

US Patent & Trademark Office

Patent Public Search | Text View

United States Patent	12393973
Kind Code	B2
Date of Patent	August 19, 2025
Inventor(s)	Spitz; Robert K. et al.

System and method for managing a product exchange

Abstract

An embodiment of this disclosure provides an apparatus. The apparatus includes a memory element configured to store a plurality of products and services and a processor. The processor is configured to receive profile information for a user accessing a plurality of video content. The processor is also configured to receive video content information for each of the plurality of video content being accessed by the user in a smart viewer. The video content information identifies at least one category associated with each of the plurality of video content. The processor is also configured to identify one or more of the plurality of products or services based on the profile information and the at least one category of the video content information. The processor is also configured to send the one or more of the plurality of products or services to the smart viewer.

Inventors: Spitz; Robert K. (Nashua, NH), Downing; Todd (Irving, TX), Briggs; Christian (Austin, TX)

Applicant: AiBUY Holdco, Inc. (Dallas, TX)

Family ID: 1000008764838

Assignee: AiBUY Holdco, Inc. (Plano, TX)

Appl. No.: 18/391483

Filed: December 20, 2023

Prior Publication Data

Document Identifier	Publication Date
US 20240394774 A1	Nov. 28, 2024

Related U.S. Application Data

continuation parent-doc US 17902493 20220902 US 11915299 child-doc US 18391483
continuation parent-doc US 17112656 20201204 US 11436660 20220906 child-doc US 17902493
continuation parent-doc US 15639786 20170630 US 10885570 20210105 child-doc US 17112656

continuation-in-part parent-doc WO PCT/US2015/068311 20151231 PENDING child-doc US
15639786
us-provisional-application US 62526867 20170629
us-provisional-application US 62120210 20150224
us-provisional-application US 62099003 20141231

Publication Classification

Int. Cl.: **G06Q30/00** (20230101); **G06Q10/087** (20230101); **G06Q20/10** (20120101);
G06Q20/12 (20120101); **G06Q30/0601** (20230101)

U.S. Cl.:

CPC **G06Q30/0631** (20130101); **G06Q10/087** (20130101); **G06Q20/102** (20130101);
G06Q20/12 (20130101); **G06Q20/123** (20130101);

Field of Classification Search

CPC: G06Q (30/0631)

References Cited

U.S. PATENT DOCUMENTS

Patent No.	Issued Date	Patentee Name	U.S. Cl.	CPC
5206934	12/1992	Naef, III	N/A	N/A
6446261	12/2001	Rosser	N/A	N/A
6608636	12/2002	Roseman	N/A	N/A
6789120	12/2003	Lee et al.	N/A	N/A
7730132	12/2009	Ludwig et al.	N/A	N/A
8150464	12/2011	Dey	N/A	N/A
8387087	12/2012	Girouard et al.	N/A	N/A
8423467	12/2012	Johansson et al.	N/A	N/A
8910201	12/2013	Zamiska	725/60	H04N 21/458
9047632	12/2014	McCarthy, III	N/A	N/A
9703463	12/2016	Avedissian	N/A	H04N 21/4223
RE46865	12/2017	Schifone	N/A	N/A
10728603	12/2019	Spitz et al.	N/A	N/A
10885570	12/2020	Spitz et al.	N/A	N/A
10945016	12/2020	Downing et al.	N/A	N/A
11436660	12/2021	Spitz et al.	N/A	N/A
11915299	12/2023	Spitz et al.	N/A	N/A
2002/0056109	12/2001	Tomsen	N/A	N/A
2003/0040962	12/2002	Lewis	N/A	N/A
2003/0055723	12/2002	English	N/A	N/A
2004/0139156	12/2003	Matthews et al.	N/A	N/A
2004/0153385	12/2003	Allibhoy et al.	N/A	N/A
2004/0244029	12/2003	Gross	N/A	N/A

2005/0229227	12/2004	Rogers	725/115	H04N 21/4725
2005/0235033	12/2004	Doherty	N/A	N/A
2006/0132607	12/2005	Kimber et al.	N/A	N/A
2006/0256133	12/2005	Rosenberg	N/A	N/A
2007/0150370	12/2006	Staib et al.	N/A	N/A
2007/0260520	12/2006	Jha et al.	N/A	N/A
2008/0097843	12/2007	Menon et al.	N/A	N/A
2008/0162343	12/2007	Bedier	N/A	N/A
2010/0017299	12/2009	Pirani	N/A	N/A
2010/0077428	12/2009	Arnold et al.	N/A	N/A
2010/0082441	12/2009	Doemling et al.	N/A	N/A
2010/0153831	12/2009	Beaton	N/A	N/A
2010/0332329	12/2009	Roberts et al.	N/A	N/A
2011/0071865	12/2010	Leeds et al.	N/A	N/A
2012/0079021	12/2011	Roman et al.	N/A	N/A
2013/0014155	12/2012	Clarke et al.	N/A	N/A
2013/0031582	12/2012	Tinsman et al.	N/A	N/A
2013/0054757	12/2012	Spitz et al.	N/A	N/A
2013/0151340	12/2012	Barbieri et al.	N/A	N/A
2013/0211891	12/2012	Daniel et al.	N/A	N/A
2013/0254018	12/2012	Rao	N/A	N/A
2014/0007155	12/2013	Vemparala et al.	N/A	N/A
2014/0019860	12/2013	Sathish et al.	N/A	N/A
2014/0108111	12/2013	Klein	705/14.16	G06Q 30/0251
2014/0207559	12/2013	Mccord et al.	N/A	N/A
2015/0189355	12/2014	Korbecki	N/A	N/A
2015/0245084	12/2014	Downing et al.	N/A	N/A
2015/0264417	12/2014	Spitz et al.	N/A	N/A
2016/0012398	12/2015	Dantu	705/44	G06Q 20/12
2017/0301003	12/2016	Spitz et al.	N/A	N/A
2021/0334878	12/2020	Spitz et al.	N/A	N/A
2021/0409800	12/2020	Downing et al.	N/A	N/A
2022/0414744	12/2021	Spitz et al.	N/A	N/A

FOREIGN PATENT DOCUMENTS

Patent No.	Application Date	Country	CPC
102483826	12/2011	CN	N/A
WO-2011149491	12/2010	WO	N/A
WO-2015131126	12/2014	WO	N/A
WO-2015138612	12/2014	WO	N/A
WO-2016109810	12/2015	WO	N/A

OTHER PUBLICATIONS

Mistry, Oly, and Sandip Sen. “Tag recommendation for social bookmarking: Probabilistic approaches.” Multiagent and Grid Systems 8.2 (2012): 143-163. cited by examiner
Extended European Search Report for European Application No. 15760646.8, mailed Oct. 24, 2017, 11 pages. cited by applicant

First Office Action for Chinese Application No. 201580013586.8, mailed Feb. 2, 2019, 28 pages. cited by applicant

