CLAIMS

[Claim 1]

A computer-implemented method for providing a multi-level membership management service which sets up a multi-level membership relation subscribed online and feedbacks profit according to a predetermined rule based on the set multi-level membership relation when a predetermined product or service is sold, the method comprising:

a) receiving a request for membership subscription with respect to users of a plurality of user equipment from the user equipment connecting with a management service online by the ~~manager~~ management server;

b) registering the user request for the membership subscription as a member by setting a multi-level membership relation of a tree structure putting the user as an inferior of a predetermined position of an established tree structure; and

c) re-establishing the tree structure such that the specific member is put as a most superior in the tree structure by the management server when a specific product or service launched by the specific member from the members registered in the management server is sold so that the profit from the specific product is fed back to each of the members according to the re-established tree structure,

wherein the re-establishment of the tree structure in step c) is achieved by arranging relationship between a superior and an inferior in a reverse order such that the specific member is put as the most superior with respect to superiors directly connected to the specific member while an

existing connection state between a superior and an inferior in the tree structure maintains as it is.

[Claim 2]

The computer-implemented method of claim 1, wherein the management server registers the specific product or service launched by the specific member in step c) according to a request from the user equipment of the specific member.

[Claim 3]

The computer-implemented method of claim 1 or 2, wherein the management server receives information about an introducer of the user together with the requesting the membership subscription in step a), and

the predetermined position is a lower position of the introducer in step b).