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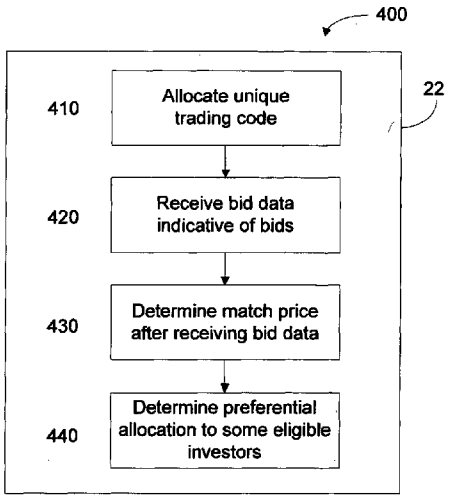
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(54) **Title**: METHOD AND SYSTEM FOR PRICING AND ALLOCATING SECURITIES

FIGURE 6



(57) **Abstract**: A method/system for pricing and allocating identified securities of a company on a registered securities exchange, as opposed to off-market. A host computer system or computer receives bid data indicative of one or more bids for the identified securities from one or more eligible investors. Determination of at least one price of the identified securities and a preferential allocation of at least some of the identified securities to eligible investors is performed at least partially based on bids that are higher than the determined match price or bids that are received prior to a specified time or times. The preferential allocation of at least some of the identified securities to at least some of the eligible investors is part of the bookbuild performed on the registered securities exchange. The bids are able to be accepted in real time by an issuer or seller of the identified securities.

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