International Search Report and Written Opinion for International Application No. PCT/US2015/018140, mailed Jun. 3, 2015, 9 pages. cited by applicant

International Search Report and Written Opinion for International Application No. PCT/US2015/019979, mailed Jul. 30, 2015, 10 pages. cited by applicant

International Search Report and Written Opinion for International Application No. PCT/US2015/068311, mailed Apr. 14, 2016, 8 pages. cited by applicant

Jeffay, K. et al., "System Design for Workstation-Based Conferencing with Digital Audio and Video," Proceedings of TRI COMM '91, IEEE Conference on Communications Software: Communications for Distributed Application and Systems, Chapel Hill, North Carolina, Apr. 18-19, 1991, pp. 169-177. cited by applicant

Kappe, F. M., "Aspects of a Modem Multi-Media Information System," Dissertation for the Award of the Academic Degree Doctor of Technical Sciences at the Graz University of Technology, Institute for Foundations of Information Processing and Computer Supported Media (IICM), Graz University of Technology, Jun. 1991, 164 pages. cited by applicant

Mistry, O. et al., "Tag recommendation for social bookmarking: Probabilistic approaches," Multiagent and Grid Systems, Jan. 1, 2012, vol. 8, No. 2, pp. 143-163. cited by applicant

Non-Final Office Action for U.S. Appl. No. 17/902,493, mailed Mar. 9, 2023, 9 pages. cited by applicant

Office Action for U.S. Appl. No. 14/633,986, mailed Dec. 28, 2017, 27 pages. cited by applicant

Office Action for U.S. Appl. No. 14/633,986, mailed Jan. 21, 2020, 30 pages. cited by applicant

Office Action for U.S. Appl. No. 14/633,986, mailed Jun. 5, 2017, 25 pages. cited by applicant

Office Action for U.S. Appl. No. 14/633,986, mailed May 3, 2016, 18 pages. cited by applicant

Office Action for U.S. Appl. No. 14/633,986, mailed Nov. 23, 2016, 21 pages. cited by applicant

Office Action for U.S. Appl. No. 14/633,986, mailed Oct. 26, 2018, 27 pages. cited by applicant

Office Action for U.S. Appl. No. 14/633,986, mailed Sep. 3, 2015, 16 pages. cited by applicant

Office Action for U.S. Appl. No. 14/644,603, mailed Apr. 15, 2016, 8 pages. cited by applicant

Office Action for U.S. Appl. No. 14/644,603, mailed Dec. 4, 2015, 7 pages. cited by applicant

Office Action for U.S. Appl. No. 14/644,603, mailed Jan. 2, 2019, 13 pages. cited by applicant

Office Action for U.S. Appl. No. 14/644,603, mailed Jan. 31, 2017, 16 pages. cited by applicant

Office Action for U.S. Appl. No. 14/644,603, mailed Nov. 2, 2017, 11 pages. cited by applicant

Office Action for U.S. Appl. No. 14/644,603, mailed Oct. 18, 2019, 16 pages. cited by applicant

Office Action for U.S. Appl. No. 14/966,780, mailed Jun. 10, 2016, 21 pages. cited by applicant

Office Action for U.S. Appl. No. 14/966,780, mailed Mar. 9, 2017, 29 pages. cited by applicant

Office Action for U.S. Appl. No. 15/639,786, mailed Jan. 18, 2019, 9 pages. cited by applicant

Office Action for U.S. Appl. No. 15/639,786, mailed Oct. 15, 2019, 11 pages. cited by applicant

Office Action for U.S. Appl. No. 17/112,656, mailed Oct. 13, 2021, 9 pages. cited by applicant

Office Action for U.S. Appl. No. 17/195,284, mailed Feb. 15, 2022, 18 pages. cited by applicant

Reid, F. et al., "An Analysis of Anonymity in the Bitcoin System," Cha. 1 (online), URL: <https://arxiv.org/pdf/1107.4524.pdf>, May 7, 2012, 29 pages. cited by applicant

Rejection Decision for Chinese Application No. 201580013586.8, mailed Mar. 27, 2020, 56 pages. cited by applicant

Second Office Action for Chinese Application No. 201580013586.8, mailed Sep. 20, 2019, 36 pages. cited by applicant

Supplementary Partial European Search Report for European Application No. 15760646.8, mailed Jul. 21, 2017, 7 pages. cited by applicant

Zhang, S., "Ganhui Firm E-Commerce Sites Construction," IT Book of CMFD, No. 3, 2012, pp. 1139-1539. cited by applicant

Background/Summary

CROSS REFERENCE TO RELATED APPLICATIONS (1) This application is a continuation of U.S. patent application Ser. No. 17/902,493, filed Sep. 2, 2022, (now U.S. Pat. No. 11,915,299), which is a continuation of U.S. patent application Ser. No. 17/112,656 filed Dec. 4, 2020, now U.S. Pat. No. 11,436,660, which is a continuation of U.S. patent application Ser. No. 15/639,786, filed Jun. 30, 2017, now U.S. Pat. No. 10,885,570 issued Jan. 5, 2021, which claims priority to and benefit of U.S. Provisional Application No. 62/526,867, filed on Jun. 29, 2017. U.S. patent application Ser. No. 15/639,786 is also a continuation-in-part of International PCT Patent Application No. PCT/US2015/068311, filed Dec. 31, 2015, which in turn claims priority to and benefit of U.S. Provisional Application No. 62/099,003, filed on Dec. 31, 2014, and U.S. Provisional Application No. 62/120,210, filed on Feb. 24, 2015. The entirety of each of the above-identified applications are expressly incorporated by reference herein for all purposes.

TECHNICAL FIELD

(1) The present disclosure is directed, in general, to software, and more specifically, to a system and method for managing a global product exchange and transactions taking place in the global product exchange.

BACKGROUND

(2) The primary current economic model for online video is pure subscription services, traditional video advertisements embedded into the video stream, or a combination of both. The problem with embedded advertising is that it both disrupts the viewer's attention and also requires a transition away from viewing the video content to investigate more, or to purchase the advertised product or service.

SUMMARY

(3) According to an embodiment of the present disclosure, a system and method is disclosed for managing a global product exchange and transactions taking place in the global product exchange.

(4) An embodiment of this disclosure provides an apparatus. The apparatus includes a memory element configured to store a plurality of products and services and a processor. The processor is configured to receive profile information for a user accessing a plurality of video content. The processor is also configured to receive video content information for each of the plurality of video content being accessed by the user in a smart viewer. The video content information identifies at least one category associated with each of the plurality of video content. The processor is also configured to identify one or more of the plurality of products or services based on the profile information and the at least one category of the video content information. The processor is also configured to send the one or more of the plurality of products or services to the smart viewer.

(5) Another embodiment of this disclosure provides a method for product matching. The method includes receiving profile information for a user accessing a plurality of video content. The method also includes receiving video content information for each of the plurality of video content being accessed by the user in a smart viewer. The video content information identifies at least one category associated with each of the plurality of video content. The method also includes identifying one or more of a plurality of products or services based on the profile information and the at least one category of the video content information. The method also includes sending the one or more of the plurality of products or services to the smart viewer.

