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(12) **United States Patent**  
**Meiresonne**

(10) **Patent No.:** **US 8,538,822 B1**

(45) **Date of Patent:** **Sep. 17, 2013**

(54) **METHOD AND SYSTEM TO ESTABLISH A COMMUNICATIVE CONNECTION BETWEEN A SUPPLIER AND A CONSUMER OVER THE INTERNET**

(76) Inventor: **Michael Meiresonne**, Grand Rapids, MI (US)

(\* ) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 1238 days.

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(21) Appl. No.: **11/731,992**

(22) Filed: **Apr. 2, 2007**

**Related U.S. Application Data**

(60) Provisional application No. 60/787,848, filed on Mar. 31, 2006.

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

(52) **U.S. Cl.**  
USPC ..... **705/26.1**

(58) **Field of Classification Search**  
USPC ..... 705/26-27, 26.1-27.2  
See application file for complete search history.

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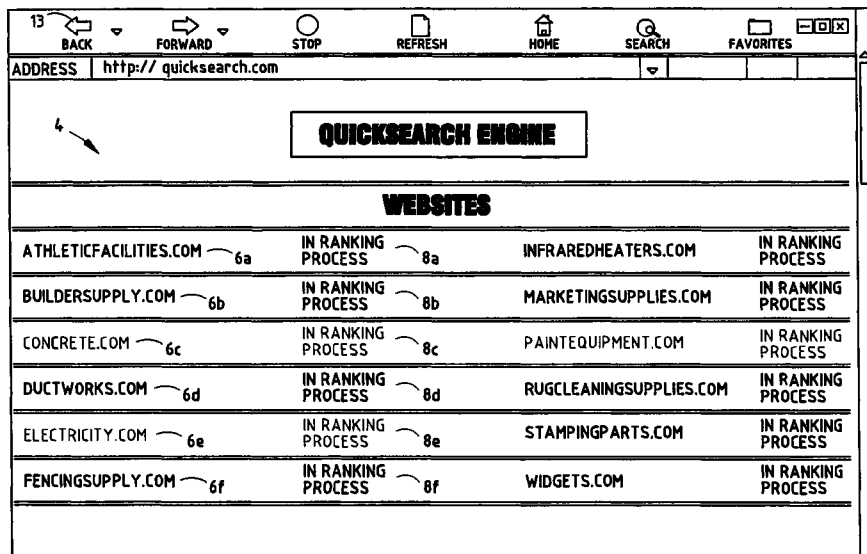
(Continued)

*Primary Examiner* — Jeffrey A Smith  
*Assistant Examiner* — Ethan D Civan  
 (74) *Attorney, Agent, or Firm* — Price Heneveld LLP

(57) **ABSTRACT**

A method and system for the establishment of a communicative connection between a supplier of goods or services and a potential consumer of such goods or services over the Internet via a Web site or Web sites specially engineered so that conventional Internet search engines consider the Web site(s) to be (a) highly relevant Web site(s).

**17 Claims, 45 Drawing Sheets**



(56)

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<http://web.archive.org/web/19981212023239/http://www.bizrate.com/>.  
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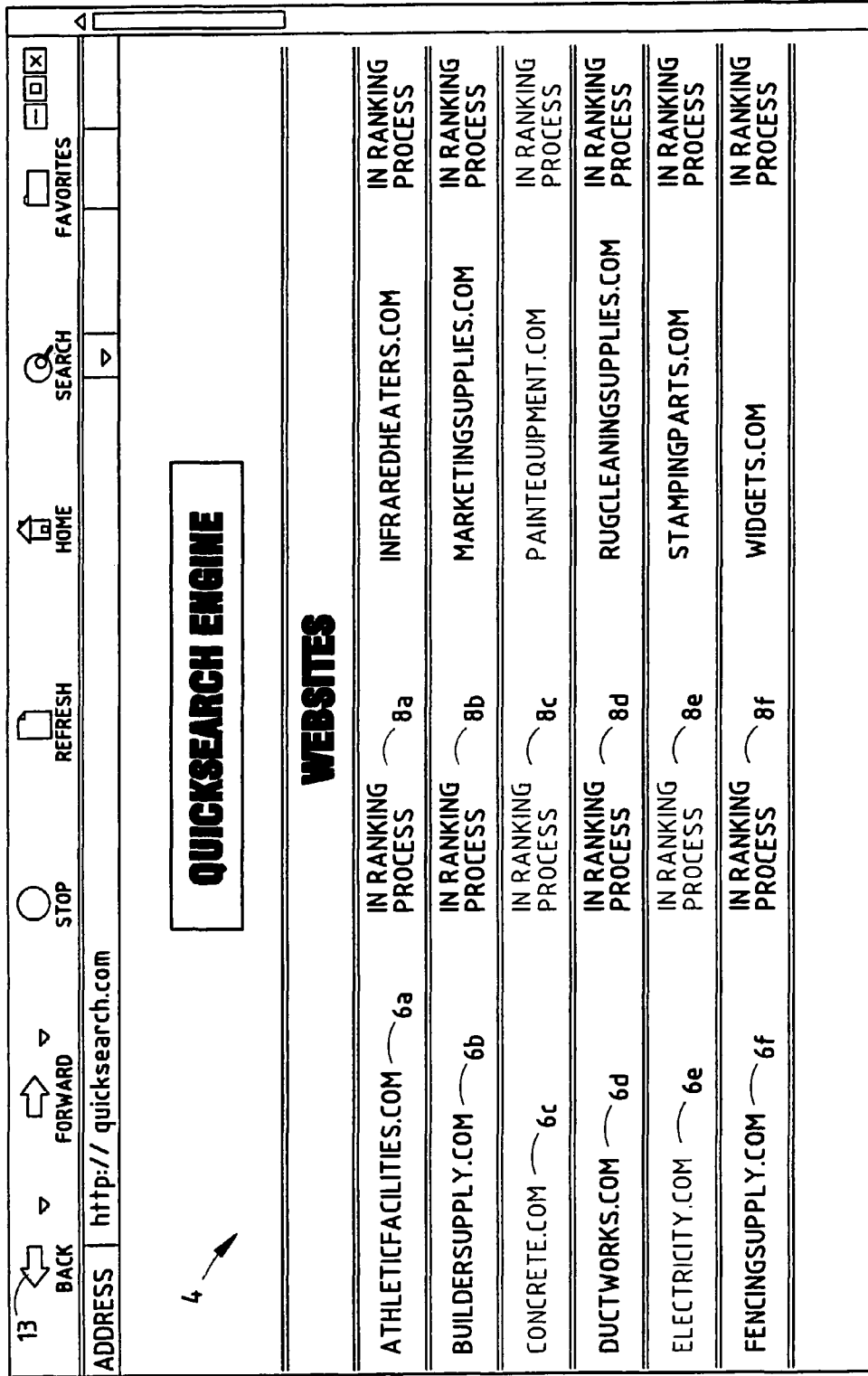


