



US 20100162137A1

(19) **United States**

(12) **Patent Application Publication**

Ganz et al.

(10) **Pub. No.: US 2010/0162137 A1**

(43) **Pub. Date: Jun. 24, 2010**

(54) **ITEM CUSTOMIZATION AND WEBSITE CUSTOMIZATION**

Publication Classification

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(51) **Int. Cl.**
G06F 3/048 (2006.01)
G06Q 30/00 (2006.01)
G06Q 50/00 (2006.01)
G06F 15/16 (2006.01)

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(52) **U.S. Cl.** 715/757; 705/27; 715/810

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(57) **ABSTRACT**

(21) Appl. No.: **12/554,294**

Customized item that is usable on both a website as an item in a virtual world, and outside the website as a tangible item in the real world is provided and described. One single customization is used to create both items. The item can be the same in the virtual world as it is in the virtual world, or can be different in the virtual world.

(22) Filed: **Sep. 4, 2009**

Related U.S. Application Data

(60) Provisional application No. 61/140,256, filed on Dec. 23, 2008.