(6) Yet another embodiment of this disclosure provides a non-transitory computer readable medium

embodying a computer program. The computer program comprising computer readable program code that when executed causes at least one processing device to receive profile information for a user accessing a plurality of video content. The computer program also comprising computer readable program code that when executed causes at least one processing device to receive video content information for each of the plurality of video content being accessed by the user in a smart viewer. The video content information identifies at least one category associated with each of the plurality of video content. The computer program also comprising computer readable program code that when executed causes at least one processing device to identify one or more of the plurality of products or services based on the profile information and the at least one category of the video content information. The computer program also comprising computer readable program code that when executed causes at least one processing device to send the one or more of the plurality of products or services to the smart viewer.

(7) Before undertaking the DETAILED DESCRIPTION below, it may be advantageous to set forth definitions of certain words and phrases used throughout this patent document: the terms “include” and “comprise,” as well as derivatives thereof, mean inclusion without limitation; the term “or,” is inclusive, meaning and/or; the phrases “associated with” and “associated therewith,” as well as derivatives thereof, may mean to include, be included within, interconnect with, contain, be contained within, connect to or with, couple to or with, be communicable with, cooperate with, interleave, juxtapose, be proximate to, be bound to or with, have, have a property of, or the like.

Description

BRIEF DESCRIPTION OF THE DRAWINGS

(1) For a more complete understanding of the present disclosure and its advantages, reference is now made to the following description taken in conjunction with the accompanying drawings, in which like reference numerals represent like parts:

(2) FIG. 1 is a simplified block diagram illustrative of a communication system that can be utilized to facilitate communication between endpoint(s) and endpoint(s) (including but not limited to endpoint compute devices, such as mobile phones, tablets, computers, smart devices, etc.) through a communication network, according to particular embodiments of the disclosure;

(3) FIGS. 2A-2E illustrate a dynamic binding of supplemental transactional items to base content, according to an embodiment of the disclosure;

(4) FIG. 3 illustrates a platform for a master catalog in a product exchange according to an embodiment of the disclosure;

(5) FIG. 4 illustrates a platform for ordering in a product exchange according to an embodiment of the disclosure;

(6) FIG. 5 illustrates a platform for ordering in a product exchange according to an embodiment of the disclosure;

(7) FIG. 6 illustrates a process for managing a product exchange according to an embodiment of the disclosure; and

(8) FIG. 7 is an embodiment of a general purpose computer that may be used in connection with other embodiments of the disclosure to carry out any of the above-referenced functions and/or serve as a computing device for the endpoint(s) of FIG. 1.

DETAILED DESCRIPTION

(9) The FIGURES, discussed below, and the various embodiments used to describe the principles of the present disclosure in this patent document are by way of illustration only and should not be construed in any way to limit the scope of the disclosure. Those skilled in the art will understand that the principles of the present disclosure may be implemented in any suitably arranged system.

(10) FIG. 1 is a simplified block diagram illustrative of a communication system **100** that can be

utilized to facilitate communication between endpoint(s) **110**, endpoint(s) **120**, and **130** through a communication network **140**, according to particular embodiments of the disclosure. As used herein, “endpoint” may generally refer to any object, device, software, or any combination of the preceding that is generally operable to communicate with another endpoint. The endpoint(s) may represent a user device or account, which in turn may refer to a user profile representing a person. The user profile may comprise, for example, an address for the user, a user name, a passcode, other user information, or any combination of the preceding. Additionally, the endpoint(s) may represent a device that comprises any hardware, software, firmware, or combination thereof operable to communicate through the communication network **140**.

(11) Examples of an endpoint(s) include, but are not necessarily limited to, a computer or computers (including servers, applications servers, enterprise servers, desktop computers, laptops, netbooks, tablet computers (e.g., IPAD), a switch, mobile phones (e.g., including IPHONE and ANDROID-based phones), networked glasses (e.g., GOOGLE GLASS)), networked televisions, networked disc players, components in a cloud-computing network, or any other device or component of such device suitable for communicating information to and from the communication network **140**. Endpoints may support Internet Protocol (IP) or other suitable communication protocols. Endpoints may additionally include a medium access control (MAC) layer and a physical (PHY) layer interface that conforms to IEEE 701.11. If the endpoint is a device, the device may have a device identifier such as the MAC address and may have a device profile that describes the device.

(12) The communication network **140** and links **115**, **125**, and **135** to the communication network **140** may include, but are not limited to, a public or private data network; a telephony network, a local area network (LAN); a metropolitan area network (MAN); a wide area network (WAN); a wireline or wireless network (GSM, CDMA, LTE, WIMAX, or the like); a local, regional, or global communication network; portions of a cloud-computing network; a communication bus for components in a system; an optical network; a satellite network; an enterprise intranet; other suitable communication links; or any combination of the preceding. In particular embodiments, portions of the links **115**, **125**, **135** or communication network **140** may be on the Internet.

(13) Although endpoint generally appears as being in a single location, the endpoint(s) may be geographically dispersed, for example, in cloud computing scenarios. As used in this document, “each” may refer to each member of a set or each member of a subset of a set.

(14) When the endpoints(s) **110**, **120**, **130** communicate with one another, any of a variety of security schemes may be utilized. As an example, in particular embodiments, endpoint(s) **120** may represent a client and endpoint(s) **130** may represent a server in client-server architecture. The server and/or servers may host a website. And, the website may have a registration process whereby the user establishes a username and password to authenticate or log in to the website. The website may additionally utilize a web application for any particular application or feature that may need to be served up to the website for use by the user.

(15) Additionally, in particular configurations, the communication between endpoints **110** and **120** may be facilitated through a communication path through endpoint **130**.

(16) Various embodiments described herein may avail benefits from and/or utilize Cinsay, Inc.'s (“Cinsay”) Smart Container™ Technology, which is briefly described below and is also described in U.S. application Ser. No. 13/598,443 filed Aug. 29, 2012 (the entirety of which is hereby expressly incorporated by reference herein for all purposes) and claiming priority to several provisional applications. Cinsay, the Applicant, provides an innovative method for merchants to reach their customers online. In the traditional online sales model, merchants need to create search or display ads which show up when online consumers visit search engine sites or various web properties. If the consumer sees an interesting ad related to a product or service, they need to leave their current activity and visit some other web destination to discover more information or make an online purchase. If the consumer is actively shopping online, then the traditional multistep model

of stopping what they are doing to navigate to a new website may or may not be workable. However, if the consumer is on a social site interacting with friends, reading the news, playing games, or engaged in other online activities, such a consumer is much less likely to leave their current activity to visit some external internet destination.

(17) The Cinsay Smart Container™ code model solves this problem by bringing the product information or store to the consumer. This model utilizes an innovative technology that virally syndicates across the web, for, example using components described with reference to FIGS. 1 and 7 or using other components. Such a technology is ideal for those types of destinations that online consumers tend to frequent such as social networks and blogs. Regardless, if the Smart Container™ code is located on a web page, a blog article, a social network page or wall, or a mobile device, a user can complete their transaction right there with no need to be diverted to some external destination.