FIG. 1

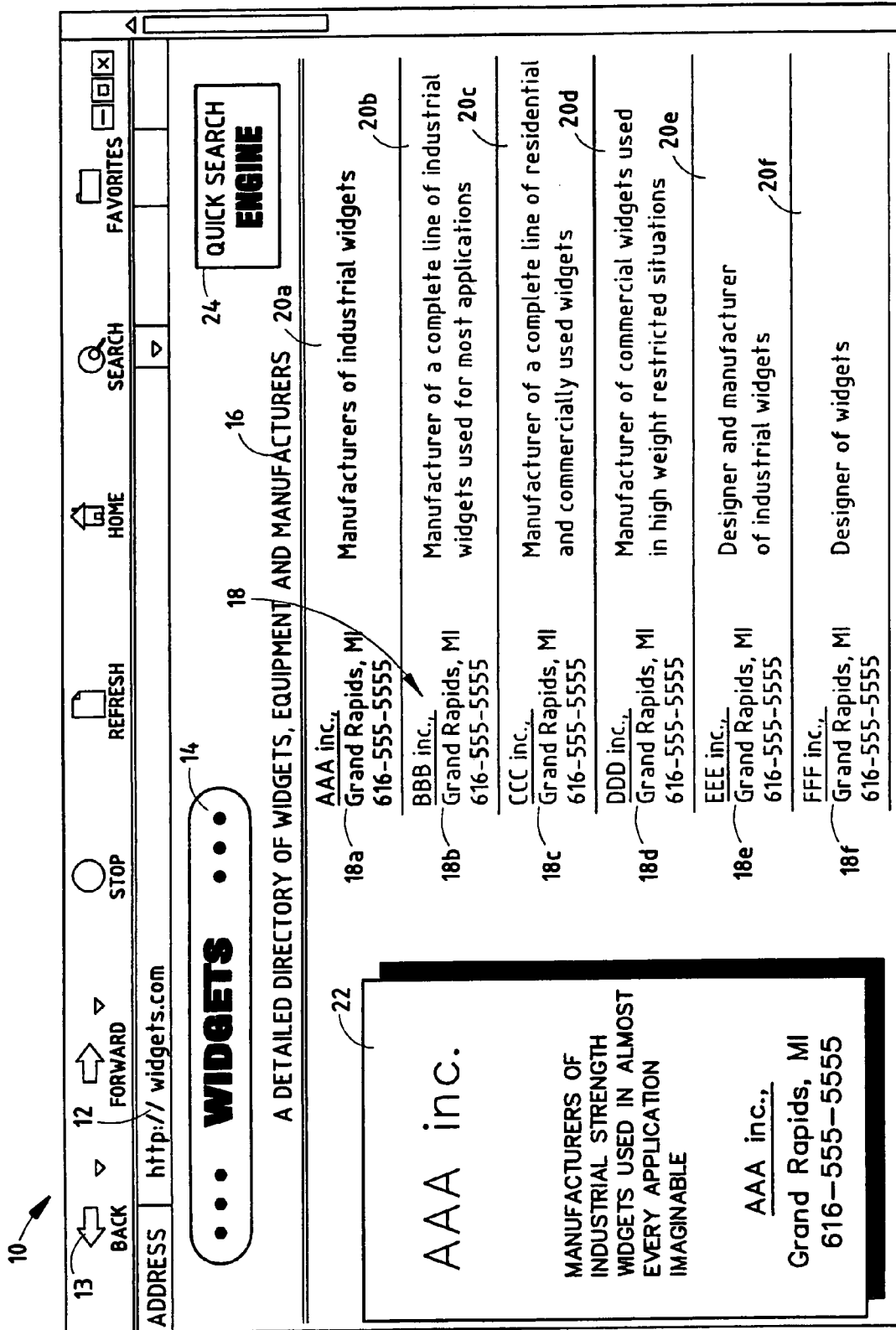


FIG. 2

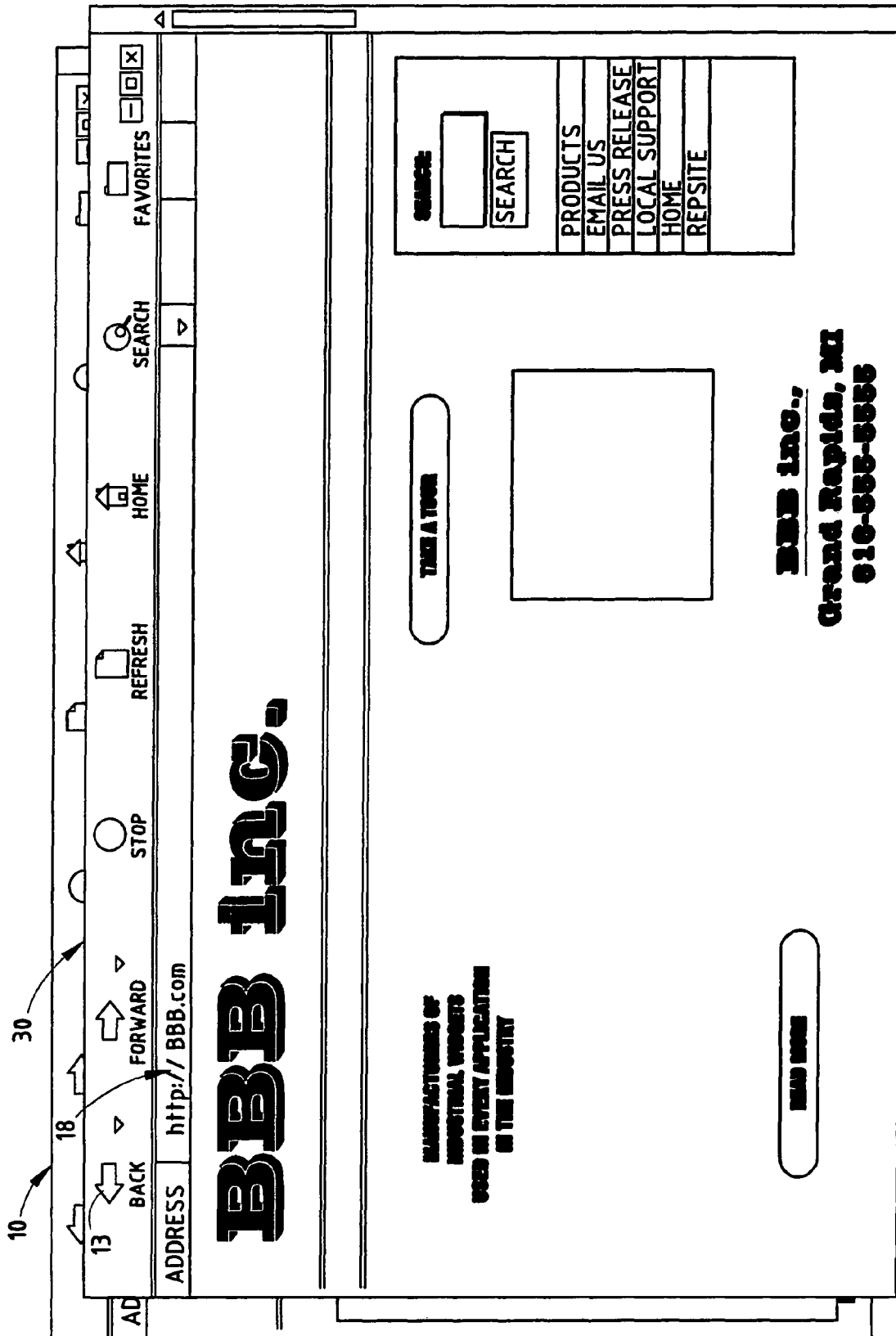


FIG. 3

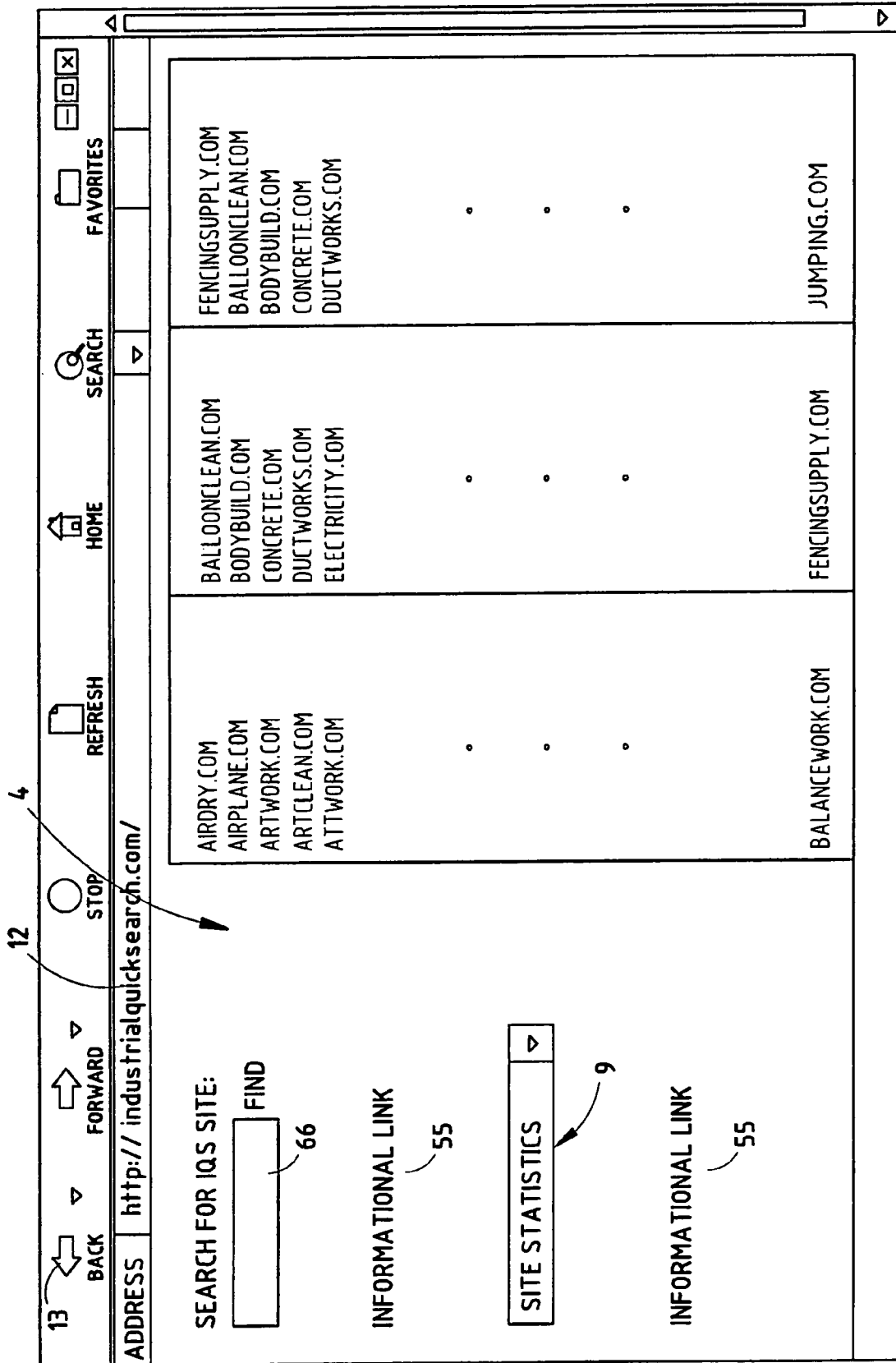


FIG. 4

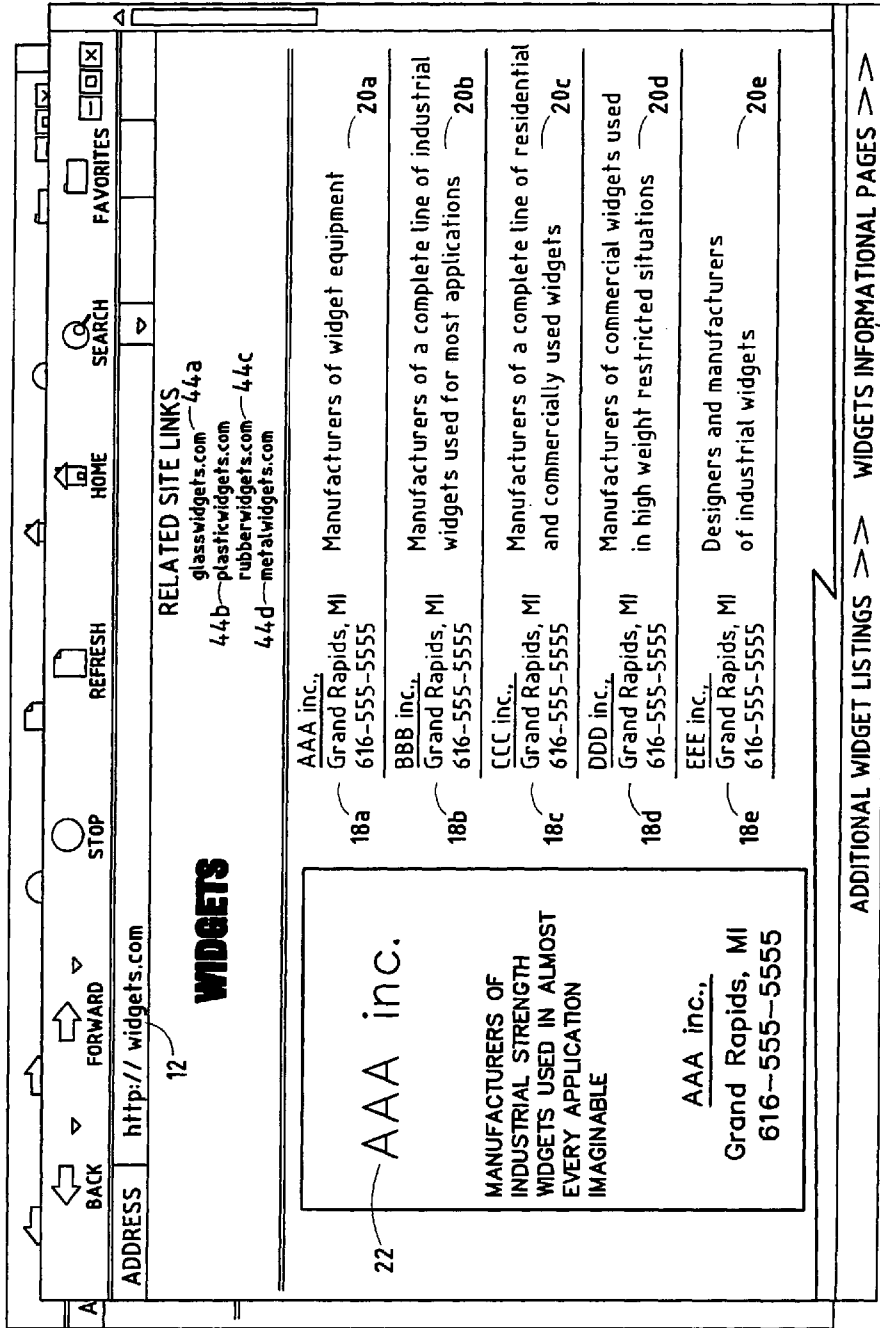


FIG. 5

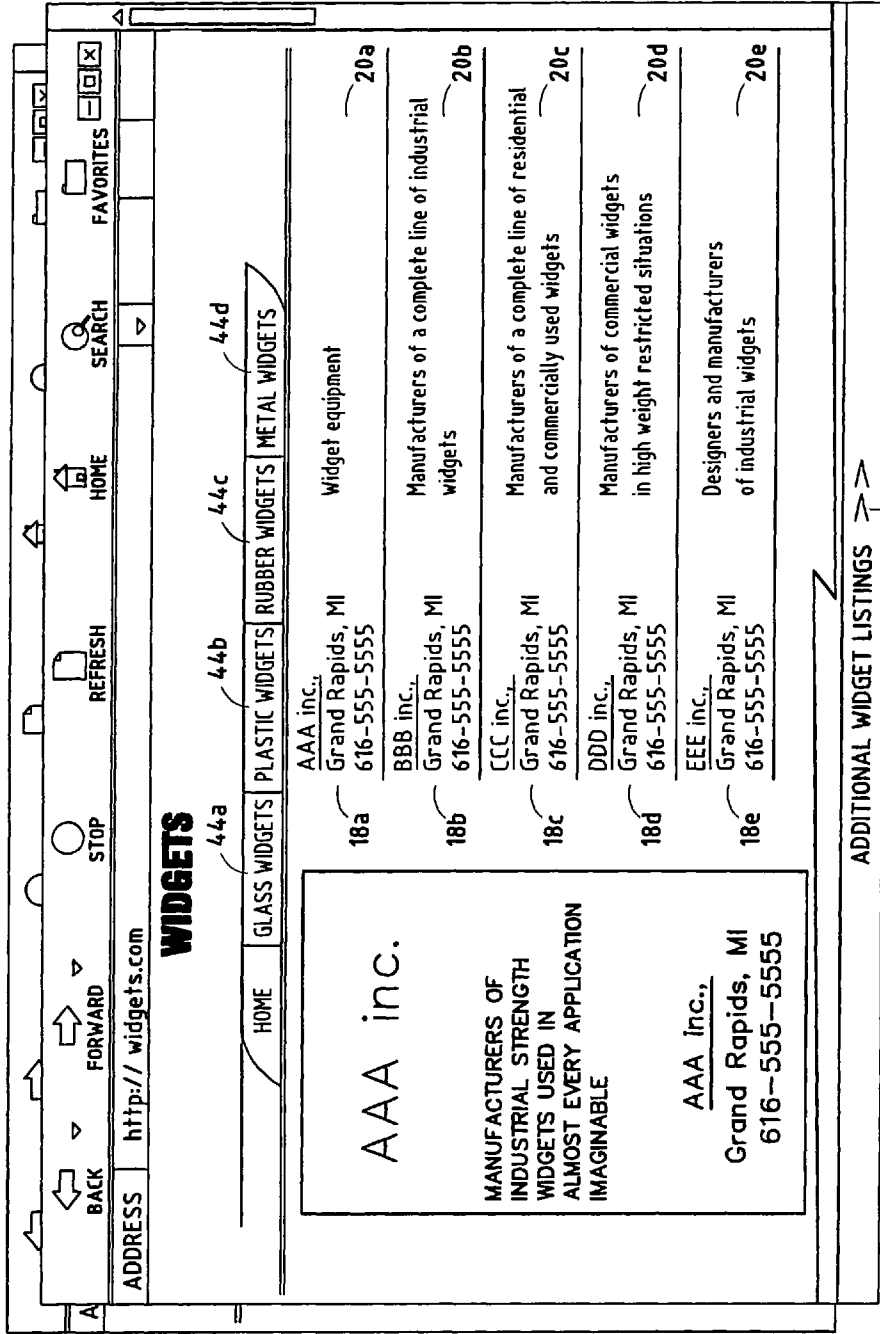


FIG. 6



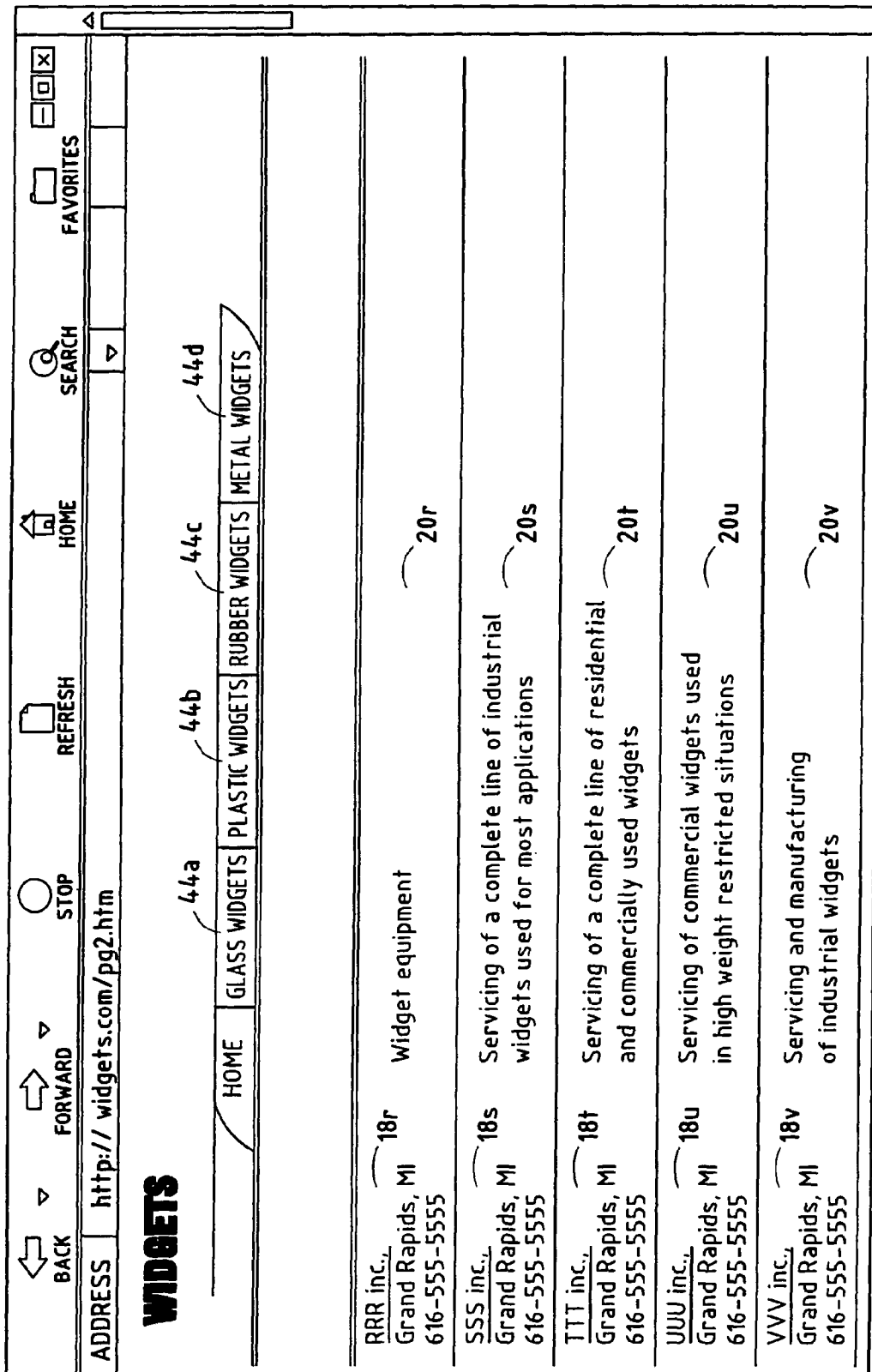


FIG. 7

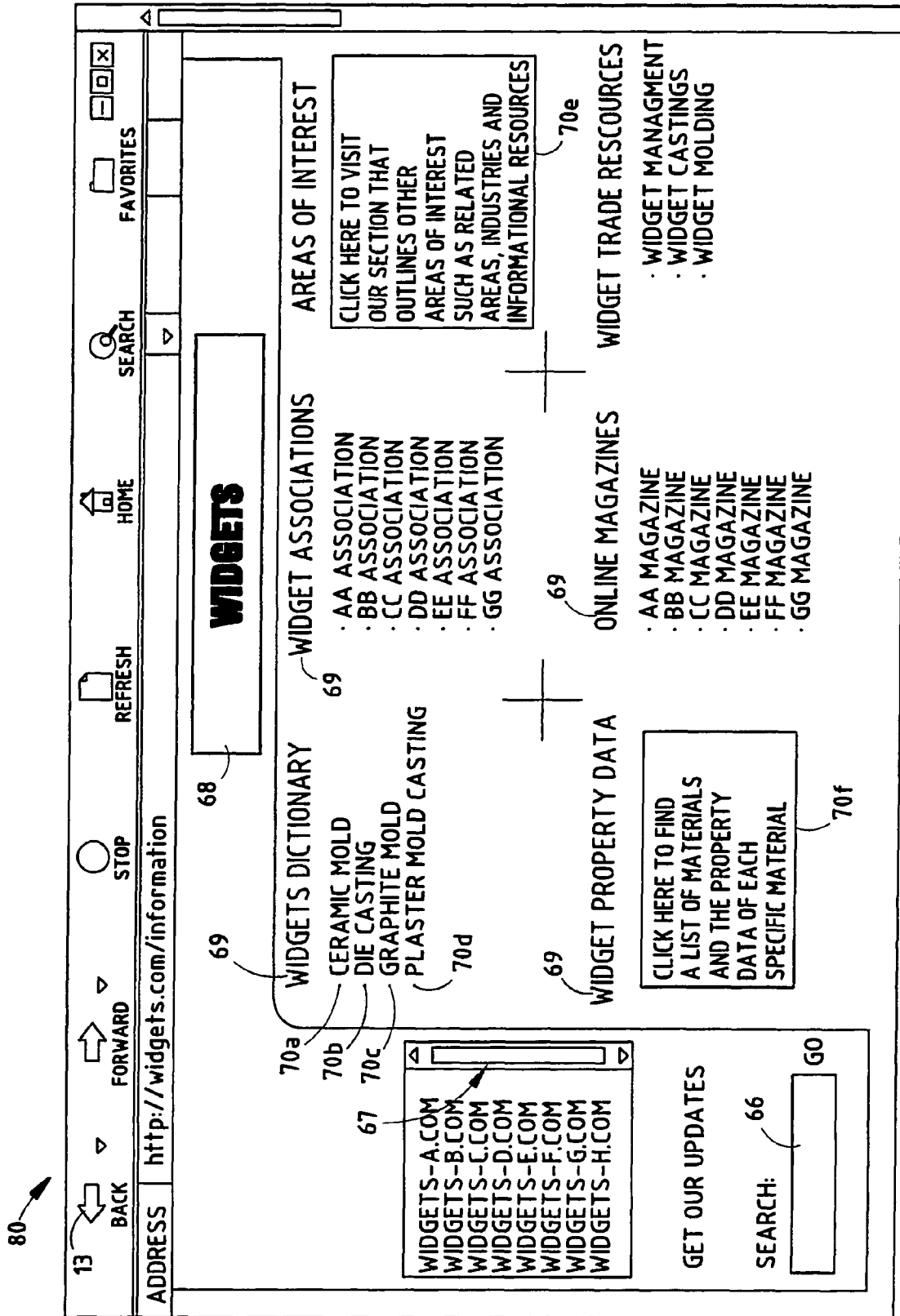


FIG. 8

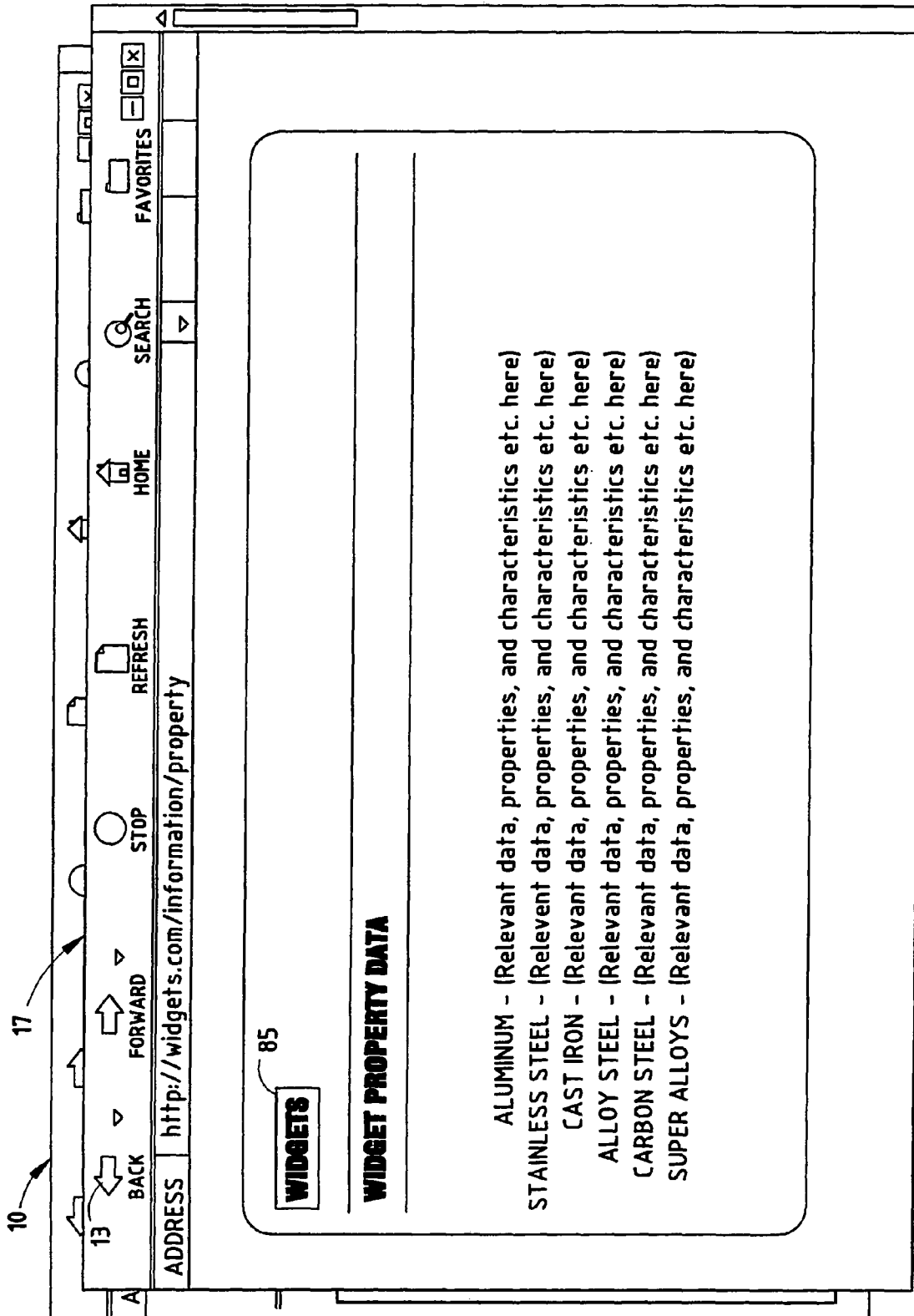


FIG. 9

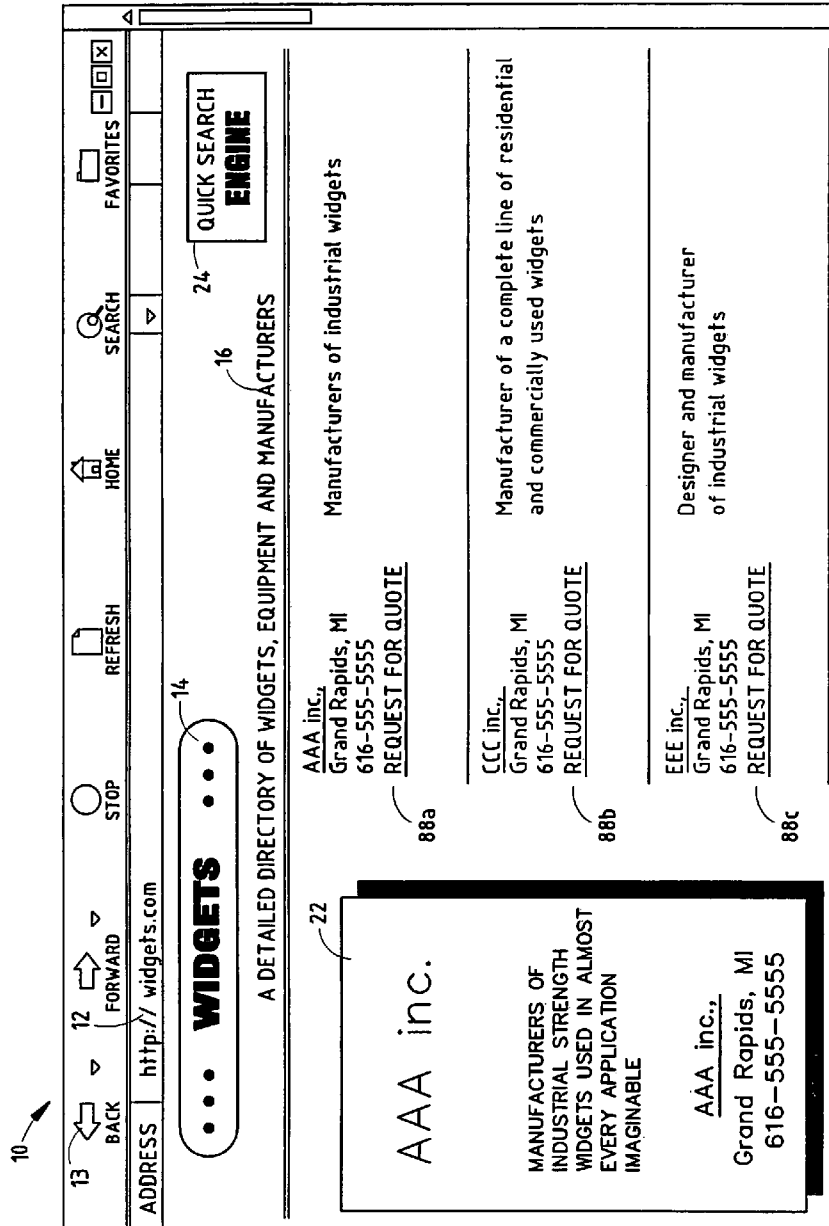


FIG. 10

www.aircompressors.bz

Air Compressors. Air Compressor Manufacturers. Air Compressor Suppliers. IQS Directory is a comprehensive list of air compressors, air compressor manufacturers, and air compressor suppliers.

vacuum-pumps  
industrial-blowers  
Industrial-dryers

92

Step One:  
Choose the companies to send an RFQ to from the list below.

Select Company Name

96 {  Air Technologies®  
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 Flow Solutions, Inc.  
 Lubs Technologies, Inc.  
 Scales Industrial Technologies, Inc.

---

94

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Contact Name:\* Contact is Required

Contact Phone:

Contact Email:\* E-Mail is Required Valid E-Mail Required

City, State or Country:\* City, State or Country is Required

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FIG. 11

14 [www.aircompressors.bz](http://www.aircompressors.bz) 16  
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FIG. 13

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FIG. 14



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Site Statistics Drop Down List 

FIG. 15

Statistics for:

	<b>aircompressors.bz</b>	
	<b>Month</b>	<b>User Sessions</b>
<b>September 2006</b>	<b>12304</b>	
<b>August 2006</b>	<b>12900</b>	
<b>July 2006</b>	<b>12805</b>	
<b>Total</b>	<b>38009</b>	

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FIG. 16

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ASCO Sintering has been a leader in the manufacture of small powdered metal parts, powdered metal gears and sintered metal parts for many years. Serving several Fortune 500 companies in the automotive, electronics and hardware industries. We are an employee-owned company!

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FIG. 17

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A powder metal parts and powdered metal parts manufacturers directory including powdered metal, powder metal, sintered metal, sintered metal product, powder metal product, powdered metal manufacturer, sintered metal parts, powdered metal gears, powdered metal bushings, and sintered metal products. [coldheadedparts.com](http://coldheadedparts.com)  
[die-castings.net](http://die-castings.net)  
[sercw-machine-products.com](http://sercw-machine-products.com)  
[metalstamper.net](http://metalstamper.net)

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Powder metal parts are created through powder metallurgy (P/M). During this manufacturing process, solid ferrous and nonferrous metal parts are created from metal powder. P/M is suitable for numerous metals, including iron, low alloy steels, stainless steel, nickel, copper, brass and silver. Metals are first reduced to individual particles through methods including atomization, chemical precipitation, comminution and hydrogen reduction. The resulting powders are impregnated with lubricant. Then, they are compacted in a die cavity at ambient temperature, after which they are in a near net state, or "green state." Finally, the green parts are sintered in a furnace at temperatures below the melting point of the metal to bond the particles without changing the shape of the part. The sintering process also increases part strength and controls the porosity of the part. Although the finished parts look solid, they actually consist of small interconnected capillaries, which cause the parts to be approximately 25% porous. Secondary operations are not usually required, but parts may still need to be sized, deburred, heat or steam treated, machined, plated or oil/plastic resin impregnated.

Sintered metal products have many benefits over parts produced through other methods. The process results in little waste, as approximately 97% of the materials are used during the procedures. Sintered products are not shape sensitive, either. The powder metal process produces parts close to tolerances, often eliminating the need for secondary operations. Therefore, P/M is often the technique of choice for the production of intricate parts requiring bends, projections and depressions. A wide variety of shapes and designs can be sintered out of an almost infinite choice of alloys, composites and associated properties. Powder metal parts have controlled porosity for self-lubrication and for gas or liquid filtration.

Powder metal manufacturers provide equipment components for almost every industry. Powdered, or sintered, metal parts are utilized in a variety of industrial applications in the automotive, hardware,

FIG. 18a

electronic, computer and lawn and garden industries. Powdered metal parts are found in automobile components, structural parts, filtration systems and magnetic assemblies. Gears are particularly well-suited to the sintering process, as the inherent porosity of powder metal parts naturally dampens sound. Bushings and bearing are also simple to produce through this process, though their tight tolerances usually require a secondary sizing operation. P/M is a popular choice for parts with magnetic properties, as the soft magnetic material is usually difficult to form, limiting the choice of shapes. However, powder metal parts can easily be formed in a wide variety of shapes, and their magnetic properties are enhanced in the proper sintering atmosphere.

There are several factors to consider when designing a part to be sintered. The shape of the part must allow for its ejection from the die. Thin walls, narrow splines or sharp corners weaken the overall strength of powder metal parts. Having too many levels in the part results in a considerable variation of density, which can be a problem. Shapes should be simplified as much as possible and allow reasonable clearance between the top and bottom pressing. Dies and punches should be made without sharp edges.

(Picture)

Spur and Cluster Gears

(Picture)

Fine Pitch Internal Gear  
(for sprinkler systems)

(Picture)

Sprinkler System Components

Featured Articles

