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(54) **SYSTEMS AND METHODS FOR HOSTING, UPDATING, AND SENDING A WEBPAGE**

Publication Classification

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(21) **Appl. No.: 12/851,457**

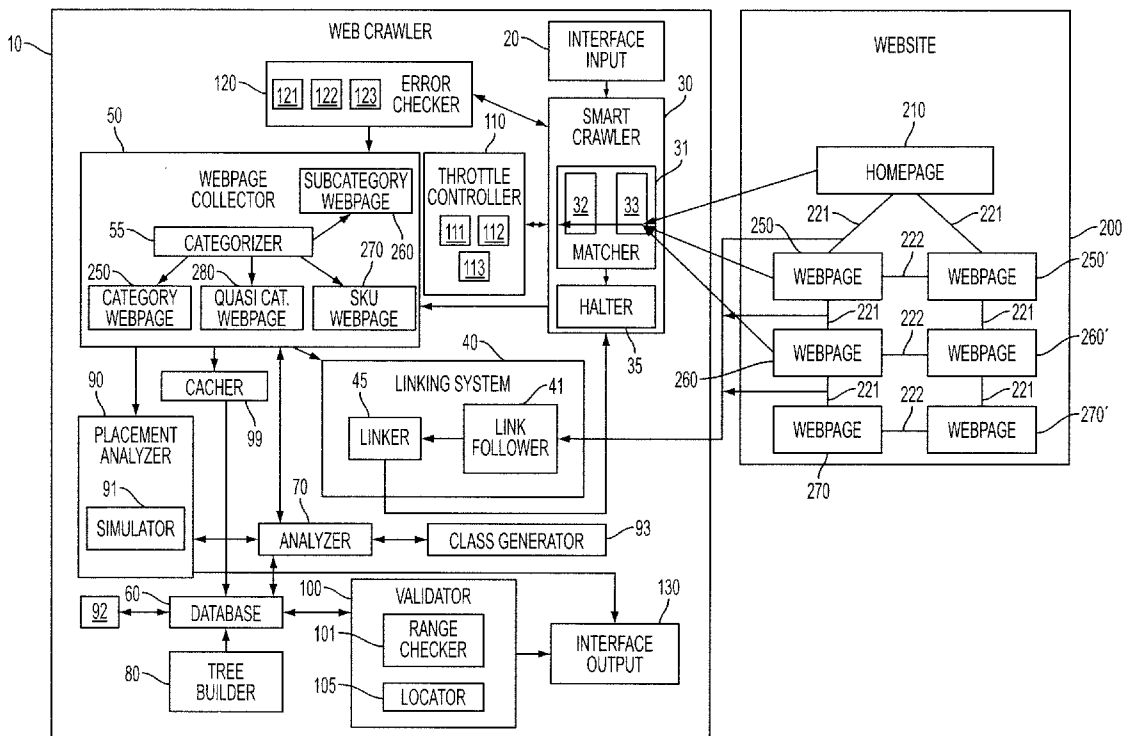
(57) **ABSTRACT**

(22) **Filed: Aug. 5, 2010**

A web crawler for downloading and analyzing the contents of a merchant's website. The web crawler may analyze the products advertised and determine whether a service plan is properly associated. The crawler may also analyze the placement of the service plans on the website, and store the information in a database. A dynamic mapper is also provided which can determine what service plan should be associated with a particular product. The dynamic mapper may also suggest what type of control to use for a particular customer. A web-server containing software for updating a webpage is also disclosed. A process for updating a webpage is also disclosed.

Related U.S. Application Data

(60) Provisional application No. 61/245,923, filed on Sep. 25, 2009, provisional application No. 61/272,707, filed on Oct. 23, 2009.



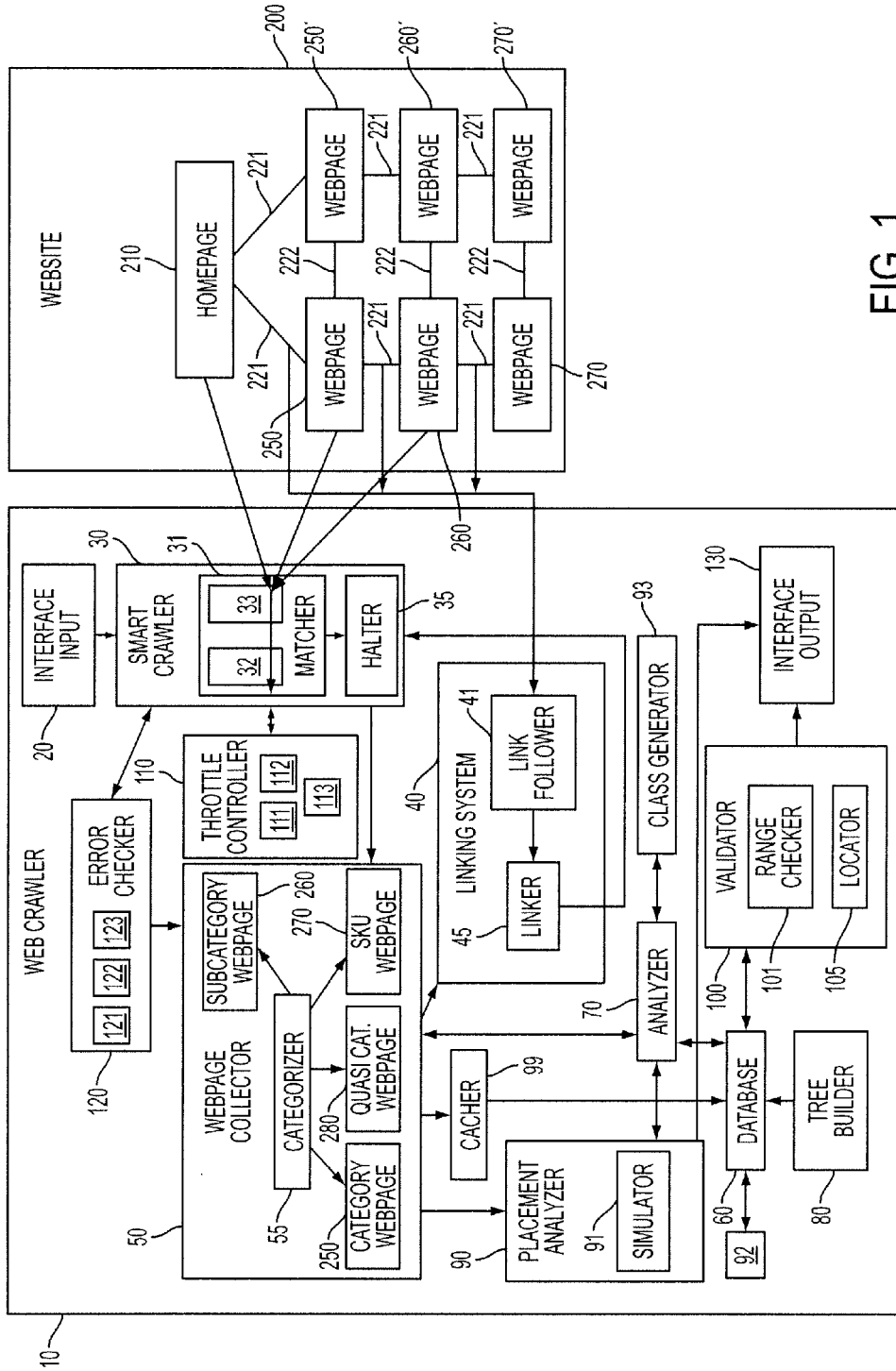


FIG. 1

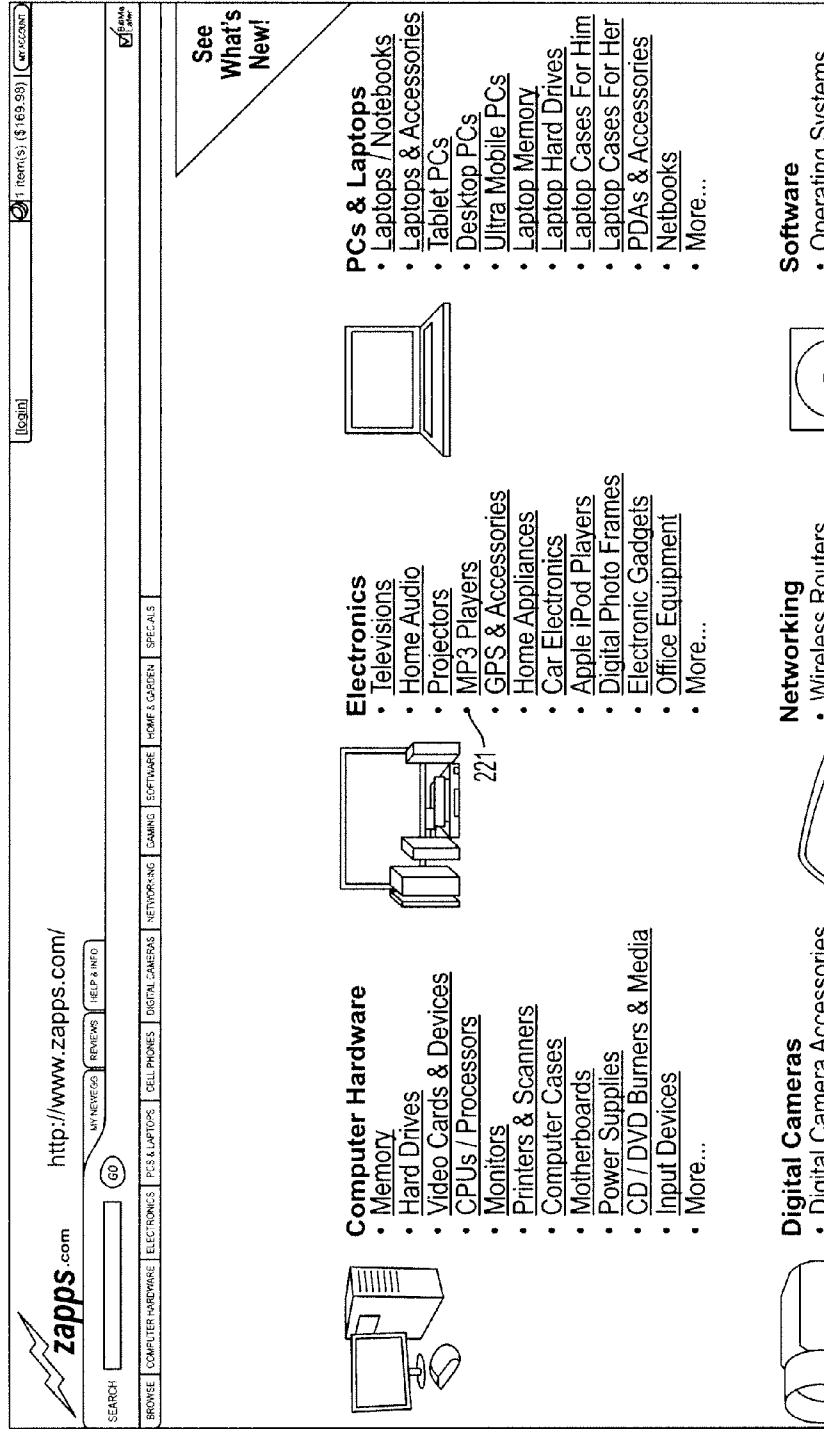


FIG. 2

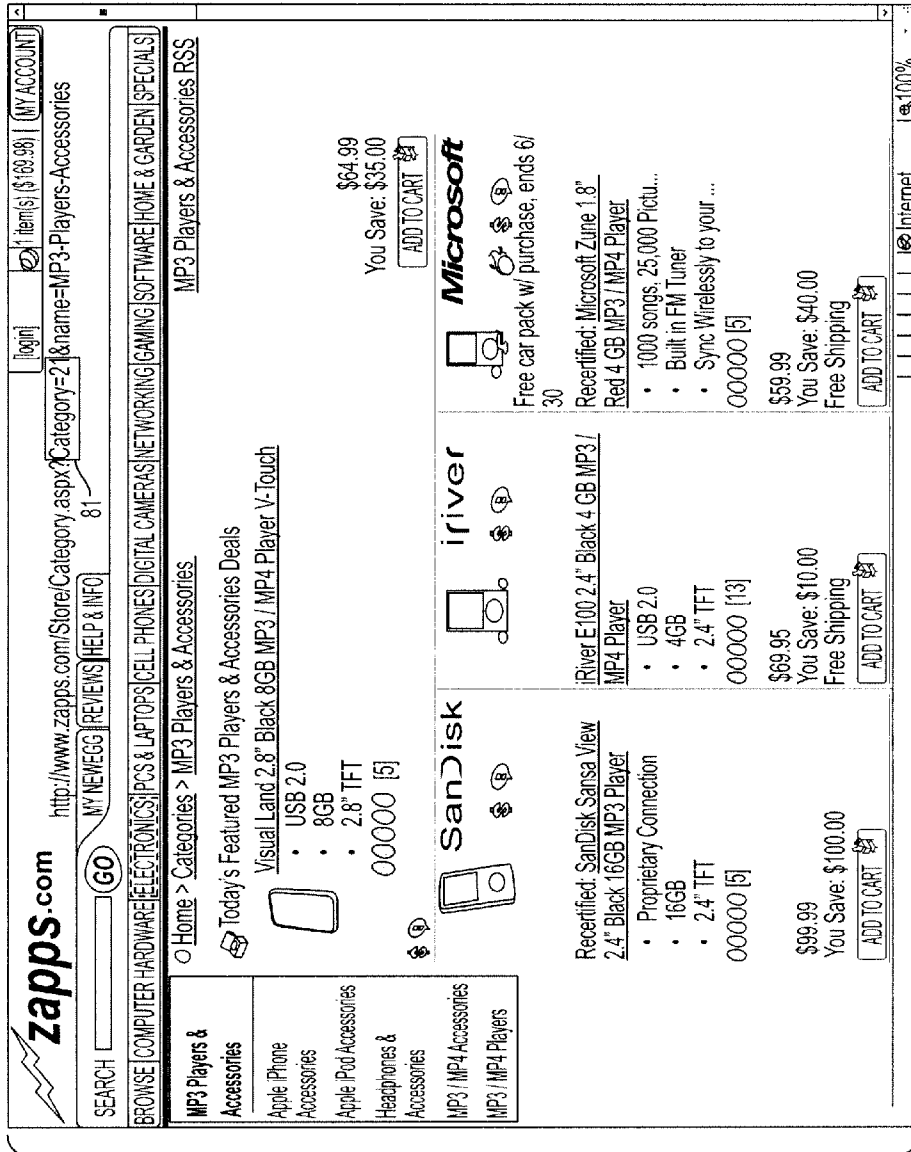


FIG. 3

zappos.com

http://www.zappos.com/Store/SubCategory.aspx?SubCategory=23&name=MP3-MP4-Players

1 item(s) (\$169.98) MY ACCOUNT

SEARCH (GO) MY NEWEGG REVIEWS HELP & INFO

BROWSE | COMPUTER HARDWARE | ELECTRONICS | PCS & LAPTOPS | CELL PHONES | DIGITAL CAMERAS | NETWORKING | GAMING | SOFTWARE | HOME & GARDEN | SPECIALS

Home > Categories > MP3 Players & Accessories > MP3 / MP4 Players

MP3 Players & Accessories RSS

Today's MP3 / MP4 Players Deals Page 1 | See All Deals | See All MP3 / MP4 Players

Visual Land 2.8" Black 8GB MP3 / MP4 Player V-Touch

- USB 2.0
- 8GB
- 2.8" TFT

00000 [5]

SanDisk

Recertified: SanDisk Sansa View 2.4" Black 16GB MP3 Player

- Proprietary Connection
- 16GB
- 2.4" TFT

00000 [5]

iriver

Recertified: iRiver E100 2.4" Black 4 GB MP3 / MP4 Player

- USB 2.0
- 4GB
- 2.4" TFT

00000 [13]

Microsoft

Recertified: Microsoft Zune 1.8" Red 4 GB MP3 / MP4 Player

- 1000 songs, 25,000 Pictu...
- Built-in FM Tuner
- Sync Wirelessly to your ...