(18) Smart Container™ code utilizes intelligent internet objects that virally syndicate and propagate across the web and other connected network and mobile devices. This code can be configured in a variety of ways to address the entire value chain of online marketing and shopping. Non-limiting examples include impressions, clicks, lead generation, and performing e-commerce transactions. A modern shopping experience works best when interactive media is used. One of the most appealing forms of media for sales and shopping is video. Video allows a much more lifelike representation than text or static pictures. Video also creates a much richer product browsing or shopping experience.

(19) Cinsay's Smart Container™ code is normally configured with a video player window, a selection of products or services being offered, and a variety of related video clips. This collection of video clips allows the consumer to learn more about the products or services being offered. The consumer can select any of these offered items to get more details, all enclosed within the Smart Container™ code technology.

(20) These offered items (products or services) may be items being advertised or sold. Depending on the type, the Smart Container™ code may allow the consumer to request to be contacted, or even purchase the object, right there. The consumer need not leave their current activity or web page. The offered items could also include getting discounts or coupons. The consumer may even be an opportunity to donate to a charity or political campaign. Of course, sometimes it does make sense to visit another internet destination, and if appropriate, the consumer can certainly be linked to such a destination as well.

(21) Because the Smart Container™ code handles all the complexity, such code can turn the simplest web site into an instant e-commerce store. This enables anyone to transact online without having to deal with the complexity of setting up an e-commerce site. For merchants with an e-commerce site, the technology readily enables a much richer shopping experience. For the creative hobbyist or local band, the technology lets them readily sell directly to interested consumers.

(22) The Cinsay Smart Container™ code is also auto customizing, according to particular configurations. If the device is a traditional PC or laptop, the code will render using the optimal technology, which may be flash. On mobile devices, such as iPhones, iPads, or Android phones, HTML5 or a native interactive app will likely get used. The items in the Smart Container™ code also know about each other, according to particular configurations. When a video is playing, the container can update the product and service objects being shown that correspond with the particular sequence in a video segment. The code allows a mini QVC shopping channel to be created and syndicated across the internet. Beyond device type, there are other dimensions of customization. Smaller devices and some environments such as social site restrict window sizes, so the Smart Container™ code adapts. In addition, it may be appropriate to provide different content based on geo-location, so the Smart Container™ code can customize for these as well.

(23) Cinsay Smart Container™ code virally syndicate across the internet following the more popular network paths. The code can be hosted on traditional web pages, blogs, contained in

emails, operate on mobile devices, or propagate social networks. Because the Smart Container™ code is flexible, they can also be setup in the form factor of a display ad unit and distributed via ad servers on display advertising networks. When the code exists on social networks like Facebook, they can ride the wave of user “likes.” For example, if a woman shopper likes some great shoes shown in a Smart Container™ object interface, the Smart Container™ object can propagate directly to their “wall.” Now all their friends see the Cinsay smart object, and can view or transact right there on their own wall. Of course, if any of their friends also “like” it, the Cinsay Smart Container™ object propagates and rides the wave further out into that branch of the social network yielding a potential exponential growth factor. Maybe the container does not involve products like shoes, but instead supports a politician running for office. Their supporters may be passionate about the message and “like” it, again making it available to their network. Now, similarly minded political supporters can view those messages too, and if so moved donate to the cause.

(24) Another example is sports. In this case, a sports fan may wish to watch that content on their HD large screen TV. More and more have interconnected devices such as a Roku device and a Chromecast device, and Cinsay Smart Container™ code may be sent to such an IP TV box as well.

(25) When merchants launch and syndicate their Smart Container™ objects onto the internet, they want to know how their campaign is performing. Cinsay Smart Container™ object reports back status on events and transactions of interest such as impressions, video views, clicks, leads, and sales. All such events/transactions can be sent back as events occur, providing details on how they are doing. Because the containers are smart, they can be instructed to change behavior, offer different clips, update products, or to end when it is time to stop the marketing or sales campaign.

(26) Another form of tracking relates to how the Cinsay Smart Container™ code is propagated. A merchant may wish to use affiliates to help syndicate them, and pay them a percentage based on the transactions resulting from their work. Cinsay Smart Container™ objects can be tagged with affiliate tracking identifiers allowing status reports and transactions from that container instance or its descendants to be properly filtered. Another tracking usage may be for a politician to assign affiliate codes to their supporters and be able to measure whose efforts result in the most new supporters.

(27) Cinsay Smart Container™ objects are designed to be highly scalable according to particular configurations. Rather than burden a single website with massive traffic which would result from a traditional model of bringing all consumers to the store, Cinsay Smart Container™ code operates in a distributed manner. Cinsay Smart Container™ code execute where they are, on blog, social network or mobile device. They fetch their instructions when started, and then gather their product items and video streams from a worldwide distributed content delivery network. This results in highly scalable architecture allowing millions of concurrent consumers.

(28) By bringing the store to the customer, Cinsay Smart Container™ code enables many new ways for merchants to connect with their consumers without disrupting the consumer's web activities. The end result is to connect the consumer directly with the merchant eliminating the middleman and promoting a much more natural shopping experience.

(29) The functionality of the above description, once again, may avail from any of the components described in FIGS. 1 and 7 or other suitable components. The code, itself, may be written in any suitable format, including but not limited to Java, C++, C-sharp, HTML, HTML5, and the like.

(30) There exists a variety of content in the world that is independent-existing separate from any special containers such as a Cinsay Smart Container™ code. Certain embodiments of the disclosure seek to harness the power of such content by dynamically binding supplemental transactional items to the underlying base content. As a simple example, a video may be streamed from a content server such as provided by one of many video streaming services. According to certain embodiments of disclosure, supplemental transactional items are added on-the-fly to such content. The below disclosure, among other things, discloses the determination of which supplemental transactional items to provide-given base content, a user profile, a device profile, other possible

items.

(31) FIGS. 2A-2E illustrate a dynamic binding of supplemental transactional items **210** to base content **200**, according to an embodiment of the disclosure. As seen in FIGS. 2A-2E, the base content **200** is generally shown. The base content **200** represents literally any type of visual content—be it a picture, a recorded streaming video, a live stream from a remote location, real-time content from the current location of a device, a web page, or other types of visual content. Although the displayable area for the base content **200** is generally shown as having a rectangular boundary area, the displayable area for the base content **200** may take on other shapes. Additionally, the base content **200** may be shown in (or through) a virtual limitless number of devices from mobile phones to computers to televisions.

(32) As examples of the above, the base content **200** may be a video streamed through a video-based provider such as Youtube, Vimeo, Netflix, Redbox Instant or others-being viewed on a computer, a mobile device, or a television screen or any of suitable device or devices. Alternatively, the base content **200** may be real-time view of content at a current location being viewed through an electronic device such a Google Glass or the real-time view in a mobile computing device such a tablet or a phone. In yet other configurations, the base content **200** may be an image. In still yet other configurations, the base content **200** may be a web page.