“Economics and Benefits of High Temperature Sintering of High Performance Alloys”

[http://www.hawkprecision.com/G/G01/G01\\_images/PM2002Economic.pdf](http://www.hawkprecision.com/G/G01/G01_images/PM2002Economic.pdf)

“Problems with Heat Treating of P/M Parts”

[http://www.metalpowderproducts.com/index.asp?action=technology\\_bulletinsarticles\\_articles&id=3](http://www.metalpowderproducts.com/index.asp?action=technology_bulletinsarticles_articles&id=3)

(Picture)

Image Provided by SMC Powder Metallurgy

FIG. 18b

**Types**

- Aluminum powder is a metal powder made from aluminum materials.
- Metal powder is created through powder metallurgy and can be formed into solid components through the tool and die process.
- Powdered metal is formed into solid components through the application of pressure and heat.
- Powdered metal bearings are often self-lubricating, providing low noise level, space savings and low maintenance requirements. Lubrication is achieved through the impregnation of oil into the bearings, which aids bearing performance during rotary support of moving parts.
- Powdered metal bushings commonly provide support to rotating axles and other shafts in engines, drive systems and other equipment. Like bearings, powdered metal bushings can be lubricated through impregnation to increase efficiency.
- Powdered metal gears are cost-effective and advantageous in industrial applications involving difficult shape requirements. Gears provide speed and directional changes to motion in transmissions, power tools, appliances and a variety of other equipment.
- Powdered metal structural parts are particularly common in the automotive industry in exhaust, fuel and brake systems, engine parts and transmission components. Sintered parts are also found in computer and electronic equipment.
- Sintered bronze is a solid metal made from adhered particles of powdered bronze.
- Sintered filters contain uniform porosity, which increases functioning. In addition, sintered filters are strong, easy to clean and heat resistant.
- Sintered metal is a solid product made by a cold forming process that presses metal powder into a coherent mass.

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FIG. 18C

**powderedmetalparts.com**

**A powder metal parts and powdered metal parts manufacturers directory including powdered metal, powder metal, sintered parts, sintered metal, powder metal product, powdered metal manufacturer, sintered metal parts, powdered metal gears, powdered metal bushings, and sintered metal products.**

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[http://www.mpif.org/Meetings/2006/06\\_gateway.htm](http://www.mpif.org/Meetings/2006/06_gateway.htm)

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**International Machine Components Industry Exhibition**  
<http://www.expoua.com/eng/showexhib/9889.html>

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**AMKAD Metal Components Inc.**  
Tavistock, Ontario  
519-655-2911

Amkad is a world-class manufacturer of powdered metal products in a variety of ferrous and nonferrous materials. Parts such as cams, gears, levers, oil-impregnated bushings, inserts etc. are supplied to many industries, including automotive, farm machinery, lawn and garden, power tools and general hardware applications. We are ISO 9001-2000 registered, and our personalized service ensures top quality and cost competitiveness.

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Development and manufacture of net shape metallic components. We practice three technologies:  
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Allied Sinterings is a manufacturer of small, intricate powdered metal parts primarily to the automotive and medical industries. Materials used to produce the powdered metal parts include brass, stainless steel plus straight iron and ferrous NI and CU steels. We are ISO 9002-certified.

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Austin, PA  
814-647-8661

Since 1947, Emporium Specialties has been called upon to manufacture powdered metal parts such as bearings, bushings, engine parts, gears, gerotors and more. Emporium manufactures powdered metal parts using bronze, brass, copper, iron, special alloys and stainless steel.

**Alpha Sintered Metals, Inc.**  
Ridgway, PA  
814-773-3191

Refer to it as a powdered metal part or sintered metal part, we can produce it. ASM has performed the in-house tooling, manufacturing and prototyping for products used for appliance, automotive, compressor, garden, lawn and recreational vehicle applications. We've been in business since 1967.

**Ridgway Powdered Metals Inc.**  
Ridgway, PA  
814-772-5551

The engineering of your powdered metal parts starts here then continues on to production, completion and all the way to final bar coding. As a powdered metal parts manufacturer, we make bearings, bushings, cams, gears and more. We make sintered metal parts and have compaction of 6 to 350 tons.

**Bunting Bearings Corp.**  
Holland, OH  
888-286-8464

Bunting Bearings is a manufacturer of sintered bronze metal products—flange, plane, sleeve, thrust bearings plus washers. Sintered bronze bars are also offered. We will use iron, nickel and steel as requested. Our products have served aerospace, automotive, business equipment, military and more.

FIG. 20a



**National Sintered Alloys, Inc.**  
Clinton, CT  
860-669-8653

National Sintered Alloys is a manufacturer of powdered metal parts. We use such materials as brass, bronze, copper, iron, stainless steel and steel. We have manufactured powdered metal parts for automotive, firearms, gear and hardware applications. In business since 1964, in this facility since 1973.

**Advantage Sintered Metals, Inc.**  
Battle Creek, MI  
269-964-1212

Advantage Sintered Metals is a manufacturer of sintered metal parts. The sizes and complexities of the powder metal parts we produce are varied. Committed to providing quality services at competitive prices, ASM works with a variety of materials, including bronze, copper, iron, steel and other alloys.

**Eicam, Inc.**  
St. Marys, PA  
814-781-7101

Zero defects. Does that mean something to you? If that's what you're looking for, look no further than Eicam. We use a three-tiered quality system to ensure our customers get powdered metal parts that are perfect. We machine and provide other secondary services in powdered metal assemblies.

