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(71) Applicant *(for all designated States except US)*: **INTELLECT HOLDINGS LIMITED** [AU/AU]; Level 3, 554 Church Street, Richmond, Victoria 3121 (AU).

(72) Inventors; and

(75) Inventors/Applicants *(for US only)*: **COURSE, Philip** [AU/AU]; Level 3, 554 Church Street, Richmond, Victoria 3121 (AU). **MCCREATH, Gregory, Douglas** [AU/BE]; Leuvensesteenweg 540 box 5, B-1930 Zaventum (BE).

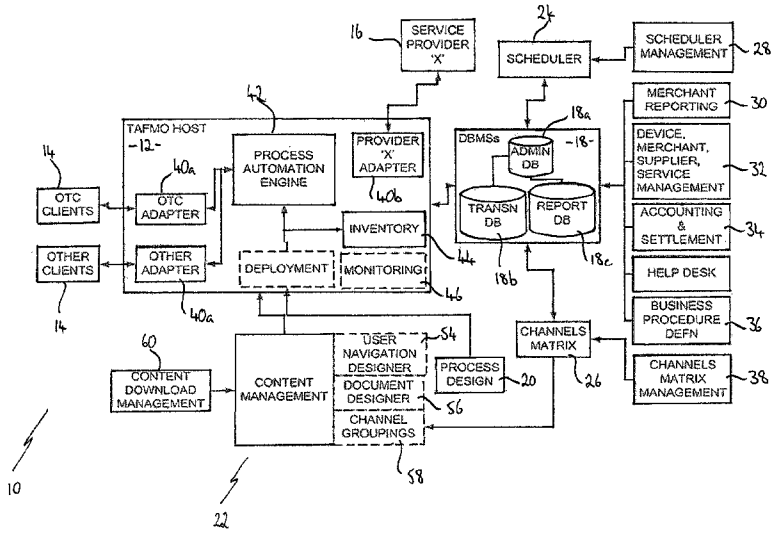
(74) Agent: **WRAY & ASSOCIATES**; Level 4, The Quadrant, 1 William Street, Perth, Western Australia 6000 (AU).

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(54) Title: AN ELECTRONIC TRANSACTION SYSTEM



(57) Abstract: An electronic transaction system comprising a host server; at least one transaction device; at least one service provider system; and a content management system. When a transaction device issues a client request to the host server for one or more of the electronic goods and/or services, the host server operates to generate a client response in reply to the client request. In generating the client response a service request may be issued to the at least one service provider system. Also includes a matrix recording a set of permissions and/or constraints applicable to the electronic transaction system. The content management system references the matrix in determining the content to be provided to each transaction device to ensure that the set of permissions and/or constraints are complied with. Each transaction device further receives a set of unique identifiers from the host server, each identifier representing a component of the content.

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