CLAIMS:

1. A computer-implemented system to provide options on products, comprising:

a. a data processor adapted by the execution of stored program instructions to receive and store, in a computer readable data store, data with respect to m products offered by a company to a customer, having at least one corresponding option for selection, definition and utilization of n of said m products, wherein m is greater than or equal to 2 and n is less than or equal to m;

b. a data processor adapted by the execution of stored program instructions to receive at least one input for at least one of said options and to select a set of said n products, where each of said selected products is available for utilization after it is defined in subsequent interaction between the company and the customer, provided specified conditions are satisfied;

c. a data processor adapted by the execution of stored program instructions to record the-information characterizing said option in a computer readable data store;

d. a data processor adapted by the execution of stored program instructions to receive at least one input to define one or more, but less than or equal to n, products for utilization among said selected products;

e. a data processor adapted by the execution of stored program instructions to record information pertaining to said defined products and their utilization in a computer readable data store;

f. a data processor adapted by the execution of stored program instructions to repeat the process of (b); and

g. a data processor adapted by the execution of stored program instructions to repeat the process of (d) to permit definition of products in those sets until the n products have been defined.

2. The system of claim 1, wherein said data store is adapted to continue to update the data stored on said data store for any subsequent interaction after a first execution of step b.

3. The system of claim 1, wherein in at least one subsequent interaction, the customer defines the product.

4. The system of claim 1, wherein in at least one subsequent interaction, the company defines the product.

5. The system of claim 1, wherein in at least one subsequent interaction, an entity other than the company and the customer defines the product.

6. The system of claim 1, wherein at least two of said data processors are a same processor.

7. The system of claim 1, wherein said data stores are a single data store.

8. The system of claim 1, wherein said subsequent interaction is an implicit interaction.

9. The system of claim 1, wherein said m products are from more than one company.

10. The system of claim 1, wherein said company is not the seller of said product.

11. The system of claim 1, wherein the data processor adapted by the execution of stored program instructions to receive at least one input for said at least one option is further adapted to permit modification of the definition of said n products during a said subsequent interaction.

12. A computer-implemented method to provide options on products, comprising:

a. operating a data processor, adapted by the execution of stored program instructions, to receive and store data with respect to m products offered by a company to a customer, having at least one corresponding option for selection, definition and utilization of n of said m products, in a computer readable data store, where m is greater than or equal to 2 and n is less than or equal to m;

b. operating a data processor, adapted by the execution of stored program instructions, to receive at least one input for at least one of said options and to select a set of said n products, where each of said selected products is made available for utilization after

each of said n products is defined in a plurality of subsequent interactions between the company and the customer responsive to satisfaction of specified conditions;

c. recording information characterizing said option in a computer readable data store;

d. operating a data processor, adapted by the execution of stored program instructions, to receive at least one input to define one or more, but less than or equal to n, products for utilization among said selected products;

e. recording said defined products in a computer readable data store; and

f. repeating step b to select one or more subsequent sets and repeating step d to permit definition of products in those sets, the repetition ending in response to definition of the n products.

13. The method of claim 12, wherein said step of recording the defined products includes updating data stored on said data store with each subsequent interaction.

14. The method of claim 12, wherein in at least one subsequent interaction, the customer defines the product.

15. The method of claim 12, wherein in at least one subsequent interaction, the company defines the product.

16. The method of claim 12, wherein in at least one subsequent interaction, an entity other than the company and the customer defines the product.

17. The method of claim 12, wherein at least two of said data processors are a same processor.

18. The method of claim 12, wherein said data stores are a single data store.

19. The method of claim 12, wherein said subsequent interaction is an implicit interaction.

20. The method of claim 12, wherein said m products are from more than one

company.

21. The method of claim 12, wherein said company is not the seller of said product.

22. The method of claim 12, wherein the data processor adapted by the execution of stored program instructions to receive at least one input for said at least one option further is adapted to permit the definition of said n products to be modified during a said subsequent interaction.

23. A computer-implemented method to provide options on flights, comprising:

a. operating a data processor, adapted by the execution of stored program instructions, to receive and store data with respect to m flights offered by airline to a customer, having at least one corresponding option for selection, definition and utilization of n of said m flights, in a computer readable data store, where m is greater than or equal to 2 and n is less than or equal to m;

b. operating a data processor, adapted by the execution of stored program instructions, to receive at least one input for said at least one options and to select a set of said n flights, each of said n flights available for utilization after each of said flights is defined in a plurality of subsequent interactions between the airline and the customer in relation to said option, responsive to satisfaction of specified conditions;

c. recording information characterizing said option in a computer readable data store;

d. operating a data processor, adapted by the execution of stored program instructions, to receive at least one input to define one or more, but less than or equal to n, of said selected flights for utilization;

e. recording said defined flights in a computer readable data store; and

f. repeating step b to select one or more subsequent sets and repeating step d to permit definition of flights in those sets, the repetition ending responsive to the n flights having been defined.

