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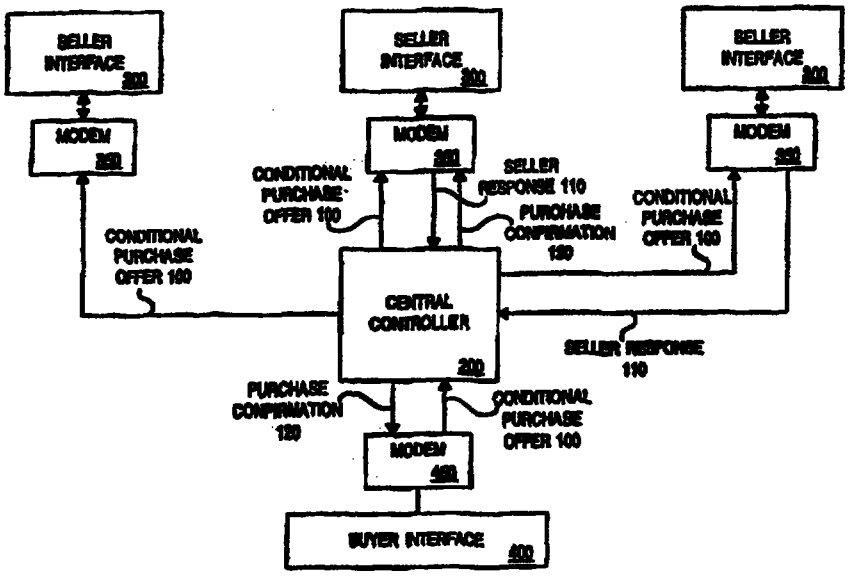
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(54) Title: CONDITIONAL PURCHASE OFFER MANAGEMENT SYSTEMS



(57) Abstract

The present invention is a method and apparatus for effectuating bilateral buyer-driven commerce. The present invention allows prospective buyers (400) or sellers (300), for sellers conveniently to search for relevant buyer purchase offers, and for sellers potentially to bind a buyer to a contract based on the buyer's purchase offer. In a preferred embodiment, the apparatus of the present invention includes a controller (200) that receives binding purchase offers from prospective buyers. The controller makes purchase offers available to potential sellers and then determines if one or more sellers are willing to accept a given purchase offer. The method and apparatus of the present invention have applications on the Internet as well as conventional communications systems such as voice telephony.