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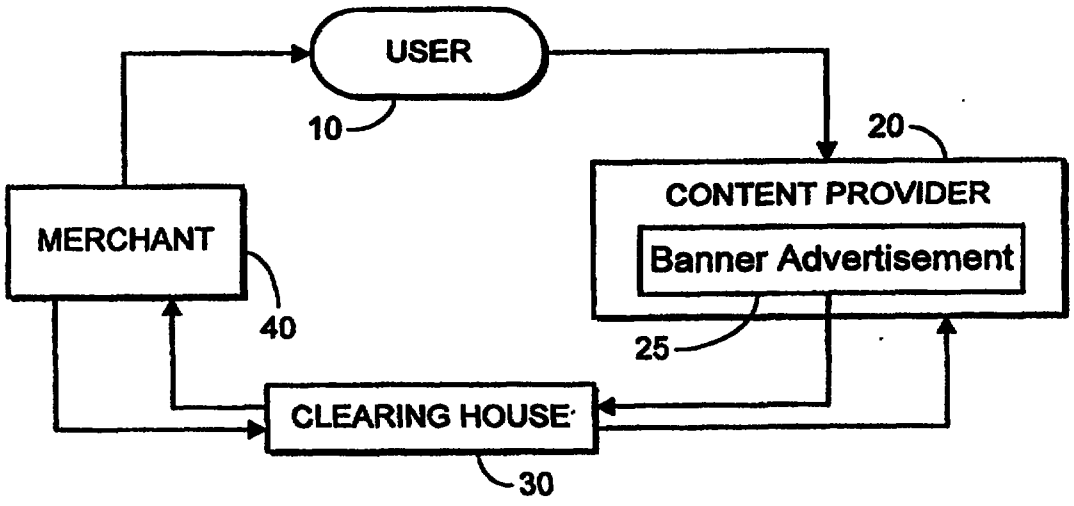
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(54) Title: DATA PROCESSING SYSTEM FOR INTEGRATED TRACKING AND MANAGEMENT OF COMMERCE RELATED ACTIVITIES ON A PUBLIC ACCESS NETWORK



(57) Abstract

A data processing system manages transaction-related information generated on a network of interconnected public or private access computers, including monitoring purchases and providing referral fee accounting based thereon. The integrated software package establishes a platform for Merchants (40) and Site Owners (20) for managing the negotiation of promotional and commercial contracts, the implementation of resulting promotional and commerical efforts, and final accounting in accordance with pre-established criteria. The present invention thus enables network users (10) to take advantage of a retail sales channel on public or private electronic networks.