(33) Also shown in FIGS. 2A-2E are non-limiting examples of the supplemental transactional items **210a**, **210b**, **210c**, **210d**, and **210e** that are configured to dynamically bind to the base content **200**. Although certain examples are provided, it should be understood that such examples are non-limiting and other configurations may be utilized as will become apparent to one of ordinary skill in the art having read this disclosure.

(34) In certain configurations, the supplemental transactional items **210** may visually be depicted as overlaying the base content—partially transparent or not. An example of supplemental transactional items **210b** overlaying the base content is shown in FIGS. 2B (left position) and 2E. As used herein, reference to an overlay of one piece of content over another does not necessarily mean an actual overlay must occur. Rather, such an overlay can be a visual depiction.

(35) In other configurations, the supplemental transactional items **210** may be positioned outside of the base content **200**, for example, to the left, right, top, bottom, or other positions. Examples of supplemental transactional items outside of a boundary area of the base content **200** are shown in FIGS. 2A and 2C (left position) and 2D.

(36) In certain configurations, the supplemental transactional items **210** may be selectively displayable and/or selectively hideable, for example due to user action or inaction. For example, in certain configurations, a user taking an interaction with the container for the base content may cause a menu with supplemental transactional items **200** to appear. Examples of the configurations in the preceding two sentences are shown in FIGS. 2B and 2C with the double-edged arrows representing selective displayability or selective hideability.

(37) In still yet other configurations, the supplemental transactional items **200** may begin outside an area of the base content **200** and expand to cover—partially transparent or not—the base content **200**. For example, as seen in FIG. 2D, the position of the supplemental transactional items **210d** on the left is just below a displayable area for the base content **200**. However, in the position of the supplemental transactional items **210d** on the right (which may be the result of interactivity by a user), the supplemental transactional items **210d** expands (as shown by area **210d'**) to at least partially overlay the base content **200**. A similar configuration is also shown in FIG. 2E except that the supplemental transactional items **210e** began as an overlay of the screen and area **210e** covers an entire edge of the displayable area for the base content **200**.

(38) In particular configurations, the supplemental transactional items **210** is independent of the base content **200** and is bound on-the-fly as the supplemental transactional items **210** is displayed. For example, in particular settings, a web page may have a container (which may be invoked by an embed code) that instantiates (1) the base content and (2) the supplemental transactional items.

According to certain configurations, the call for the supplemental transactional items can be based on what is being shown in the base content with the supplemental transactional items specifically relating to the base content. The supplemental transaction items can be one or more products or services. Additionally, the supplemental transactional items may be based on other parameters such as a user profile or a geolocation of the user viewing the base content. As another example, in other configurations, a page analyzer can review a web page to determine locations where base content is contained and overlay or adjust such base content. Further details of systems and configurations for selecting the particular supplemental transactional items to display for base content is described below.

(39) According to this specification, the concept of “binding” refers to associating the supplemental transactional items **210** with the base content **200** whereas “dynamic binding” refers to associating content on the fly, for example, upon a detection of the base content. In particular configurations, the initial association may allow the subsequent sharing of both the supplemental transactional items **210** and the base content **200** together as will be described with reference to figures below. More particularly, in certain configurations, an initial dynamic binding yields a shareable container (which may be an embed code or not) that upon being shared to a new device calls the underling base content and the supplemental transactional items. In other configurations, no such container is created. Rather, a dynamic binding or dynamic association of the supplemental transactional items is done for every playing of the video. In yet other configurations, supplemental transactional items may be bound to a video; however, the particular content is dynamically determined when the video is requested for playback.

(40) A variety of technologies may be used for the above described dynamic binding. As a non-limiting configuration, the supplemental transactional items **210** may be configured as one layer in a display where the base content **200** is another layer. In such configurations, the layer for the supplemental transactional items **210** may be forward in the layers to allow an overlay as might be appropriate. In other configurations, the supplemental transactional items **210** may simply be provided a positioning with respect to the base content **200**.

(41) In particular configurations, the supplemental transactional items **210** can be dynamically sized based on a determined size of the base content **200** and/or the spacing configurations for the device on which the base content **200** and supplemental transactional items **210** will be displayed. In other configurations, given a particular size for the base content, the supplemental transactional items **210** may use the same size for a container that requests a slightly reduced size base content **200** with extra room for the supplemental transactional items **210**. In implementing such a configuration, the technology can intercept a request for the base content **200** and redirect such a request for to request a container that, in turn, requests the base content **200** and then the supplemental transactional items **210**. This latter configuration may be beneficial for scenarios where the supplemental transactional items **210** does not overlay the supplemental transactional items.

(42) As alluded to above, in particular configurations, the supplemental transactional items **210** can be based on what is being shown in the base content **200**. A variety of technologies may be utilized to recognize the base content **200**. Additionally, in particular configurations, a combination of technologies may be utilized. Further, as discussed in more details below, the supplemental transactional items **210** can be customized depending on a user and/or device.

(43) Various embodiments described herein may avail benefits from and/or utilize one or more technologies and embodiments described in U.S. application Ser. No. 14/512,204 filed Oct. 10, 2014, U.S. application Ser. No. 14/484,065, filed Sep. 11, 2014, U.S. application Ser. No. 14/484,225, filed Sep. 11, 2014, U.S. application Ser. No. 14/498,800, filed Sep. 26, 2014, U.S. application Ser. No. 14/497,686, filed Sep. 26, 2014, U.S. application Ser. No. 14/633,986, filed Feb. 27, 2015, U.S. application Ser. No. 14/644,603, filed Mar. 11, 2015, in combination with the embodiments disclosed herein; the entirety of each of the aforementioned applications is hereby

expressly incorporated by reference herein for all purposes. Various embodiments described herein may avail benefits from and/or utilize one or more technologies and embodiments as detailed and described in U.S. Pat. App. Pub. No. 2014/0089966, U.S. Pat. App. Pub. No. 2014/0095330, U.S. Pat. App. Pub. No. 2015/0319501, U.S. Pat. App. Pub. No. 2016/0029090, U.S. Pat. App. Pub. No. 2015/0039468, U.S. Pat. App. Pub. No. 2014/0032366, U.S. Pat. App. Pub. No. 2014/0250211, U.S. Pat. App. Pub. No. U.S. Pat. App. Pub. No. 2015/0073919, U.S. Pat. App. Pub. No. 2015/0074710, U.S. Pat. App. Pub. No. 2015/0074711, U.S. Pat. App. Pub. No. 2015/0095455, U.S. Pat. App. Pub. No. 2015/0092111, U.S. Pat. App. Pub. No. 2015/0245084, and U.S. Pat. App. Pub. No. 2015/0264417; the entirety of each of the aforementioned publications is hereby expressly incorporated by reference herein for all purposes

(44) One or more embodiments of this disclosure recognize and take into account that there is a significant shift from television networks and video content providers moving towards providing online access to their video content via streaming internet connections. This trend began with Netflix shifting its focus to online video streaming. In the past few years many others have joined. COMCAST/XFINITY now provides online video streaming to its cable customers for major shows. This allows customers to access video content from anywhere via web, tablet, and mobile devices. HBO now offers its video content via HBO GO. HULU provides a subscription services for both TV and Movie video streaming content. ABC and CBS (CBS All Access) television networks now offer similar capabilities with their content. APPLE TV, ROKU, GOOGLE CHROMECAST, AMAZON FIRE TV offer video player platforms focused on Internet base streaming video content.