**Compax, Inc.**  
Anaheim, CA  
714-630-3670

Compax is an ISO 9002-certified company specializing in gears, cams, pole pieces, bushings, bearings, armatures, brush holders, blots, clamps, powder metal parts and more. Stainless steel, iron, copper, brass, bronze, nickel, silver and specialty metals are among the many materials used.

**Metco Industries, Inc.**  
St. Marys, PA  
814-781-3630

Metco is a powder metal manufacturer making ferrous and nonferrous items. We design, produce and assemble sintered parts plus powdered metal parts and subassemblies for automotive and non-automotive purposes. Metco Industries is QS 9000 and ISO 9002 certified. We look forward to hearing from you.

**Precision Powdered Metal Parts, Inc.**  
Pomona, CA  
888-228-5761

We manufacture powdered metal parts. These powder metal products include cams, gears, levers, rollers, sprockets and more. Using brass, bronze, copper alloys, iron, nickel alloys and more, we produce products for such industries as appliance, computer, cutlery, power tool and sporting goods.

**Remington Arms Company, Inc.**  
Ilion, NY  
315-895-3453

Via the CompactAlloy<sup>®</sup> powdered metal parts process, we use iron, low alloy steels, soft magnetic materials and stainless steel. Remington Arms Powder Metal Division uses high-temperature sintering to produce the components requested of us. For more information, please visit our website.

**Chicago Powdered Metal Products Company**  
Schiller Park, IL  
847-678-2836

Our name announces our business. We've been in business since 1948 producing molded powder metal parts. Some of the powder metal product we've made include cam sprockets, clutch plates, gears, pistons, plumbing equipment, sprockets, surgical tool components.

**Eastern Sintered Alloys, Inc.**  
Saint Marys, PA  
814-834-1216

Eastern Sintered Alloys is a manufacturer of powder metal parts. We provide powdered metal bearings, gears, bushings, washers and other powdered metal parts. We are a QS 9000-certified company, ready to serve a variety of industries with quality powder metal products.

**Engineered Sinterings & Plastics, Inc.**  
Watertown, CT  
860-274-8877

Engineered Sinterings & Plastics is one of America's top complete manufacturers of sintered parts, powdered metal parts and injection molded powdered metal parts since 1953. ESP also offers a line of custom-design parts and products, and has a full line of services to finish powder metal products.

**Cameron Diversified Products**  
Wilcox, PA  
800-545-4222

Cameron Diversified Products is a powdered metal parts leading manufacturer that offers structural powdered metal products. We produce powdered metal bearings, bushings, gears and parts. We operate a quality assurance laboratory to ensure that quality powder metal products are generated.

**Intech P/M Stainless, Inc.**  
Ridgway, PA  
814-776-6150

Since 1985, Intech P/M Stainless has been a leading manufacturer of sintered metal parts. We specialize in stainless steel components and produce sintered parts with up to a five-square-inch top surface. Our stainless steel powdered metal has a corrosion resistance not matched by other companies.

**Gibraltar Thermal Processing**  
Buffalo, NY  
716-826-6500

As the leader in the heat treating industry, Gibraltar Thermal Processing (GTP), a division of Gibraltar Industries, offers processed metal products such as powdered metal parts. We manufacture copper and tin metal powders and have the only U.S. license for Tuff-Koat™ and Cubond® brazing paste.

**Norwalk Powdered Metals, Inc.**  
Bridgeport, CT  
203-338-8000

QS 9000 registered, Norwalk Powdered Metals provides custom engineering with capabilities in finishing, prototyping and testing. We use a wide range of materials for our powder metal parts, including stainless steel, bronze, brass and a range of other alloys.

**TPI Powder Metallurgy**  
St. Charles, MI  
989-865-9921

Custom-designed powdered metal parts are what customers receive from us. We have been in business since 1967 producing powder metal products for appliance, automotive, garden, hardware, hydraulic and lawn industries. Some of the powdered metal parts include bearings, bushings and gears.

**Asia Sourcing Corp.**  
Minneapolis, MN  
763-712-8310

Offering powdered metal parts and sintered parts, Asia Sourcing Corporation's capabilities include heat treating, oxidizing, copper infiltration, plating and more. Brass, bronze, iron and various steels are some of the powder metals we work with to meet your specifications. Call today for information.

**Dymet Corporation**  
Muskegon, MI  
231-726-5061

Dymet is a powdered metal manufacturer producing bearings, bushings, filters, gears, soft magnetics, structural powdered metal parts and more. Aluminum, brass, bronze, nickel, silver, iron and steel alloys are among the materials we use to manufacture the powdered metal product we are contracted to make.

**Advanced Specialty Metals**  
Nashua, NH  
603-589-2531

Our metallurgical expertise is evident. We are the inventor and world leader in the manufacture of PREP® metal powders. Our alloy powders are made from an array of metals. If you need custom manufacturing, we are able to do that as well. Applications: orthopedic and semiconductor industries.

**Fansteel American Sintered Technologies, Inc.**  
Emporium, PA  
814-486-0400

Fansteel American Sintered Technologies is a powdered metal manufacturer of cams, gears, oil-impregnated bearings, pawls, levers, ratchets, sprockets and more. Our powdered metal products are made from brass, bronze, copper alloys, nickel alloys, sintered hardened steel and stainless steel.

**Powder Metallurgy Company, Inc.**  
Lewisville, TX  
972-436-3502

Since 1973, Powder Metallurgy has been a manufacturer of powdered metal parts for several markets—agriculture, beverage, electronics, food, garden, hand tools, health care, industrial hardware, lawn, petroleum, power tools. We will produce your powder metal product if it's new or a redesign.

**The Wakefield Corporation**  
Wakefield, MA  
800-548-9253

We are a powder metal manufacturer of various powdered metal parts—gears, timing belt pulleys, speed reducer spacers, air conditioner compressor counterweights, institutional food steamer door hinges and more. Materials used include brass, bronze, carbon steel, copper and stainless steel.

**[Back To powder-metal-parts - Page 1](#)**

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**[Powder Metal Parts Informational Page](#)**

IQS Search

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**[Industrial Quick Search, Inc.](#)**

FIG. 20d

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High-magnetic-response aluminum	Search Button
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## Search

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Powder and powdered metal part manufacturers of powder metal ...  
... for Quote, Using strong stainless or **high-magnetic-response aluminum**, brass, bronze, copper, exotic alloy or iron, Webster-Hoff manufactures powder metal parts. ...  
[www.powderedmetalparts.com/](http://www.powderedmetalparts.com/) - [Cached](#)

*In order to show you the most relevant results, we have omitted some entries very similar to the 1 already displayed.  
If you like, you can repeat the search with the omitted results included.*

High-magnetic-response aluminum	Search Button
---------------------------------	---------------

[Search within results](#)

FIG. 21

www.powderedmetalparts.com

Powder Metal Parts. Powder Metal Parts Manufacturers. IQS Directory has the largest selection of powder metal parts and company information for powder metal parts manufacturers.

[die-castings](#)  
[metal-stampings](#)  
[cold-headed-parts](#)  
[forgings](#)  
[screw-machine-products](#)

Step One:  
Choose the companies to send an RFQ to from the list below.

Step Two:  
Enter your contact info: \*Indicates required field

Select Company Name

- ASCO Sintering
- Saint Marys Pressed Metal, Inc.
- Webster-Hoff Corporation
- Allread Products, LLC
- SMC Powder Metallurgy

Company Name:\* Company Name is Required

Contact Name:\* Contact is Required

Contact Phone:

Contact Email:\* E-Mail is Required Valid E-Mail Required

City, State or Country:\* City, State or Country is Required

I would like these companies to contact me about sending an attachment.

Step Three:  
What specifications and questions do you have for the manufacturers?

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[Industrial Quick Search, Inc.](#)

FIG. 22

IQD RFQ – [www.powderedmetalparts.com](http://www.powderedmetalparts.com)

3/30/07

Name: Joe User

Company: XYZ Inc.

Email: [joe.user@XYZ.com](mailto:joe.user@XYZ.com)

Contact Phone: 555-555-2323

City, State or Zip: Grand Rapids, MI

The sender would like to send you a file.

We need a quote for 100,000 powdered metal gears, size 1”.

Thank you,

Joe User

FIG. 23

[IQS Directory - Industrial Manufacturers Directory](#)  
[IQS Manufacturers Directory](#)

- [Site Map](#)

Manufacturers Directory - IQS Manufacturers Directory - Find Manufacturing Companies On IQS Manufacturers Directory

[IQS Directory](#)

[Comprehensive Manufacturers Directory](#)

*Find Leading Industrial Manufacturing Companies, Suppliers and Distributors by Category*

<a href="#">55 Gallon Drums</a>	<a href="#">Assembly Machinery</a>	<a href="#">Cardboard Tubes</a>	<a href="#">Contract Manufacturing</a>
<a href="#">AC Motors</a>	<a href="#">Autoclaves</a>	<a href="#">Carrying Cases</a>	<a href="#">Contract Packaging</a>
<a href="#">Air Compressors</a>	<a href="#">Automatic Guided Vehicle (AGV)</a>	<a href="#">Carwash Equipment</a>	<a href="#">Contract Sewing</a>
<a href="#">Air Conditioners</a>	<a href="#">Balers</a>	<a href="#">Casters</a>	<a href="#">Conveyor Belts</a>
<a href="#">Air Conveyors</a>	<a href="#">Ball Bearings</a>	<a href="#">Central Vacuum Cleaners</a>	<a href="#">Conveyors</a>
<a href="#">Air Cylinders</a>	<a href="#">Ball Screws</a>	<a href="#">Centrifugal Pumps</a>	<a href="#">Cooling Towers</a>
<a href="#">Air Dryers</a>	<a href="#">Ball Valves</a>	<a href="#">Centrifuges</a>	<a href="#">Copper Forgings</a>
<a href="#">Air Filters</a>	<a href="#">Bevel Gears</a>	<a href="#">Ceramic Magnets</a>	<a href="#">Copper Suppliers</a>
<a href="#">Air Heaters</a>	<a href="#">Blenders</a>	<a href="#">Ceramic Manufacturing</a>	<a href="#">Current Transformers</a>
<a href="#">Air Pollution Control</a>	<a href="#">Blister Packaging</a>	<a href="#">Check Valves</a>	<a href="#">Data Acquisition Systems</a>
<a href="#">Air Pumps</a>	<a href="#">Blow Molding</a>	<a href="#">Chemical Etching</a>	<a href="#">DC Motors</a>
<a href="#">Air Scrubbers</a>	<a href="#">Blowers</a>	<a href="#">Chillers</a>	<a href="#">Deburring Equipment</a>
<a href="#">Alloy Suppliers</a>	<a href="#">Boilers</a>	<a href="#">Clamshell Packaging</a>	<a href="#">Deep Drawn Stampings</a>
<a href="#">Aluminized Steel</a>	<a href="#">Bolts</a>	<a href="#">Clamshells</a>	<a href="#">Die Castings</a>
<a href="#">Aluminum Castings</a>	<a href="#">Bowl Feeders</a>	<a href="#">Clean Rooms</a>	<a href="#">Die Cutting</a>
<a href="#">Aluminum Extrusions</a>	<a href="#">Broaching Job Shops</a>	<a href="#">CNC Machining</a>	<a href="#">Dip Molders</a>
<a href="#">Aluminum Fabricators</a>	<a href="#">Brush Manufacturers</a>	<a href="#">Coating Services</a>	<a href="#">Dryers</a>
<a href="#">Aluminum Forgings</a>	<a href="#">Butterfly Valves</a>	<a href="#">Coil Springs</a>	<a href="#">Drying Ovens</a>
<a href="#">Aluminum Suppliers</a>	<a href="#">Cable Reels</a>	<a href="#">Cold Headed Parts</a>	<a href="#">Dust Collectors</a>
<a href="#">Anodizing</a>	<a href="#">Calibration Services</a>	<a href="#">Compactors</a>	<a href="#">Dynamometers</a>
<a href="#">ASME Tanks</a>		<a href="#">Continuous Hinges</a>	<a href="#">EDM</a>

FIG. 24a

<u>Electric Actuators</u>	<u>Graphic Overlays</u>	<u>Liquid Filters</u>	<u>Palletizers</u>
<u>Electric Heaters</u>	<u>Graphite Machining</u>	<u>Load Cells</u>	<u>Paper Tubes</u>
<u>Electric Hoists</u>	<u>Grey Iron Castings</u>	<u>Lubricants</u>	<u>Parts Washers</u>
<u>Electric Motors</u>	<u>Heat Exchangers</u>	<u>Lubrication Equipment</u>	<u>Perforated Metals</u>
<u>Electric Switches</u>	<u>Heat Treating</u>	<u>Machine Guards</u>	<u>Photo Etching</u>
<u>Electric Transformers</u>	<u>Heating Elements</u>	<u>Machine Vision Systems</u>	<u>Pipe Bending</u>
<u>Electroless Nickel Plating</u>	<u>High Voltage Transformers</u>	<u>Machined Graphite</u>	<u>Plastic Bags</u>
<u>Electronic Connectors</u>	<u>Hinges</u>	<u>Machined Plastic</u>	<u>Plastic Bottles</u>
<u>Electronic Enclosure</u>	<u>Hose Reels</u>	<u>Machinery Rebuilders</u>	<u>Plastic Containers</u>
<u>EMI Gaskets</u>	<u>Humidity Test Chambers</u>	<u>Magnets</u>	<u>Plastic Drums</u>
<u>EMI Shielding</u>	<u>Hydraulic Cylinders</u>	<u>Marking Machinery</u>	<u>Plastic Extrusions</u>
<u>Environmental Chambers</u>	<u>Hydraulic Lifts</u>	<u>Membrane Switches</u>	<u>Plastic Fabrication</u>
<u>Expanded Metal</u>	<u>Hydraulic Motors</u>	<u>Metal Channels</u>	<u>Plastic Materials</u>
<u>Extension Cords</u>	<u>Hydraulic Press</u>	<u>Metal Etching</u>	<u>Plastic Molding</u>
<u>Extension Springs</u>	<u>Hydraulic Pumps</u>	<u>Metal Fabricators</u>	<u>Plastic Pallets</u>
<u>Fasteners</u>	<u>Hydraulic Seals</u>	<u>Metal Finishing</u>	<u>Plastic Tanks</u>
<u>Fiberglass Fabrication</u>	<u>Hydraulic Valves</u>	<u>Metal Spinning</u>	<u>Plastic Tubing</u>
<u>Fiberglass Tanks</u>	<u>I Beams</u>	<u>Metal Stampings</u>	<u>Pneumatic Conveyors</u>
<u>Filtering Systems</u>	<u>Industrial Fans</u>	<u>Metering Pumps</u>	<u>Pneumatic Cylinders</u>
<u>Floor Gratings</u>	<u>Infrared Heaters</u>	<u>Metric Fasteners</u>	<u>Pneumatic Presses</u>
<u>Flow Meters</u>	<u>Instrument Cases</u>	<u>Mezzanines</u>	<u>Powdered Metal</u>
<u>Foam Fabricating</u>	<u>Investment Castings</u>	<u>Mixers</u>	<u>Power Cords</u>
<u>Force Gauges</u>	<u>Labeling Machinery</u>	<u>Modular Buildings</u>	<u>Power Supplies</u>
<u>Forgings</u>	<u>Laser Cutting</u>	<u>Molded Rubber</u>	<u>Prefab Buildings</u>
<u>Forklift Trucks</u>	<u>Laser Engraving</u>	<u>Molded Urethane</u>	<u>Pressure Gauges</u>
<u>Fractional HP Motors</u>	<u>Laser Marking Equipment</u>	<u>Nickel Suppliers</u>	<u>Pressure Switches</u>
<u>Friction Materials</u>	<u>Lasers</u>	<u>Noise Pollution</u>	<u>Pressure Transducers</u>
<u>Furnaces</u>	<u>Latches</u>	<u>O-Rings</u>	<u>Pressure Vessels</u>
<u>Gas Detectors</u>	<u>Lead Screws</u>	<u>Ovens</u>	<u>Pulverizers</u>
<u>Gaskets</u>	<u>Leak Detectors</u>	<u>Overhead Cranes</u>	<u>Quick Disconnect Couplings</u>
<u>Gear Couplings</u>	<u>Linear Actuators</u>	<u>Oxidizers</u>	<u>Resistance Temp. Detectors</u>
<u>Gears</u>	<u>Linear Bearings</u>	<u>Packaging Machinery</u>	<u>Roll Forming</u>
<u>Glass Fabricators</u>	<u>Linear Slides</u>	<u>Paint Finishing Equipment</u>	<u>Rope Suppliers</u>

FIG. 24b



- [Rotational Molding](#)
- [Rubber Extrusions](#)
- [Rubber Molding](#)
- [Rubber Rolls](#)
- [Rubber Sheeting](#)
- [Rubber To Metal Bonding](#)
- [Sandblast Equipment](#)
- [Scales](#)
- [Scissor Lifts](#)
- [Screw Conveyors](#)
- [Screw Machine Products](#)
- [Sewing Contractors](#)
- [Shaft Couplings](#)
- [Sheet Metal Fabrication](#)
- [Shipping Cases](#)
- [Shock Absorbers](#)
- [Shredders](#)
- [Solenoid Valves](#)
- [Soundproofing](#)
- [Speed Reducers](#)
- [Springs](#)
- [Stainless Steel](#)
- [Stainless Steel Forgings](#)
- [Stainless Steel Screens](#)
- [Stainless Steel Tanks](#)
- [Stainless Steel Tubing](#)
- [Static Control](#)
- [Steel Cables](#)
- [Steel Drums](#)
- [Steel Fabricators](#)
- [Steel Service Centers](#)
- [Steel Shelving](#)
- [Storage Racks](#)
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- [Vacuum Forming](#)
- [Vacuum Pumps](#)
- [Vertical Conveyors](#)
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- [Vibratory Feeders](#)
- [Water Jet Cutting](#)
- [Wire Cloth](#)
- [Wire EDM](#)
- [Wire Forms](#)
- [Wire Rope](#)
- [Work Benches](#)
- [Workstations](#)
- [YAG Lasers](#)

What is the [IQS Manufacturers Directory?](#) The [IQS Manufacturers Directory](#) is the new companion to Industrial Quick Search that adds new value in finding products, services, manufacturers and manufacturing suppliers. [How Do I Use The IQS Manufacturers Directory?](#) Using the [IQS Manufacturers Directory](#) is simple! You can search or browse through our manufacturers directory category structure to find those manufacturing products and services that best meet your needs. [How Do I List On The IQS Manufacturers Directory?](#) To list your manufacturing company in our leading manufacturing directory all you have to do is submit our simple manufacturers directory company listing form, or you can call 800-940-3129 toll free and request information in the best fit for your manufacturing company!

