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

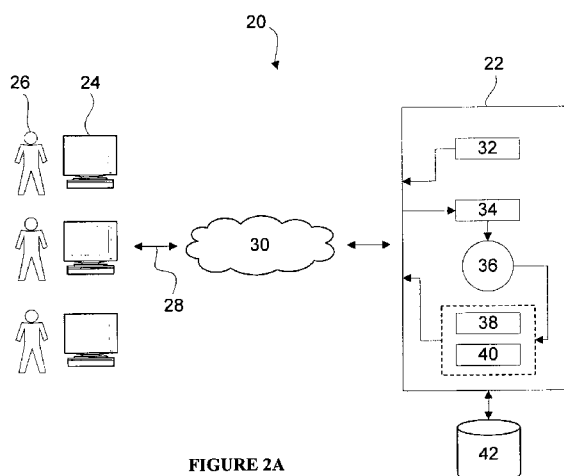


FIGURE 2A

(57) Abstract: A method/system for pricing and allocating identified securities of a company on a registered securities exchange, as opposed to an off-market offer. A host computer system receives bid data indicative of one or more bids for the identified securities from one or more eligible investors. Novel methods/algorithms are applied in a determination of at least one price of the identified securities and an allocation of the identified securities to the one or more eligible investors.