(45) The primary current economic model for online video is pure subscription services, traditional video advertisements embedded into the video stream, or a combination of both. The problem with embedded advertising is that it both disrupts the viewer's attention and also requires that transition away from viewing the video content to investigate more, or to purchase the advertised product or service. The business models rely on legacy video advertising models inherited from one way broadcast technology. With the advent of online internet video and video players on computers, tablets, smart phones, and smart streaming players and televisions, there exists opportunities to revolutionize video advertising and to bring a new concept called "video commerce" into the mainstream.

(46) FIG. 3 illustrates a platform **300** for a master catalog in a product exchange according to an embodiment of the disclosure. The platform **300** of FIG. 3 may be particularly well suited for managing data associated with the base content **200** and the supplemental transactional items **210** discussed with reference to FIGS. 2A-2E as well as the SMART CONTAINER objects or code referenced above. As described herein, the supplemental transactional items **210** may contain interactive items that allow users to purchase goods or services.

(47) The platform **300**, according to certain configurations, can have product vendors **305**, master catalog **310**, product server **315**, smart viewer **320**, video category registry **325**, and product inventory levels **330**. Product server **315** can be configured to monitor products to put into a product roll **340**. The determination of which products to put into the product roll **340** is related to a product exchange **345** and product inventory levels **330**.

(48) In an embodiment, product vendors **305** may include, but are not limited to, the different product vendors that are registered with the master catalog, including what products the vendor currently sells, what logos are associated with the vendor, the market of the vendor, and the like.

(49) In an embodiment, a match engine **350** of product server **315** can be configured to retrieve information from smart viewer **320**. Smart viewer **320** can be an example of a SMART CONTAINER. The information can be keywords, hashtags, categories, and the like. In an example, match engine **350** can match keywords and hashtags to products in product exchange **345**.

(50) The smart viewer **320** provides a user interface model for offering non-intrusive products and services integrated with a video viewing experience. The smart viewer **320** allows the viewer to browse and transacts within the video viewing experience through the product roll **340** and

includes the ability to offer products and services related to the video content **343** to the viewer.

The video content **343** can be an example of base content **200** as shown in FIGS. 2A-2E.

(51) The smart viewer **320** is designed to dynamically configure for optimal viewing and operation on a full range of connected devices including smart phones, tables, set top boxes, smart TVs and traditional personal computers. The smart viewer **320** can be virally shared on the Internet via social networks, email, blogs, and related Internet distribution methods. It also provides security controls to choose where to display or block shows and movies worldwide via geo-blocking capabilities that enforce distribution rights. The smart viewer **320** can be used to offer TV show and movie subscription content hosted either on specific Internet destinations, or accessed via viral sharing via shared online user communities.

(52) In addition to offering video entertainment content, the smart viewer **320** provides an enhanced user interface, which supports interactive e-commerce. The e-commerce interface allows users viewing entertainment content to receive, browse, and transact product and service advertisements and offerings from within the smart viewer **320** in the product roll **340**, without interrupting the entertainment content shown in video display **355**.

(53) The match engine **350** of product server **315** can configure the e-commerce advertisement and product offerings to relate to the content of the show or movie being watched. The offered products can dynamically change based on the current show or movie. When the video is shared on social media and through email, the product offerings are also shared.

(54) Currently the online advertising industry uses an exchange model for “display/image” advertising on web properties. Advertising customers may purchase a quantity of display ad impressions to be shown over a certain period of time. Billing modes may consist of the number of display impressions delivered and/or the number of displayed ads which was actually acted on by end users. These ad exchanges maintain a large collection of affiliate target web properties that they serve display ads on. These target website properties receive financial compensation for showing ads on their web site(s). The target web sites are typically categorized into market types. Various target websites may have an orientation towards sports, technology, home improvement, travel, automotive, hobbies, etc. Different areas of particular target website properties may be in different categories. For example news websites may have different sections of their site devoted to sports, entertainment, technology, etc. When advertisers purchase display ad impressions, the advertisers also will specify which market categories of websites that the advertisers desire ads to be displayed. Target website properties in the affiliate network provision empty “ad slots” on their website. Each time a particular webpage is displayed for that website, that page will dynamically call the ad exchange to fill the ad slot and the ad exchange will be determined based the current pool of ads needing display, the market category of the page being displayed, and other criteria such as end user attributes.

(55) There exists no such model for the direct sale of online goods and services. Various embodiments of this disclosure provide an online product exchange for the sales of video e-commerce goods and services sold within the smart viewer **320**. Product vendors **305**, such as online ecommerce vendors who wish to sell their goods online, can enter their various product offerings into the product exchange **345**.

(56) The video category registry **325** maintains an inventory of video and movie content being displayed in the universe of currently active smart viewer properties and video categories **360**. The video categories **360** can contain information about brands, products, services, people, and the like. In one example embodiment, the video category registry **325** can also be referred to as video content information. The video category registry **325** could also include other types of information about the video, such as length of time, audience rating, critic rating, Motion Picture Association of America rating, popularity, rate at which users buy products sold with the video, etc.

(57) The smart viewer **320** provides an option for products and services being shown in the active product roll **340** to dynamically fetch from the current inventory, based on product inventory levels

330, of available products and services in the online product exchange **345**. Items fetched will be matched by match engine **350** on criteria related to the video(s) being shown as well as other end user attributes. The user attributes can be stored in a database for user profiles **347**. Each profile in the user profiles **347** can include a number of user attributes. User attributes may include geography, time of day, and user demographic information. Other criteria which may influence which items from the product exchange **345** are shown may include inventory levels, price tier, etc. The items may be shown in a product slot **365** of the product roll **340**.

(58) The owner of a particular smart viewer may configure online product rolls to offer only their own products or a blend including relevant items from the online product exchange **345**. End users viewing the video in the smart viewer **320** may directly purchase items in the product roll **340**, including those coming from the exchange **345**, without a need to disrupt watching the video or traveling to other web destinations to complete their purchase.

(59) FIG. 4 illustrates a platform **400** for ordering in a product exchange according to an embodiment of the disclosure. The platform **400** of FIG. 4 may be particularly well suited for managing data associated with the base content **200** and the supplemental transactional items **210** discussed with reference to FIGS. 2A-2E as well as the SMART CONTAINER objects or code referenced above. As described herein, the supplemental transactional items **210** may contain interactive items that allow users to purchase goods or services.