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[Plastic Bags](#) | [Ultrasonic Cleaners](#) | [Urethane Molding](#) | [Laser Cutting](#) | [Modular Buildings](#) | [Linear Actuators](#) | [Plastic](#)

FIG. 24c

[Home](#)

[Site Map](#)

Parts Washers

[Parts Washers](#)

Parts washers and industrial parts washers manufacturers including aqueous part washers, automotive part washers, spray washers, aqueous cleaning systems, and parts cleaning equipment.

[Aqueous Parts Washers](#)

[Automotive Parts Washers](#)

[Industrial Washers](#)

[Parts Cleaners](#)

[Parts Washer](#)

[Parts Washing Machinery](#)

Categories Related To: [Parts Washers](#)

[Ultrasonic Cleaners](#)

[Industrial Dryers](#)

[Deburring Equipment](#)

[Sandblast Equipment](#)

FIG. 25a

Request for Quote  
Button

Rollover Window Display Area  
Advertisement!  
Advertisement!

Crest Ultrasonics Corporation  
Trenton, NJ  
800-992-7378  
Request for Quote

Crest Ultrasonics Corporation is a world-wide manufacturer of a line of industrial parts washer systems, parts cleaning washers, spray washers and aqueous part washers that are designed for CFC-free aqueous and semi-aqueous metal parts cleaning. Our quality products maintain competitive prices.

Stoelting®  
Kiel, WI  
800-558-5807  
Request for Quote

Stoelting manufactures a complete line of parts cleaning equipment, including ultrasonic cleaners, aqueous part washers, electronic assembly cleaning equipment and bottle washers for general industrial applications and for the electronics assembly and semiconductor packaging industries.

Alliance Manufacturing, Inc.  
Fond du Lac, WI  
800-969-7960  
Request for Quote

Alliance Manufacturing specializes in manufacturing aqueous part washers. Products include standard, modified standard and custom-engineered machines for specific applications. System examples include conveyor belt, monorail systems and many more. See our new website.

EMC/Equipment Manufacturing Corporation  
Santa Fe Springs, CA  
888-833-9000  
Request for Quote

Equipment Manufacturing Corp. offers immediate delivery on industrial parts washer products, aqueous cleaning systems, automotive parts washers and spray washers. We are proven leaders in aqueous part washers and degreasing equipment. Simplicity gets the job done and saves money.

FIG. 25b

Request for Quote  
Button

Rollover Window Display Area

Advertisement!  
Advertisement!

For over 30 years, Painter Design and Engineering has been designing and manufacturing machinery. We build standard and custom-designed aqueous part washers, industrial parts washers and automotive parts washers. We also manufacture painting systems, hydraulic presses and automation equipment.

Partswashers by: Painter Design and Engineering  
New Baltimore, MI  
586-725-3330  
Request for Quote

GraPar Corporation specializes in parts washers, aqueous cleaning systems, degreasing equipment, parts cleaning equipment, aqueous part washers, oil skimmers, u-flow and o-flow parts washers. We offer years of design experience in building quality parts washers and cleaning machinery. Call us today!

Grapar Corporation  
Warren, MI  
800-991-1408  
Request for Quote


Since 1975, Proceco has provided quality products and services such as industrial parts washers, metal parts cleaning machinery, belt conveyor washers, immersion washers, robotic washers, lean washers, drum washers, aqueous part washers, ultrasonic degreasers and parts cleaning equipment.

Proceco Ltd.  
Montreal, Quebec  
800-978-6677  
Request for Quote

Edge Technologies, Div. of Hydromat, gains an advantage with Durr's revolutionary, hydrocarbon technology parts cleaners. A closed loop system working under vacuum creates an environmentally safe system producing superior results for washing parts machined in oil. No vents, no drains, no waste.

Durr Ecoclean-Hydrocarbon Technology  
St. Louis, MO  
314-692-8388  
Request for Quote

FIG. 25c

Regional SearchAdditional Companies 

About Parts Washers and Industrial Parts Washers, Including Automotive Parts Washers, Parts Cleaners, Parts Washing Machinery, and Aqueous Parts Washers.

Industrial parts washers are machines that mass clean parts, components or instruments with efficiency and precision, often after coming off the production line. Parts washers can use several methods to clean and/or sanitize depending on the objects being cleaned. Using industrial parts washers ensures that products are clean and sterile before shipment to customers. These machines also streamline the process and provide for hands free cleaning that involves chemicals that may be harmful to touch. Industrial cleaning equipment removes grime, burrs, bacteria, ink, rust and many more contaminants. Small parts through large engine blocks can be accommodated with the appropriate parts washer. Sparkling, pretreated or burr-free components are then ready to meet high quality standards. Industrial parts washers also provide clean parts and prepared surfaces for further processing such as finishing or coating.

Industrial parts cleaning is a general process category that covers a range of cleaning methods from mass (gross) cleaning of heavy industrial components to critical cleaning in class one clean rooms. This being the case, there are many different kinds of industrial parts washing equipment and processes including aqueous cleaning, vapor cleaning, degreasing cleaning and equipment and solvent cleaning or vapor cleaning. Some use immersion, spray or ultra-sonic techniques to obtain results. Conventional parts washing processes and equipment such as hot water cleaning and degreasing equipment is usually adequate for the removal of lubricants, machining oil, grease and other soluble surface debris that is easily apparent to the naked eye. Critical cleaning requires washing finer particles with a higher degree of precision and confirmation of the parts to the standard in the process.

Parts cleaning equipment is crucial for manufacturing processes because many companies require cleaned parts and components either for further processing or for their customer requirements. Specialized parts washing equipment provides for an efficient hands free way to achieve this. Important considerations when selecting cleaning equipment are material of parts, number of parts and the material that needs to be cleaned off. These factors affect the kind of equipment needed, since they range from sink top loading washers to a closed loop cleaning system. Closed loop systems include spray washers or agitators, rinse tanks, drying areas and drain tanks.

FIG. 25d

The industrial parts cleaning industry used to rely heavily on solvents in the cleaning process. Due to changes in regulations and attitudes in relation to anything damaging or potentially damaging to the environment, this has greatly changed. Currently, the more common methods include water based cleaning methods like ultrasonic and aqueous cleaning systems and parts washers and bioremediation methods.

Industrial Parts Washers Image Provided by Ransohoff Inc.

Industrial Parts Washers Image Provided by Painter Design and Engineering

Industrial Parts Washers Image Provided by Stoelting

Types of Parts Washers, Industrial Parts Washers, Automotive Parts Washers, and Parts Washers Manufacturers.

Aqueous cleaning systems and aqueous parts washing is the use of water and chemicals to cleanse components; agitation, rotations and/or jet spraying along with appropriate detergents, saponifiers and any other additive required to improve solubility and removal of soil. Aqueous cleaners are basic, acidic or neutral.

Automotive parts washers are used in automobile manufacturing and repairing processes.

Critical cleaning is a cleaning process with extremely specific requirements so that cleaned parts meet highly stringent standards and have some form of measurability integrated in the process. Industrial cleaning equipment is built to meet extremely strict cleanliness standards.

Gross cleaning is the most common cleansing process used for industrial applications, and involves the bulk cleaning of products.

Industrial washers are machines that clean industrial parts.

FIG. 25e

Parts cleaners are machines that clean components after they come off the production line.

Parts washer mass cleans heavy industrial components.

Parts washing machinery is the group of mechanisms and machines used to clean industrial parts.

Precision cleaning is the cleansing of parts so there are no contaminants at a predetermined level in the process; following processes cannot support contaminants left from the previous level.

Ultrasonic cleaning is a cleaning process that utilizes vibrations and waves; frequencies between 40 and 400 KHz, emitted by transducer, result in the expansion of air bubbles in a liquid until the bubbles implode in high pressure areas; this is known as cavitation, which causes energy transfers able to displace contaminants from a substrate surface.

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#### Industrial Parts Washers Terms

**Abrasive Media** – A substance for aggressive cleaning, typically sand, garnet, steel or aluminum oxide.

**Acid** – Any aqueous mixture having a pH less than seven on a one to 14 scale. Any acidic solution with a pH lower than three is considered strongly acidic.

**Acid Cleaning** – Cleaning utilizing acids combined with surfactants to removing rust, metal or scale. Acids with a pH lower than six do not work as degreasers.

**Acid Pickling** – The use of mineral acid to remove scale and rust from metal.

**Air Knife** – A device that provides a pressurized “curtain” of air for cleansing, cooling or drying.

**Alkaline Cleaning** – An aqueous cleaning process done with a greater than 7 pH level utilizing phosphates, silicates or other alkaline salts combined with surfactants in water.

FIG. 25f

Biodegradable – Materials that microbial activity can naturally reduce from their original state into simple chemical compounds.

Bioremediation – Nature's way of cleaning using microorganisms (bacteria, enzymes, fungi) to break down the organic compounds in waste or pollutants.

Blow-Off – The use of pressurized air to clean or remove excess water.

Buffers – Solutions of salt in aqueous cleaning systems that maintain a preferred pH level. Aqueous cleaners use buffers since the precipitation and solubility of metals affect the pH level.

Builders – These additives enhance the effectiveness of detergents by sequestering metals like magnesium and calcium. A problem is that a lot of builders contribute to environmental damage, with substances such as phosphates.

Cascade Rinse – A rinsing process that involves transferring product through a sequence of tanks, in which the rinse water in the last rinse tank runs over to previous tanks in the sequence (a countercurrent flow). This permits the product to be subjected to progressively pure water.

Centrifugal Drying – A drying process using a basket quickly spinning for separation of excess oils, water or other substances from parts. A turbine fan installed underneath the basket pulling the air through improves the process.

Closed-Loop System – A parts cleaning system in which the water is purified and then re-circulated through the system after purification treatment; in aqueous cleaning systems, it goes back into the wash and rinse tanks and is a cost saving measure. Membrane, reverse osmosis and ion exchange filtration are typical techniques to purify the water.

Conductivity – The degree to which an aqueous mixture can conduct electricity and an indication of the purity of the water. The level of conductivity is reciprocal to the level of resistance (e.g. the lower the conductivity, the higher the resistance and the greater the water purity).

Contract Cleaning – The use of companies through contracts that specialize in cleaning industrial parts and components and provide services to a wide range of industries and are comprehensive in their operations - from simple aqueous and solvent cleaning to analytical testing.

Convection Oven Drying – A chamber that evaporates water from cleaned components through heated air.

FIG. 25g



Corrosion Inhibitor – A substance used to slow the chemical reaction that causes rust.

Cosolvent System – A cleaning process that utilizes at least two solvents to achieve the cleaning and rinsing. The action of cleaning results from the combination of the characteristics of each solvent involved, which are selected for the greatest optimization of the system in relation to the particular contaminants involved.

Degreaser – A solvent or combined material for removing grease, oils, or fat from substrates.

Deionized (DI) Water – Water that has enhanced purity resulting from the elimination of ionic species.

Detergent – A solution that is a combination of surfactants comprised of both hydrophobic and hydrophilic material for making grease and oil water soluble. Cleaning is actually done when the soil attaches to the hydrophobic group and when the detergent soil mixture is emulsified in the water; the detergent's cleaning capabilities are increased through the addition of builders or other additives.

Diphase Solvents – Solvent cleaners that have an insoluble aqueous level that is typically utilized along with paint strippers; when combined with denser chlorinated solvents, the water becomes the upper level.

Dispersing Agent – This material enhances the stability of particles emulsified in a liquid-solid or liquid-liquid suspension and is also known as an emulsifying agent.

Emulsification – The creation of micelles in a cleaning procedure resulting from the dispersal of liquid or solid globules or fine particles into a bulk liquid.

Eductor – A device that circulates large amounts of solution in the tanks.

Filtration – Cleaning the cleansing solution and trapping the contaminants so the solution can be used for a longer period and so the components being cleansed don't retain any of the soil or particulates.

Hydrophilic – A surfactant molecule that results in the proclivity of the molecule to be water soluble.

Hydrophobic – A water resistant substance.

FIG. 25h

**Immersion** – Also known as cold cleaning, it is the cleaning that takes place in a tank, usually of a rectangular shape, using an aqueous solution. The cleaning is done primarily through soaking in a water chemical solution.

**Inhibitors** – Additives that impede harmful chemical reactions between an aqueous cleaner and a substrate. Inhibitors typically retard the corrosion process of non-ferrous substrates in high pH or iron.

**Liquid Agitation** – The use of mechanical energy via a circulation pump to circulate cleaning solution, effective for components with flat surfaces or those that have a simple configuration.

**Micelle** – An amalgamation of solutions with both hydrophilic and hydrophobic properties that trap non-water soluble oils. Dispersal of detergents and other surfactants results in micelles.

**Nozzle Drying** – The use of nozzles to aim air at specific areas of a component for water removal.

**Pressure Drying** – A process in which a cleansed component with intricate passages is subject to a clamping procedure and forced air enters the passages and dries the part.

**Rinse Stage** – To flood the washed components with clean water or a rinse solution.

**Sequestrant** – A binding agent that prevents chemical reactions.

**Solubility** – A substance's capability to dissolve within another substance, usually a solid in water. Quantification is in grams per liter, and the general classifications for material solubility are fully soluble, partially soluble, slightly soluble and insoluble.

**Solvent** – In cleaning systems, a liquid substance that cleans a part by dissolving the surface contaminants.

**Sludge** – Heavy soils that sink to the bottom of an aqueous solution.

**Soaking** – Allowing components to rest in cleaning solution so chemicals can “lift” the dirt.

**Substrate** – In reference to industrial part washing, any item with contaminant or soil on it that is being exposed to a cleaning process.

FIG. 25j

Surfactant – An abbreviation of “surface active agent,” it is a common additive for lowering the surface tension between an aqueous cleaning solution and hydrophobic soils in order to loosen the soil or other contaminants. Detergents are principally composed of surfactants.

Terpenes – Organic compounds that occur naturally and are usually found in essential oils. Utilized as cleaning agents in semi-aqueous cleaners, they come from natural sources like citrus fruit or pine trees.

Vacuum Drying – A process that is particularly useful for evaporation of water at a relatively cool temperature. A vacuum pump is used to dry the product.

Vertical Part Agitation – An up-and-down movement of components to allow cleaning solution to remove contaminants; vertical part agitation is effective for parts with cavities.

Wastewater – Soiled water from the cleansing process.

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FIG. 25j

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**Parts Washers**

**Parts Washers**

Parts washers and industrial parts washers manufacturers including aqueous part washers, automotive part washers, spray washers, aqueous cleaning systems, and parts cleaning equipment.

