What is claimed is:

1. A computer-implemented system for conducting a sealed bid online auction performed in an electronic platform, the system comprising:

a processor configured to:

receive an auction request for an auction subject in the auction;

receive, from a plurality of bidders via a plurality of remote bidder computing devices, one or more sealed bids for one or more corresponding bid amounts relating to the auction subject, wherein at least one sealed bid is associated with a fee in accordance with one or more sets of predetermined rules;

assign a different identifier to each of the one or more sealed bids automatically; transmit, during the auction, to one or more of the remote bidder computing devices, a first representation of the auction including each different identifier, wherein at least one of the one or more remote bidder computing devices displays at least a portion of the first representation;

identify a designated bid rank relevant to a winning bid amount based on the one or more sets of predetermined rules;

identify a winning bid from the one or more sealed bids based on the designated bid rank; calculate a payment amount corresponding to the winning bid based on the fee and an adjustment amount between the designated winning rank amount and the designated bid rank amount in accordance with the one or more sets of predetermined rules; transmit, after a close of the auction, to at least a bidder computing device associated with a bidder of the winning bid, a second representation of the auction, wherein the second representation includes at least a portion of the payment amount, wherein the bidder computing device associated with the bidder of the winning bid displays at least a portion of the second representation; and

wherein a winning payment amount is higher or lower than the winning bid amount.

2. The system according to claim 1, wherein the fee is included in the bid amount or additional to the bid amount.

3. The system according to claim 1, wherein the allocation of at least a portion of the fee for distribution is to at least one of: one or more auction participants or one or more non-auction participants, in accordance with the one or more sets of predetermined rules.

4. The system according to claim 1, wherein the fee is payable by a buyer or seller of the auction subject, or by a third party, and wherein the fee includes at least one of:

(i) a first fixed amount paid upon submission of the sealed bid;

(ii) a second fixed amount paid contingent on the sealed bid being the winning bid;

(iii) a predetermined percentage of the amount of the sealed bid, paid upon submission of the sealed bid; or

(iv) a predetermined percentage of the amount of the sealed bid, paid contingent on the sealed bid being the winning bid.

5. The system according to claim 1, wherein the processor is further configured to:

identify a designated bid relative to the winning bid based on the one or more sets of predetermined rules, wherein the amount of the winning bid is greater than the amount of the designated bid;

compute a difference between the amount of the winning bid and the amount of the designated bid;

apply the one or more sets of predetermined rules to the difference to calculate the adjustment amount; and

calculate the payment amount based on a sum of the amount of the designated bid, the adjustment amount, and the fee.

6. The system according to claim 1, wherein the one or more sets of predetermined rules include a first ranking for identifying the winning bid and a second ranking for identifying the designated bid.

7. The system according to claim 1, wherein the one or more sets of predetermined rules include a first predetermined percentage correlated with a second predetermined percentage, and one or more allocation percentages corresponding to respective rankings of one or more bidders relative to the winning bidder, wherein the first predetermined percentage is a percentage applied to the amount of the winning sealed bid to calculate the fee, the second predetermined percentage is a percentage applied to the difference to calculate the adjustment amount, and the one or more allocation percentages include percentages for assigning at least a portion of the fee to one or more of the following: one or more auction participants or one or more non-auction participants.

8. The system according to claim 1, wherein the processor is further configured to:

identify a designated bid relative to the winning bid based on the one or more sets of predetermined rules, wherein the amount of the designated bid is higher than the amount of the winning bid;

compute a difference between the amount of the designated bid and the amount of the winning bid;

apply the one or more sets of predetermined rules to the difference to calculate the adjustment amount; and

calculate the payment amount based on a sum of the amount of the winning bid and the adjustment amount, and subtraction of the fee from the sum.