00000 [5]

Free car pack w/ purchase, ends 6/30

You Save: \$64.99
\$35.00

ADD TO CART

84

85

260

FIG. 4

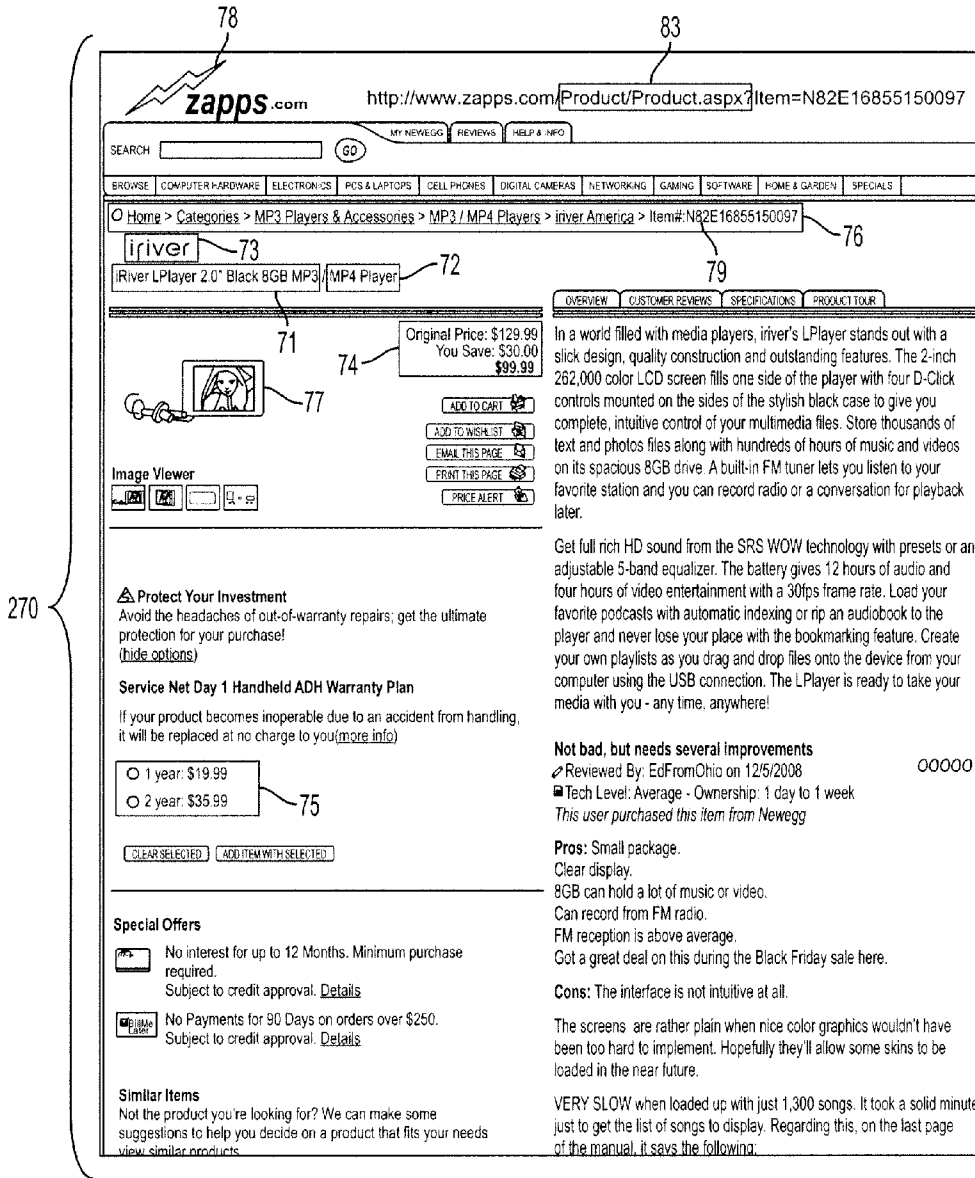
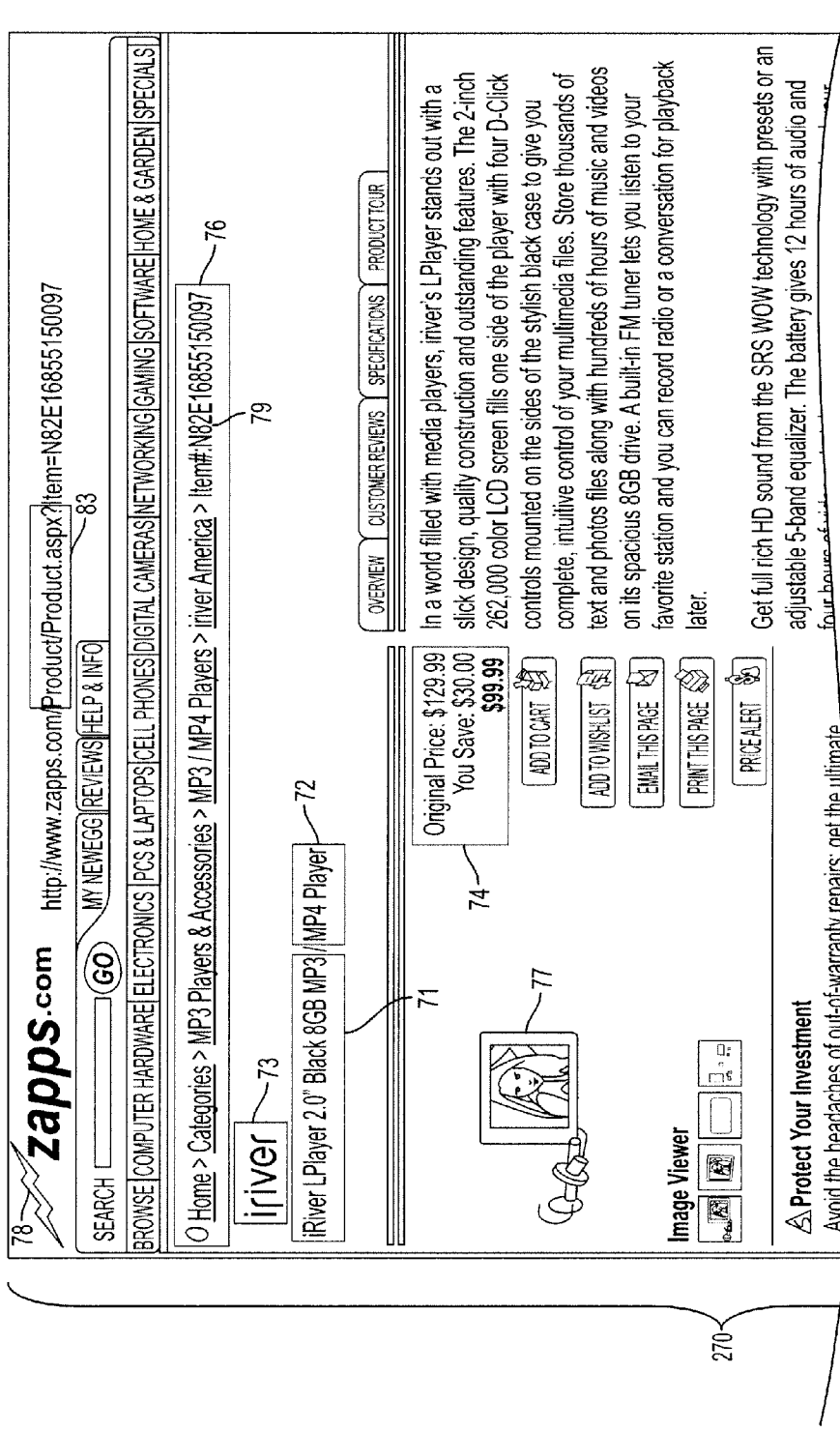


FIG. 5 MAP



TO FIG. 5B
FIG. 5A

FROM FIG. 5A

protection for your purchase!
[\(hide options\)](#)

Service Net Day 1 Handheld ADH Warranty Plan

If your product becomes inoperable due to an accident from handling, it will be replaced at no charge to you [\(more info\)](#)

- 1 year: \$19.99
- 2 year: \$35.99

75

Special Offers



No interest for up to 12 Months. Minimum purchase required.

[Subject to credit approval. Details](#)



No Payments for 90 Days on orders over \$250.

[Subject to credit approval. Details](#)

Similar Items

Not the product you're looking for? We can make some suggestions to help you decide on a product that fits your needs [view similar products.](#)

...hours of video entertainment with a 30fps frame rate. Load your favorite podcasts with automatic indexing or rip an audiobook to the player and never lose your place with the bookmarking feature. Create your own playlists as you drag and drop files onto the device from your computer using the USB connection. The LPlayer is ready to take your media with you - any time, anywhere!

Not bad, but needs several improvements

Reviewed By: EdFromOhio on 12/5/2008
Tech Level: Average - Ownership: 1 day to 1 week
This user purchased this item from Newegg

000000

Pros: Small package.

- Clear display.
- 8GB can hold a lot of music or video.
- Can record from FM radio.
- FM reception is above average.
- Got a great deal on this during the Black Friday sale here.

Cons: The interface is not intuitive at all.

- The screens are rather plain when nice color graphics wouldn't have been too hard to implement. Hopefully they'll allow some skins to be loaded in the near future.
- VERY SLOW when loaded up with just 1,300 songs. It took a solid minute just to get the list of songs to display. Regarding this, on the last page of the manual, it says the following:

FIG. 5B

zapps.com <http://www.zapps.com/Product/ProductList.aspx?Submit=-.name=%24100%20-%20%24200> [Items \(\\$69.99\)](#) [MY ACCOUNT](#)

SEARCH [GO](#) [MY NEWEGG](#) [REVIEWS](#) [HELP & INFO](#)


BROWSE: [COMPUTER HARDWARE](#) [ELECTRONICS](#) [PC'S & LAPTOPS](#) [CELL PHONES](#) [DIGITAL CAMERAS](#) [NETWORKING](#) [GAMING](#) [SOFTWARE](#) [HOME & GARDEN](#) [SPECIALS](#)

Home > Categories > MP3 Players & Accessories > MP3 / MP4 Players > Price: \$100 - \$200 (1-19 of 19 Results)

Search Results (customize view)

COMPARE RSS 2.0 Search Minus Best Match 20 30

<< Prev 1 Next >>


ARCHOS  Uncompromised web surfing in the palm of your hand

Archos 5 120p 4.3" WiFi Touch Screen Internet Media Tablet and MP3/MP4 Player

- Part Number: 501123
- Height: 3.1"
- Width: 5"
- Depth: 0.76"
- Weight: 10.56 oz.
- Memory Type: HDD
- Display Type: TFT
- Display Resolution: 800 x 480
- Model #: 501123
- Item #: N8E18855511028
- Return Policy: Limited Replacement Only, Return Policy

Original Price: \$289.99
You Save: \$160.00
Free Shipping
Your Price: \$199.99

[ADD TO CART](#) [ADD TO WISHLIST](#)

iRiver  iRiver P7 4.3" Silver 16GB MP3 / MP4 Player

- Part Number: 1P0706SSL
- Height: 2.88"
- Width: 4.4"
- Depth: 0.5"
- Weight: 6.1 oz.

Original Price: \$219.99
You Save: \$20.00
Free Shipping
Your Price: \$199.99

[ADD TO CART](#) [ADD TO WISHLIST](#)

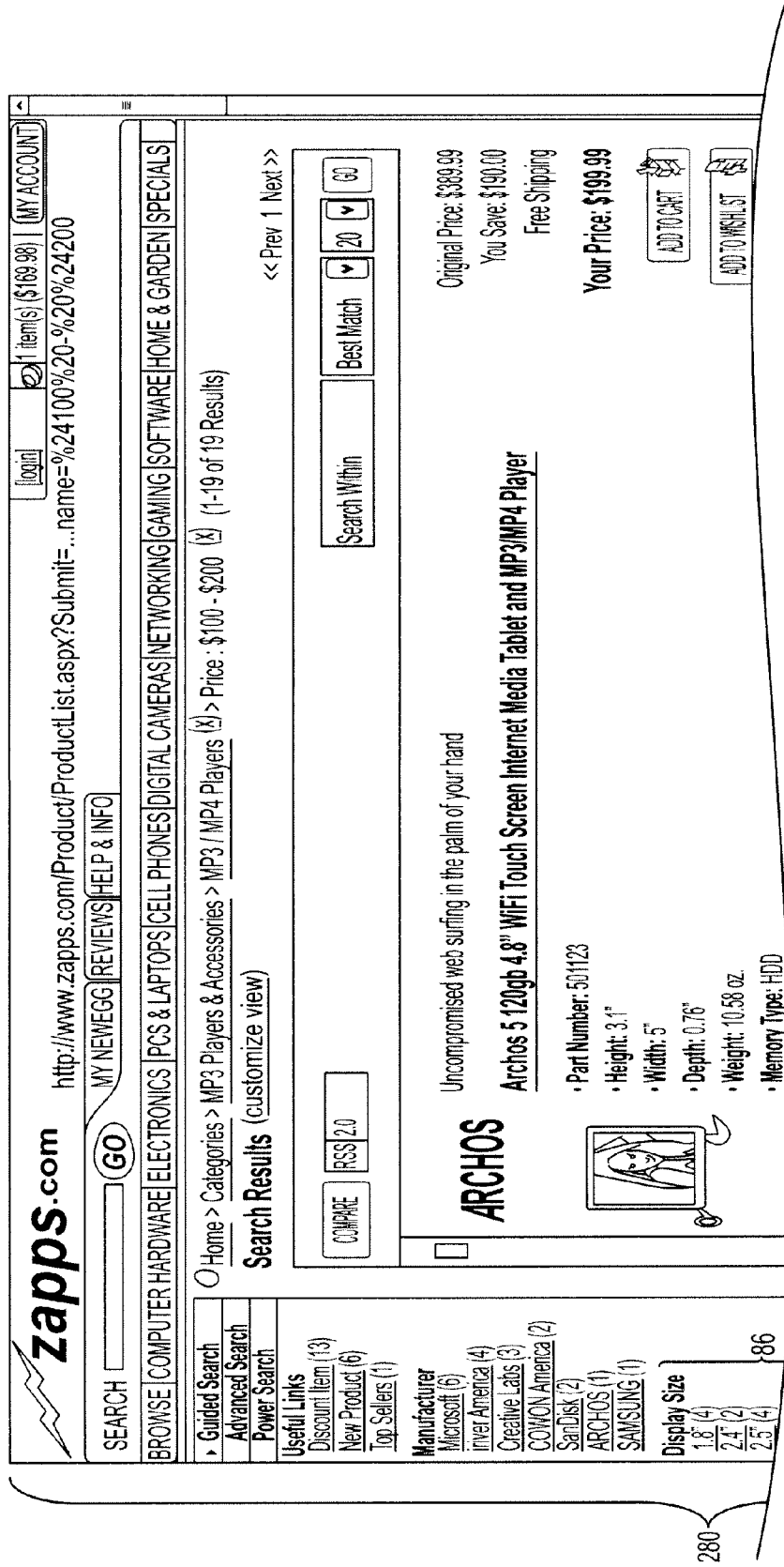
Display Size: 86
1.8" (4)
2.4" (2)
2.8" (4)
3.2" (4)
3.7" (1)
3.9" (3)
4.3" (3)
More

Display Type
LCD (1)
LED (3)
LED (3)
TE (6)

Display Resolution
320 x 240 (2)
480 x 272 (6)
480 x 272 (6)
800 x 480 (1)

Memory Capacity
4GB (1)
8GB (1)
16GB (4)
32GB (1)

FIG. 6 MAP



TO FIG. 6B

FIG. 6A

FROM FIG. 6A

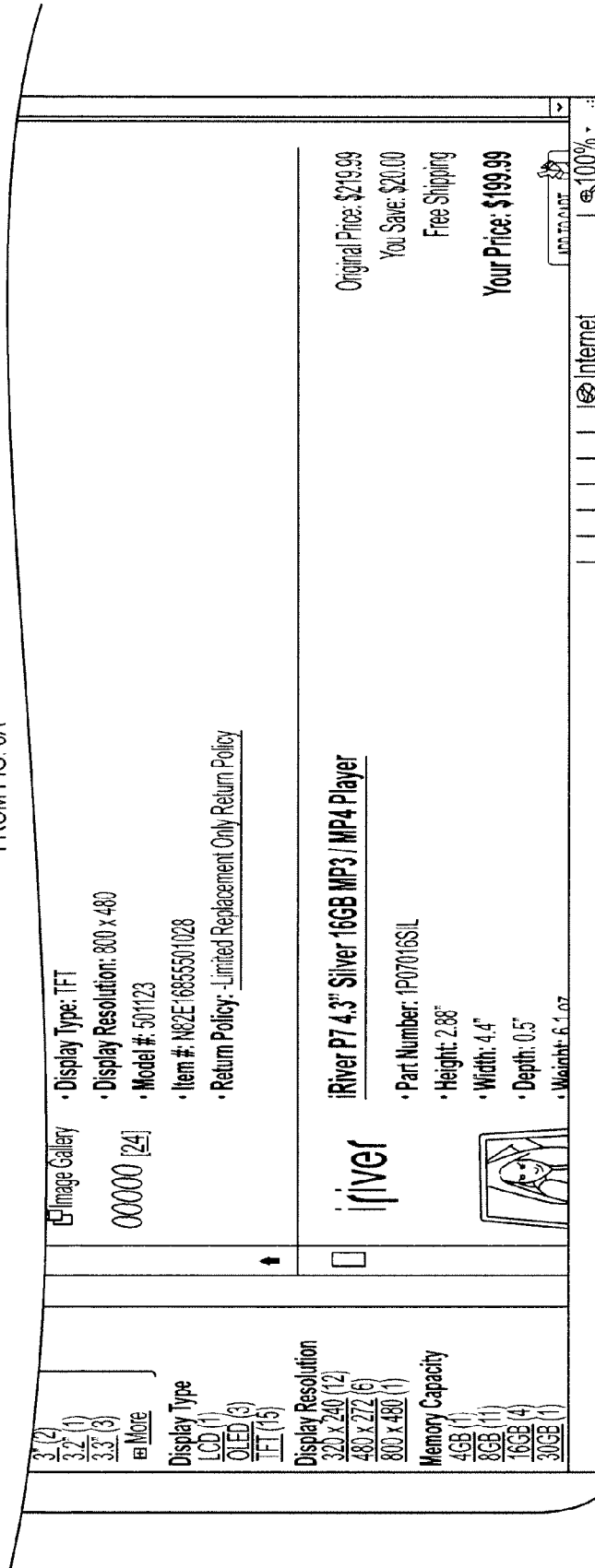
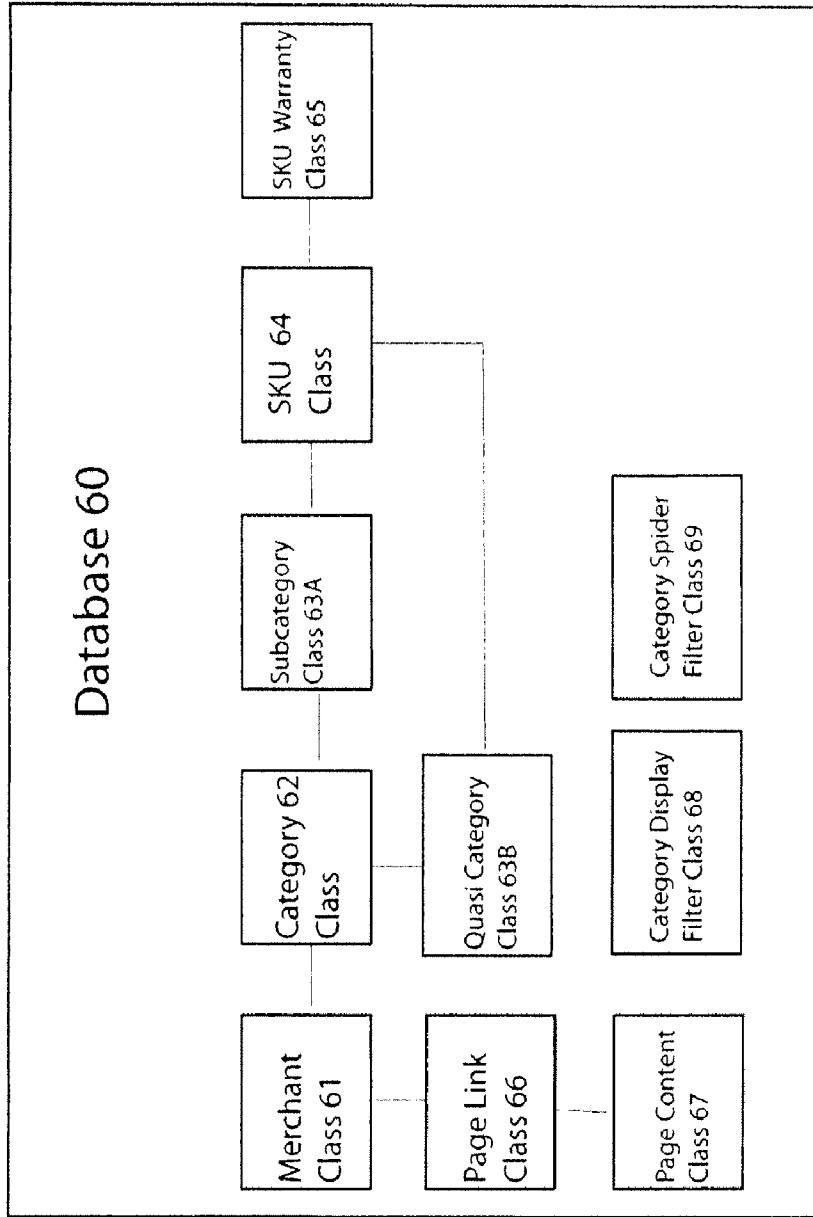