IQS Regional Search

Select a region to display companies listed in [www.iqsdirectory.com](http://www.iqsdirectory.com)

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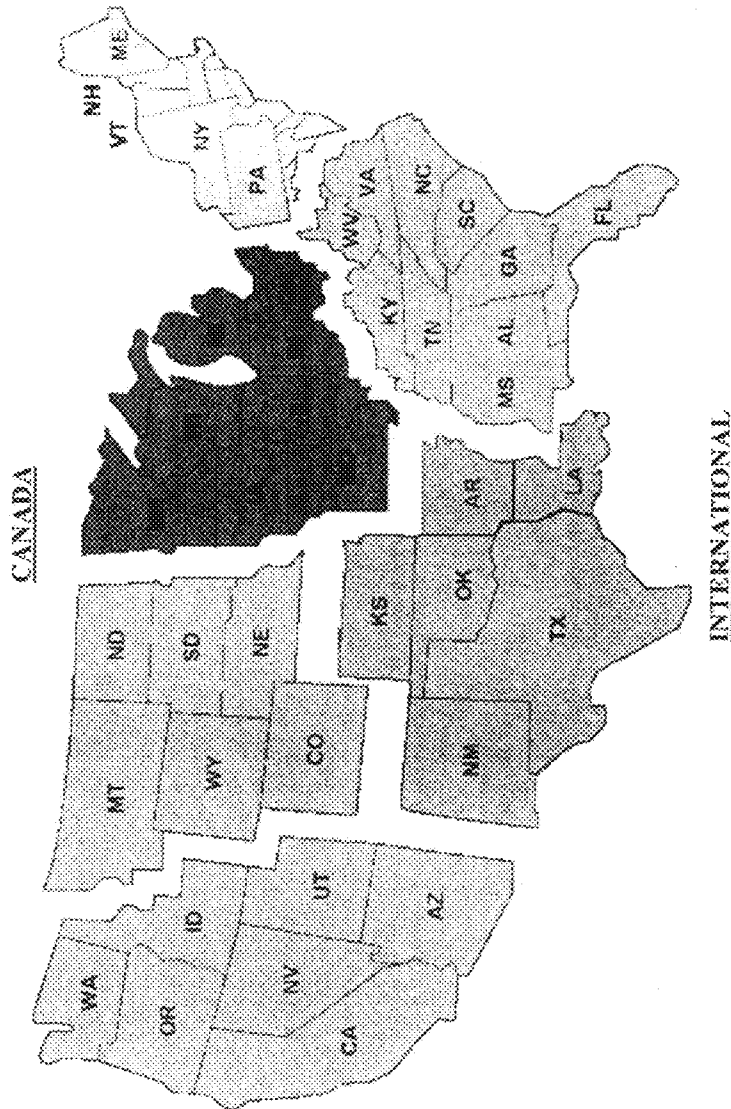
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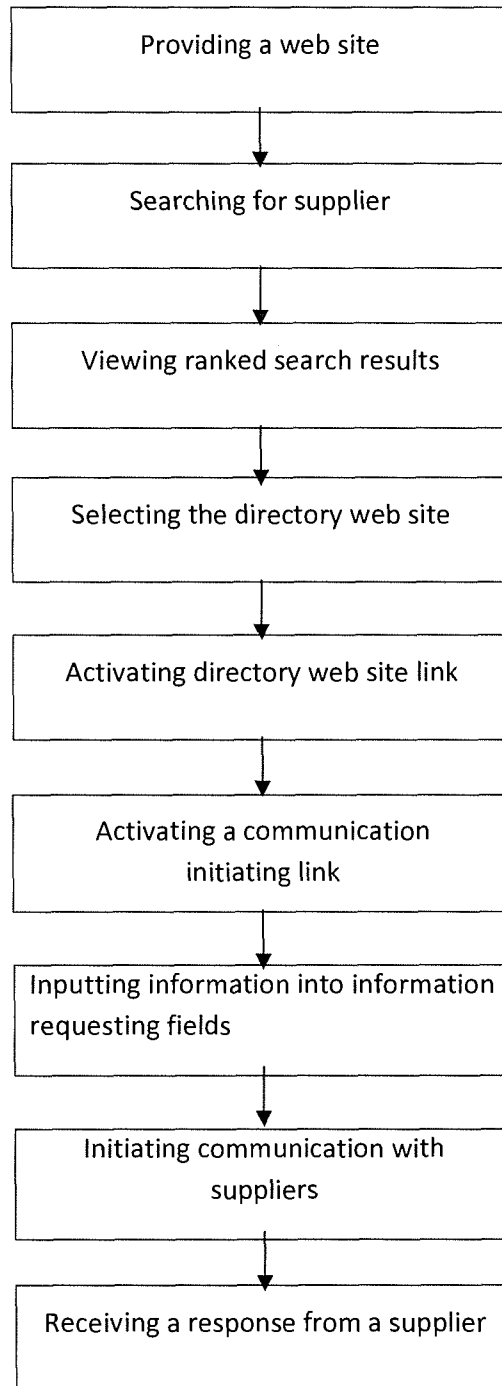
[Sandblast Equipment](#)

FIG. 26a

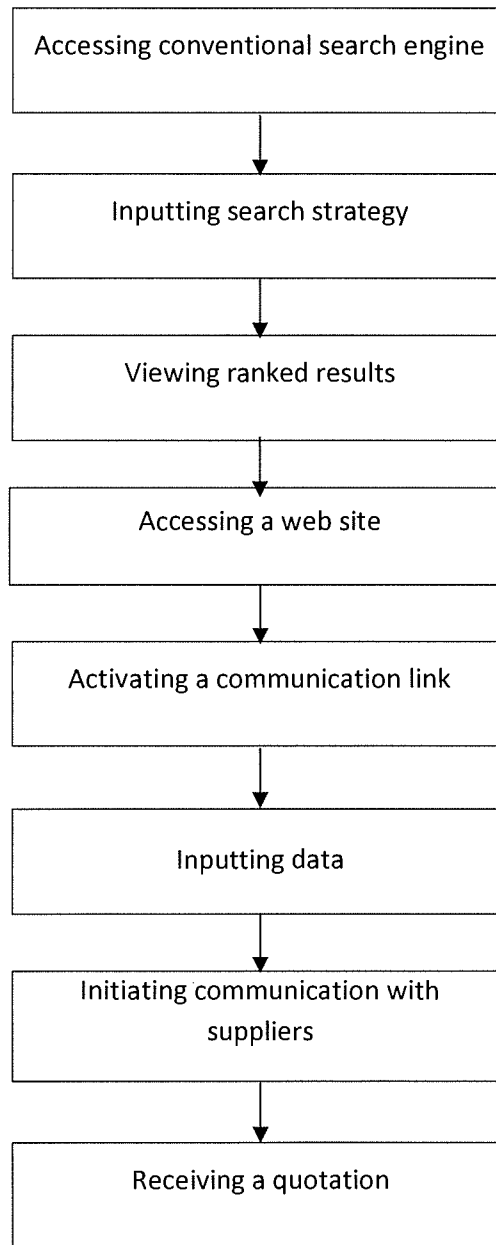


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FIG. 26b



**FIG. 27**



**FIG. 28**

**METHOD AND SYSTEM TO ESTABLISH A  
COMMUNICATIVE CONNECTION  
BETWEEN A SUPPLIER AND A CONSUMER  
OVER THE INTERNET**

This application claims the benefit of and priority to U.S. Provisional Patent Application No. 60/787,848, filed on Mar. 31, 2006, the disclosure of which is hereby incorporated by reference in its entirety.

BACKGROUND OF THE INVENTION

The present invention generally relates to the establishment of a communicative connection between a supplier of goods or services and a potential consumer of such goods or services over the Internet via a Web site or Web sites specially engineered so that conventional Internet search engines consider the Web site(s) to be (a) highly relevant Web site(s).

The Internet is a collection of interconnected computer networks, which are linked together. The computers and computer networks that comprise the Internet electronically communicate using Internet Protocol (IP) and Transmission Control Protocol (TCP). Each computer and computer network has a unique "address" on the Internet, called an Internet Protocol address (IP address). The World Wide Web (a/k/a "www" or "Web") is a collection of interconnected documents, files, among other things, that are linked together by hyperlinks and URLs. Hypertext Transfer Protocol (HTTP) is one of several application layer protocols that utilizes the Internet to link and provide access to the documents, files, among other things, that are part of the Web. Those documents, files, among other things, are called Web documents. A Web page is a type of Web document. A Web page can consist of files of static text stored within a file system of a Web server. The static text is usually in HyperText Markup Language (HTML) format or Extensible HTML (XHTML) format. A Web server is a computer that is responsible for accepting HTTP requests from another computer and providing HTTP in response, such as a Web page. A user, via a computer linked to the Internet, can retrieve a Web page from a local computer or from a remote Web server, which "publishes" the Web page on the Web. The user's computer retrieves the Web page from its location via a Web browser, which then depicts the Web page on a connected monitor. One Web page can provide a way of navigation to another Web page via a hypertext link ("link"). The Web browser is a software application, such as Microsoft's Internet Explorer and Mozilla's Firefox that formats HTML information for display. An embedded link is a link that is embedded in an object such as the Web page's text (hyper text). A person can create a Web page using a text editor or a specialized HTML editor, which is a software application such as CSS, XML, JavaScript, and ECMAScript. A Web site is a collection of Web pages and other types of Web documents that are hosted on a particular domain (or sub-domain) within the Web. A domain's name identifies the Web site and appears as a component of a Web site's Uniform Resource Locator (URL). The domain name is a stand in for numeric IP addresses. A specific domain name is obtained through a domain name registrar, such as VeriSign and Go Daddy.

A potential consumer of goods or services who has tried to locate information about suppliers of a particular good or service via the Internet typically has to use a Web search engine, which is an information retrieval system. Examples of such Web search engines are the search engines that the websites <http://www.google.com> (GOOGLE®) and <http://www.yahoo.com> (YAHOO®) provide. Unfortunately, such Inter-

net search engines must rely on the search engine's algorithm to determine the Web sites that are the most relevant to the user based on the user's search terms. The search engine then lists (i.e., ranks) those Web sites at the top of the list; the search engine lists less relevant Web sites later. A typical user then selects the Web site of suppliers that are near the top of the list. Consequently, many Web site designers design their Web sites so that a search engine lists the Web site near the top of the list, which increases the number of times a user visit their Web site. Although a particular search engine's algorithm is typically a closely guarded trade secret, most major search engines follow the same general rules.

Generally, although what the algorithm used by a conventional search engine is not known for certain, Applicant believes a particular search engine's algorithm, at least preliminarily, ranks the Web pages that the search engine has located based on the location and frequency of keywords (e.g., the user's search terms) on a Web page. For example, Web pages containing a particular user's search term, in the domain name or in the header/title html tags, are typically more relevant than other Web pages to the topic being searched by the user. Consequently, a Web page having a particular search term in the header tag is often assumed to be more relevant by the search algorithm. Applicant also believes search engines check to see if a user's search term appears near the top of the page. The search engine's algorithm assumes that any Web page relevant to the topic will mention the user's search term in the headline or in the first few paragraphs of the text.

Frequency is another major factor search engines use to determine relevancy of a Web page to a specific user's search term. A search engine will analyze how frequently keywords appear in relation to other words on a Web page. The Web pages where the user's search term appears with a higher frequency are often deemed more relevant than other Web pages.

Some search engines utilize other ingredients to qualify further the typical location and frequency algorithm methods described above. One of the most often used fields that are searched is a Web site's metatags. However, not all search engines read metatags. Metatags are a placeholder for storing information that may or may not be processed by an HTTP server or indexed by a search engine.

The final main feature Applicant believes most search engines use to rank and display the most relevant web pages to the user's search query includes an analysis of how pages link to each other. In this manner, a search engine can better determine what a Web site is about and whether the Web site deserves a higher ranking. Links to other related Web sites outside of a given Web site typically result in a higher ranking. Some search engines also screen out attempts by computer users to build into their Web sites false links, which the Web site designer could include in an attempt to boost their rankings.

Unfortunately, a potential consumer attempting to locate a supplier of particular goods or services using a conventional search engine may be successful in locating Web sites for only a few of the multitude of suppliers of those particular goods or services. Searching using this technique is too laborious, inefficient, and time-consuming for many potential consumers and, especially, for a professional or business person who needs quick access to information about the suppliers' particular goods and services in order to compare the various suppliers and decide which supplier would best fulfill their needs. Oftentimes, a conventional search will reveal only two or three suppliers of particular goods but will not locate the Web sites of many other suppliers of particular goods or



services because those many other suppliers' Web sites did not achieve, for whatever reason, a high enough ranking on a particular search engine to be listed near the top of the list of search results.

Consequently, there is a significant need for a Web site that is a directory of suppliers of goods or services, which Web site is engineered so that a search engine can easily locate and list the Web site near the top of the results in response to a user's (i.e., a potential consumer's) search and which contains a higher level of comparative searching than traditional search engines. In addition, there is a significant need for such a Web site directory to include numerous links to a variety of suppliers of particular goods and services while providing the potential consumer easy and quick navigation to and from the Web sites of those suppliers so that the user can find more detailed information about the supplier. There is also a significant need for the directory Web site to provide a means for the user to communicate with a supplier or group of suppliers in order to, among other things, request quotes and/or additional information from those suppliers on the directory Web site.

#### SUMMARY OF THE INVENTION

The present invention includes a directory Web site that is engineered to permit a potential consumer of a particular good or service to locate easily and quickly a list of suppliers of the good or service via the Internet. The directory Web site displays a directory of suppliers for a particular good or service. The Web site has a site domain name portion of the Web site Internet address (URL). The Web site domain name or Internet address typically includes the name or other descriptor of the class of the good or service the suppliers listed on the directory Web site. For example, a Web site of the present invention that displays a directory of suppliers of air compressors typically uses the domain name <http://www.air-compressors.bz>; the good supplied—air compressors—is included in the Web site domain name. Alternatively, the name or other descriptor can be found outside the domain name but within the Internet address. In addition, a directory Web site of the present invention typically provides links to the Web sites of the various suppliers of the particular good or service. In addition, the directory Web site(s) of the present invention typically displays a description of the supplier that is typically substantially adjacent to the link to the particular supplier's Web site. In addition, the directory Web site of the present invention typically displays a title for the directory of suppliers of a particular good or service, which title typically substantially corresponds to the good or service that the list of suppliers supply. For example, a directory Web site according to an embodiment of the present invention that displays a directory of suppliers of air compressors additionally displays, as a title, [www.aircompressors.bz](http://www.aircompressors.bz). In addition, a directory Web site according to an embodiment of the present invention provides a means/mechanism whereby whenever the user of the directory Web site (likely a potential consumer of a good or service of the class of good or service of the directory Web site) moves the cursor over the name of a particular supplier, the Web site of the present invention displays a pictorial advertisement (sometimes called a "rollover window") for that particular supplier. Usually, the rollover window is fixedly placed on the directory Web site and optionally framed. In addition, a directory Web site according to an embodiment of the present invention typically provides at least one link to a supplier communication initiating Web page, which is typically displayed in a new browser window, that enables the user (likely a potential consumer of a particu-

lar good or service) to submit a communication to one or more suppliers of the particular good or service, which communication includes a request for information from the supplier(s) or a request for a quotation from the supplier(s). The at least one link to this separate Web site or Web page is typically located substantially adjacent to the name of the supplier to whom the supplier would like to submit a correspondence. Typically, a link to the communication initiating Web site is located substantially adjacent to the name of each supplier of the directory Web site. More typically, a separate link located such that it is not associated with a particular supplier, i.e., not proximate any supplier name, as well as a link located substantially adjacent to the name of each supplier such that the user associates the link with the supplier name proximate the link.

The Web page that enables the user (likely a potential consumer of a particular good or service) to submit a communication to one or more suppliers of the particular good or service typically includes a supplier selector portion, which permits the user to select the supplier(s) to whom the user would like to submit a communication, and an information input portion, which permits the user to input the information that the user desires to communicate to the supplier(s). The Web page that enables the user (likely a potential consumer of a particular good or service) to submit a communication to one or more suppliers of the particular good or service further comprises an automatic selection mechanism, which automatically selects the supplier(s) to whom the user could thereafter submit a communication when a user selects the link proximate one of the suppliers. That supplier whose name is proximate the link on the directory Web site would automatically be preselected when the separate browser window appears. This would function for each link proximate each supplier name. The supplier selector portion of the supplier communication initiating Web site typically contains the name of the supplier and a selection box next to the name of the supplier. The information input portion/field permits the user to input information, such as the user's name, contact information, questions and comments. The Web site of the present invention can be linked to another Web site that provides links to a plurality of other Web sites of the present invention, for example a master Web site that includes links to a plurality of directory Web sites, the domain names or Internet addresses of which include the name of separate goods or services.