24. The method of claim 23, wherein said step of recording the information pertaining to said defined flights updates the data store for each said interaction.

25. The method of claim 23, wherein at least two of said data processors are a same processor.

26. A computer-implemented system to provide options on flights, comprising:

a. a data processor adapted by the execution of stored program instructions to receive and store, in a computer readable data store, data with respect to m flights offered by airline to a customer, having at least one corresponding option for selection, definition and utilization of n of said m flights, wherein m is greater than or equal to 2 and n is less than or equal to m;

b. a data processor adapted by the execution of stored program instructions to receive at least one input for at least one of said options and to select a set of said n flights, where each of said selected flights is available for utilization after it is defined in subsequent interaction between the airline and the customer, provided specified conditions are satisfied;

c. a data processor adapted by the execution of stored program instructions to record the-information characterizing said option in a computer readable data store;

d. a data processor adapted by the execution of stored program instructions to receive at least one input to define one or more, but less than or equal to n, flights for utilization among said selected flights;

e. a data processor adapted by the execution of stored program instructions to record information pertaining to said defined flights and their utilization in a computer readable data store;

f. a data processor adapted by the execution of stored program instructions to repeat the process of (b); and

g. a data processor adapted by the execution of stored program instructions to repeat the process of (d) to permit definition of flights in those sets until the n flights have been defined.

27. The system of claim 26, wherein said data store is adapted to continue to update the data stored on said data store for any subsequent interaction after a first execution of step b.

28. The system of claim 26, wherein at least two of said data processors are a same processor.

29. A computer-implemented system to define customer preferences, comprising:

a. a data processor being adapted to record including relevant information regarding products;

b. a data processor being adapted to receive at least one input that defines customer preferences regarding at least utilizing up to n of m selected products, where n is less than m;

c. a data processor being adapted to record the information pertaining to said preferences in a data store; and

d. a data processor being adapted to receive at least one input that enables use of said preferences to optimize value for at least one of customers, company and an entity other than said company.

30. The system of claim 29, wherein at least two of said data processors are a same data processor.

31. A computer-implemented method to define customer preferences, comprising:

a. providing a data store including relevant information regarding products;

b. operating a computer-implemented system that defines customer preferences regarding at least utilizing up to n of m selected products, where n is less than m;

c. recording the information pertaining to said preferences in a data store; and

d. operating a computer-implemented system that enables use of said preferences to optimize value for at least one of customers, company and an entity other than said company.

32. The method of claim 31 comprising:

a. operating a system to deliver at least one option to a customer to utilize up to n of m selected products, where n is less than m;

b. operating a system to define each of said n chosen products, whereby after each of said n chosen products is defined by the customer, the customer can utilize said chosen product; and

c. recording the information pertaining to at least one of said option or said defined products in a data store.

33. The method of claim 31 comprising:

a. operating a system to deliver at least one option to a customer to S utilize up to n of m selected products, where n is less than m;

b. operating a system to define each of said n chosen products, whereby after each of said n chosen products is defined by the company, the customer can utilize said chosen product; and

c. recording the information pertaining to at least one of said option or said defined products in a data store.

34. The method of claim 31, wherein said preferences are also defined implicitly.

35. The method of claim 31, wherein said preferences are defined explicitly by the customer.

36. The method of claim 31, wherein said preferences are defined explicitly by the company.

37. The method of claim 31, wherein said preferences are taken prior to the customer has purchased the product.

38. The method of claim 31, wherein said preferences are taken at the time the customer is purchasing the product.

39. The method of claim 31, wherein said preferences are taken after the customer has purchased the product.

40. The method of claim 31, wherein said optimization of value is for at least one customer other than the customers whose preferences are received.

41. The method of claim 31, wherein said optimization includes concurrent optimization of value for at least two of customers, said company and at least one entity other than said company.

42. The method of claim 31, wherein both said systems are a same system.

43. The method of claim 31, wherein both said data stores are a same data store.

44. The method of claim 31, wherein the said n products includes a practically constrained product.

45. The method of claim 44, wherein the practically constrained product cannot be fully utilised.

46. The method of claim 31, wherein said customer is not able to utilize at least one product due to practical constraints.

47. The method of claim 31, wherein the customer preferences include indication of price the customer is willing to pay for utilising the product.

