



# Small E-Commerce Portfolio for Sale

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# Ecomm1 for Sale

- US 6847953 reissued as US RE 42,760 plus one Application: US 12/552,134
- eComm1 Portfolio “Order Match” is a global online transaction technology allowing payments for digital orders to be made without the need for credit card information to be transmitted by the customer or stored by the merchant, reducing the risk of fraud while providing merchants a way to streamline order processing.
- Leveraging existing financial infrastructures, eComm1 Portfolio technologies have become central to the core engines powering millions of transactions per day for some of the world’s largest online payment processing services used by PayPal, Google Checkout, app stores, and more.
- Relevant companies include PayPal(Ebay), Amazon, Google.

# Background

## Overview

- The explosive growth of electronic commerce has dramatically increased credit card piracy threats associated with traditional online transactions that transmit sensitive user data over global networks.
- According to the US Department of Justice, in July 2012, internet-related credit card and ATM card fraud totaled \$3.33B per year worldwide.
- In order to provide a trustworthy shopping experience to customers, Online Merchants hosting in-house payment processing must stay vigilant in the costly cat-and-mouse information security race – diverting precious resources from their core business of order-fulfillment operations.
- This portfolio of technologies prevents sensitive payment ID information from being transmitted over the network, offering customers and online merchants a safe and trusted infrastructure to process sales orders while simplifying payment processing.



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