(60) The platform **400**, according to certain configurations, can have a fulfillment manager **405**, billing manager **410**, credit card processing **415**, product inventory levels **420**, product order log **425**, fulfillment channel selection **430**, vendor defined **435**, vendors orders **440**, smart viewer **320**, and product roll **340**. The smart viewer can include an e-commerce transaction overlay **445** and product roll **340** can include product slots **365**. The product inventory levels **420** can be one example of product inventory levels **330** of FIG. 3.

(61) The owner of a particular smart viewer **320** can receive a commission for products sold in the product roll **340** in their smart viewer **320**, which comes from the product exchange. Commission rates may vary based on business agreements related to volume, geography served, product category, and the like. In other embodiments, the owner of the smart viewer **320**, product vendors **305**, owner of the product exchange **345**, or a combination thereof can collect commission and/or fees from the sale of products or services sold in the smart viewer **320**. The smart viewer **320** can be implemented anywhere in the world and each instance of the smart viewer **320** can be different or the same from another instance of the smart viewer **320** allowing for vendors **305** to sell products globally.

(62) Since the product roll **340** within the smart viewer **320** may contain product offerings from multiple sources, the fulfillment of orders may need to be subdivided by the fulfillment manager **405**. The online product exchange **345** maintains a fulfillment channel attribute, which controls how various products are paid for and shipped. The e-commerce transaction overlay **445** allows end users to use a single unified payment method for their order, and product exchange backend services through the billing manager **410** allocate payments to the various product suppliers involved in the order for a given customer.

(63) The smart viewer **320** provides the infrastructure for this multi-dimensional multi-vendor master product catalog along with fulfillment channels with fulfillment channel selection **430** where with a vendor defined **435** to complete vendor orders **440**. Fulfillment channel selection **430** identifies what entity will ship or fulfill the product. Vendor defined **435** identifies vendor associated with each fulfillment.

(64) This allows a wide range of matching appropriate and optimal product content between show and movie content and product offerings. Product matching rules for the master product and advertising catalog can be configured based on licensing and business agreements such that only certain business affiliates or fulfillment channels are utilized for particular product or advertising content. The matching engine uses a variety of analytical modes is used to determine optimal

matches. Matching criteria may include user attributes in a user profile, such as user profiles **357** of FIG. **3**, for example, user demographics, viewing preferences, geographic location, age, postal code, gender, likes/dislikes, a time of day of video content access, local neighborhood, shopping behavior, and purchase history. The product matching rules can be configured by the owner of the smart viewer **320**, product vendors **305**, owner of the product exchange **345**, or a combination thereof.

(65) In addition to core product offerings, the e-commerce transaction overlay **445** can be configured to display additional recommended, trending or the most popular products within or external to the viewing window. Such recommendations are customized to what's new and what the user has been watching.

(66) The smart viewer **320** infrastructure also offers entertainment content review and recommendation services. Based on viewer history, the engine will recommend appropriate shows and movies to watch. It can be configured to display related reviews using both internal content as well as imported review content from external services such as "Rotten Tomatoes". A consolidated advanced ratings system can calculate all user opinions for given shows and display multi-dimensional user feedback for any given show or movie.

(67) It also supports a coupon and discounting system to incentivize users to try out or purchase specific content. These incentives can be configured based on product inventory levels as well as user purchase and viewing behavior. In addition to coupons, a rewards mechanism is available to provide discounts and promotional "bucks" to allow users to earn points for watching various shows and movies, and redeemed when shopping within the e-commerce environment. The more a user watches, the more reward bucks they earn. These "bucks" are redeemable in any video smart store for any product and applied towards discounts and sales.

(68) Credit card processing **415** can process a credit card or other method of payment for each vendor that is part of the transaction. In another embodiment, a single processing is performed and then each vendor is paid separately by the entity receiving the funds from single processing.

(69) Product order log **425** can keep a record of all orders and product inventory labels can print labels for shipping from a fulfillment center.

(70) FIG. **5** illustrates a platform **500** for ordering in a product exchange according to an embodiment of the disclosure. The platform **500** of FIG. **5** may be particularly well suited for managing data associated with the base content **200** and the supplemental transactional items **210** discussed with reference to FIGS. **2A-2E** as well as the Smart Container™ objects or code referenced above. As described herein, the supplemental transactional items **210** may contain interactive items that allow users to purchase goods or services.

(71) The platform **500**, according to certain configurations, can have product order log **425** and reconciliation manager **502**. The reconciliation manager **502** can receive information from the product order log **425** regarding different orders and reconcile the collected funds to send out individual vendor payments **504** and smart viewer product commission **506**.

(72) FIG. **6** illustrates a process **600** for managing a product exchange according to an embodiment of the disclosure. The process **600** described with reference to FIG. **6** generally corresponds to the platform **300** of FIG. **3**, platform **400** of FIG. **4**, and platform **500** of FIG. **5**. The various operations below may be performed by a decision engine, controller, or a combination of the two while in connection with a memory element.

(73) At operation **610**, a controller is configured to receive user information and content information. At operation **620**, the controller is configured to match the user information and the content information to one or more of a plurality of products or services. At operation **630**, the controller is configured to send the one or more products or services to a smart viewer. At operation **640**, the controller is configured to receive a selection for a transaction to purchase one of the one or more products or services. At operation **650**, the controller is configured to identify a product vendor for each of the one or more products or services. At operation **660**, the controller is

configured to process the transaction. At operation 670, the controller is configured to reconcile the transaction to identify a portion of the transaction for each of the product vendors and an owner of the smart viewer.

(74) FIG. 7 is an embodiment of a general purpose computer 710—components of which that may be used in connection with other embodiments of the disclosure to carry out any of the above-referenced functions and/or serve as components for a computing device for endpoint(s) 110 and endpoint(s) 120 of FIG. 1. General purpose computer 710 may generally be adapted to execute any of the known OS2, UNIX, Mac-OS, Linux, Android and/or Windows Operating Systems or other operating systems. The general purpose computer 610 in this embodiment includes a processor 712, a random access memory (RAM) 714, a read only memory (ROM) 716, a mouse 718, a keyboard and input/output devices such as a printer 624, disk drives 722, a display 726 and a communications link 728. In other embodiments, the general purpose computer 710 may include more, less, or other component parts. Embodiments of the present disclosure may include programs that may be stored in the RAM 714, the ROM 716 or the disk drives 722 and may be executed by the processor 712 in order to carry out functions described herein. The communications link 728 may be connected to a computer network or a variety of other communicative platforms including, but not limited to, a public or private data network; a local area network (LAN); a metropolitan area network (MAN); a wide area network (WAN); a wireline or wireless network; a local, regional, or global communication network; an optical network; a satellite network; an enterprise intranet; other suitable communication links; or any combination of the preceding. Disk drives 722 may include a variety of types of storage media such as, for example, floppy disk drives, hard disk drives, CD ROM drives, DVD ROM drives, magnetic tape drives or other suitable storage media. Although this embodiment employs a plurality of disk drives 722, a single disk drive 722 may be used without departing from the scope of the disclosure.