48. The method of claim 47, wherein the customer has option to modify the price before a specified notification date.

49. A computer-implemented system to provide options on products, comprising:

a. a data processor being adapted to receive at least one input that allows a customer to receive an option to utilize up to n of m selected products,

i. where,

1. m is greater than or equal to 2, and

2. n is less than m;

ii. a data processor being adapted to record the information pertaining to said option in a data store;

b. a data processor being adapted to receive at least one input whereby the company may allow the customer to utilize all the m products provided specified conditions are satisfied, said conditions including that:

i. the products are received in the course of related transaction(s), and

ii. there is at least one payment transaction between the company and the customer related to said products wherein such payment is made after said option has been granted; and

c. a data processor being adapted to record the information pertaining to said m products in a data store.

50. The system of claim 49, wherein at least two of said data processors are a same data processor.

51. The system of claim 49, wherein both said data stores are a same data store.

52. A computer-implemented method to provide options on products, comprising:

a. a computer-implemented service that allows a customer to receive an option to utilize up to n of m selected products,

i. where,

1. m is greater than or equal to 2, and

2. n is less than m;

ii. recording the information pertaining to said option in a data store;

b. operating a system, whereby the company may allow the customer to utilize all the m products provided specified conditions are satisfied, said conditions including that:

i. the products are received in the course of related transaction(s), and

ii. there is at least one payment transaction between the company and the customer related to said products wherein such payment is made after said option has been granted; and

c. recording the information pertaining to said m products in a data store.

53. The method of claim 52, wherein said customer can select said m products together.

54. The method of claim 52, wherein said customer selects products prior to utilizing the penultimate product.

55. The method of claim 52, wherein the company reserves the right to limit the customer to n products on a stated notification date.

56. The method of claim 52, wherein said payment transaction is one more transaction apart from the initial interaction if said customer utilizes all the awarded products.

57. The method of claim 52, wherein both said data stores are a same data store.

58. The method of claim 52, wherein the said n products includes a practically constrained product.

59. The method of claim 58, wherein the practically constrained product cannot be fully utilised.

60. The method of claim 52, wherein said customer is not able to utilize at least one product due to practical constraints.

61. A computer-implemented system to provide options on products, comprising:

a. a data processor being adapted to receive at least one input that allows a customer to receive an option to utilize each of the m selected products, provided specified conditions are satisfied, said conditions including that the company may notify the customer, on a stated notification date, that the customer is limited to utilize n out of said m products, wherein n is less than m;

b. a data processor being adapted to record the information pertaining to said option in a data store;

c. a data processor being adapted to receive at least one input to define each of said n products, whereby after each of said n products is defined, said customer has the right to utilize said defined product; and

d. a data processor being adapted to record the information pertaining to said defined products in a data store.

62. The system of claim 61, wherein at least two of said data processors are a same data processor.

63. The system of claim 61, wherein both said data stores are a same data store.

64. A computer-implemented method to provide options on products, comprising:

a. a computer-implemented service that allows a customer to receive an option to utilize each of the m selected products, provided specified conditions are satisfied, said conditions including that the company may notify the customer, on a stated notification date, that the customer is limited to utilize n out of said m products, wherein n is less than m;

b. recording the information pertaining to said option in a data store;

c. operating a system to define each of said n products, whereby after each of said n products is defined, the customer has the right to utilize said defined product; and

d. recording the information pertaining to said defined products in a data store.

65. The method of claim 64, wherein the company allows the customer to define said n products on or before a stated date.

66. The method of claim 64, wherein the company reserves the right to take back any m minus n products after the stated date.

67. The method of claim 64, wherein the company limits the customer to n products once the customer expresses the preference for said n products.

68. The method of claim 64, wherein said on a stated notification date includes on and before the stated notification date.

69. The method of claim 64, wherein said on a stated notification date includes on and after the stated notification date.

70. The method of claim 64, wherein the company may or may not limit the customer to said n products on the notification date.

71. The method of claim 64, wherein said limitation is on at least one product.

72. The method of claim 64, wherein there is at least one notification date.

73. The method of claim 64, wherein at least the customer determines said notification date.

74. The method of claim 64, wherein at least the company determines said notification date.

75. The method of claim 64, wherein both said data stores are a same data store.

76. The method of claim 64, wherein the said n products includes a partially constrained product.

77. The method of claim 64, wherein said customer is not able to utilize at least one product due to practical constraints.

78. The method of claim 65, wherein the said defining includes indicating price the customer is willing to pay for utilising the product.

79. The method of claim 64, wherein the customer has option to modify the price before a specified notification date.

80. The method of claim 76, wherein the partially constrained product cannot be fully utilised.