FIG. 6B

Fig. 7



SpiderSense - Report - Mozilla Firefox
Log Out | My Account | Help

File Edit View History Bookmarks Tools Help
Log Out | My Account | Help

SpiderSense - Report
Log Out | My Account | Help

SpiderSense
Log Out | My Account | Help

Report Explorer Filters Statistics Status Administration
Log Out | My Account | Help

Apply Category Filter (Settings)

- Favorite SKUs [15759]
- Electronics [10311]
- Audio [2056]
- Auto Electronics [426]
- Camcorders [139]
- Cell Phones [582]
- Computers [4348]
- Digital Cameras [1044]
- DVD & Blu-ray Players [369]
- GPS & Navigation [125]
- Home Office [394]
- Home Security Systems [221]
- Home Theater [50]
- TVs [537]
- Accessories [363]
- All TVs [126]
- HDTV & Home Theater Bundles
- HDTVs - 37" & Larger [1]
- LCD (flat panel) - 26" to 36" [1]

Keyword: _____

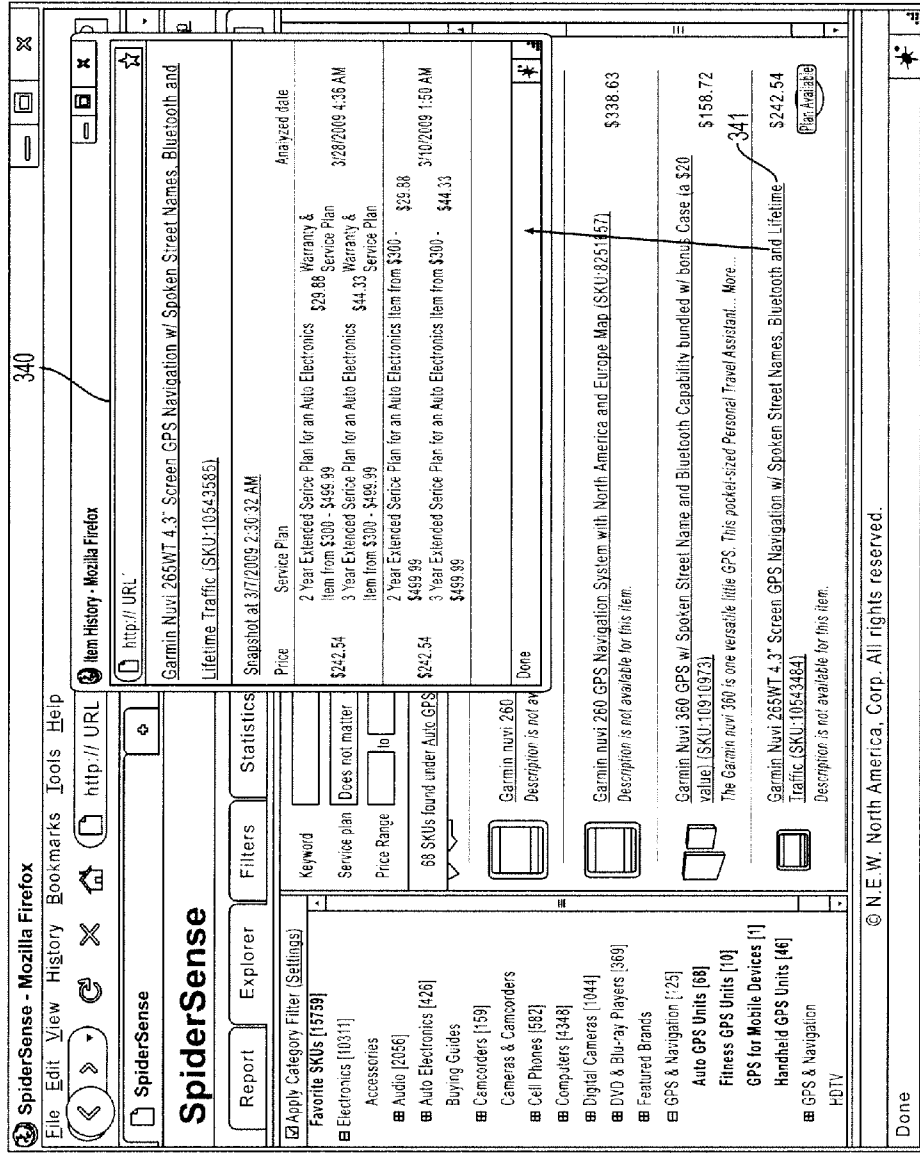
Service plan: Does not matter

Price Range: _____ to _____

Flat Report
 Hierarchical Report
 Plan-SKU Report
[Configure Columns](#)

125 of 125 displayed, 13 have plan									
Electronics									125 of 125 displayed, 13 have plan
GPS & Navigation									125 of 125 displayed, 13 have plan
Auto GPS Units									68 of 68 displayed, 13 have plan
Garmin nuvi 200 Pink Portable GPS with 3.5" Screen									No plan
Garmin nuvi 200 Portable GPS with 3.5" Display Screen									No plan
Garmin nuvi 200 Portable GPS with 3.5" Screen Blue									No plan
Garmin nuvi 200 Portable GPS with 3.5" Touch Screen									No plan
Garmin Nuvi 200 Silver with Garmin Carrying Case									No plan
Garmin nuvi 200W Portable GPS with 4.3" display Screen									No plan
Garmin nuvi 205 Portable GPS w/ 3.5" Screen									No plan
Garmin Nuvi 265T 3.5" Screen GPS w/ Spoken Street Names, Bluetooth and Lifetime Traffic									2 Year Extended Service Plan for an Auto Electronics Item from \$147 - \$299.99
									\$197.54
									3 Year Extended Service Plan for an Auto Electronics Item from \$147 - \$288
									Warranty & Service Plan
									Warranty & Service Plan

FIG. 9



SpiderSense - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Item History - Mozilla Firefox

http://URL

Garmin Nuvi 265MT 4.3" Screen GPS Navigation w/ Spoken Street Names, Bluetooth and Lifetime Traffic. (SKU:10543464)

Snapshot at 3/7/2009 2:30:32 AM

Price	Service Plan	Warranty & Service Plan	Analyzed date
\$242.54	2 Year Extended Service Plan for an Auto Electronics Item from \$300 - \$499.99	2 Year Extended Service Plan for an Auto Electronics Item from \$300 - \$499.99	3/28/2009 4:36 AM
\$242.54	3 Year Extended Service Plan for an Auto Electronics Item from \$300 - \$499.99	3 Year Extended Service Plan for an Auto Electronics Item from \$300 - \$499.99	3/10/2009 1:50 AM

Done

Garmin nuvi 260 GPS Navigation System with North America and Europe Map (SKU:8251457)

Garmin Nuvi 360 GPS w/ Spoken Street Name and Bluetooth Capability bundled w/ bonus Case (a \$20 value). (SKU:10910973)

The Garmin nuvi 390 is one versatile little GPS. This pocket-sized Personal Travel Assistant... More...

Garmin Nuvi 265MT 4.3" Screen GPS Navigation w/ Spoken Street Names, Bluetooth and Lifetime Traffic. (SKU:10543464)

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Done

SpiderSense

Report Explorer Filters Statistics

Apply Category Filter (Settings)

Favorite SKUs [15759]

- Electronics [10311]
 - Accessories
 - Audio [2056]
 - Auto Electronics [426]
 - Buying Guides
 - Camcorders [159]
 - Cameras & Camcorders
 - Cell Phones [582]
 - Computers [4348]
 - Digital Cameras [1044]
 - DVD & Blu-ray Players [369]
 - Featured Brands
 - GPS & Navigation [725]
 - Auto GPS Units [68]
 - Fitness GPS Units [10]
 - GPS for Mobile Devices [1]
 - Handheld GPS Units [46]
 - GPS & Navigation
 - PDTV

Keyword: _____

Service plan: Does not matter To: _____

Price Range: _____

88 SKUs found under Auto GPS

Garmin nuvi 260
Description is not available for this item.

Garmin nuvi 260 GPS Navigation System with North America and Europe Map (SKU:8251457)
Description is not available for this item.

Garmin Nuvi 360 GPS w/ Spoken Street Name and Bluetooth Capability bundled w/ bonus Case (a \$20 value). (SKU:10910973)
The Garmin nuvi 390 is one versatile little GPS. This pocket-sized Personal Travel Assistant... More...

Garmin Nuvi 265MT 4.3" Screen GPS Navigation w/ Spoken Street Names, Bluetooth and Lifetime Traffic. (SKU:10543464)
Description is not available for this item.

