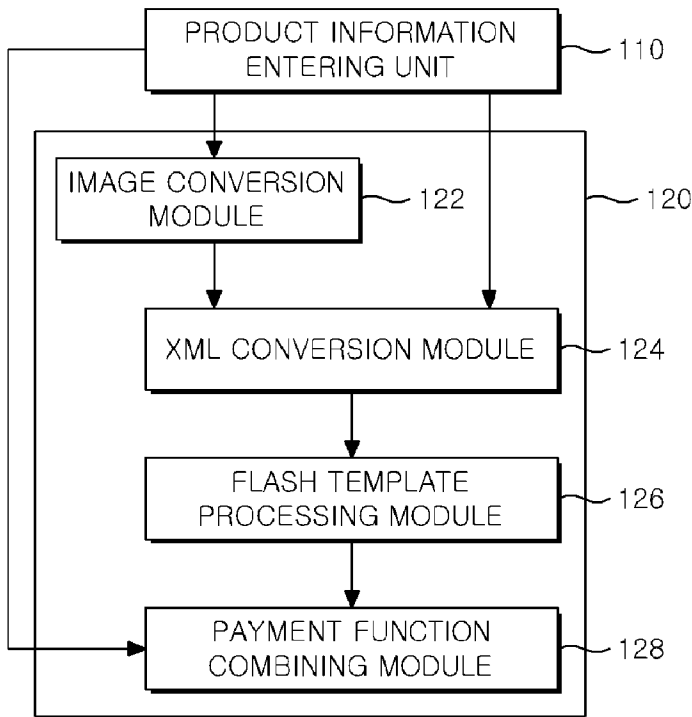
[Fig. 1]



[Fig. 2]



[Fig. 3]



[Fig. 4]

300

BASIC SHOPPING MALL INFORMATION	SHOPPING MALL TITLE	ACCESSORY SHOP
	SELLER'S NAME	KIM, CHEOL-SCO
BASIC PRODUCT INFORMATION	PRODUCT NAME	RING EARRING
	ORIGIN	SOUTH KOREA
	DETAILS	
PRODUCT IMAGE INFORMATION	BASIC IMAGE	<input type="button" value="ADD"/>
	ADDITIONAL IMAGE	<input type="button" value="ADD"/>
AFFILIATE INFORMATION	SETTING <input checked="" type="radio"/> NO SETTING <input type="radio"/>	
	COMMISSION	5% of SALE PRICE <input type="button" value="v"/>
SALE INFORMATION	SALE PRICE	12000 KRW

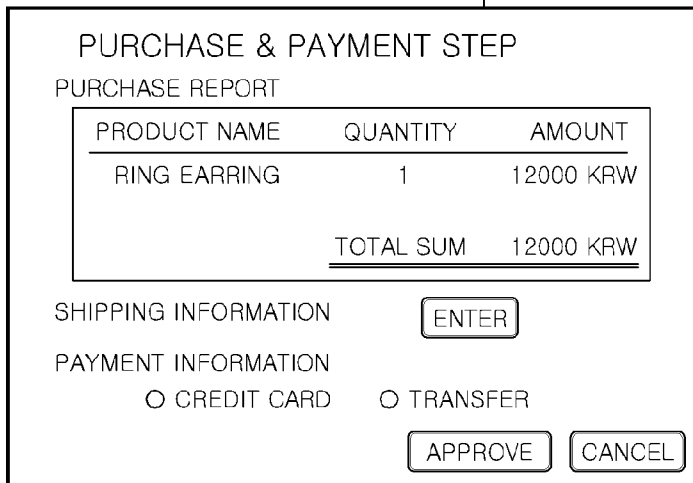
[Fig. 5]

400



[Fig. 6]

410



[Fig. 7]

420

COMPLETION OF PAYMENT

PURCHASE REPORT

PRODUCT NAME	QUANTITY	AMOUNT
RING EARRING	1	12000 KRW
TOTAL SUM		12000 KRW

PAYMENT INFORMATION

CREDIT CARDXXXX - XXXXXXXX

THANKS FOR YOUR PURCHASE!

RETURN TO PRODUCT SCREEN

[Fig. 8]

EMBEDDED SOURCE PROVIDING SCREEN

500

URL	<pre><embed width=550 height=750 src="http://www.richlogger.com/PCC/shop.swf? P_SHOPID=S123123DDZ&P_ITEMCODE=20"></pre>
-----	---

[Fig. 9]