Another embodiment of the present invention includes a method of doing business, typically assisting suppliers in locating customers and/or assisting customers in identifying suppliers and requesting information from one or more suppliers of a good or service simultaneously thereby establishing communication between customers and suppliers of a good or service. The method(s) typically includes the steps of providing a Web site that is engineered to permit a potential consumer of a particular good or service to locate easily and quickly a list of suppliers of the good or service. The Web site displays a directory of suppliers for a particular good or service. The Web site has a site domain name. The Web site's domain name includes the name of the good or service, of which the suppliers listed in the directory supply. For example, a directory Web site that displays a directory of suppliers of air compressors typically uses the domain name <http://www.aircompressors.bz>; the good supplied—air compressors—is included in the Web site domain name. Alternatively, the name or other descriptor can be found outside the domain name, but within the Internet address. In addition, a directory Web site according to an embodiment of the present invention typically displays links to the Web sites of various

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suppliers of the particular good or service. In addition, the directory Web site typically displays a description of the supplier substantially adjacent to the link to the particular supplier's Web site. In addition, the directory Web site typically displays a title for the directory of suppliers of a particular good or service, which title substantially corresponds to the good or service that the list of suppliers supply. For example, a directory Web site according to an embodiment of the present invention that displays a directory of suppliers of air compressors additionally displays, as a title, www.aircompressors.bz. In addition, a directory Web site according to an embodiment of the present invention provides a means/mechanism whereby whenever the user of the directory Web site (likely a potential consumer of a good or service of the class of good or service of the directory Web site) moves the cursor over the name of a particular supplier, the directory Web site of the present invention displays a pictorial advertisement (sometimes called a "rollover window") for that particular supplier. Usually, the rollover window is fixedly placed on the directory Web site and optionally framed. In addition, a directory Web site according to an embodiment of the present invention typically provides at least one link to a supplier communication initiating Web page, which is typically displayed in a new browser window, that enables the user (likely a potential consumer of a particular good or service) to submit a communication to one or more suppliers of the particular good or service, which communication typically includes a request for information from the supplier(s) selected by the user, typically includes a request for a quotation from the supplier(s). The at least one link to this separate Web site is typically located substantially adjacent to the name of the supplier to whom the supplier would like to submit a correspondence. Typically, a link to the communication initiating Web site is located substantially adjacent to the name of each supplier of the directory Web site. More typically, a separate link is located such that it is not associated with a particular supplier, i.e., not proximate any suppliers name, as well as a link located substantially adjacent to the name of each supplier such that the user associates the link with the supplier name proximate the link.

The Web page that enables the user (likely a potential consumer of a particular good or service) to submit a communication to one or more suppliers of the particular good or service typically includes a supplier selector portion, which permits the user to select the supplier(s) to whom the user would like to submit a communication, and an information input portion, which permits the user to input the information that the user desires to communicate to the supplier(s). The Web page that enables the user (likely a potential consumer of a particular good or service) to submit a communication to one or more suppliers of the particular good or service further comprises an automatic selection mechanism, which automatically selects the supplier(s) to whom the user could thereafter submit a communication when a user selects the link proximate one of the suppliers. That supplier whose name is proximate the link on the directory Web site would automatically be preselected when the separate browser window appears. This would function for each link proximate each supplier name. The supplier selector portion of the supplier communication initiating Web page typically contains the name of the supplier and a selection box next to the name of each supplier. The information input portion/field permits the user to input information, such as the user's name, contact information, questions, and comments. The Web site can be linked to another Web site that provides links to a plurality of other Web sites, for example a master Web site that includes

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links to a plurality of directory Web sites, the domain names or Internet addresses of which include the name of separate goods or services.

These and other features, advantages and objects of the present invention will be further understood and appreciated by those skilled in the art by reference to the following specification, claims, and appended drawings.

#### BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 shows a master Web site, which displays a layout of a links to a plurality of directory Web sites, the domain names of which include the name of a good or service according to an embodiment of the present invention;

FIG. 2 shows a directory Web site for "widgets," which is a hypothetical good according to an embodiment of the present invention, and the links to the Web sites of suppliers that supply widgets;

FIG. 3 shows a subsequent window according to an embodiment of the present invention displaying the Web site of "BBB inc.," which is a supplier of widgets, while the separate window displaying the directory Web site remains open;

FIG. 4 shows an alternative directory Web site display according to an embodiment of the present invention, which master Web site includes a layout of links to a plurality of directory Web sites, the domain names of which include the name of a good or service, and a search function;

FIG. 5 shows another embodiment of a directory Web site, here for "widgets," according to the present invention, which directory Web site includes a "rollover window" pictorial advertisement for the fictitious widget supplier "AAA inc."

FIG. 6 shows another embodiment of a directory Web site, here for "widgets," with links to other directory Web sites for goods, which are considered to be species of the good "widgets";

FIG. 7 shows another embodiment of a directory Web site, which does not display a rollover window for a pictorial advertisement;

FIG. 8 shows another embodiment of a directory Web site, which embodiment includes links to Web sites that provide reference information regarding the good or service that is the subject of the directory Web site (here, the hypothetical good "widgets");

FIG. 9 shows a sample Web site of the embodiment described in FIG. 8 while the separate directory Internet browser window remains open;

FIG. 10 shows another embodiment of a directory Web site, which provides a series of links to a Web page that enables the user to submit a communication, such as a request for a quotation, to one or more suppliers of the particular good or service;

FIG. 11 shows an embodiment of the Web page (browser omitted) that enables the user to submit a communication, such as a request for a quotation, to one or more suppliers of the particular good or service;

FIG. 12 shows an embodiment of the Web page (browser omitted) that wherein the user selects the supplier with which the user will communicate and where the user enters the user's contact information and any particular information to communicate to the selected supplier(s);

FIG. 13 shows an example master Web site (browser omitted), which provides a plurality of embedded links to Web pages, which utilize domain names that incorporate the name of the good or service;

FIG. 14 shows an example Web page (browser omitted) that provides an embedded link to a Web page that provides statistics about the number of visitors to a directory Web site.

FIG. 15 shows an example Web page (browser omitted) that provides statistics for a directory Web site that the user selects using a drop down list;

FIG. 16 shows an example Web page (browser omitted) that provides statistics for the directory Web site *aircompressors.bz*, which provides a list of suppliers for air compressors;

FIG. 17 shows an example directory Web site (browser omitted) for suppliers of powdered metal parts;

FIGS. 18a-18c show an example information Web page (browser omitted);

FIG. 19 shows an example of a linked further information Web page (browser omitted);

FIGS. 20a-20d show an example second tier Web page (browser omitted) of a directory Web site, which second tier Web page does not utilize a rollover window display area advertisement;

FIG. 21 shows a Web page display of the results of a search function (browser omitted);

FIG. 22 shows an example communicate with supplier Web site (browser omitted);

FIG. 23 shows a sample electronic mail from the user to the selected supplier generated by the communicate with supplier Web site;

FIGS. 24a-24c show the display of an example master directory Web site (browser omitted) according to another embodiment of the invention;

FIGS. 25a-25j show the display of an example directory Web site (browser omitted) for the goods parts washers that utilizes multiple rollover window display areas; and

FIGS. 26a-26b show the display of an example regional selection mechanism (browser omitted) for suppliers.

FIG. 27 is a flowchart of a method according to an embodiment of the present invention.

FIG. 28 is a flowchart of a method according to an embodiment of the present invention.

#### DETAILED DESCRIPTION OF THE INVENTION

As shown in FIG. 1, a master Web site 4 generally includes a link to a plurality of directory Web sites 6a, 6b, 6c, 6d, etc., where each of the links, which describe a good or service, to a plurality of directory Web sites 6a, 6b, 6c, 6d, etc., send a user to a directory Web site when the user activates the link to a Web site that utilizes a domain name or portion of an Internet address that includes the name or other descriptor of a particular good or service of the directory Web site. The master Web site 4 further could include a plurality of ranking links 8a, 8b, 8c, 8d, etc., which when activated, links a user to a Web page that communicates to the user how many other users had previously visited the particular corresponding directory Website from each of the plurality of directory Web sites 6a, 6b, 6c, 6d, etc. For example, the ranking link 8a, when activated, links the user to a Web page that communicates to the user how many other users had previously visited the corresponding directory Web site directory 6a. Alternatively, the master Web site could include a drop-down list 9, which, when activated by the user, could display the plurality of ranking links 8a, 8b, 8c, 8d, etc., as shown in FIG. 4 (the drop-down list 9 non-activated). Information regarding how many other users had previously visited the particular corresponding directory Web site from each of the plurality of directory Web sites 6a, 6b, 6c, 6d, etc., could be important for a potential consumer searching for a supplier of a particular good or service to estimate how useful any particular direc-

tory Web site was to other potential consumers. In addition, such information could be helpful to a supplier of a particular good or service who is considering purchasing advertising on a particular directory Web site 10 (see FIG. 5) for a particular good or service. More users utilizing a particular directory Web site 10 results in more value to the supplier because of the increased chance that the supplier's advertisement/listing would be viewed by a potential consumer of the supplier's good or service and thereby an increased chance that the supplier's Web site link 18 would be activated.

One way to identify suppliers of a particular good or service, according to the invention, involves utilizing a conventional search engine. In doing so, a user searching for companies offering a particular good or service would insert a search term, such as the name of the good or service for which the user is searching. For example, a user searching for supplier of widgets would insert the name of the good, i.e., "widgets," into a conventional search engine, such as the search engine provided by GOOGLE® or YAHOO®. The search results would, more than likely, list a particular directory Web site 10 engineered according to the present invention near the top of the list of Web sites that the search engine found pursuant to the search term that the user entered.

Applicant believes a conventional search engine lists a particular directory Web site 10, according to the present invention, near the top of the list of Web sites because the directory Web site 10 advantageously employs related elements in each of the areas where a conventional search engine locates information pertinent to the user's search query. Additionally, Applicant believes that when a portion of the Internet address, typically after ".com" or other level domain name, is used to describe the class of goods or services of each directory Web site, and the remainder of the address preceding the top level domain such as .bz, .com, .net, or .org remains the same, this facilitates higher rankings by conventional search engines. It is believed this is due to the fact that there are so many active links under one umbrella domain name with numerous sub-pages where each sub-page is a directory Web site. Regarding the layout of the directory Web site, for example, as shown in FIG. 2, if a user was searching for suppliers of the hypothetical good—widgets, a directory Web site 10, constructed according to an embodiment of the present invention, utilizes a domain name 12 that incorporates that name of the good, such as <http://widgets.com> or <http://widgets.bz>. Alternatively, the name of the good could, as discussed above, be a different part of the Internet address, for example, <http://www.zzz.com/widgets>. In addition, the present invention incorporates a header 14 and text 16. The header 14 located proximate the top of the directory Web site typically includes the name of the particular good or service of which the directory Web site 10, or the domain name for the directory Web site 10. The text 16 comprises a grouping of words that further describe the particular good or service for which the directory Web site 10.

In addition, the directory Web site 10 provides a list of various suppliers 18a, 18b, 18c, 18d, 18e, 18f, etc., which suppliers offer the particular good or service for which the user is searching and which is the subject of the directory Web site. In addition, the directory Web site 10 provides a description for the various suppliers 20a, 20b, 20c, 20d, 20e, 20f, which description includes the name of the supplier, the supplier's address, the supplier's telephone number, a description of the supplier, and a description of the good or service that the supplier supplies. Typically embedded into the display of the name of the supplier is the supplier's Web site link 18. However, the link to the supplier's Web site could be provided separate from the supplier's name but positioned

proximate the supplier's name such that the user associates the link with the supplier. In such instances, the link could be displayed by a simple name such as "Web site." When the supplier's name contains the link to the supplier's Web site, by way of example, included in the list of various suppliers **18a, 18b, 18c, 18d, 18e, 18f**; etc. of FIG. 2 is the supplier **18b**. The supplier identified as **18b** has the fictitious name BBB, Inc., is located in Grand Rapids, Mich., and has a telephone number of 616-555-5555. The description **20b** for supplier **18b** is that supplier **18b** is a "Manufacturer of a complete line of industrial widgets used for most applications." Embedded into the display of the name of supplier **18b** is the supplier's Web site link **18**. The supplier's Web site link **18**, in this instance, is <http://BBB.com>, as shown in FIG. 3.

The directory Web site **10**, according to an embodiment of the present invention, could additionally contain an information link **19** (see FIG. 5). The information link **19**, when activated by the user, sends the user to an information Web page **80** (see FIG. 8). The information Web page **80** provides the user with links to Web sites, which disclose information relating to the particular good or service that is the subject of the directory Web site **10**. For example, the user's activation of the informational link **19** ("Widgets Informational Page") sends the user to the information Web page **80** for widgets, as shown at FIG. 8. The information Web page **80** can be displayed in the same Internet browser window or a new Internet browser window. Additionally, it typically includes a title heading **68**, which contains the name of the good or service that is the subject of the user's search, source headings **69**, which describe the type of source of the additional information, embedded reference links **70a, 70b, 70c, 70d, 70e, 70f** to Web page(s) containing information about the good or service that is the subject of the user's search that may be of interest to the user. If the user activates any one of the embedded reference links **70a, 70b, 70c, 70d, 70e, 70f**, then a separate Internet browser window could appear, as shown in FIG. 9. A separate Internet browser window allows the user to navigate through the linked Web page(s) displaying the additional information corresponding to the selected embedded reference links **70a, 70b, 70c, 70d, 70e, 70f** while easily returning to the informational Web page **80** by simply closing the new Internet browser window or selecting a still active information Web page **80**. Alternatively, if the user activates any one of the embedded reference links **70a, 70b, 70c, 70d, 70e, 70f**, then typically the same Internet browser window replaces the information Web page **80** with the selected Web page. The linked further information Web page **17**, as shown in FIG. 9, could contain a return link **85**, which, when activated by the user, returns the user to the directory Web site **10**. The information Web page **80** could provide further links to other Web pages via a scrollbar **67** that could list Web sites, supplier links, or any other link that could be of interest to the user, as shown in FIG. 8. The information Web site **80** could include a search function **66**, whereby a user could input a search term. The search function **66** then searches for the queried search term. Alternatively, the information shown on the information Web site can be displayed to the user on the directory Web site itself along with the other components of the directory Web site. Typically, when this is done, the information or a portion of the information from the information Web site is displayed to the user of the directory Web site at the bottom of the directory Web site.

A master information Web page (not depicted) containing a link to the individual information Web page **80** for each of the particular good or service that is the subject of the plurality of directory Web sites **6a, 6b, 6c, 6d** could be utilized as another way a user could locate and enter a particular directory Web

site **10**. A user could visit the master information Web page and select an individual information Web page **80** for a specific good or service. That individual information Web page **80** then contains a link to at least one directory Web site **10** for a particular good or service, thereby allowing the user to reach eventually the directory Web site **10** for the particular good or service of the user's choice. Applicant believes this interlinking of Web sites increases the likelihood a conventional search engine will list a directory Web site **10** near the top of the results provided in response to a user's search query.

The present invention could relate to any good or service. While the present invention is primarily to be used in connection with offering industrial goods or services, any goods or services including goods or services such as, art dealers, toys, antiques, etc., could be indexed according to the present invention as well. A directory Web site **10** could list any number of suppliers **18a, 1b, 18c, 18d, 18e, 18f**; including a single supplier. However, a directory Web site **10** preferably includes multiple suppliers **18a, 1b, 18c, 18d, 18e, 18f**. A directory Web site typically categorizes the suppliers **18a, 1b, 18c, 18d, 18e, 18f** into sets, the particular number of suppliers **18a, 1b, 18c, 18d, 18e, 18f** being sufficient for a user to view all suppliers **18a, 1b, 18c, 18d, 18e, 18f** in a given set and the corresponding rollover window **22**, which is typically fixedly located on the directory Web site, without having to scroll the window up or down. As discussed above, the names of the suppliers **18a, 18b, 18c, 18d, 18e, 18f**; are typically embedded with the particular supplier's Web site link **18**. When a user places the cursor over a particular supplier's Web site link **18** and/or proximate the link and/or the supplier descriptive portion, a rollover window display area **22** displays an advertisement for the particular supplier. For example, if a user that rolls the cursor over or proximate the company name "AAA, Inc.," then the rollover window display area **22** would display an advertisement for AAA, Inc. The rollover window display area **22** communicates more detailed information to the user regarding the specific supplier of the good or service of the directory Web site **10**, without the user having to activate the link and wait for a new internet page to load into their Internet browser. In addition to or as an alternative of an advertisement, the more detailed information could include the supplier's logo and contact information.