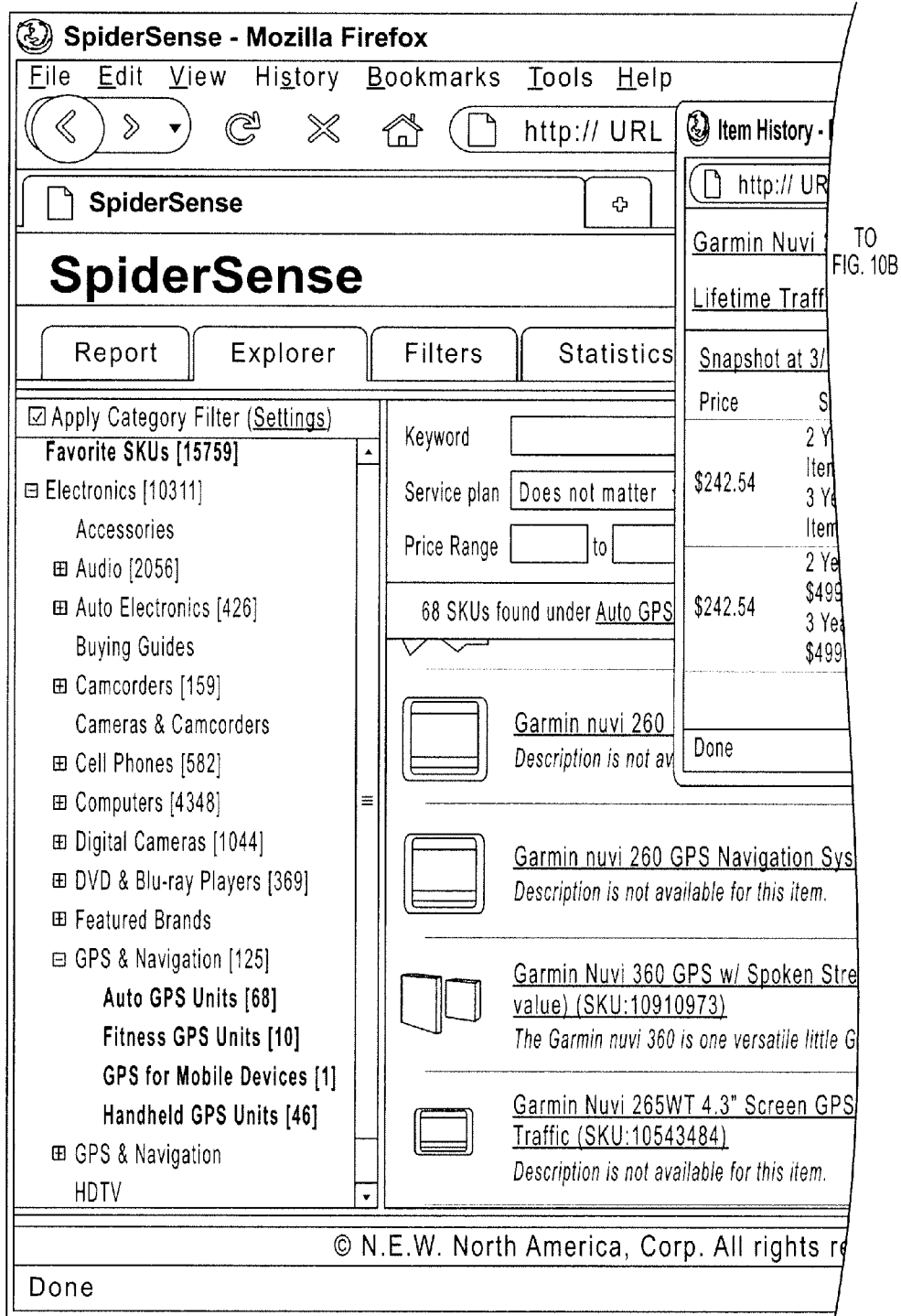
Price: \$338.63

\$158.72

341

\$242.54

FIG. 10 MAP



TO
FIG. 10B

FIG. 10A

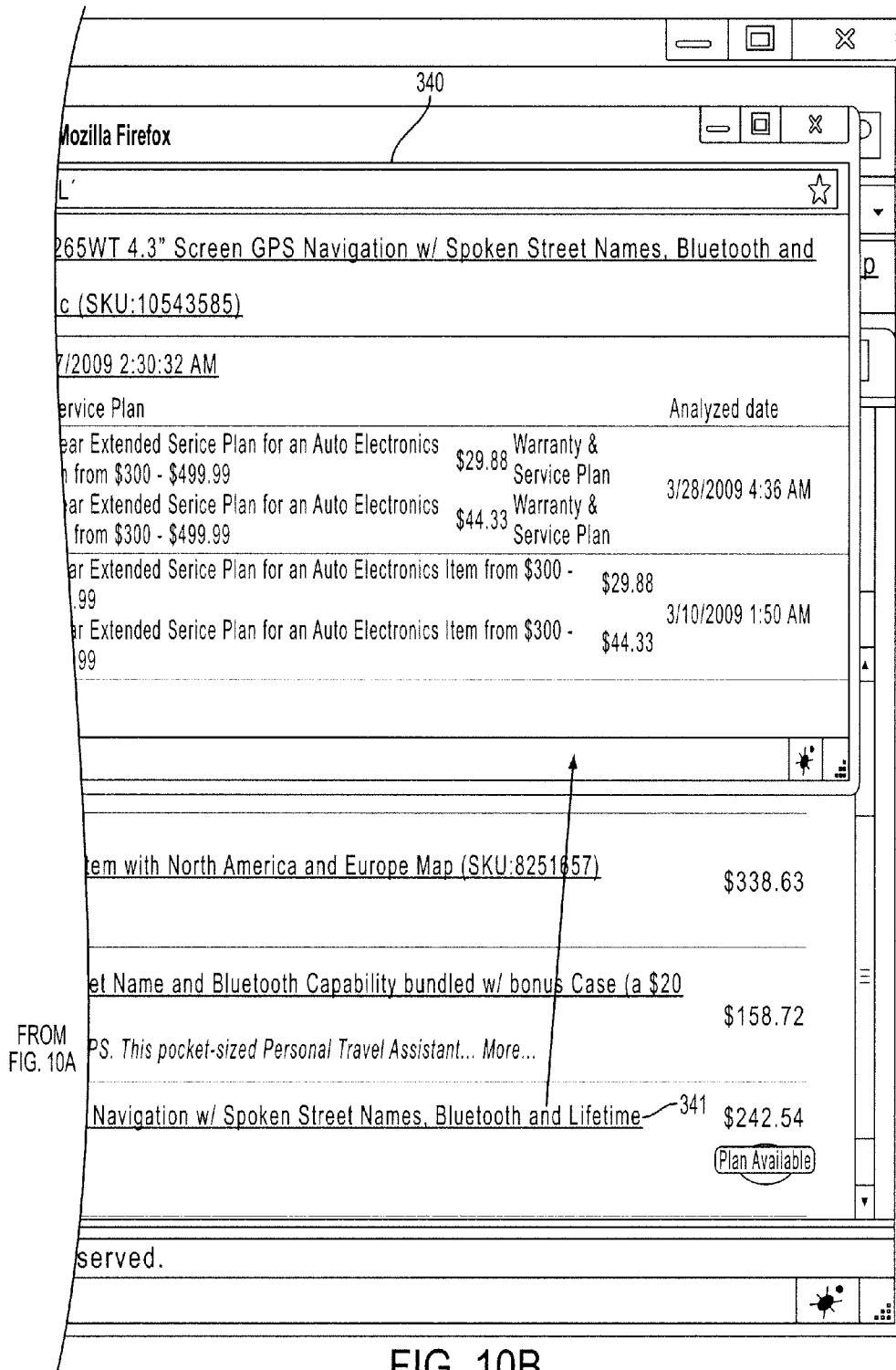


FIG. 10B

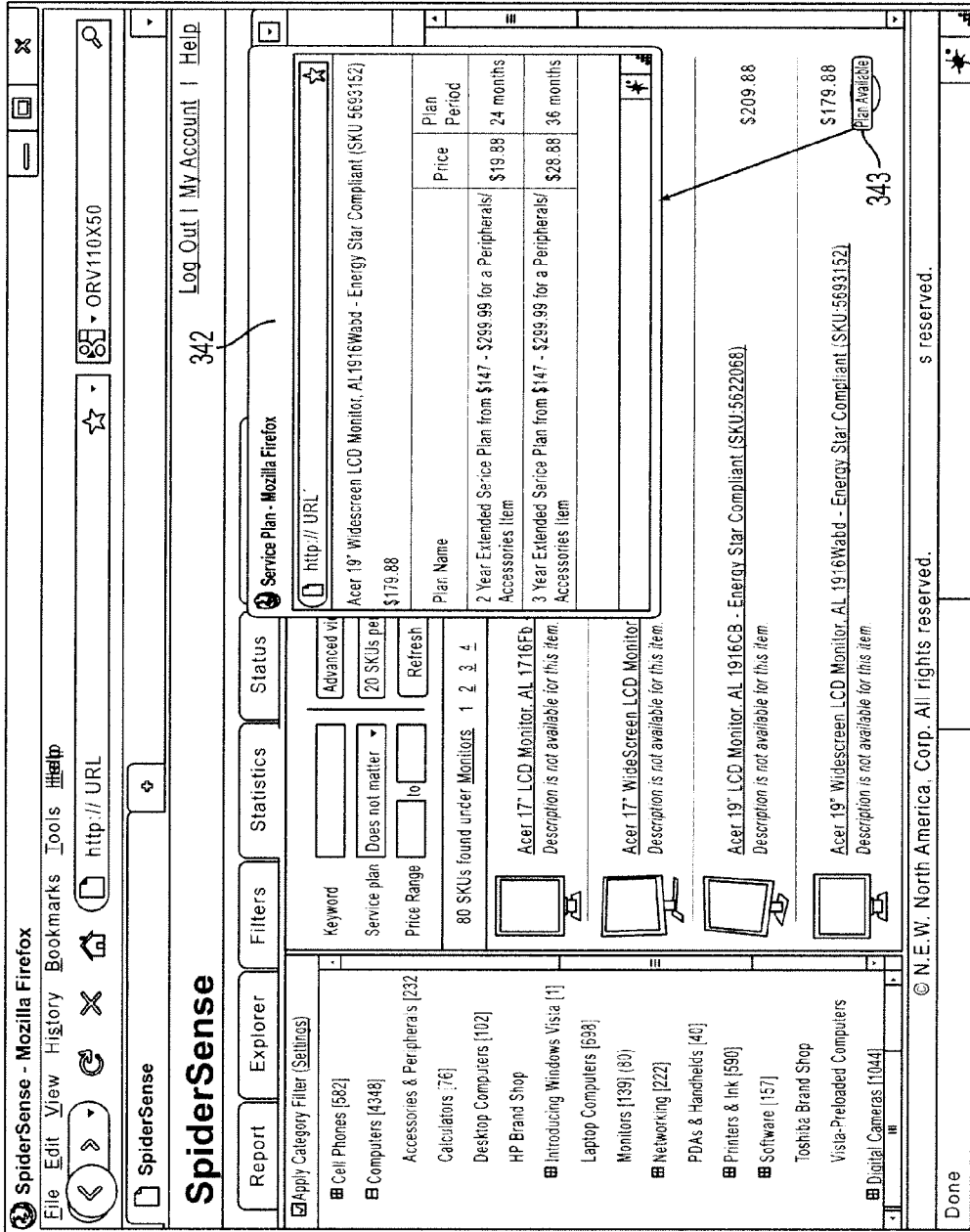
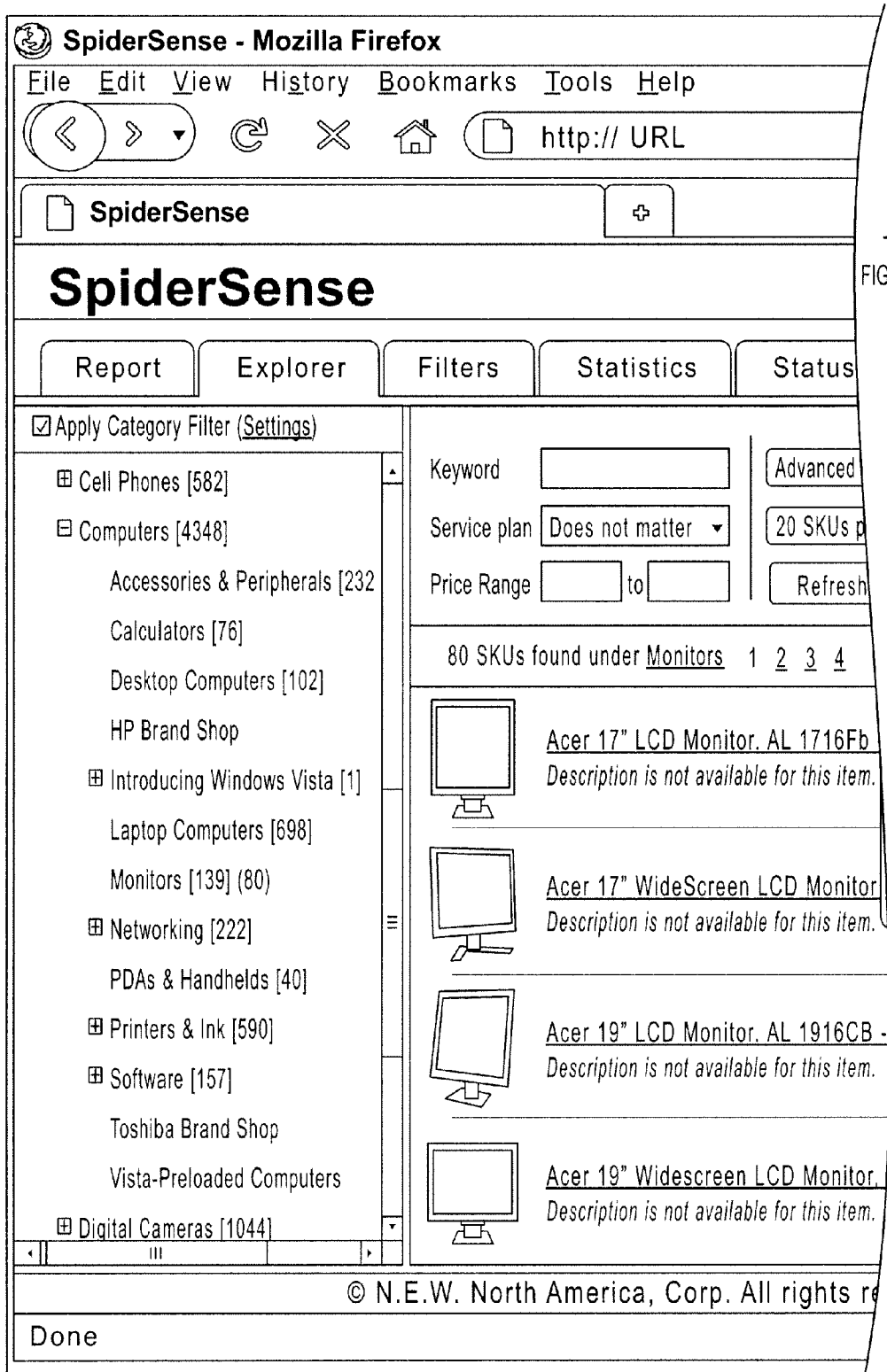
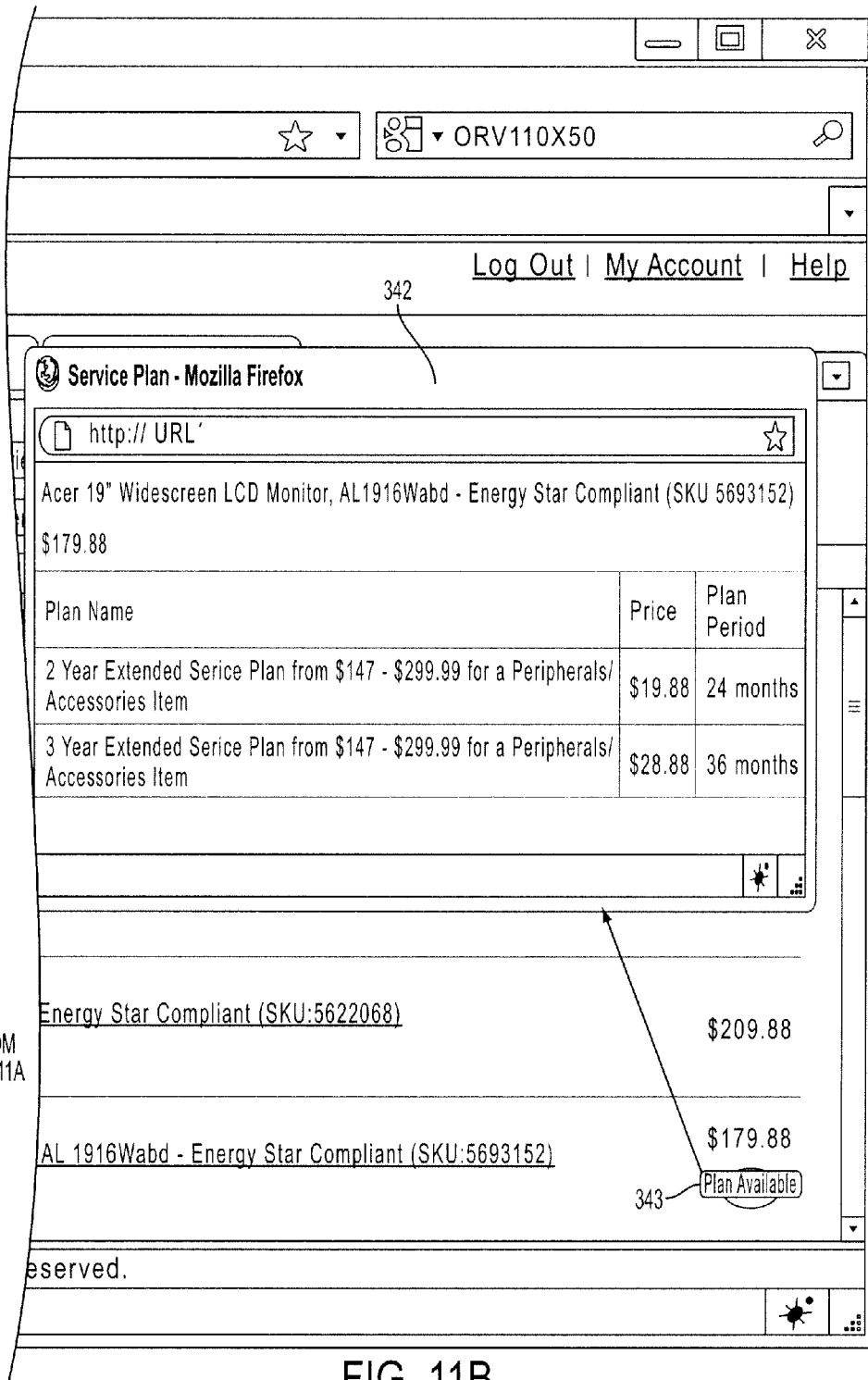


FIG. 11 MAP



TO
FIG. 11B

FIG. 11A



Statistics - Mozilla Firefox
File Edit View History Bookmarks Tools Help

⏪
⏩
🔍
☆
🔗
📄
🔗

Statistics
Log Out | My Account | Help

SpiderSense

Report
Explorer
Filters
Statistics
Status
Administration
Zaps

Summary	
Total SKUs	Total SKUs with Plan
144921	56811 (39%)

Total Categories	Total Pages	Total Cache Size	Traffic Size	Crawl End Date
4875	725858	35.63 GB	7.59 GB (21%)	5/19/2009 1:27:01 AM

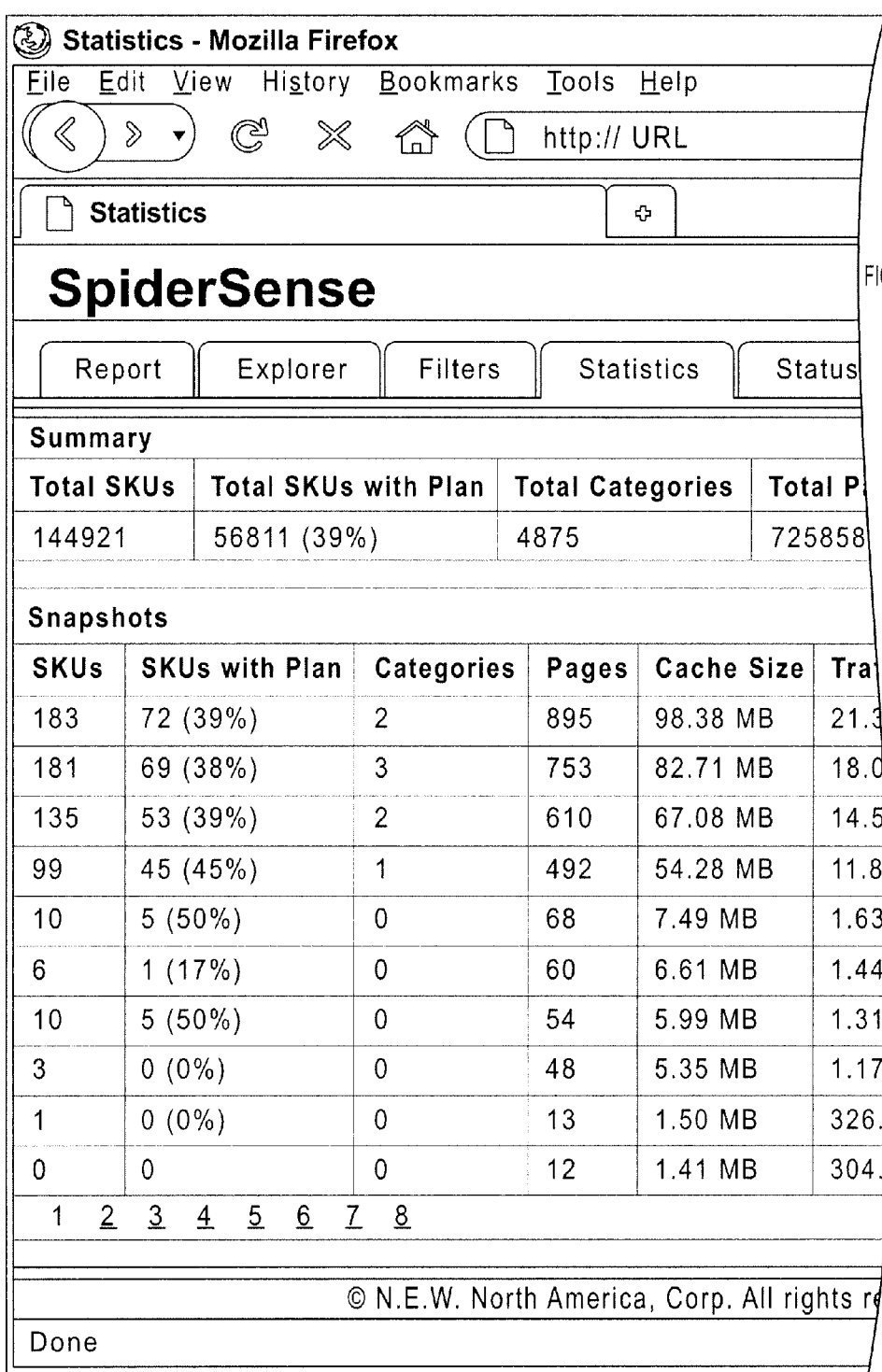
Snapshots

SKUs	SKUs with Plan	Categories	Pages	Cache Size	Traffic Size	Crawl Start Date	Crawl End Date
183	72 (39%)	2	895	98.38 MB	21.39 MB (22%)	1/30/2009 11:38:16 PM	5/15/2009 10:15:25 PM
181	69 (38%)	3	753	82.71 MB	18.00 MB (22%)	1/30/2009 11:38:21 PM	5/15/2009 10:07:50 PM
135	53 (39%)	2	610	67.08 MB	14.58 MB (22%)	1/30/2009 11:42:36 PM	5/15/2009 10:06:23 PM
99	45 (45%)	1	492	54.28 MB	11.80 MB (22%)	1/30/2009 11:43:05 PM	5/15/2009 10:03:17 PM
10	5 (50%)	0	68	7.49 MB	1.63 MB (22%)	2/7/2009 6:45:31 AM	5/15/2009 9:53:03 PM
6	1 (17%)	0	60	6.61 MB	1.44 MB (22%)	2/7/2009 7:22:52 AM	5/15/2009 10:06:57 PM
10	5 (50%)	0	54	5.99 MB	1.31 MB (22%)	2/7/2009 7:23:00 AM	3/28/2009 2:49:28 AM
3	0 (0%)	0	48	5.35 MB	1.17 MB (22%)	2/7/2009 7:23:06 AM	5/15/2009 10:00:08 PM
1	0 (0%)	0	13	1.50 MB	326.35 MB (22%)	2/22/2009 4:11:38 AM	3/8/2009 7:48:34 AM
0	0	0	12	1.41 MB	304.11 MB (22%)	2/22/2009 4:12:49 AM	3/8/2009 7:48:36 AM

