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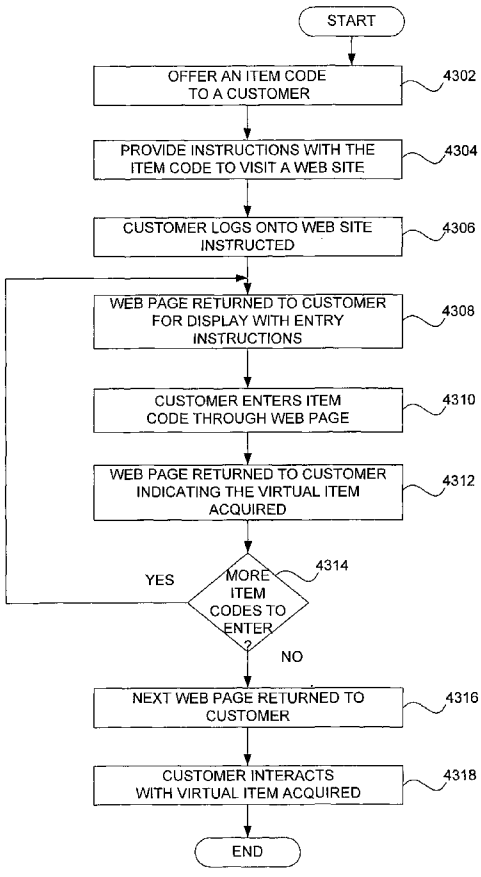
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Declarations under Rule 4.17:
— *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii)) for all designations*

[Continued on next page]

(54) Title: METHOD OF MUTUALLY ENHANCING RETAIL SALES AND USER TRAFFIC ON A WEB SITE



(57) **Abstract:** A method of mutually enhancing retail sales and user traffic on a web site involves offering an item code to a customer at a retail store, a place of business, or other promotional site in one of several different ways. Instructions are provided with the item code directing the customer to visit a web site, the instructions including the URL of the web site. The customer accesses the web site utilizing the URL address. The customer enters the item code where provided for on the web page and submits the item code. A server computer to receives the item code, processes the item code, and returns to the customer's computer a web page for display indicating the virtual item that the customer has acquired through the item code. The customer may now interact within the environment provided for by the web site with the virtual item acquired.

WO 2004/044709 A3

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