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(54) **METHOD FOR DELIVERING ELECTRONIC CONTENT FROM AN ONLINE STORE**

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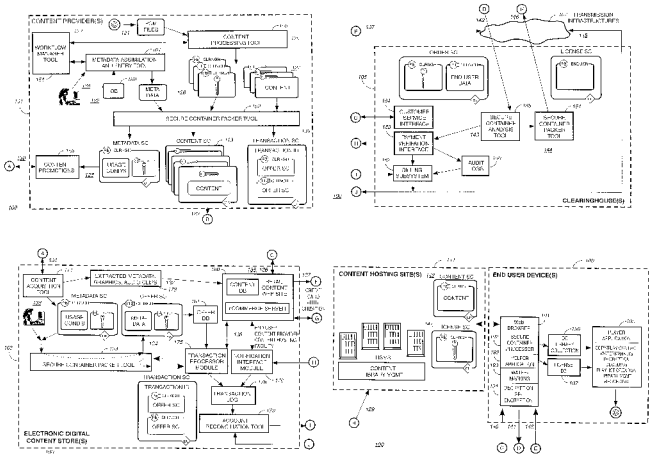
(57) **ABSTRACT**

A method for permitting the electronic delivery of digital content. Metadata is acquired which has been previously associated with content. Promotional metadata is extracted for use with a electronic store. At least one of the metadata is altered to create offer data. And at least one of the metadata is altered to create transaction data. In accordance with another aspect of the invention, a computer readable medium is described to carry out the above method.

28 Claims, 21 Drawing Sheets