Done

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FIG. 12 MAP



TO
FIG. 12B

FIG. 12A

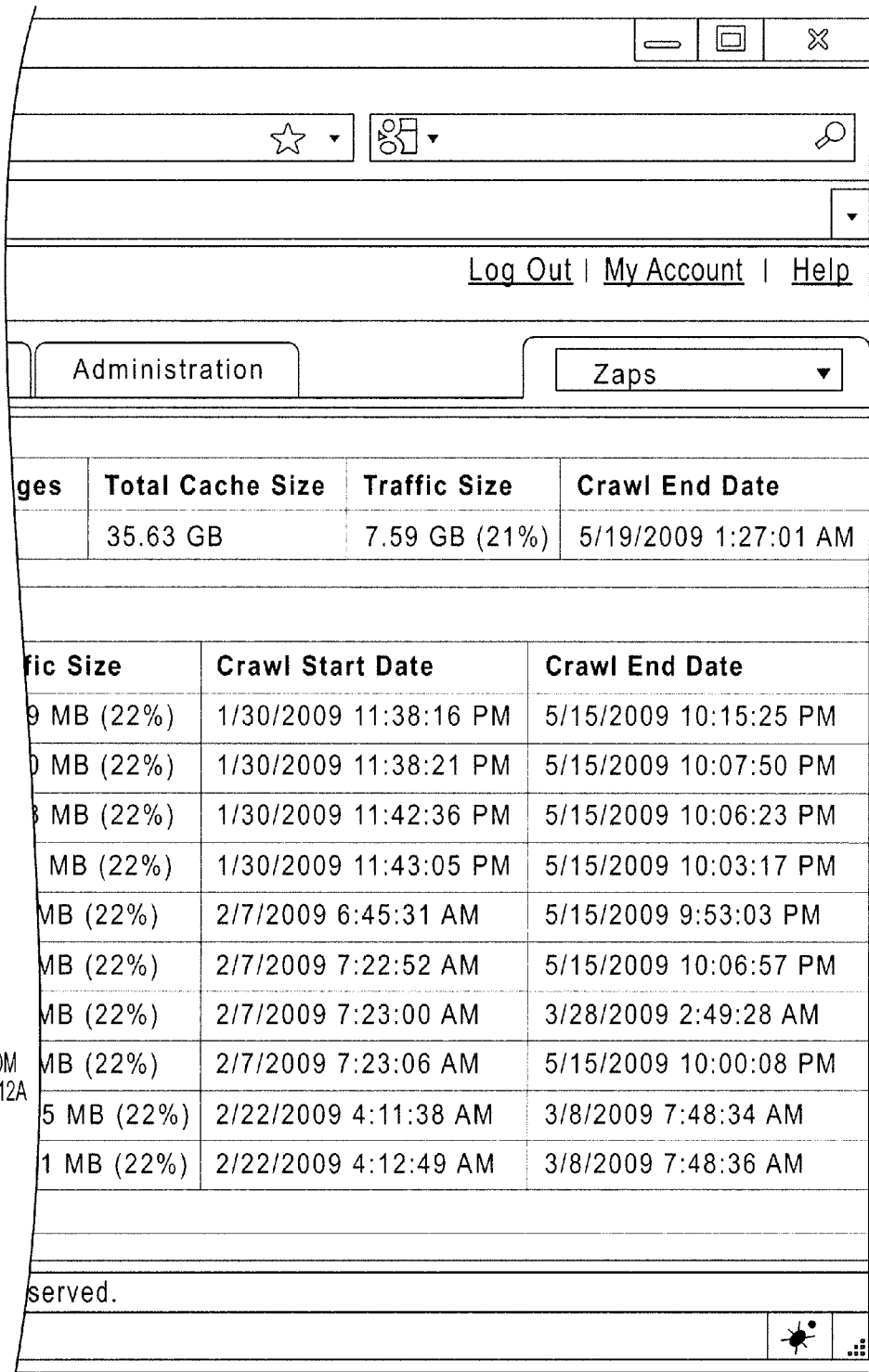


FIG. 12B

Fig 13

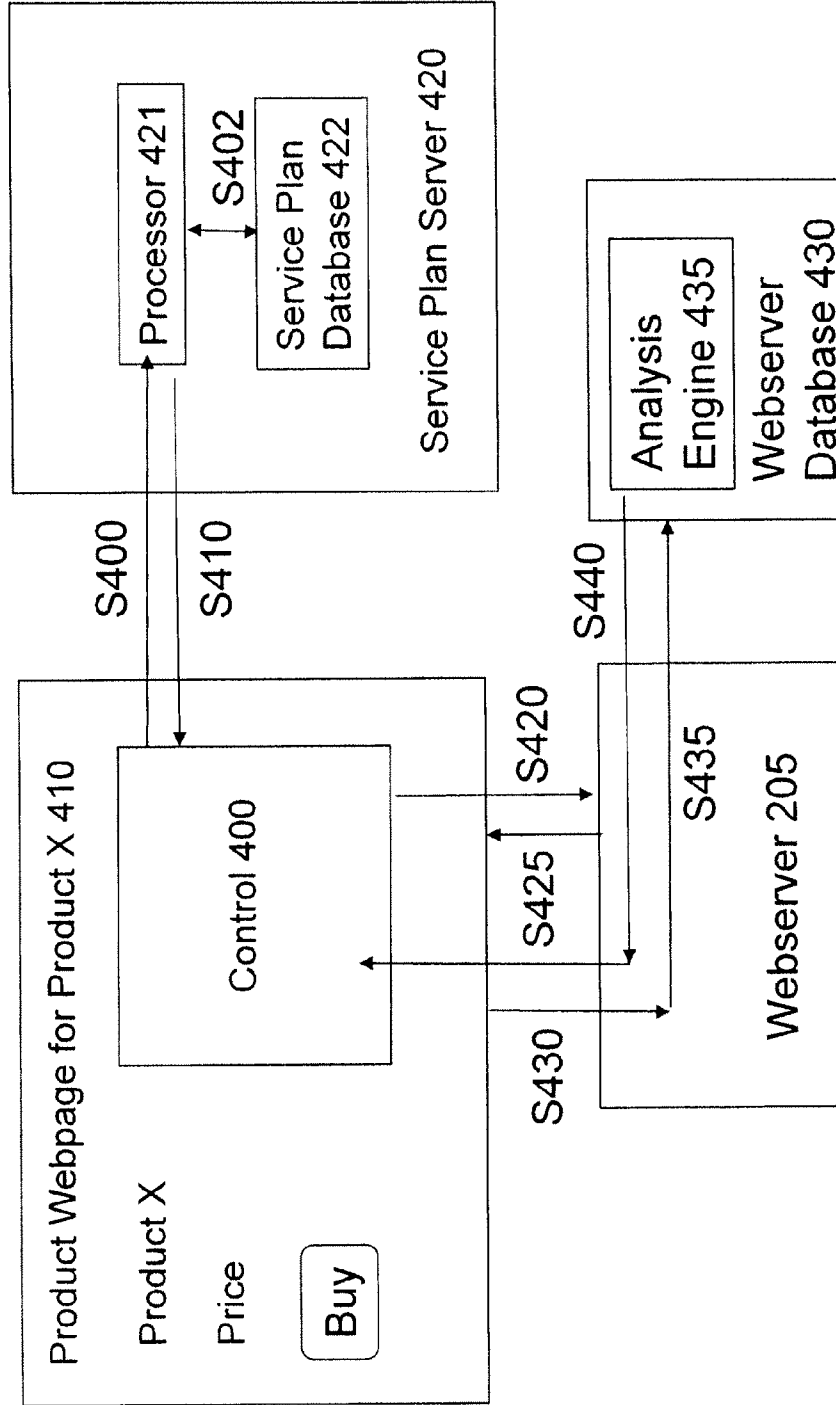


Fig 14A

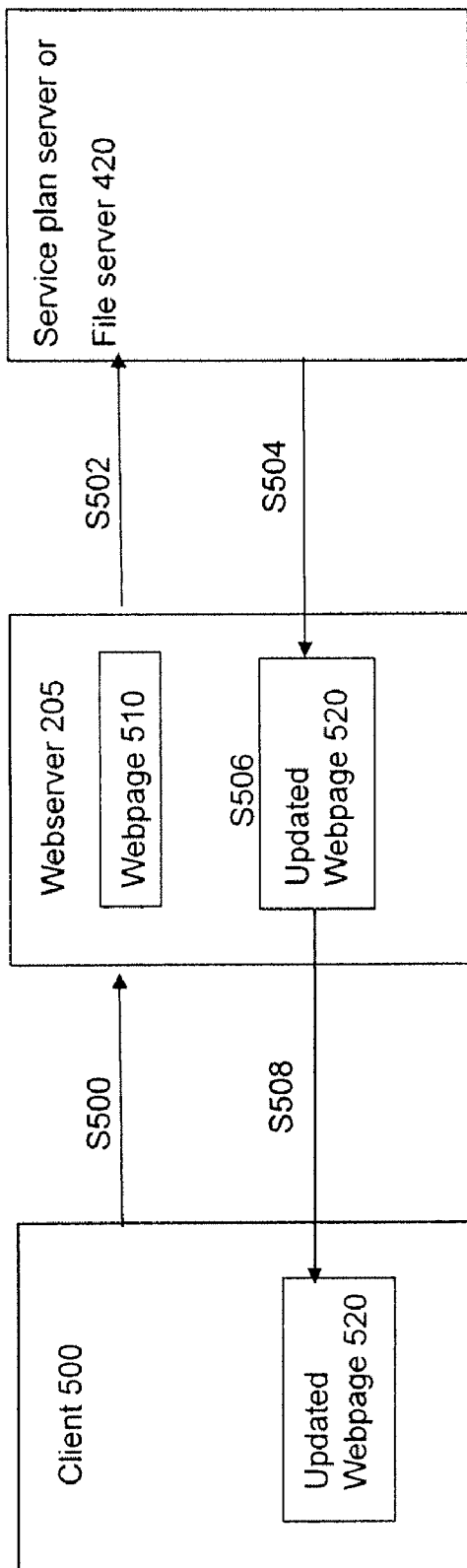


Fig 14B

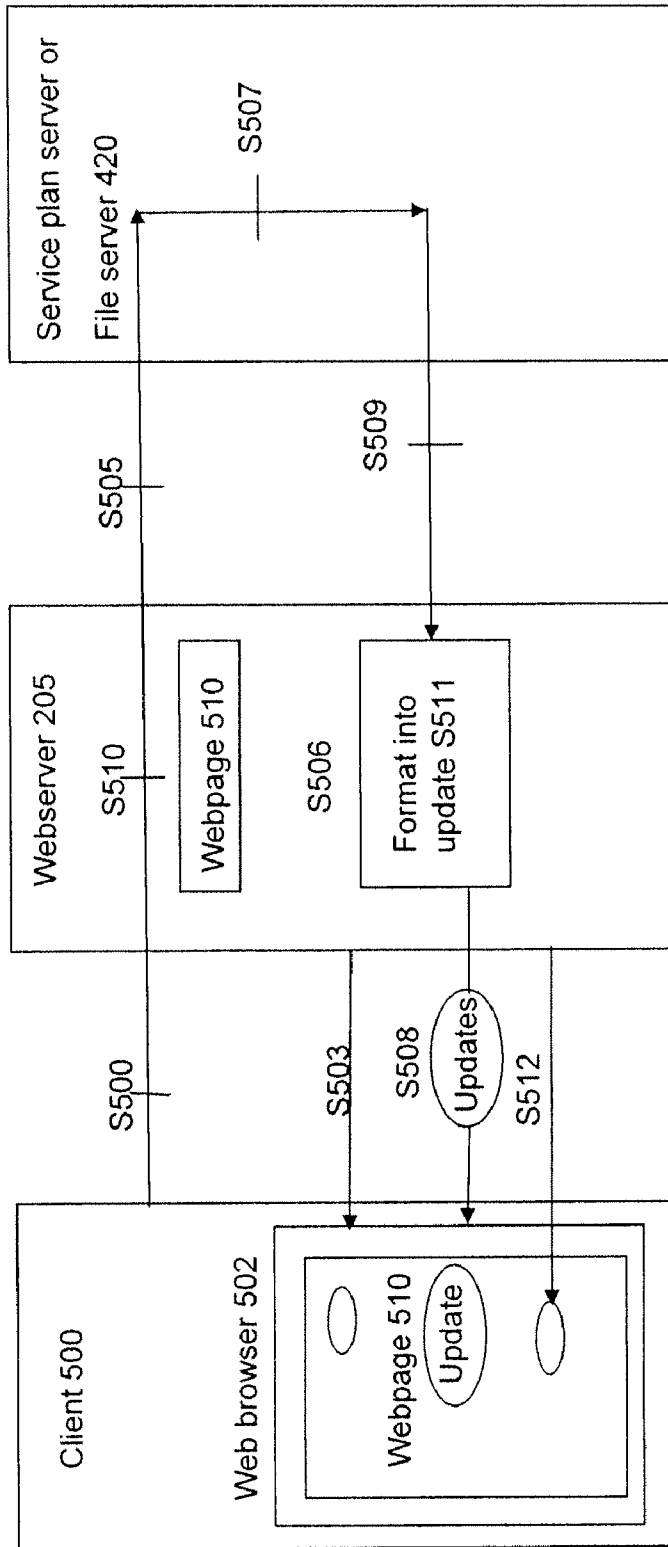


Fig 14C

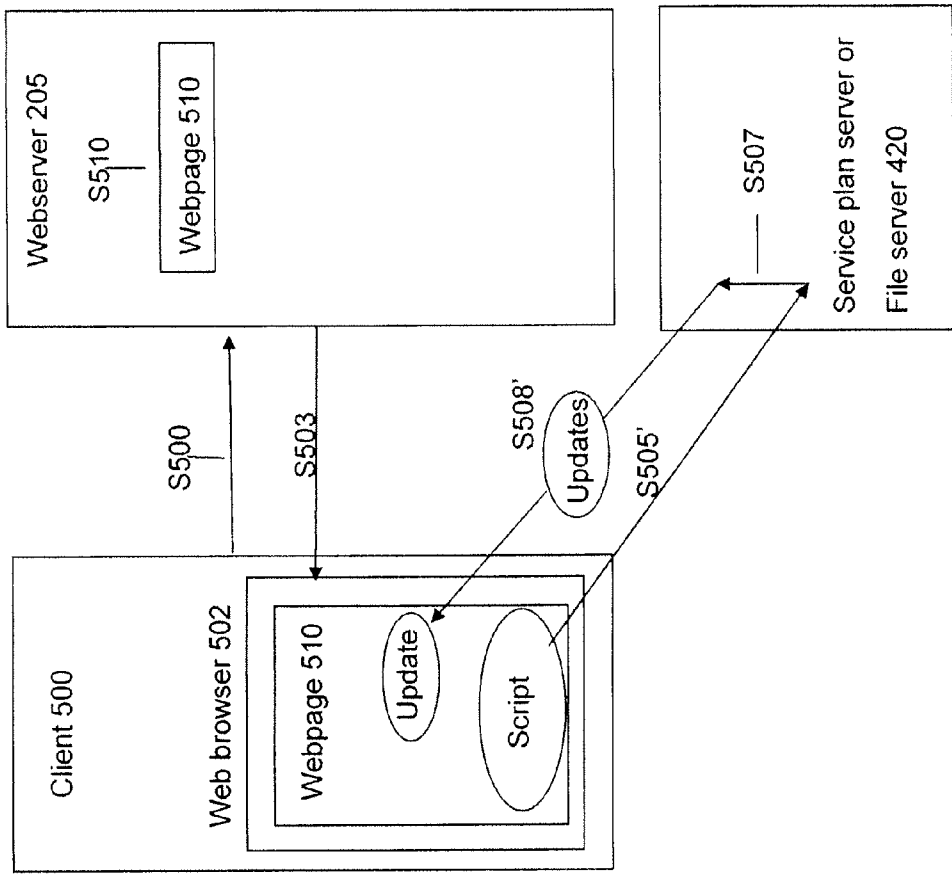


Fig 14D

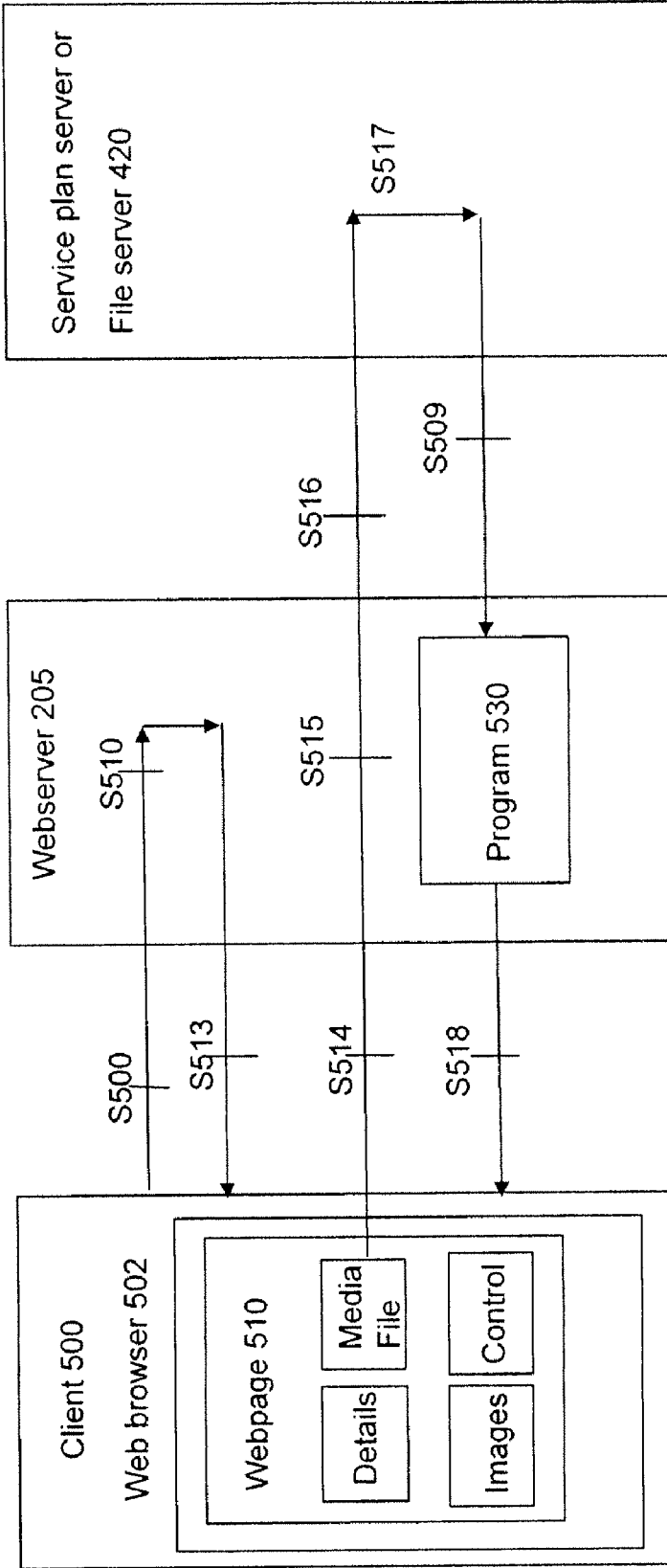
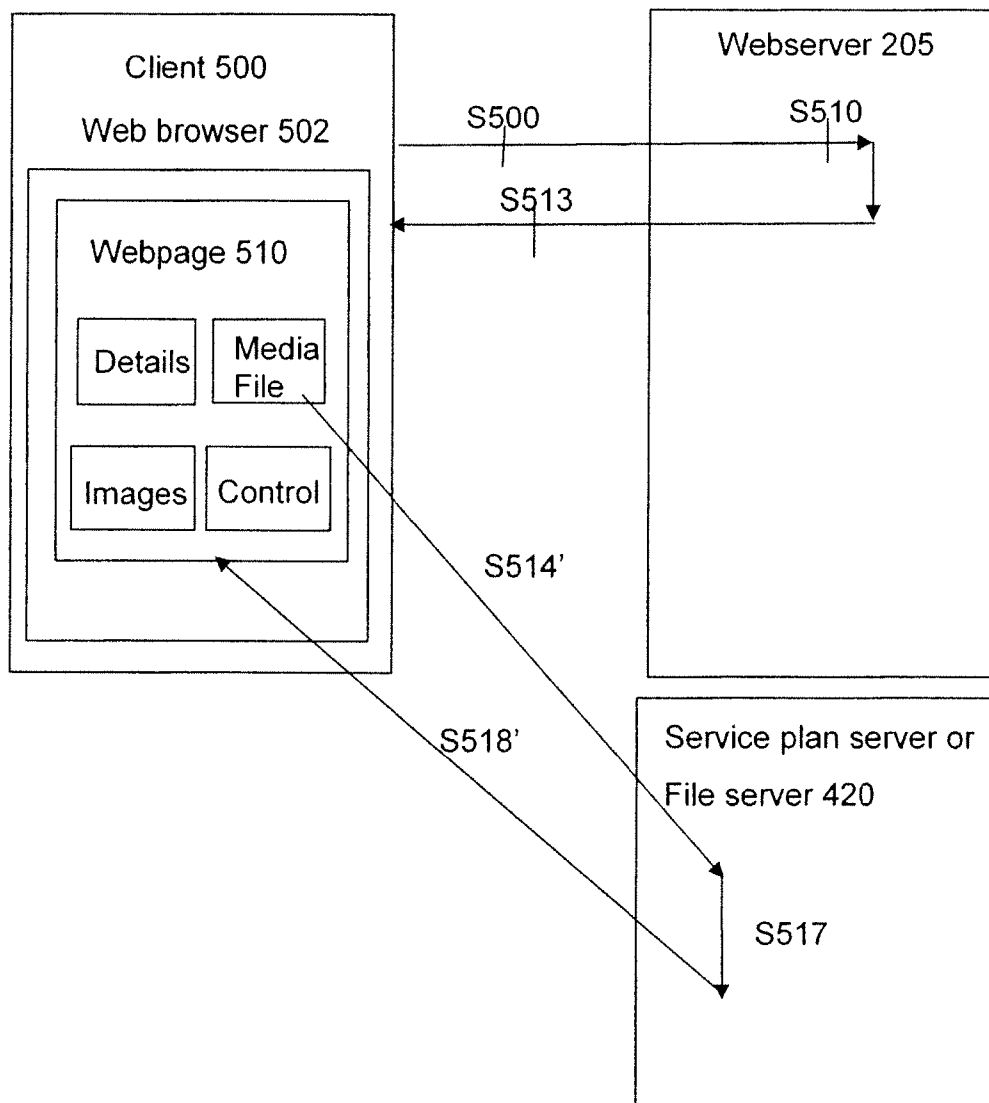


Fig 14E



SYSTEMS AND METHODS FOR HOSTING, UPDATING, AND SENDING A WEBPAGE

PRIORITY

[0001] This application claims the benefit of priority to U.S. Provisional Applications 61/245,923 (filed Sep. 25, 2009) and 61/272,707 (filed Oct. 23, 2009); both of which are incorporated by reference in their entirety.

BACKGROUND OF THE INVENTION

[0002] Current trends in the market place have influenced merchants to include service plans for many of their products. Sometimes the service plans are offered directly by a merchant, such as BestBuy's GeekSquad and Office Depot's Tech Depot Services, and in other cases a third party may fulfill a merchant's service plan obligations. Customers may purchase these services to receive additional support for their product, ideally increasing their use and enjoyment of it.

[0003] Online merchants associate products with service plans or warranties so that a customer can buy an extended warranty or service plan when he or she purchases a product. Sometimes, however, a product should be listed as having a service plan, but an error in the listing causes the webpage on which the product is listed to not offer a service plan. Consequentially, the online merchant would not, in this case, offer the service plan to the customer. In other cases, the website of the online merchant may associate the product with an incorrect service plan. Because the sale of warranties or service plans may be a significant source of revenue for the merchant, merchants often expend considerable resources in checking their websites for mismatched warranties and products not having an associated warranty.

SUMMARY OF THE INVENTION

[0004] One aspect of the present invention may relate to providing a web crawler which can identify missing or mis-associated service plans or warranties. A second aspect of the present invention may relate to providing a dynamic mapper for determining what service plan should be associated with a particular product. In an embodiment of the web crawler configuration, the web crawler may be constructed so that it follows links on a merchant's website to find at least one product on a merchant's webpage, identifies which service plan is associated with that product, and determines whether the correct service plan has been associated with the product. Additional features of the web crawler embodiment may include a placement analyzer for determining where on the webpage the warranty is located, and whether the placement is easily visible to the customer. Another feature the web crawler may provide is a class generator for populating a relational database with information downloaded by the web crawler. Moreover, the web crawler may contain a smart crawling routine for preventing the web crawler from crawling blacklisted webpages. Other features of the web crawler may include a throttle controller for managing the web crawler's impact and strain on the merchant's website, and an error checking routine for tracking errors returned by the website.

[0005] In an embodiment of a dynamic mapper configuration, a dynamic mapper is disclosed which allows a merchant to automatically map service plans to product webpages. This technique allows the merchant to avoid having to manually map the service plans with the product webpage, which may increase costs in personnel and also increase the number of

incorrectly paired service plans to product pages. In an embodiment of the dynamic mapper, the merchant may send the dynamic mapper a request to add a product webpage to the merchant's website. The dynamic mapper may analyze the product to be added, and return content to the merchant. In some embodiments, the content may simply be information regarding the service plan (such as a warranty SKU). In other embodiments, the dynamic mapper may return an advertisement for the service plan itself. In the latter case, the merchant may incorporate the advertisement directly into the product webpage. If there is no service plan associated with the product webpage, the dynamic mapper may determine that no service plan should be included. The dynamic mapper may be able to determine whether the product should have a warranty by comparing product information, category, bread crumbs, and price info (etc.) against a set of previously collected data. This previously collected data may be used to allow the dynamic mapper to implement a Bayesian filter. An implementation of this filter may allow the dynamic mapper to determine whether the product webpage it is currently analyzing should have a service plan based on whether or not similar product webpages have a service plan. Alternatively or in addition, the dynamic mapper could use a rule-based engine to determine whether a particular product webpage should have a service plan. Once the service plan or service plans are identified, the dynamic mapper may return the service plan information back to the merchant. In some embodiments, the service plan may be identified simply by an identifier unique to each service plan (e.g. a warranty SKU).

[0006] In an embodiment of the webserver, a webserver may be provided which contains instructions or software stored on computer readable media (hard drive/optical drive) and a processor (e.g. Intel or AMD microprocessor) for causing the webserver to perform a series of steps. The webserver may receive a request for a webpage containing details on a particular product from a client executing a web browser; determine the web browser version and type; and determine from the version and type whether the web browser supports asynchronous page loading. If the webserver determines that asynchronous page loading is supported by the web browser, the instructions in the computer readable media may cause the webserver to send a copy of the requested webpage to the client; send an update request to a file server; receive updated information to the file server; format the information from the file server so that it may be displayed by the web browser of the client; and send the formatted information to the web browser of the client. If the webserver determines that asynchronous page loading is not supported by the web browser, the instructions in the computer readable media may cause the webserver to send a request to the client to determine whether a media player such as Adobe Flash Media Player is installed. If the media player is installed, the instructions in the storage media of the webserver may cause the webserver to: send a webpage to the client containing details about a product, a control, and a media file; receive a transmission from a program executing the media file at the client; said transmission containing a request for updated information; send the request for updated information to the file server; receive a response from the file server which contains data; format the data so that it may be viewed by the web browser; and return the formatted data to the client.

