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International Bureau



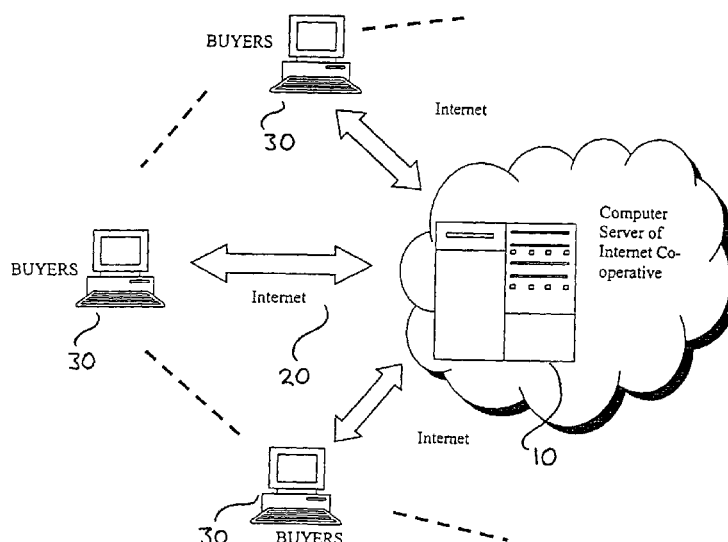
(43) International Publication Date
3 January 2002 (03.01.2002)

PCT

(10) International Publication Number
WO 02/01449 A1

- (51) International Patent Classification⁷: **G06F 17/60**
- (21) International Application Number: PCT/SG00/00186
- (22) International Filing Date:
10 November 2000 (10.11.2000)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
200003645-9 29 June 2000 (29.06.2000) SG
- (71) Applicant (for all designated States except US):
ICO-OP.NET PTE LTD. [SG/SG]; 1557 Keppel Road,
#03-25 Blk B, Cantonment Central, Singapore 089066
(SG).
- (72) Inventor; and
- (75) Inventor/Applicant (for US only): **NG, Kok, Loon**
[SG/SG]; 11 Gilstead Road, #02-04 Morimasa Gardens,
Singapore 309065 (SG).
- (74) Agent: **GREENE-KELLY, James, Patrick**; Lloyd Wise,
Tanjong Pagar, P.O. Box 636, Singapore 910816 (SG).
- (81) Designated States (national): AE, AG, AL, AM, AT, AU,
AZ, BA, BB, BG, BR, BY, BZ, CA, CH, CN, CR, CU, CZ,
DE, DK, DM, DZ, EE, ES, FI, GB, GD, GE, GH, GM, HR,
HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR,
LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ,
NO, NZ, PL, PT, RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM,
TR, TT, TZ, UA, UG, US, UZ, VN, YU, ZA, ZW.
- (84) Designated States (regional): ARIPO patent (GH, GM,
KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian
patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European
patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE,
IT, LU, MC, NL, PT, SE, TR), OAPI patent (BF, BJ, CF,
CG, CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).
- Published:**
— with international search report
- For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: A METHOD OF AND APPARATUS FOR CONDUCTING COMMERCE USING AN ELECTRONIC NETWORK



(57) Abstract: The present invention provides a method and system for internet co-operative to provide savings to buyers who are members in the form of discounts and discounts comprising three components, namely: (a) sliding discount for volume demands of a particular product model; (b) discount for volume demands of products of the same brand; (c) and discount for total volume demands of all products of the internet co-operative. The information on current savings and the incremental demands needed to reach the next higher level of discount are presented in real-time to the buyers. The present invention also provides a method and system which allow buyers to complete their current electronic transactions at the logged-on web-site uninterrupted while applying for other services like credit, loan, insurance, trade-in and so on which are provided by other hyper-linked web-sites.