NAVER BLOG

NAVER BLOG

WRITE BLOG POST

LOG OUT

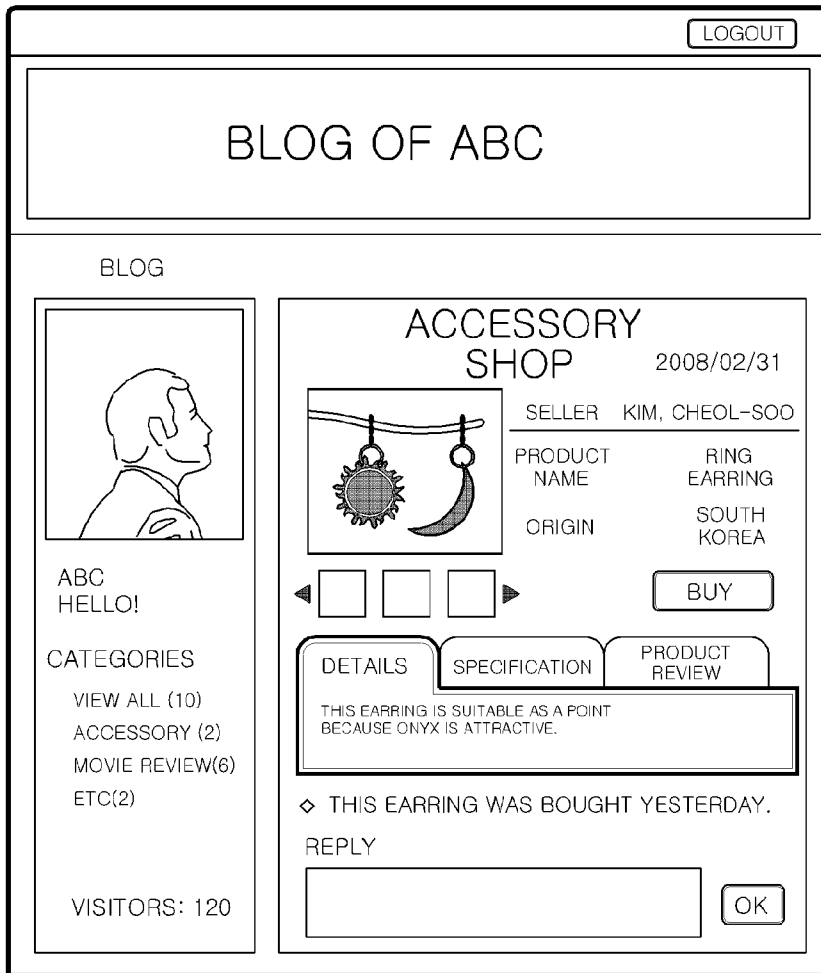
BASIC EDITION REVIEW EDITION

html

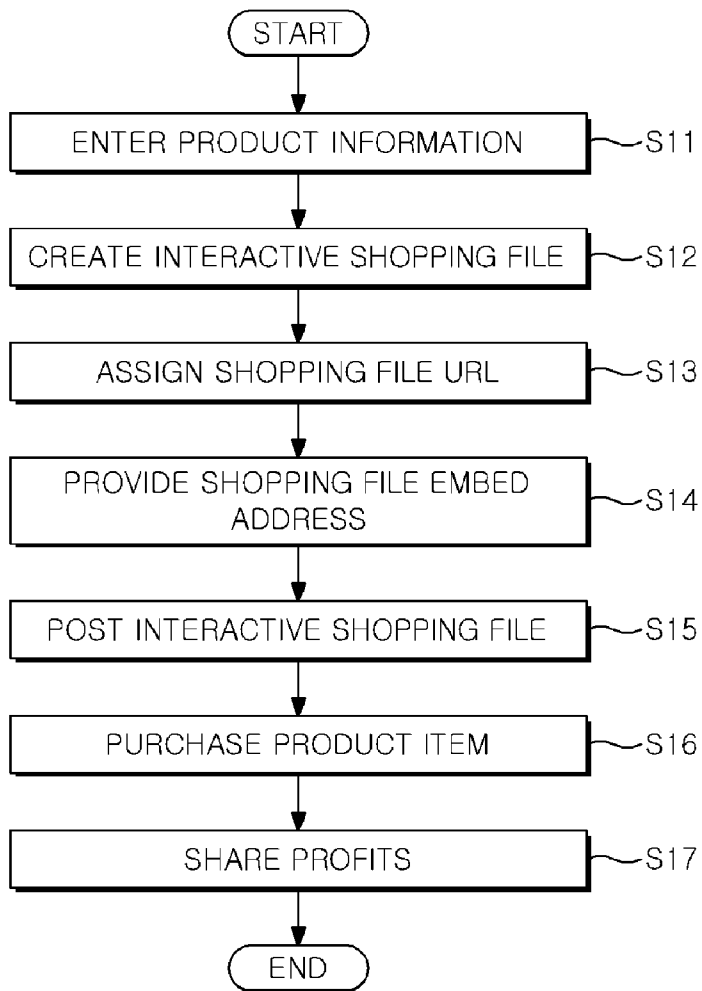
```
<embed width=550 height=750 src="http://www.richlogger.com/PCC/shop.swf?  
P_SHOPID=S123123DDZ&P_ITEMCODE=20">
```

REGISTER PREVIEW CANCEL

[Fig. 10]



[Fig. 11]



INTERNATIONAL SEARCH REPORT

International application No.
PCT/KR2008/001173**A. CLASSIFICATION OF SUBJECT MATTER****G06Q 30/00(2006.01)i**

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 G06Q 30/00, G06Q 99/00, G06F 17/00, G06F 19/00

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean Utility models and applications for Utility Models since 1975
Japanese Utility models and applications for Utility Models since 1975

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

eKIPASS(KIPO) "shopping, mall, product, information, and payment"

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	KR 10-2006-0001014 A (PIONNET, INC.) 6 January 2006 See the abstract and claims 1-11.	1 - 15
A	KR 10-2002-0005796 A (EG INFORMATION & TECHNOLOGY, INC.) 18 January 2002 See the abstract, figure 12, and claims 1-5.	1 - 15
A	KR 10-2001-0016307 A (I3SHOP CO., LTD.) 5 March 2001 See the abstract, figure 1, and claims 1-6.	1 - 15
A	KR 10-2001-0086724 A (SERVERTECH, CORP.) 15 September 2001 See the abstract, figure 2, and claims 1-10.	1 - 15

 Further documents are listed in the continuation of Box C. See patent family annex.

* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

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"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

"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

"&" document member of the same patent family

Date of the actual completion of the international search

10 JUNE 2008 (10.06.2008)

Date of mailing of the international search report

10 JUNE 2008 (10.06.2008)

Name and mailing address of the ISA/KR

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INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/KR2008/001173

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
KR1020060001014A	06.01.2006	None	
KR1020020005796A	18.01.2002	None	
KR1020010016307A	05.03.2001	None	
KR1020010086724A	15.09.2001	None	