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(71) Applicant: **TRADING TICKET, LLC.** [US/US]; 35 Jane Street, #3, New York, New York 10014 (US).

(72) Inventors: **RICHARDSON, Nathan A.**; 35 Jane St., New York, New York 10014 (US). **DREUZY, Gaspard Aupepin De Lamothe**; 395 Bleecker Street, New York, New York 10014 (US). **KREIKER, Serge**; 65 Spring St., New York, New York 10012 (US).

(74) Agent: **STEWART, Jon K.**; Patterson & Sheridan, L.L.P., 24 Greenway Plaza, Suite 1600, Houston, Texas 77046 (US).

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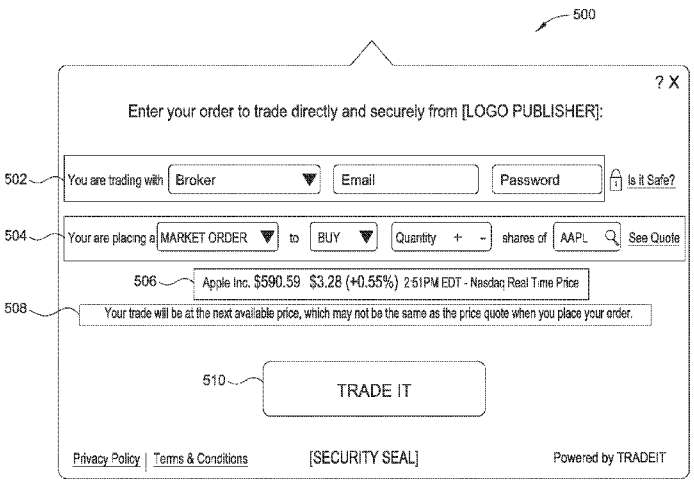


Figure 5

(57) Abstract: One embodiment of the present invention sets forth approaches for trading financial securities over a computer network. An execution management system launches a plurality of brokerage applications, where each brokerage application included in the plurality of brokerage applications is configured to communicate with a different brokerage account system. The execution management system receives, from a client device, a selection of a brokerage account through which to execute a trade involving a financial security. The execution management system selects a first brokerage application included in the plurality of brokerage applications that is configured to communicate with a brokerage account system associated with the brokerage account. The execution management system causes the brokerage application to log into the brokerage account.

WO 2015/195490 A9

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