CLAIMS

1. An electronic product transaction method at a merchant aggregator server operated by a merchant aggregator service provider, the method comprising:

generating and outputting an interface to a user, the interface comprising a plurality of selectable merchant options, each merchant option comprising a link to a plurality of selectable product options for a respective merchant, each product option comprising information on a product offered for sale, rent or hire by the respective merchant;

receiving, from the user, a selection of a plurality of merchant options and a plurality of product options for the plurality of merchants;

generating transaction data identifying the plurality of merchants and the plurality of products, the transaction data including data on commission payable to the merchant aggregator service provider;

receiving an instruction from the user to pay for the selected products;

transmitting the transaction data to a remote payment server to authorize and make payments for the products from the user to the plurality of merchants and payment of the commission to the merchant aggregator service provider;

generating and outputting a merchant interface to receive product data from the merchants to generate the product options for the merchant option for each merchant, including receiving selections of templates using the merchant interface and generating interfaces for the product options using the selected templates.

2. An electronic product transaction method according to claim 1, wherein the transaction data includes data on a method of payment for each of the plurality of merchants.

3. An electronic product transaction method according to claim 1 or claim 2, including receiving an authorization for the transaction from the payment server, and updating the status of the transaction from open to closed in response to receipt of the authorization.

4. An electronic product transaction method according to any preceding claim, wherein the information on the product offered for sale, rent or hire by each merchant includes a quantity of the product available from the merchant, and including updating the quantity of the product available from the merchant.

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5. An electronic product transaction method according to claim 4, including notifying a merchant server for each of the plurality of merchants of the quantity to update inventory at the merchant.

6. An electronic product transaction method according to any one of claims 1 to 4, including notifying a merchant server for each of the plurality of merchants of the transaction data to update inventory data at the merchant server.

7. An electronic product transaction method according to any preceding claim, wherein the interface allows a user to make selections of merchant options to enter merchant interface areas in which the product options are available for selection by the user, and to select product options for each of the plurality of merchant's products to generate the transaction data by displaying a common basket option in each merchant interface area and allowing a user to select to add a product for each merchant to the common basket.

8. An electronic product transaction method according to any one of claims 1 to 7, wherein the merchant interface is provided by an API on the merchant aggregator server, to which an application on a merchant server connects.

9. A merchant aggregator server operated by a merchant aggregator service provider, the merchant aggregator server comprising:

means for generating and outputting an interface to a user, the interface comprising a plurality of selectable merchant options, each merchant option comprising a link to a plurality of selectable product options for a respective merchant, each product option comprising information on a product offered for sale, rent or hire by the respective merchant

means for receiving, from the user, a selection of a plurality of merchant options and a plurality of product options for the plurality of merchants;

means for generating transaction data identifying the plurality of merchants and the plurality of products, the transaction data including data on commission payable to the merchant aggregator service provider;

means for receiving an instruction from the user to pay for the selected products;

means for transmitting the transaction data to a remote payment server to authorize and make payments for the products from the user to the plurality of merchants and payment of the commission to the merchant aggregator service provider; and

means for generating and outputting a merchant interface to receive product data from the merchants to generate the product options for the merchant option for each merchant, including receiving selections of templates using the merchant interface and generating interfaces for the product options using the selected templates.

10. A merchant aggregator server according to claim 9, wherein the transaction data includes data on a method of payment for each of the plurality of merchants.

11. A merchant aggregator server according to claim 9 or claim 10, including means for receiving an authorization for the transaction from the payment server, and means for updating the status of the transaction from open to closed in response to receipt of the authorization.

12. A merchant aggregator server according to any one of claims 9 to 11, wherein the information on the product offered for sale, rent or hire by each merchant includes a quantity of the product available from the merchant, the merchant aggregator server including means for updating the quantity of the product available from the merchant.

13. A merchant aggregator server according to claim 12, including means for notifying a merchant server for each of the plurality of merchants of the quantity to update inventory at the merchant.

14. A merchant aggregator server according to any one of claims 9 to 12, including means for notifying a merchant server for each of the plurality of merchants of the transaction data to update inventory data at the merchant server.