9. A computer-implemented method for conducting a sealed bid online auction performed in an electronic trading marketplace, the method comprising:

receiving an auction request for an auction subject in the auction;

receiving, from a plurality of bidders via a plurality of remote bidder computing devices, one or more sealed bids for one or more corresponding bid amounts relating to the auction subject, wherein at least one sealed bid is associated with a fee in accordance with one or more sets of predetermined rules, and wherein the fee is included in the bid amount or additional to the bid amount;

assigning a different identifier to each of the one or more sealed bids automatically;

transmitting, during the auction, to one or more of the remote bidder computing devices, a first representation of the auction including each different identifier, wherein at least one of the one or more remote bidder computing devices displays at least a portion of the first representation;

identifying a designated bid rank relevant to a winning bid amount based on the one or more sets of predetermined rules;

identifying a winning bid from the one or more sealed bids based on the designated bid rank;

calculating a payment amount corresponding to the winning bid based on the fee and an adjustment amount between the designated winning rank amount and the designated bid rank amount in accordance with the one or more sets of predetermined rules; and

transmitting, after a close of the auction, to at least a bidder computing device associated with a bidder of the winning bid, a second representation of the auction, wherein the second representation includes at least a portion of the payment amount, wherein the bidder computing device associated with the bidder of the winning bid displays at least a portion of the second representation;

wherein a winning payment amount is higher or lower than the winning bid amount.

10. The method according to claim 9, further comprising:

providing at least one bidder with an option to be a category one bidder or a category two bidder, wherein a category one bidder is a bidder providing a category one bid such that upon winning the auction, the category one bidder is paid a payment amount equal to the bid amount of the category one bid, and

wherein a category two bidder is a bidder providing a category two bid associated with a commitment to pay the fee, such that upon the category two bid winning the auction, the category two bidder is paid a payment amount computed based on the amount of the winning bid, the amount of a designated bid, and the fee in accordance with the one or more sets of predetermined rules.

11. The method according to claim 10, further comprising:

allowing the category two bidder to change to the category one bidder at any time during the auction, or prior to a predetermined time before a closing of the auction;

allowing the category one bidder to change to the category two bidder at any time during the auction, or prior to a predetermined time before a closing of the auction;

preventing the category two bidder from changing bidding categories at any time during the auction or within a predetermined time frame prior to a closing of the auction;

preventing the category one bidder from changing bidding categories at any during the auction or within a predetermined time frame prior to a closing of the auction;

allowing at least one of: the category one bidder to change a category one bid amount prior to the close of the auction, the category two bidder to change the category two bid amount; or

preventing at least one of: the category one bidder from changing the category one bid amount, or the category two bidder from changing the category two bid amount.

12. The method according to claim 9, further comprising:

precluding a particular bidder from viewing, gaining access to, or submitting a bid for the auction subject responsive to (i) a host requesting that the particular bidder be placed on a host blacklist, (ii) the particular bidder requesting that the host be placed on a particular bidder blacklist, or (iii) at least one attribute pre-set by the host.

13. The method according to claim 9, further comprising: allocating at least a portion of a fee for distribution based on predetermined rules.

14. The method according to claim 13, wherein the allocation of the fee for distribution is to at least one of: one or more auction participants or one or more non-auction participants, in accordance with the one or more sets of predetermined rules.

15. The method according to claim 9, wherein the payment amount is computed based on a sum of the amount of the designated bid and the adjustment amount.

16. The method according to claim 9, wherein the payment amount is computed based on a sum of the amount of the winning bid and the adjustment amount.

17. The method according to claim 9, wherein a payment amount is computed based on a sum of the amount of the winning bid and the adjustment amount, and subtracting the fee from the sum.

18. The system according to claim 1, the processor is configured to provide at least one of open reserve price, a hidden reserve price or a conditional reserve price.

19. The method according to claim 9, wherein at least one sealed bid is associated with a fee in accordance with one or more sets of predetermined rules.

20. The system according to claim 1, wherein the processor is further configured to allocate at least a portion of the fee for distribution based on predetermined rules.