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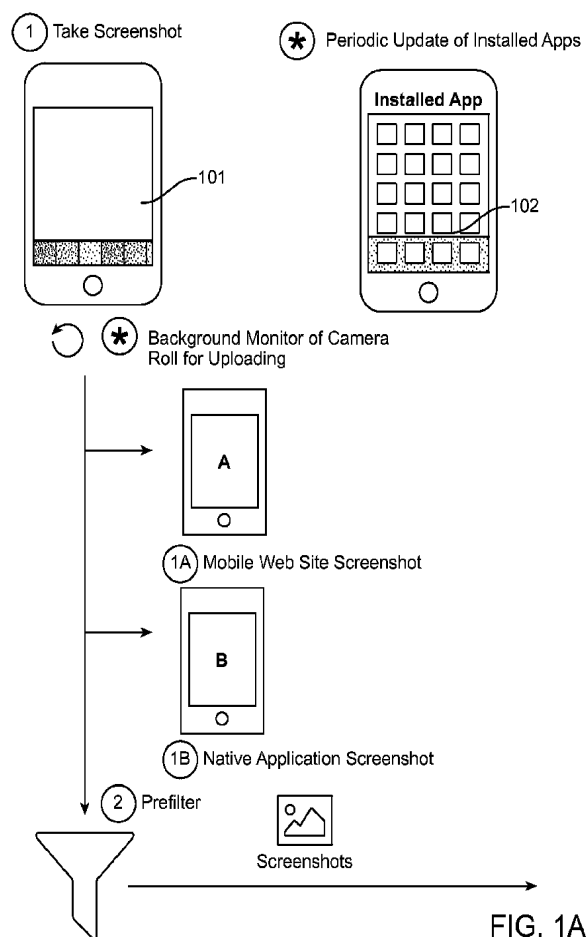
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(54) **Titre : E-COMMERCE UTILISANT DES CAPTURES D'ECRAN**
(54) **Title: SCREENSHOT-BASED E-COMMERCE**



(57) **Abrégé/Abstract:**

Provided are computer systems, methods, and non-transitory computer-readable medium configured for analyzing and using screenshots. The analysis and use can entail receiving a screenshot comprising identifying information of a merchandise, retrieving a candidate merchandise, offered for sale by a vendor, which candidate merchandise is a potential match to the merchandise according to the identifying information; and displaying the candidate merchandise.



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Datbayev et al.(10) **Pub. No.: US 2014/0279183 A1**(43) **Pub. Date: Sep. 18, 2014**(54) **METHOD AND SYSTEM FOR
APPEARANCE-RELATED COMMERCE****Publication Classification**(71) Applicant: **Personalized Beauty Discovery, Inc.**,
San Mateo, CA (US)(51) **Int. Cl.**
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San Mateo, CA (US)(21) Appl. No.: **14/217,452**(22) Filed: **Mar. 17, 2014****Related U.S. Application Data**(60) Provisional application No. 61/800,522, filed on Mar.
15, 2013.(57) **ABSTRACT**

Methods and systems of optimization are provided for a products subscription service in appearance-related commerce for a plurality of users that considers the relevant set of attributes of a customer against the available products in order to personalize the products contained in the customer recommended packages. A customer's physical characteristics, actions and preferences are matched with different products available during the subscription period. The process maximizes the chances the customer will receive products that are preferable and in turn increase probability of the provider retaining subscribers. Optimization is achieved by a two phase approach involving 1) determination of the beauty product combinations, i.e. determination of what items go into a set number of variety of bags/packages; and 2) assigning one of those bag types to each customer; thereby obtaining the maximum utility for the customer with the constraints of limited amount of product and product combination types.