[0007] In yet another configuration, the client, webserver, and server could be configured so that the service plan server sends updated information directly to the client (bypassing

the webserver). One way to accomplish this configuration would be to instruct the webserver to send a script to the client. Upon execution of the script, the client may send a request to the service plan server for service plan information. [0008] In the two preceding paragraphs discussing webserver, client, and service plan topology, configurations of the invention may be constructed which are not limited to service plans or products. For example, the above topology may be used to update news articles, sports scores, directories, or other webpages which may need to be updated depending on the particular client requesting the information, or need to be updated on a frequent basis.

[0009] These and additional features are described in more detail in the detailed description of the invention.

BRIEF DESCRIPTION OF THE FIGURES

[0010] FIG. 1: is a schematic view of an embodiment of the present invention.

[0011] FIG. 2: is a screenshot of a merchant's homepage.

[0012] FIG. 3: is a screenshot of a category webpage of a merchant.

[0013] FIG. 4: is a screenshot of a subcategory webpage of a merchant.

[0014] FIG. 5: is a screenshot of a product webpage of a merchant.

[0015] FIG. 6: is a screenshot of a quasi category webpage of a merchant.

[0016] FIG. 7: is a schematic view of a database designed to be used with an embodiment of the present invention.

[0017] FIG. 8: is a screenshot of an example of the output of the interface output.

[0018] FIG. 9: is a screenshot of an example of the output of the interface output.

[0019] FIG. 10: is a screenshot of an example of the output of the interface output.

[0020] FIG. 11: is a screenshot of an example of the output of the interface output.

[0021] FIG. 12: is a screenshot of an example of the output of the interface output.

[0022] FIG. 13: is a schematic view of the dynamic mapper.

[0023] FIG. 14A: is a flow diagram illustrating how information may be sent between a client, webserver, and file server.

[0024] FIG. 14B: is a flow diagram illustrating a second embodiment of how information may be sent between a client, webserver, and file server if the client's web browser can be configured to natively accept asynchronous page loading.

[0025] FIG. 14C: is a flow diagram illustrating a third embodiment of how information may be sent between a client, webserver, and file server if the client's web browser can be configured to natively accept asynchronous page loading.

[0026] FIG. 14D: is a flow diagram illustrating an embodiment of how information may be sent between a client, webserver, and file server if the client's web browser does not natively accept asynchronous page loading.

[0027] FIG. 14E: is a flow diagram illustrating a second embodiment of how information may be sent between a client, webserver, and file server if the client's web browser does not natively accept asynchronous page loading.

DETAILED DESCRIPTION OF THE FIGURES

[0028] FIG. 1 illustrates a schematic view of the web crawler 10. The web crawler has many utilities including, for

example, allowing a user to learn which products on a merchant's website are correctly paired with a service plan, and whether the service plan is sufficiently visible to the customers browsing the webpages of the merchant's website. A service plan is generally an agreement between the customer and a service plan provider to repair or replace a product if a prespecified condition occurs (e.g. the product breaks, wears down, etc.) A warranty is a type of service plan. The web crawler 10 may be stored on computer readable media (such as memory or an optical or magnetic disc) and take the form of computer executable instructions or software that a computer can execute to generate an instance of the webcrawler object. The computer may contain a processor, hard drive, motherboard, I/O connections, memory, or other typical hardware. The web crawler 10 may contain an interface input 20 which can accept inputs from a user or another computer. For example, the interface 20 may allow a user to enter a URL of a homepage 210 of a desired webpage the user would like the web crawler 10 to analyzer. The interface 20 may contain a control or button for instructing the web crawler 10 to execute one or more the routines shown in FIG. 1. For example, the interface may contain a webpage collector control and/or an analyzer control. In some embodiments, multiple routines may be combined into one control. The interface output 130 may contain inputs for receiving information from other routines (e.g. the placement analyzer 90 or validator 100), and may be able to use information from these routines to generate an output for displaying results generated by the web crawler. An exemplary set of screenshots representing an embodiment of the invention is shown in FIGS. 8-12. Interface output 130 may be a monitor or other display device, a printer, or a sound emission device. Interface 20 may send a request to the webpage collector 50 to tell the retriever to collect webpages from the merchant's website 200. (The homepage 210 of zapps.com—an exemplary retailer—is shown as an example in FIG. 2). As shown in FIG. 1, vertical links 221 connect the homepage 210 to the webpages 250 and 250' (which may be category webpages), while a horizontal link 222 links webpage 250 to webpage 250'. Similarly in FIG. 2, vertical link 221 links the homepage 210 to category webpage 250, FIG. 3 (the link to mp3 players is indicated).

[0029] The web crawler 10 may also contain a smart crawler 30 for minimizing the number of webpages the downloader needs to download. The smart crawling routine 30 may contain a blacklist and/or a whitelist of items. A matcher 31 may contain a blacklist routine 32 or a whitelist routine 33, or both. The matcher 31 will attempt to match breadcrumbs 76, the name of the product 71, etc. (see FIG. 5) against the terms in the blacklist or whitelist. In the blacklist routine 32, if the matcher 31 determines there is a match, the matcher 31 will allow the webpage collector 50 to save the webpage information in the database, but it will instruct a halter 35 which, if any item in the blacklist matches a breadcrumb, causes the smart crawler to download the current webpage and instructs the web crawler to avoid following any further links from the current webpage. In other embodiments, if the matcher 31 determines that some product information matches the blacklist, the matcher 31 will instruct the halter 35 to prevent the webpage collector from saving the webpage in the database 60. In whitelist routine 33, the matcher 31 will determine whether any of the product information matches any term in the whitelist. If the matcher 31 determines there is a match, the matcher 31 will allow the webpage collector 50 to save the webpage information, but if there is no match, the matcher 31

will instruct the halter **35** to prevent the current webpage from being saved. The smart crawler may also interact with a cacher **99** which saves copies of the webpages into the database **60**. The amount of caching performed may be set by the user via interface input **20**.