(75) Although FIG. 7 provides one embodiment of a computer that may be utilized with other embodiments of the disclosure, such other embodiments may additionally utilize computers other than general purpose computers as well as general purpose computers without conventional operating systems. Additionally, embodiments of the disclosure may also employ multiple general purpose computers 710 or other computers networked together in a computer network. Most commonly, multiple general purpose computers 710 or other computers may be networked through the Internet and/or in a client server network. Embodiments of the disclosure may also be used with a combination of separate computer networks each linked together by a private or a public network.

(76) Additionally, in particular embodiments, the general purpose computers 710 computers may be mobile devices that include features such as cameras, camcorders, GPS features, and antennas for wireless communications. Mobile devices such as these include those marketed as iPhone and Android phones.

(77) Several embodiments of the disclosure may include logic contained within a medium. In the embodiment of FIG. 7, the logic includes computer software executable on the general purpose computer 710. The medium may include the RAM 714, the ROM 716, the disk drives 722, or other mediums. In other embodiments, the logic may be contained within hardware configuration or a combination of software and hardware configurations.

(78) The logic may also be embedded within any other suitable medium without departing from the scope of the disclosure.

(79) It will be understood that well known processes have not been described in detail and have been omitted for brevity. Although specific steps, structures and materials may have been described, the present disclosure may not be limited to these specifics, and others may be substituted as it is well understood by those skilled in the art, and various steps may not necessarily be performed in the sequences shown.

(80) While this disclosure has described certain embodiments and generally associated methods, alterations and permutations of these embodiments and methods will be apparent to those skilled in

the art. Accordingly, the above description of example embodiments does not define or constrain this disclosure. Other changes, substitutions, and alterations are also possible without departing from the spirit and scope of this disclosure, as defined by the following claims.

Claims

1. An apparatus, comprising: a non-transitory memory configured to store indications of a plurality vendors; and a processor configured to: receive an indication of a user accessing a video; select a vendor from the plurality of vendors based on an item featured in the video and information about a licensing and/or a business agreement associated with the vendor and the item featured in the video; and send a container including a supplemental transactional item that is associated with the vendor bound to the video accessed by the user, the container configured to: cause the video to be displayed, and cause the supplemental transaction item to be displayed in response to the item featured in the video being shown in the video, without re-directing or disrupting the display of the video.
2. The apparatus of claim 1, wherein the processor is further configured to: receive an indication of a selection of the supplemental transaction item; and process a transaction with the vendor without re-directing or disrupting the display of the video.
3. The apparatus of claim 2, wherein the user accesses the video via a smart viewer, the processor further configured to: reconcile the transaction to identify a first portion of the transaction for the vendor and a second portion of the transaction for an owner of the smart viewer.
4. The apparatus of claim 1, wherein the the processor is further configured to: identify inventory levels of a product associated with the item featured in the video and each vendor from the plurality of vendors the vendor selected based on the inventory levels.
5. The apparatus of claim 1, wherein the processor is further configured to select the vendor based on profile information associated with the user, the profile information including one or more of a geographic location of the user, a time of day of the user access to the video, a user preference, a neighborhood associated with the user, shopping behavior associated with the user, purchase history associated with the user, or user demographic information.
6. The apparatus of claim 1, wherein the processor is further configured to select the vendor based on information about at least one of a brand, a rating, or a measure of popularity.
7. A processor-implemented method, comprising: receiving an indication of a user accessing a video; selecting a vendor from a plurality of vendors based on an item featured in the video and information about a licensing and/or business agreement associated with that vendor and the item featured in the video; and sending a container including a supplemental transactional item bound to the video accessed by the user, the container configured to: cause the video to be displayed, and cause the supplemental transaction item to be displayed in response to the item featured in the video being shown in the video, without re-directing or disrupting the display of the video.
8. The method of claim 7, further comprising: receiving an indication of a selection of the supplemental transaction item; and processing a transaction with the vendor without re-directing or disrupting the display of the video.
9. The method of claim 8, wherein the video is accessed via a smart viewer, the method further comprising: reconciling the transaction to identify a first portion of the transaction for the vendor and a second portion of the transaction for an owner of the smart viewer.
10. The method of claim 7, further comprising: identifying inventory levels of a product associated with the item featured in the video and each vendor from the plurality of vendors, the vendor selected based on the inventory levels.
11. The method of claim 7, wherein the selecting of the vendor is further based on profile information associated with the user that includes one or more of a geographic location of the user, a time of day of the user access to the video, a user preference, a neighborhood associated with the

user, shopping behavior associated with the user, purchase history associated with the user, or user demographic information.

12. The method of claim 8, wherein the selecting of the vendor is further based on information about at least one of a brand, a rating, or a measure of popularity.

13. A non-transitory computer readable medium embodying a computer program, the computer program comprising computer readable program code that when executed causes at least one processor to: receive an indication of a user accessing a video; select a vendor from a plurality of vendors based on an item featured in the video and information about a licensing and/or business agreement associated with that vendor and the item featured in the video; and send a container including a supplemental transactional item bound to the video accessed by the user, the container configured to: cause the video to be displayed, and cause the supplemental transaction item to be displayed in response to the item featured in the video being shown in the video, without re-directing or disrupting the display of the video.

14. The non-transitory computer readable medium of claim 13, wherein the computer readable program code, when executed, further causes the at least one processor to: receive an indication of a selection of the supplemental transaction item; and process a transaction with the vendor without re-directing or disrupting the display of the video.

15. The non-transitory computer readable medium of claim 14, wherein the user accesses the video via a smart viewer and the computer readable program code, when executed, further causes the at least one processor to: reconcile the transaction to identify a first portion of the transaction for the vendor and a second portion of the transaction for an owner of the smart viewer.

16. The non-transitory computer readable medium of claim 13, wherein the computer readable program code, when executed, causing the at least one processor: identify inventory levels a product associated with the item featured in the video and each vendor from the plurality of vendors, the vendor selected based on the inventory levels.

17. The non-transitory computer readable medium of claim 13, wherein the computer readable program code, when executed, further causes the processor to select the vendor based on profile information associated with the user that includes one or more of a geographic location of the user, a time of day of the user access to the video, a user preference, a neighborhood associated with the user, shopping behavior associated with the user, purchase history associated with the user, or user demographic information.

18. The non-transitory computer readable medium of claim 15, wherein computer readable program code, when executed, further causes the processor to select the vendor based on information about at least one of a brand, a rating, or a measure of popularity.

19. The non-transitory computer readable medium of claim 13, wherein the container is further configured to cause the supplemental transaction item to be displayed at least partially overlapping the video.

20. The non-transitory computer readable medium of claim 13, wherein the container is further configured to cause the supplemental transaction item to be displayed outside a window containing the video.
