ELECTRONIC COMMERCE SYSTEM AND METHOD FOR PREVENTING FRAUDULENT MERCHANDISE

ABSTRACT

An electronic commerce system and method for preventing fraudulent merchandise are provided. An online market server determines whether merchandise is fraudulent using real owner information when information on merchandise including real-owner terminal information is input from a seller terminal to request to register the merchandise. The merchandise requested for registration in an online market can be provided to a buyer only when the merchandise is not fraudulent by determining whether the merchandise is fraudulent, such that the buyer is provided with reliable information on merchandise and electronic commerce can be activated.

(Fig. 2)