[0030] The web crawler **10** may contain a linking system **40** which may contain a link follower **41** and a linker **45**. The link follower **41** may retrieve and follow links **221-222** from the homepage **210** or from the webpage **250** or **250'** to other additional webpages **260** and **260'** (which may be subcategory webpages). FIG. 4 illustrates a subcategory webpage. A linker **45** may determine whether a particular link should be followed by matching a part of the link's URL against a regular expression. For example, the words "category" **81**, "subcategory" **82**, "product" **83**, or "catprop" may be used as terms to match against the URL to determine the type of page. Also, the linker **45** may monitor the sequence of links to determine the type of page (often webpages progress from homepage **210**->category page **250**->subcategory page **260**->product page **270**), or the linker **45** may rely on information determined from analyzer **70** such as breadcrumbs **76** (See FIG. 5) to determine the type of page currently being analyzed.

[0031] The web crawler **10** may also contain a webpage collector **50** for collecting a current webpage associated with at least one of the links retrieved from the linking system. The collector may contain a categorizer **55** for categorizing the webpage as a category webpage **250**, a quasi category webpage **280** (FIG. 6), or a SKU or product webpage **270**. Quasi category **200** webpages may provide products within a certain price range **84**, brand **85**, or size **86** for example (See FIGS. 4 and 6). In some embodiments categorizer may rely on information from analyzer **70** to help determine the type of webpage being collected.

[0032] The web crawler **10** may also contain a database **60** for storing webpages **250** retrieved from webpage collector **50**. An enlarged view of the database **60** is shown in FIG. 7. A garbage **205** collector **92** may remove unnecessary or empty classes in the database. In some embodiments a relational database may be used, and the database may comprise a number of classes such as a merchant class **61**, category class **62**, subcategory class **63A**, quasi category class **63B**, SKU class **64**, SKU warranty class **65**, page link class **66**, page content class **67**, category display filter class **68** (used for filtering down categories in the website), category spider filter class **69** (used for blacklisting certain specified websites). A class generator **93** may work in conjunction with the analyzer **70** to build classes based upon the information determined by analyzer **70**. A tree builder **80** may be used to establish relationships or links between these classes. For example, in the embodiment shown in FIG. 7, the merchant class **61** is linked to the category class **62** and the page link class **66**. The category class **62** is linked to the subcategory class **63A** and the quasi category class **63B**, the subcategory class **63A** and the quasi category class **63B** are linked to the SKU class **64**. The SKU class is linked to the SKU warranty class. The page link class **66** is linked to the page content class **67**.

[0033] The web crawler **10** may also contain an analyzer **70** for collecting information about a particular product. Referring to FIG. 5, the analyzer can collect a name of the product **71**, a category **72** and subcategory **73** of the class, pricing information on the product **74**, pricing information relating to a service plan of the product **75**, breadcrumbs **76**, and images of the product **77**. In FIG. 2, the analyzer **70** (of FIG. 1) has

identified all seven types of information. Once identified, the analyzer may store this information in the database **60**. Breadcrumbs **76** provide contextual information for location of the product within a product page. As shown in FIG. 5, the breadcrumbs are "Home>Categories>MP3 Players & Accessories>MP3/MP4 Players>iRiver America>Item#: N82E16855150095." On some webpage such as the one shown, the breadcrumbs **76** also provide the SKU **79**, the category **72**, and the subcategory **73** information. The analyzer may collect information such as the name of the merchant **78** from either the URL or merchant logo, and the SKU **79**.

[0034] The web crawler **10** may also contain a placement analyzer **90** for determining the quality of placement and location of the service plan on the current webpage. The placement analyzer **90** may have a simulator **91** for determining the service plan's visibility on the current webpage through simulating human interaction with the webpage to enable the analyzer **90** to locate placement of the service plan on the SKU webpage **270**, in a shopping cart, in a popup window, light box, or in a related items window (i.e. a window which suggests products other customers also bought.) In some embodiments, the placement analyzer may contain instructions for causing the web crawler **10** to determine whether the service plan is placed before the bend of a webpage (i.e. is the service plan visible on a customer's screen without requiring the customer to scroll the screen?).

[0035] The web crawler **10** may also contain a validator **100** for examining the information relating to the product **83** and its associated service plan **75**. The validator **100** may receive webpage information from the database **60** or directly from webpage collector **50**. The validator **100** may comprise a range checker **101** and a missing service plan locator **105** for validating the product **83** and service plan **75**. The range checker **101** can be used with any product **83** having a service plan with a price range for products covered thereunder. For example, a service plan might generally cover products costing between 100-200 dollars. If the pricing information **74** for the product **83** is \$240, the range checker **101** would determine the price of the product **83** is outside the range of the plan, optionally notify the crawler **10** of this event, and optionally send the results of its analysis to the interface output **130**. The missing service plan locator **105** may analyze products of a particular subcategory **73**, and determine whether any of the products in the same subcategory **73** have a service plan, and if the locator **105** determines that at least one of the products does have a service plan, the locator **105** may notify the web crawler **10** as to which products do not have an associated service plan. For example, if a product **83** such as a pink Ipod® Nano® (an MP3 player) has a service plan, but a black Ipod® Nano® does not, the locator **105** will determine that the black Ipod® Nano® is likely missing an associated service plan, and the locator **105** will notify the webcrawler that the black Ipod® Nano® does not have an associated service plan. The locator **105** may inform the crawler **10** of this event, and may send the results of its analysis to the interface output **130**. The locator **105** may utilize various algorithms for determining whether a particular product should have a service plan. In a first configuration, the locator **105** may utilize a string distance comparator to determine the Levenshtein distance between two product names **71**. The locator **105** may compare the string distance to a preestablished threshold value to enable the locator **105** to determine whether the strings are sufficiently close together

such that an inference should be made that if one of the products **83** has a service plan **75**, then the second product should have a service plan. For example, if the validator **100** is examining two products (such as an “iPod Nano Pink” and an “iPod Nano Black”) and the validator **100** determines that the Pink Ipod has a service and that the Black Ipod does not, the locator **105** may use its string distance comparator to determine the strings have a distance of four, and if the pre-established threshold value is 8 (for example), the locator **105** would determine that the string distance is less than the threshold value, thereby causing the locator **105** to inform the validator **100** (which may send the result to the interface output **130**) that the Black Ipod probably should have a service plan **75** because the Pink Ipod has a service plan **75**. To take the opposite example, if the locator were comparing a “iPod Nano Pink” to a “Griffin Aerosport Nano Armband,” the locator **105** would determine the string distance is 21, and since $21 > 8$, the locator **105** would not conclude that the Griffin Aerosport Nano Armband should have a service plan. As an additional step, the locator **105** may utilize category and/or subcategory matches to prevent nonsensical matches and deductions. For example, if the website offered both Cadillac cars and Cadillac dog food, the locator **105** may use category and subcategory information to avoid concluding that dog food should come with a service plan, because the Cadillac cars come with a service plan. In a second configuration, the locator **105** may use a Bayesian filter to classify products as having or not having service plan **75**. To perform this classification, the locator **105** may be trained to determine which products usually have a service plan **75**. To perform this training, the locator **105** may be provided with test data to process. The test data will contain product attributes such as name **71**, category **72**, price **74**, and breadcrumbs **76**. From these attributes, the locator **105** can develop a centroid that the locator **105** may use to classify the product **83** by its attributes as one which usually has a service plan **75** or one that does not usually have a service plan **75**. The web crawler **10** may also contain a throttle controller **110** which may have a connection limiter **111**, a bandwidth limiter **112**, and a request limiter **113**. Presets for the throttle controller **110** may be defaulted or set through the interface **20**. Connection limiter **111** may control the maximum number of simultaneous connections the web crawler **10** or webpage collector **50** may use while crawling the website. For example, the connection limiter **111** may allow 5 simultaneous connections. Bandwidth limiter **112** may control how much data per unit of time the web crawler may download from the website. For example, the connection limiter may limit the download speed to 2 megabytes per second. Request limiter **113** may control the frequency the web crawler sends requests or queries to the website. For example, the request limiter could limit the requester **50** to 20 requests per minute.

[0036] The web crawler **10** may also contain an error checker **120** which may have a stopping routine **121**, a total error threshold monitor **122**, and a frequency error monitor **123**. The webserver **205** (FIG. 13), hosting the website **200**, may return errors indicating too many webpages **250** were requested, the webpages **250** were requested too quickly, the webpage **250** associated with a particular link **221** or **222** could not be found, etc. The error checker **120** may comprise presets that may be defaulted or set through the interface input **20**. Stopping routine **121** can control the crawler **10** or the retriever **50** by preventing either from downloading webpages for a period of time. Total error threshold monitor **122** is

designed to monitor the amount of errors received from the website. The monitor may contain a preselected amount of errors per second, and may execute the stopping routine **121** to stop the crawler **10** or retriever **50** if the amount of errors exceeds a threshold value, such as 20 errors. Frequency error monitor **123** may monitor the frequency of errors per unit of time received from the website. The monitor **123** may execute the stopping routine to stop the crawler if the frequency of errors exceeds a threshold value, such as 5 errors/minute.

[0037] FIG. 1 also illustrates a process flow of information and interaction between the web crawler **10** and the website **200**. While a specific, sequenced process flow is shown in FIG. 1 and described herewith, various steps can be omitted or placed in a differing order than the one shown. Typically, when a user would like to use web crawler to crawl a website, he or she will **315** access the interface input **20**. Interface input **20** may request the user enter the URL of the homepage of the website the user would like to crawl. Additionally interface input **20** may request other settings such as throttle, caching, or error settings.

[0038] Interface input **20** then may send the information to the smart crawler **30** which downloads the webpage. Smart crawler **30** may utilize its whitelist and/or blacklist to determine whether to process any links on the homepage. The smart crawler **30** then sends the homepage to webpage collector **50**. In some embodiments, the smart crawler **30** may send any errors received in conjunction with the homepage to the error checker **120**. Error checker **120** may monitor and regulate the actions of the smart controller depending on the amount or frequency of received errors. In some embodiments, the error checker **120** may send the results of its error analysis to the webpage collector **50**. Smart crawler **30** also may send bandwidth and network information to the throttle controller **110** which will monitor and regulate the network performance of the smart crawler **30**.

[0039] Webpage collector **50** may use its categorizer **55** to determine the type of webpage it is currently collecting. If the current webpage being collected is a category **250**, subcategory **260** or quasi category **280** webpage, the collector will send a request (and optionally the results of the categorizer’s analysis) to the linking system **40**, which will access the website **200** to find and process further links to find the SKU webpage **270**. Linking **40** system may use its linker **45** and link follower **41** to determine which links to analyze and process. The results of the linking system’s analysis are sent back to the smart crawler **30**, which downloads the next webpage specified by the linking system **40**.

[0040] If the webpage now being processed is a webpage **270** or **270'** (a SKU or product page), the webpage collector **50** may send the webpage to placement analyzer **90**, cacher **99**, and/or analyzer **70**. Placement analyzer **90** may evaluate the placement and visibility of the service plan, but it may need information from analyzer **70** to inform it of the positioning of the service plan. In some embodiments the analyzer **70** may send both the webpage and the results of its analysis to placement analyzer **90**. Cacher **99** may determine whether or not to save or cache the webpage in the database **60**. Analyzer **70** may determine the content and location of information such as category **72** or breadcrumbs **76** on the webpage, and then send the results of its analysis to the database **60**.

[0041] Database **60** may use its class generator **93** to create classes for database **60**. Tree builder **80** may establish relationships between the classes, and garbage collector **92** may

remove blank or not needed classes. Validator **100** may request information from the database **60** (such as objects of the classes created by the class generator) and process the information to determine whether the product on the webpage should have a service plan, and whether the service plan offered is the correct service plan through using the locator **105** and the range checker **101**. Validator **100** may then send the results of its analysis to interface output **130**. Interface output **130** may generate an output to display the results gathered from the placement analyzer **90** and/or the validator **100** (or other routine). In some case, the computer processing the webcrawler software may transfer the output to a display or a monitor or print the results on paper to inform the user of the results of the analysis performed by web crawler **10**. In some embodiments, the details of these results may be customized by the user. FIG. **8** for example shows a flat report of a retailer's (Zaps) website. The report display **300** can show a number of different fields and in some embodiments the contents of the fields or their order can be customized by the user or by the software. In the embodiment shown, there is a description column, a price column, a Yes/No warranty indication column, a first warranty description column, a first price for the warranty column, a first warranty name column, a second warranty description column, a second price for the warranty column, and a second warranty name column. The category filter **305** may allow the interface output **130** to restrict its output to certain categories of items. Category, subcategory, and breadcrumb information may be determined by the analyzer **70** to populate this field. In this embodiment, the flat report view (FIG. **8**) has a number of tabs **310** for causing the interface output to switch the current view. These tabs include report **313**, explorer **311**, filters, statistics **312**, status, and administration. This embodiment of the output of the interface output **130** includes a search command **320** for searching for certain terms of keywords in the report display **300**. The search command, in this embodiment, can filter by the presence or absence of a warranty (using the warranty filter **325**) or by price (using the price filter **330**). The report generator function **335** may be used to switch the format of the report display. In FIG. **8**, the flat report display is shown, but in FIG. **9**, a hierarchical display is shown. Clicking on the radial button, causes the interface output **130** to switch the display format. The hierarchical display (FIG. **9**) shows category and subcategory information in the report display. Additionally, in this embodiment, the report display illustrates the number of products available in the present view. In this particular embodiment, a description, price, warranty description, warranty price, and warranty name columns are generated by the interface output **130**. One advantage of this layout as compared to the flat layout is that it shows products by their category information, but a disadvantage of this layout is that somewhat less detailed information about the warranty is displayed by interface output **130**. Clicking on the explorer tab **311** instructs the interface output **130** to display the explorer interface (see FIG. **10**). This interface provides additional information about the product being sold, and through popup windows provides detailed views of warranty information. FIG. **10** shows the first warranty window **340** the interface output **130** generates when the product hyper link (**341**) is clicked. FIG. **11** shows the second warranty window **342** the interface output **130** generates when the warranty icon **343** is clicked. Clicking the statistics tab **312** instructs the interface output **130** to display the statistics output (FIG. **12**.) In this example, crawling activ-

ity on Zaps webpage is shown. Various types of information is compiled and illustrated by the interface output **130** in this view. For example, the number of products having warranties can be calculated, the amount data pulled from the merchant's website can be displayed (this data may come from the throttle controller **110** for example), and the total number of webpages downloaded can be displayed.

[0042] The webcrawler **10** may be used to determine which products on a merchant's website have or should have warranties or service plans, and which products are correctly paired with the warranty or service plan. Once a user learns this information, he or she may relay it to the merchant (in some embodiments the merchant may be able to use the software directly). In such a case, the merchant may still need to have personnel update the merchant's website to add the missing warranties or service plans and update the incorrectly paired warranties or service plans.

[0043] One way to avoid having to pay personnel to update mismatched or missing service plans is to build a system which automatically selects a correct service plan when a product webpage is updated or added to a merchant's website **200**. A dynamic mapper may be used to select which service plan should be paired with a particular product. The dynamic mapper may be stored on computer readable media and comprise instructions for causing a processor of a computer to execute the instructions, thereby creating an instance of the dynamic mapper. The computer may contain a processor, hard drive, motherboard, I/O connections, memory, or other typical hardware.

[0044] As shown in FIG. **13**, in one embodiment for adding a dynamic mapper to a merchant's website involves adding a control **400** onto a product webpage **410**, search page, or shopping cart. Then, when a consumer views the product—or adds it to the shopping cart—the control **400** may send a request **5400** including the product name, price, category, SKU breadcrumbs, and/or other information to a service plan server **420**, to instruct a processor **421** in the server **420** to lookup **S402** which service plan should be associated with the particular product by accessing a database **422**. The processor **421** returns **5410** electronic data back to the control **400**. The electronic data may simply be html code which allows the control **400** to display warranty information or provide a selector to choose among multiple service plans (2 yr or 3 yr plans for example). In other configurations, the electronic information may include a sales pitch, service plan options, or an advertisement. The control **400** may display and/or process the electronic data so that the product webpage **410** and control **400** appear to be one integral page. Alternatively, the control **400** may store the electronic data locally, and send a request for updated information from the service plan server **420** when certain conditions are met. Such requests may be sent after a predetermined period of time elapses (e.g. once a year), or anytime the product information is modified. The electronic data may contain text, images, videos, popup panels, and other types of rich media. The control **400** may support chat functions to allow customers to ask questions about a service. If a customer wants to purchase the service plan, he or she may have the option to click a purchase button to add the service to their shopping cart. In a way, the content returned by the dynamic mapper may act like part of the underlying webpage; as opposed to a banner type advertisement. One way to allow a user to update his or her order, is to construct the control **400** so that the control **400** sends a request to the webservice **205** hosting the webpage when the

user clicks a button or other element in the control. The request **S420** sent by the control **400** to the webserver **205** may contain information to allow the webserver **205** to display **S425** updated information such as a new combined price.

