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- (72) **Inventor; and**
- (71) **Applicant : FOMINE, Alexei** [US/US]; 14318 Double Shoals Circle, Houston, TX 77090 (US).
- (74) **Agent: WILLIAMS, Jeffrey**; Law Office of Jeff Williams PLLC, 1701 E. Lamar Blvd., Suite 155, Arlington, TX 76006 (US).
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(54) **Title:** SHOPPER-CENTRIC SOCIAL NETWORKING SYSTEM

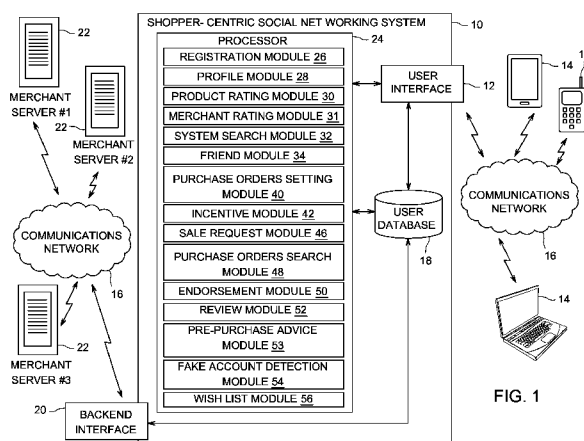


FIG. 1

(57) **Abstract:** Disclosed is a shopper-centric social networking system. The system comprises a user interface, a user database comprising a plurality of user entries wherein, each user entry represents a user registered therewith, each user entry associated with a plurality of friend entries wherein, a friend entry represents a fellow registered user who is friends with the registered user, each user entry further associated with a plurality of purchase order entries wherein, a purchase order entry represents a purchase order placed by the user on a merchant site, a purchase order defined by a plurality of purchase order attributes comprising the date and time of purchase, the identity of the product purchased, the brand of the product purchased, the identity of the merchant site from which the product has been purchased, the product category of the product purchased, the product rating awarded by the customer, and a purchase orders settings module for enabling a user to allow select friends thereof to access select purchase orders made by the user via the user interface.