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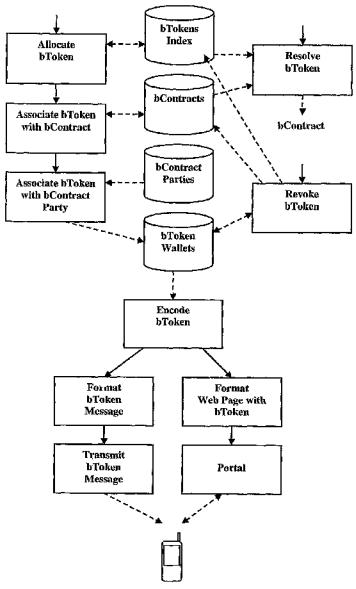
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(54) **Title:** ELECTRONIC COMMERCE SYSTEM, METHOD AND APPARATUS



(57) **Abstract:** An electronic commerce method that includes publishing an offer for a product or service, receiving the published offer and conditionally accepting the offer, and forwarding the conditional acceptance to a matching processor to request the product or service. The matching processor receives the conditional acceptance by the matching processor, determines whether conditions present in the conditional acceptance can be fulfilled, and forwards at least one option for acceptance. The at least one option for selection is displayed and the user, selects any one of the at least one options. Upon selection, a token is provided to the user. The token is configured to be used to redeem the service or product, be transferable to another user device, or to be stored for future redemption of the product or service.

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