[0045] The dynamic mapper may also track customer behavior and sales outcome to determine a success rate of different embodiments of the control **400**. To do so, the webserver **205** may store **S435** the outcome of what happens in a webserver database **430** when alternative embodiments of the control **400** are used (sales pitch, radial box with options, chat popup, etc). In other words, the webserver database **430** may store a consumer's decision whether or not to purchase a service plan advertised through the control **400**. For example, when the consumer presses a "Buy" button **401**, the consumer's computer may submit **S430** information to the webserver **205** including the service plan selected, the current embodiment of the control **400**, and perhaps the total price. An analysis engine **435** may process this information, and determine which embodiments of the control **400** are more effective in persuading customers to purchase the service plan. In some configurations, the analysis engine **435** may take into account information about the purchaser including the location of the purchaser (obtainable from the purchaser's IP address), the merchant from which the customer is purchasing the item, the time of day or year of the purchase (during the workday or at Christmas time for example.) Moreover, if the merchant's website or the customer sends information about the customer to the webserver **205** or analysis engine **435** (such as the customer's phone number) this information can be cross-referenced against a database to obtain additional information about the customer including gender, income, age, etc. The dynamic mapper may use this information to determine which type of advertisement for the service provider is most effective for the particular customer to maximize sales of the product and/or the service plan. The analysis engine may send **S440** an instruction back to the webserver to direct the webserver as to which type of control **400** to use to optimize the likelihood that a particular customer will purchase the service plan.

[0046] The service plan server **420** may use Bayesian algorithms, statistical analysis, rule-based engines, or other techniques to identify which service plans should be associated with a given product. Based on these techniques, the service plan server may determine what type of advertisement it should display to the customer, and return this advertisement to the control **400**.

[0047] The dynamic mapper may also be constructed so that the control **400** downloads dynamic content only after the product webpage **410** has been displayed to the customer. This prevents the advertisement for the service plan from increasing page load time. This may be significant as an increase in page load time may decrease sales of the underlying product. Additionally, the dynamic mapper may be constructed so that the control **400** cannot modify the underlying product webpage. This may be a valuable security benefit to the merchant. Additionally, if the control is restricted to a particular area of the webpage, a failure of the dynamic mapper to return the advertisement may cause displayer to display nothing, thereby making this failure transparent to a customer.

[0048] FIGS. 14A-E show how information may be delivered to a client. In FIG. 14A, a client **500** (utilizing a web browser) may send **S500** a request to a webserver **205** for a particular webpage advertising a particular product. The web-

server **205** may determine the webpage **510** which is being requested, and may send **S502** a request to the service plan server **420** to update the service plan information stored in the webserver **205** for the particular product. The service plan server **420** may determine attributes about the service plan and send **S504** a service plan in the form of an executable program to the webserver **205** (although data may be sent instead or in addition). The webserver **205** may update **S506** the webpage, and then send **S508** the updated webpage **520** to the client **500**. While this approach works, it has several short-comings. First, this process will increase the amount of time it takes for the client to obtain the information, because it can take several seconds for the webserver **205** to negotiate the connection with the service plan server **420**. Second, sending a program (or other executable code (javascript, applets, etc.)) from the service plan server **420** exposes the webserver and the client to potential security risks. For example, a rogue employee working at the service plan server **420** could send malicious code to the webserver **205**. Or, a third party could hack into the service plan server **420** to transmit the malicious program. Recognizing the weaknesses in the FIG. 14A's model, the following multistep approaches were devised.

[0049] FIGS. 14B and 14C show a process and system which utilizes asynchronous page loading. In general, older web browsers are not configured to accept asynchronous page transmissions. As shown in FIG. 14B, a client **500** having a web browser **502** may send a request to a webserver **205** to send a webpage **510** having information on one or more products, images, and service plan information (in other configurations the webpage could contain information on news, sports, entertainment etc). When the request is sent, the webserver **205** may review the query string parameters (information included with the URL to provide server additional information) included within the client's request for the webpage **510**. Using HTTP request headers, the webserver may be able to determine **S510** the version and type of the browser making the request, and from that information, determine whether the browser supports asynchronous page loading. In alternate configurations, the webserver **205** may transmit a webpage to the client which contains a script (see FIG. 14C). This script may attempt to send a request **S505'** to the service plan server **420** to update the webpage, if this procedure succeeds, an embodiment related to FIG. 14C may be followed. (FIGS. 14D and E illustrate examples of configurations of process flows if the script fails or the web browser does not support asynchronous page updating.)

[0050] If the browser supports asynchronous page loading (such as IE 8 or Firefox 3), the web browser may be able to receive updates to a webpage as the web browser is displaying the webpage. Under this approach, the webserver **205** may send **S503** the webpage to the client **500** and an update request **S505** to the service plan server **420**. The service plan server **420** may lookup **S507** the requested information, and transmit **S509** the retrieved information back to the webserver **205**. The webserver may receive the information from the server, format it **S511** into an update for the client, and transmit **S508** the update to the client. Under this model (FIG. 14B), the client **500** can view product information on the webpage **510** quickly, while the service plan server sends updates for the webpage. Updates (shown schematically as ovals) may be implemented in any portion of the webpage and are not necessarily localized to a particular portion of the webpage.

Images and other items having a large file size may also be sent asynchronously via update S512.

[0051] In FIG. 14C, the webserver 205 may send a webpage 510 containing a script (e.g. a java script for instructing the web browser 502 to request additional information from a service plan server 420) to the client. The web browser 502 may transmit S505' information about a particular product so the service plan server 420 can determine which service plan information to look-up. Once the service plan is determined, the service plan server 420 can send S508' service plan information back to the client 500. Either FIG. 14B or 14C may be used to update a client webpage asynchronously. One advantage to FIG. 14B is that the information that the client receives may appear to originate from the webserver 205. This is effective in overcoming ad-blocking technology which may prevent 3rd party webserver from adding content to a webpage. Additionally, the embodiment of FIG. 14B may be effective in distributing information to clients which have their web browser 502 settings set to high levels. Advantages of the topology of FIG. 14C include reduced load time for information in the server plan server 420 because the information does not need to be sent through the webserver 205. Additionally, the topology of FIG. 14B requires the webserver to handle more processing tasks which may require more powerful webserver to implement.

[0052] FIGS. 14D-14E illustrate two embodiments of a webserver process flow for a client that has a web browser which does not support asynchronous page loading (e.g. IE 3 or Firefox 1). In FIG. 14D, the webserver 205 may send a request S513 to determine whether a particular media player (e.g. Adobe Flash Media Player, Microsoft Silverlight, etc.) is installed. If the media player is installed, the webserver 205 can send S503 a webpage 510 containing a media file (e.g. a Flash movie) to the client 500. The media file may be very small and may be placed in a remote location of the webpage 510 so that it is unlikely an individual looking at the webpage will see it. The media file may also be very small in file length (<100 k) and movie length (<1 second). In this step, the transmitted webpage may contain details about the product, possibly images, the media file, and a control. In some embodiments, the control may be written using Java script, an applet, or other programming code. The control may be configured so that it awaits information from the webserver 205 to cause the program to execute and display some type of service plan information.

[0053] As shown in step S514 (FIG. 14D), the program executing the media file may send S514 a request for additional information to webserver 205 (e.g. updated service plan information). Alternatively, the request may be sent directly S514' to the service plan server 420. In FIG. 14D, the webserver 205 may receive S515 the request, and send S516 its own request to the service plan server 420 to lookup S517 service plan information concerning the product the client is viewing. Once the service plan server 420 fetches the needed service plan information (utilizing the techniques explained above, rule engines/Bayesian filters, etc.), the server 420 may format the results it obtains (e.g. using XSLT template), and return S518' data or information back to the webserver 205. To address security concerns that the service plan server 420 may send the webserver 205 a malicious program, the webserver 205 and service plan server 420 may be configured so that the service plan server 420 only sends data (for example XML code and XSLT template) to the webserver 205 (the webserver 205 may be configured only to receive data, i.e. not

program code). The webserver 205 may contain a program for accepting the data. The webserver 205 may also contain a program 530 which will use the received data to generate an executable program, which the webserver 205 can send S518 to the client 500. In some embodiments, the webserver 205 may also send S518 the information (e.g. XML and XSLT) to the client 500. In the former option, once the client 500 has the executable program 530, the browser can cause the program to be executed thereby displaying the service plan information. In the latter option, the information may be passed to the control and be executed by the control to display the service plan information. Also, the service plan server 420 may send the information or program directly to the client 500 (FIG. 14E).

[0054] The configurations illustrated and described in FIG. 14A-E may used independently or combined into a single multistep system/method. For example, the process/system illustrated and described in conjunction with FIGS. 14A, B, and D could be combined into a multistep system/process. Namely, the webserver 205 could determine whether the browser of the client 500 natively supports (either as installed or with add-ins or extensions) asynchronous page loading. If so, the webserver 205 could implement the model shown and described in conjunction with FIG. 14B. If asynchronous page loading is not supported, the webserver 205 could send a webpage containing a script for determining whether a particular media player is installed. If so, the webserver 205 could implement the model shown and described in conjunction with FIG. 14D. If Adobe Flash is not installed (and the browser does not natively support asynchronous page loading), the webserver 205 could implement the model shown and described in conjunction with FIG. 14A. Similarly, the process/system illustrated and described in conjunction with FIGS. 14A, C, and E could be combined into a multistep system/process. Namely, the webserver 205 could send a webpage 510 to the client 500 containing a script. The script could attempt to update the webpage via a third party service plan server 420 (FIG. 14C). If the script fails because asynchronous page updating is not supported (or is disabled), the script could attempt to use a media player to update the content of the webpage (FIG. 14E). If that attempt fails because the media player is not installed, for example, the process of FIG. 14A could be followed. One advantage to using these multi-tiered processes is that these processes identify an efficient way to deliver an updated webpage 520 to the client depending on the software (web browser, media player) installed on the client.

[0055] Although the preceding description of FIG. 14A-E referenced in some locations a system and method designed for updating service plan information in relation to a product listing hosted on a webserver 205, the preceding technology may be adapted to a number of general technical areas/uses. For example, in alternative configurations the service plan server 420 may be a generalized file server containing a database of information of interest to the client 500 or webserver 205. The webserver 205 may be able to send a first version of a webpage to the client, while the file server sends updates to the webpage to the client 500. Additionally, the preceding technology may be adapted to allow webserver 205 to update the webpage as data in the server 420 changes. For example, sports scores or stock prices may be updated on a webpage using this technology without the client refreshing the webpage. In some embodiments the server 420 may alert

the webserver **205** that it contains updated information and push new data to the webserver **205**.

The current assignee of the present application was recently awarded an award by the Consumer Electronics Association for the technology described in the provisional applications 61/245,923; and 61/272,707 (incorporated by reference). The Consumer Electronics Show (an annual awards presentation produced by the Consumer Electronics Association) reviewed a description of the technology underlying this patent application and awarded National Electronic Warranty Company (the current Assignee of this patent application) the "Design and Engineering Showcase Award for 2010. See New Corp's award in the IDS being filed on the same day as this application. CEA grants this award to the company which produces the most innovative developments in "online retail" technology. Also in the IDS are copies of a webpage from CEA announcing the award (currently listed on the web at <http://www.cesweb.org/awards/innovations/2010honorees.asp?category=931397>), and a copy of a webpage from NEW Corp discussing the award (currently listed on the web at <http://www.businesswire.com/portal/site/home/permalink/?ndmViewId=newsview&newsId=20100105006253&newsLang=en>). Consumer Electronics Association is widely regarded as one of the preeminent consumer electronics review organizations in the world, and CEA's decision to award NEW Corp with the award is evidence of the novelty and unobviousness of the below claimed invention. These three documents are hereby incorporated by reference in their entirety.

[0056] The invention may be embodied in other specific forms without departing from the spirit or essential characteristics thereof. The present embodiments are therefore to be considered in respect as illustrative and not restrictive; the scope of the invention being indicated by the appended claims rather than by the foregoing description, and changes which come within the meaning and range of the equivalency of the claims are therefore intended to be embraced therein.

It is claimed:

1. A process for updating information on a webpage hosted by a webserver comprising the steps of:

- a. receiving a request for a webpage from a client executing a web browser;
 - b. sending the request to a file server;
 - c. receiving a response to the request from the file server;
 - d. instructing the webserver to update the webpage;
 - e. transmitting an updated webpage to the client;
- wherein the webpage contains a control having a uniform appearance with the webpage;

wherein said control receives content from the webserver; and said content does not contain a program or executable code; and the control processes the content for displaying a service plan.

2. The process of claim **1** wherein the client executes a media file which causes the client to send the request to the webserver.

3. A process for updating information on a webpage hosted by a webserver comprising the steps of:

- a. receiving a request for a webpage from a client executing a web browser;
- b. transmitting the webpage to the client;
- c. sending the request to a file server;
- d. receiving a response to the request from the file server;
- e. formatting the response into a webpage update; and

f. sending the webpage update to the client to cause the web browser to execute the update.

4. The process of claim **3** wherein the webpage contains a control having a uniform appearance with the webpage; wherein said control:

- a. receives content from the webserver; wherein said content does not contain a program or executable code; and
- b. processes the content for displaying a service plan.

5. The process of claim **3** wherein the client executes a media file which causes the client to send the request to the webserver.

6. A process for updating information on a webpage hosted by a webserver comprising the steps of:

- a. receiving a request for a webpage from a client executing a web browser;
- b. transmitting the webpage to the client;
- c. sending the client a script to execute;
- d. executing the script on the client; said script causing the client to request an update from a file server;
- e. receiving an update for the webpage from the server; and
- f. updating the webpage.

7. The process of claim **6** wherein the webpage contains a control having a uniform appearance with the webpage; wherein said control:

- a. receives content from the webserver; wherein said content does not contain a program or executable code; and
- b. processes the content for displaying a service plan.

8. The process of claim **6** wherein the update is a service plan advertisement.

9. A process for updating information on a webpage hosted by a webserver comprising the steps of:

- a. receiving a request for the webpage from a client executing a web browser;
- b. transmitting the webpage to the client; said webpage containing details, a media file, images, and a control;
- c. executing said media file; said media file causing the client to send an update request to the webserver;
- d. forwarding the update request to the webserver to a file server;
- e. receiving an update from the file server;
- f. sending content based on the update to the client;
- g. displaying the content with the control.

10. The process of claim **9** wherein the control has a uniform appearance with the webpage.

11. The process of claim **9** wherein the control displays a service plan.

12. The process of claim **9** wherein the content is not a program and does not contain executable code.

13. The process of claim **10** wherein the webserver contains a program which is configured only to receive content in the form of information.

14. The process of claim **9** wherein the content is in the form of a program.

15. The process of claim **9** wherein the media file causes the browser to display a short video.

16. The process of claim **9** wherein the media file is Adobe Flash.

17. The process of claim **9** wherein the details include information about a product.

18. A process for updating information on a webpage comprising the steps of:

- a. receiving a request for a webpage from a client executing a web browser;

- b. transmitting the webpage to the client; said webpage containing details, a media file, images, and a control;
- c. executing said media file; said media file causing the client to send an update request to a file server;
- d. generating content at the file server in response to the update request;
- e. sending content based on the client's update request;
- f. displaying the content with the control.

19. The process of claim 18 wherein the control has a uniform appearance with the webpage.

20. The process of claim 18 wherein the control displays a service plan.

21. The process of claim 18 wherein the content is not a program and does not contain executable code.

22. The process of claim 21 wherein the webserver contains a program which is configured only to receive content in the form of information.

23. The process of claim 18 wherein the content is in the form of a program.

24. The process of claim 18 wherein the media file causes the browser to display a short video.

25. The process of claim 18 wherein the media file is Adobe Flash.

26. The process of claim 18 wherein the details include information about a product.

27. A process for updating information on a webpage comprising the steps of:

- a. receiving a request for a webpage from a client executing a web browser;
- b. transmitting a webpage to the client containing a script or applet;
- c. executing the script or applet and, if asynchronous page loading is supported by the web browser, directing the client to: send a request for updated information from a file server and receive updated information on the webpage from the file server; and
- d. if the client's web browser does not support asynchronous page loading, determining whether the client has a particular media player installed; and
- e. if the particular media player is installed:
 - i. playing a media file;
 - ii. using the media player to request updated information from a file server; and
 - iii. updating the webpage with information received from the file server.

28. The webserver of claim 27 wherein a response received from the file server does not contain any executable code.

29. The webserver of claim 27 wherein the instructions in the computer readable media cause the webserver to:

- a. send a copy of the requested webpage to the client;
- b. send an update request to a file server;
- c. receive updated information at the file server; and
- d. send the updated information to the web browser of the client.

30. A webserver containing instructions stored on computer readable media and a processor for causing the webserver to:

- a. receive a request for a webpage from a client executing a web browser;
- b. determine the web browser version and type;
- c. determine from the version and type whether the web browser supports asynchronous page loading;
- d. if asynchronous page loading is not supported by the web browser, the instructions in the computer readable media will cause the webserver to send a webpage containing a script for determining whether a particular media player is installed;
- e. if the particular media player is installed, the instructions in the storage media of the webserver will cause the webserver to:
 - i. send a webpage to the client containing a control and a media file;
 - ii. receive a transmission from a program executing the media file at the client; said transmission containing a request for updated information;
 - iii. send the request for updated information to the file server;
 - iv. receive a response from the file server which contains data; and
 - v. return the data to the client.

31. The webserver of claim 30 wherein the response received from the file server does not contain any executable code.

32. The webserver of claim 30 wherein the instructions in the computer readable media cause the webserver to perform the following steps if asynchronous page loading is supported by the web browser:

- a. send a copy of the requested webpage to the client;
- b. send an update request to a file server;
- c. receive updated information at the file server; and
- d. send the updated information to the web browser of the client.

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