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Hoffberg

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(54) **SYSTEM AND METHOD FOR PROVIDING A PAYMENT TO A NON-WINNING AUCTION PARTICIPANT**

(76) Inventor: **Steven M. Hoffberg**, West Harrison, NY (US)

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(51) **Int. Cl.**
G06Q 30/00 (2012.01)

(52) **U.S. Cl.**
USPC **705/26.3**; 705/14.71

(58) **Field of Classification Search**
USPC 705/14.71, 26.3
See application file for complete search history.

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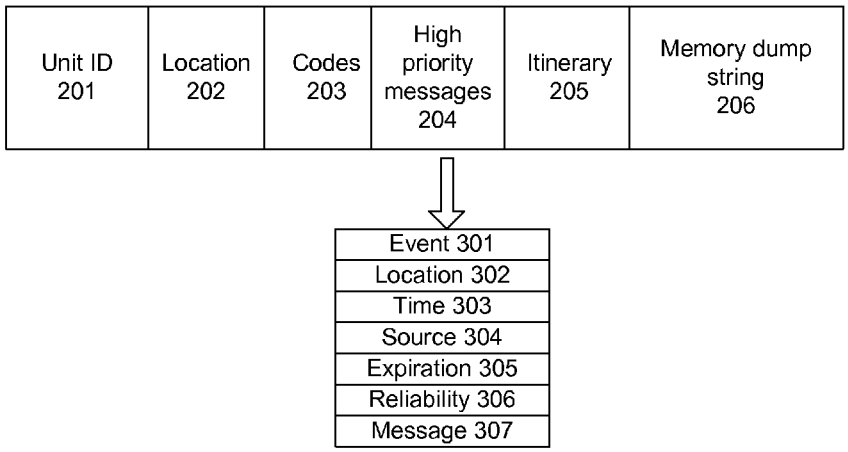
Primary Examiner — John Van Bramer
(74) *Attorney, Agent, or Firm* — Steven M. Hoffberg; Ostrolenk Faber LLP

(57) **ABSTRACT**

A system and method providing for communication and resolution of utility functions between participants, wherein the utility function is evaluated based on local information at the recipient to determine a cost value thereof. A user interface having express representation of both information elements, and associated reliability of the information. An automated system for optimally conveying information based on relevance and reliability.

25 Claims, 5 Drawing Sheets