15. A merchant aggregator server according to any one of claims 9 to 14, wherein the means for generating and outputting the interface is adapted to allow a user to make selections of merchant options to enter merchant interface areas in which the product options are available for selection by the user, and to select product options for each of the plurality of merchant's products to generate the transaction data by displaying a common basket option in each merchant interface area and allowing a user to select to add a product for each merchant to the

common basket.

16. A merchant aggregator server according to any one of claims 9 to 15, wherein the means for generating and outputting the merchant interface is an API to which an application on a merchant server connects.

17. A merchant aggregator server operated by a merchant aggregator service provider, the merchant aggregator server comprising:

at least one processor; and

a memory storing instructions, which instructions being executable by the at least one processor to:

generate and output an interface to a user, the interface comprising a plurality of selectable merchant options, each merchant option comprising a link to a plurality of selectable product options for a respective merchant, each product option comprising information on a product offered for sale, rent or hire by the respective merchant;

receive, from the user, a selection of a plurality of merchant options and a plurality of product options for the plurality of merchants;

generate transaction data identifying the plurality of merchants and the plurality of products, the transaction data including data on commission payable to the merchant aggregator service provider;

receive an instruction from the user to pay for the selected products;

transmit the transaction data to a remote payment server to authorize and make payments for the products from the user to the plurality of merchants and payment of the commission to the merchant aggregator service provider; and

generate and output a merchant interface to receive product data from the merchants to generate the product options for the merchant option for each merchant, including receiving selections of templates using the merchant interface and generating interfaces for the product options using the selected templates.

18. An electronic product transaction method at a merchant aggregator server operated by a merchant aggregator service provider, the method comprising:

generating and outputting an interface to a user, the interface comprising a plurality of selectable merchant options, each merchant option comprising a link to a plurality of

selectable product options for a respective merchant, each product option comprising information on a product offered for sale, rent or hire by the respective merchant;

receiving, from the user, a selection of a plurality of merchant options and a plurality of product options for the plurality of merchants;

generating transaction data identifying the plurality of merchants and the plurality of products, the transaction data including data on commission payable to the merchant aggregator service provider;

receiving an instruction from the user to pay for the selected products;

transmitting the transaction data to a remote payment server to authorize and make payments for the products from the user to the plurality of merchants and payment of the commission to the merchant aggregator service provider; and

generating and outputting a merchant interface to receive product data from the merchants to generate the product options for the merchant option for each merchant, including receiving code from the merchants to generate interfaces for the product options and modifying the code to ensure that the links and functions will operate on the merchant aggregator server.

19. A merchant aggregator server operated by a merchant aggregator service provider, the merchant aggregator server comprising:

at least one processor; and

a memory storing instructions, which instructions being executable by the at least one processor to:

generate and output an interface to a user, the interface comprising a plurality of selectable merchant options, each merchant option comprising a link to a plurality of selectable product options for a respective merchant, each product option comprising information on a product offered for sale, rent or hire by the respective merchant

receive, from the user, a selection of a plurality of merchant options and a plurality of product options for the plurality of merchants;

generate transaction data identifying the plurality of merchants and the plurality of products, the transaction data including data on commission payable to the merchant aggregator service provider;

receive an instruction from the user to pay for the selected products;

transmit the transaction data to a remote payment server to authorize and make payments for the products from the user to the plurality of merchants and payment of the commission to the merchant aggregator service provider;

generate and output a merchant interface to receive product data from the merchants to generate the product options for the merchant option for each merchant, including receiving code from the merchants to generate interfaces for the product options and modifying the code to ensure that the links and functions will operate on the merchant aggregator server.

20. A carrier medium carrying processor executable code for execution by a processor to carry out the method of any one of claims 1 to 8 or 18.

21. A non-transient storage medium storing processor executable code for execution by a processor to carry out the method of any one of claims 1 to 8 or 18.

22. A merchant aggregator server operated by a merchant aggregator service provider, the merchant aggregator server comprising:

at least one processor; and

a memory storing instructions, which instructions being executable by the at least one processor to carry out the method of any one of claims 1 to 8 or 18.