The rollover window display area **22** can be any size that is suitable to convey information about the supplier and could optionally have a border. The rollover window display area **22** could be programmed to communicate such information using a script language such as, JAVA®, JAVASCRIPT®, FLASH®, or other similar computer programming language of script. The rollover window display area **22** can additionally communicate information in the forms of streaming video and audio. The rollover window display area **22** is preferably located on the directory Web site **10** such that a user could readily view the rollover window display area **22** when the user places the cursor at least substantially adjacent to or over a particular supplier's Web site link **18** or the description for the various suppliers **20a, 20b, 20c, 20d, 20e, 20f**. If the directory Web site **10** lists numerous suppliers, then the directory Web site **10** could utilize more than one rollover window display area **22** so that the user can readily view a rollover window display area **22** whenever the user places the cursor over any of the description for the various suppliers **20a, 20b, 20c, 20d, 20e, 20f** or corresponding particular supplier's Web site link **18**. The roll over window(s) are typically stationary on the directory Web site. The corresponding rollover window display area **22** may communicate information about at least one supplier of the various suppliers **18a, 18b, 18c, 18d, 18e, 18f**; automatically, that is even when the user has not

moved the cursor over a particular supplier's Web site link **18** or description for the various suppliers **20a, 20b, 20c, 20d, 20e, 20f**. The master Web site **4** can also utilize one or more of the rollover window display area **22**.

The directory Web site **10** could tier the various suppliers **18a, 18b, 18c, 18d, 18e, 18f**. If the directory Web site **10** is so tiered, then a first tier of various suppliers **18a, 18b, 18c, 18d, 18e, 18f** is viewable when the Internet browser window initially displays the directory Web site **10**. Any number of lower tiers of various suppliers **18a, 18b, 18c, 18d, 18e, 18f** extends further down the directory Web site **10** and the user may view the lower tiers by scrolling down the directory Web site **10**. Applicant presently prefers to use a three-tier system. For the first tier, the rollover window display area **22** is typically larger than the rollover window display area for subsequent lower tiers further down the directory Web site **10**. Therefore, advertising space in the first tier costs a premium because the various suppliers **18a, 18b, 18c, 18d, 18e, 18f** in the first tier are initially displayed to the user when the user accesses the directory Web site **20** and the rollover window display area **22** is typically larger in the first tier. Optionally, the directory Web site **10** contains a link to an additional listing of suppliers **77** (see FIG. 6), which, when the user activates the link using a user interface device such as a keyboard or modem, the directory Web site **10** directs the user to an additional listing of various suppliers **18r, 18s, 18t, 18u, 18v**, as FIG. 7 shows. The directory Web site **10**, when providing an additional listing of various suppliers **18r, 18s, 18t, 18u, 18v**, typically does not utilize a rollover window but can do so. Consequently, if the directory Web site **10** displays an additional listing of various suppliers **18r, 18s, 18t, 18u, 18v**, then the cost to advertise is usually more economical, but the location on the directory Web site is such that the supplier is not the first supplier viewed by the user. If the various suppliers **18a, 18b, 18c, 18d, 18e, 18f** are numbered too many, then the directory Web site **10** will take too long to load and some users will not wait until the information is displayed. Therefore, the link to an additional listing of suppliers **77** to subsequent pages of the directory Web site **10** may be used and the links to an additional listing of suppliers are useful to add still further suppliers **18r, 18s, 18t, 18u, 18v** without slowing page-loading time.

Optionally, in addition to the elements described above, a directory Web site **10** constructed according to the present invention may include the name of the particular good or service that is the subject of the directory Web site **10** in the metatags of the directory Web site **10**. In addition, the metatags could attempt to include all anticipated terms that a user would use to search for suppliers of a particular good or service. The use of metatags in such a way is a tool to increase the odds that a search engine that utilizes an algorithm, which takes into account metatags, will list the directory Web site **10** near the top of the results provided in response to the user's search query. The metatags may be present within, outside or both within and outside of the source code for the title portion of the directory Web site **10**.

As seen in FIG. 2, the directory Web site **10** preferably contains a link to the master Web site **24** that, when activated by the user, directs the user to the master Web site **4**. The link **24** allows a user who locates a directory using a conventional search engine to locate easily an additional directory Web site **10** that relates to another good and service via the master Web site **4**. The master Web site **4** provides an overall index for the particular directory Web site **10** that relates to a particular good or service. As shown in FIG. 4, a master Web site **4** could include an informational link **55**, which, when activated by the user, directs the user to a Web page that provides infor-

mation or assistance that could be helpful to a user that occasionally or routinely seeks suppliers for a particular good or service or a variety of goods and services. For example, the informational link **55** on the master Web page could direct the user to a Web page having multiple links that provide for customer assistance and feedback, helpful search tips, resources and term definitions for the user, links to industry associations, and industrial articles, and links to online magazines relating to services or goods listed on the master Web site **4**, trade resources, material property data information Web page(s), industry directories, or other links of general interest to a user that has used a directory Web site **10**. Conceivably, the master Web site **4** or a directory Web site **10** could provide the links and information described in the preceding sentence but also may not due to space constraints. However, the master Web site **4** or a directory Web site **10** could feasibly provide some of the links described two sentences above that may prove more popular to users. Alternatively, the informational link **55** could direct the user to a Web page (not shown) having multiple links further organized by categories of the services and goods, wherein the activation of one of the links would then direct the user to a Web page containing further links that provide for customer assistance and feedback, helpful search tips, resources and term definitions for the user, or industry associations and articles relating to services or goods found on the homepage relating to the particular category of goods or services.

As discussed above, a directory Web site **10** for a particular good or service can contain one or more links to one or more directory Web site **10** for another particular good or service or sub-category of good or service; or one or more Web sites providing general information about the particular good or service that is the subject of the directory Web site **10**, trade associations relevant to the good or service of the directory Web site, etc. The initial directory Web site **10** is the directory Web site **10** initially accessed by the user. When the initial directory Web site **10** for a particular good or service contains a link to a directory Web site **10** for another good or service or sub-category of the good or service of the initial directory Web site, the link or links are typically positioned predominantly at the top of the initial directory Web site **10** either in the form of tabs or a list of related links. The predominant position provides notice of another directory Web site **10** that may be of interest to the user. The other directory Web site(s) **10** typically (a) relate to a similar good or service as the directory Web site **10** from which it is linked; (b) has been frequently visited by users of the directory Web site **10** from which it is linked; or (c) are directed toward a sub-category of goods or services such as automotive parts washers may be a sub-category of parts washers.

As discussed above, if a directory Web site **10** for a particular good or service, which good or service is a genus for a narrower species of goods or services, then it is advantageous to implement an additional directory Web site **10** for each of the narrower species of goods or services. Similarly, if a directory Web site **10** for a particular good or service that is related in some way to other goods or services, then it is advantageous to implement an additional directory Web site **10** for each of the related good or service. For example, referring to FIG. 6, the directory Web site **10** relates to widgets (a hypothetical good). Narrower species of widgets could include the glass widgets, plastic widgets, rubber widgets, and metal widgets. The directory Web site **10** of FIG. 6 for widgets then could include a link to the directory Web site **10** that relates to the particular species of widgets, i.e., a link for the glass widgets directory Web site **10** at link **44a**, a link for plastic widgets directory Web site **10** at link **44b**, a link for

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rubber widgets directory Web site 10 at link 44c, and a link for metal widgets directory Web site 10 at link 44d. The user accesses the particular directory Web site 10 for the narrower species of goods by activating the appropriate link. The links to the particular directory Web site 10 for the narrower species of goods are typically configured as tabs, as shown in FIG. 6, across the top of the directory Web site 10 or as separate related links near the top of the directory Web site 10, as shown in FIG. 5, but could be displayed in any manner. The directory Web site 10 for a genus of goods or services that incorporates links to the directory Web site 10 for narrower species of goods or services could enhance the likelihood that a conventional search engine will list the directory Web site 10 for both the genus of the particular good or service and the directory Web site 10 for the species of particular goods or services. The enhancement of the likelihood could occur because the directory Web site for the species of a particular good or service incorporates a more precise name of the good or service at issue, such as in the domain name 12, header 14, and text 16, among other places, as described above. In addition, the enhancement of the likelihood could occur because of the vertical integration of the directory Web site 10 for the species of good or service within the directory Web site 10 for the genus of good or service to which the directory Web site 10 for the species of good or service belongs. In alternative embodiments, the links 44a, 44b, 44c, and 44d, could be links to goods or services that are otherwise related to the good or service that is the subject of the directory Web site 10. That alternative embodiment would achieve the same enhancements, as described above.

Once the user locates a directory Web site 10 for a specific good or service via a conventional search engine or directly, if the user already knows the directory Web site 10, the particular layout of the general aspects of the present invention allows the user to search quickly and readily through the information contained on the directory Web site 10. For instance, as described above and shown in FIG. 2, the directory Web site 10 provides a rollover window display area 22, which provides the user with added information about a supplier when the user moves the cursor over the description of the supplier or the supplier's Web site link 18. In addition, if the user activates a particular supplier's Web site link 18, then the particular supplier's Web site 30 appears as a separate internet browser window, as shown in FIG. 3 for company BBB inc. at <http://BBB.com>. The separate window allows the user to navigate through this particular supplier's Web site 30 but still be able to return easily to the directory Web site 10 by simply closing the window for the supplier's Web site 30 or using the cursor to select the still open separate Internet browser window for the directory Web site 10. The separate window arrangement eliminates the need for the user to press the "back" button 13 on the Internet browser to return to the directory Web site 10. Moreover, any number of such extra windows for a particular supplier's Web site 30 can be open at any one time such that the user may view the Web sites of many suppliers of a good or service at any given time. That aspect allows the user to narrow quickly and easily the particular supplier to which the user wishes to submit a communication. Moreover, because the supplier's Web site 30 appears within a separate Internet browser window, closing that window could automatically return the user to the Internet browser window that displays the directory Web site 10. That feature is unlike conventional search engines, which, if the user closes the browser displaying the supplier's Web site 30, then the user must open a new window and return to the search engine from whence the user started and thereafter re-enter the previous search strategy used.

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The master Web site 4 as well as any particular directory Web site 10 can provide a search function 66. A database (not shown) contains a keyword list for each linked directory Web site 10. The keyword search function 66 references the keyword list for matching words. The directory Web site 10 that has the most matches is listed first. Any subsequent Web site directory 10 is typically listed in order of the next highest number of matches. When a user enters a phrase consisting of two words or more into the search function 66, the search function 66 references the keyword list for each word individually. Each keyword match to a directory Web site 10 is typically counted. Similar to a single word search, the directory Web site 10 that has the highest count of matches is listed first and each subsequent directory Web site 10 is listed in order of the next highest number of matches. The keyword search function 66 may optionally also provide an exact phrase match option. When a user chooses that option, the keyword search function 66 references the keyword list for the exact phrase as a whole rather than each word individually. The directory Web site 10 with the highest number of matches for the exact phrase is listed first. Any subsequent directory Web site 10 is listed in order of the next highest number of matches.

The directory Web site 10, according to the present invention, may also provide a location or regional search function. Typically, a supplier is assigned a location or region code in the database based on what zip code, state(s) or other region the supplier is located. The definition of the region or location is entirely customizable. The directory Web site 10 may provide a link to a Web site that displays a geographical map showing the divisional lines between selected regions. The geographical map may display any suitable location or region. When the user selects a particular location or region, the directory Web site 10, via a search function, references the database for all suppliers that have been assigned to that particular location or region. With reference to FIG. 4, the user could utilize the search function 66 by inputting a term that designates a location into the search function 66. The directory Web site 10 or master Web site 4 could then use the search term that the user inputted into the search function 66 to formulate a listing of the suppliers of the particular good or service that are located in the region or location or the supplier(s) located the closest to the region or location. The user can enter search terms such as any region, address, zip code, area code, or other data appropriate to an industry.

In another alternative format, the directory Web site 10 may provide the list of regions from which the user can select. The directory Web site 10 typically assigns each supplier to one or more of the regions, typically regions where the supplier does business or has a business presence. The regional search function references the database for the suppliers assigned to the desired region in the same manner as when an area map display is utilized. As discussed above, typically, when the results are displayed (they can be displayed in a separate "pop up" window or within the same browser window), suppliers paying the most for advertising are listed first to provide greater incentives to those advertisers. Typically, the regional search results lists suppliers from all tiers of the directory Web site 10.

As shown in FIG. 10, the directory Web site 10 may also include one or more communicate with supplier links 88a, 88b, 88c, which activates a supplier communication initiating Web site, typically in a separate browser window. A layout of the displayed page portion of the supplier communication initiating Web site is shown in FIG. 11. Preferably, the directory Web site 10 displays a plurality of the communicate with supplier links 88a, 88b, 88c; the directory Web site 10 usually

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displays one communicate with supplier links **88a**, **88b**, **88c**, for each supplier listed therein, as FIG. **10** shows, but can additionally include another communication with supplier link not associated with a supplier. This link can be instead of or in addition to the communicate with supplier links associ-

ated with the suppliers. When such non-associated link is displayed/provided, it is typically positioned above the listing of suppliers.

Some benefits of the supplier communication initiating Web site **90** include providing a user with easily accessible communication to one or more suppliers of a particular good or service, saving time by eliminating the need for the user to have to search for each supplier's email address or contact information, saving time by allowing a user to send an email to multiple suppliers essentially simultaneously to gain information instead of having to separately send one email to each supplier. The supplier communication initiating Web site **90** essentially provides users with a "one stop shop" and allows a user to efficiently obtain information from multiple suppliers of a particular good or service.

Typically, the directory Web site **10** includes at least one communicate with supplier links **88a**, **88b**, **88c**, to the supplier communication initiating Web site **90** located substantially adjacent to the particular supplier's Web site link **18**. If the user activates the communicate with supplier links **88a**, **88b**, **88c**, then the supplier communication initiating Web site **90** will appear either within the same browser window or in a separate browser window, which is preferred. The use of a separate browser window provides easier navigation for the user because once the user is done with one window; the user need only close the window to continue where the user left off with viewing or otherwise utilizing the other window displaying the directory Web site.

Referring to FIG. **11**, the supplier communication initiating Web site **90** typically includes a supplier selector portion **92** and an information input portion **94**. The supplier selector portion **92** allows a user to select one or more suppliers listed in the preceding directory Web site **10**, typically to obtain more information from the selected suppliers. The supplier selector portion **92** typically comprises at least one descriptor of at least one of the suppliers from a directory Web site, such as the supplier's name, preferably descriptors of most of the suppliers from the preceding directory Web site **10**, and more preferably descriptors for all of the suppliers listed in the preceding directory Web site **10**. For example, a preferred embodiment is shown in FIG. **11**, which shows descriptors for each of the suppliers that are depicted on the directory Web site **10** for air compressors shown in FIG. **12**, which is the display of the directory Web site. Usually, the descriptors are the name of the supplier or an amount of the name sufficient to notify the user of the supplier identified by the descriptor.

In an embodiment where the directory Web site **10** is tiered as described above, the supplier selector portion **92** can display different options depending on the amount of tiers. For example, if there were two tiers for suppliers in the directory Web site **10**, one embodiment of the supplier selector portion **92** may display only the first tier suppliers, whereas another embodiment of the supplier selector portion **92** would display both the first and the second tier suppliers.

The supplier selector portion **92** additionally typically includes a selection area **96** of the supplier selector portion typically located substantially adjacent to one or more supplier's names or supplier descriptive portions. More typically, a box of the selection area **96** is located substantially adjacent to each supplier's name. In an alternative embodiment, a supplier's Web site link **18** for each supplier is located substantially adjacent or proximate to the selection area **96**, typi-

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cally such that the supplier's Web site link **18** is readily understood by the user as linking to the particular supplier's Web site **30**. Preferably, the selection area **96** will include a series of boxes, circles, or other shapes in which the user can enter an "x" or other type of check-mark so that it is apparent to the user that the user has selected one or more suppliers. However, selection of a supplier could conceivably be noted by bolding the supplier name or changing the font or color of the name or any other mechanism for designating to the user that the supplier has been selected or not. Additionally, preferably, when a particular communicate with supplier link such as **88a** in FIG. **10** is selected, the displayed supplier communication initiating Web site will load and initially display the page with the box adjacent the supplier's name or other supplier indicator in the case an indicator for AAA, Inc. is already selected. This would correspondingly occur for each particular communicate with supplier link. Alternatively, when a particular communicate with supplier link is not associated with any particular supplier, obviously this pre-selection would not occur.

The information input portion **94** allows the user to submit a communication to the supplier(s) that the user has selected, directory Web site administrator, or other designated person or entity. The communication that the user has submitted via the information input portion **94** typically is information that enables further contact between the chosen supplier(s) and the user. Typically, the user inserts at least some of the following information into the information input portion **94**: the user's name, address, home phone, cellular phone, business phone, email address, questions, and comments. The information input portion **94** may also comprise a pre-written comment selection **98** area, which may be located substantially adjacent to a pre-written question or comment **99**. Preferably, the pre-written comment selection area **98** comprises a box, circle, or other shape in which the user can enter an "x" or other type of check-mark so that the supplier(s) can be supplied with further information regarding the user's needs, consent to be contacted, etc. This generates a statement in the generated electronic mail message to the supplier that the user would like to send the supplier an attachment file in a subsequent email. This is done so that the electronic mail message initially sent to the supplier is less likely to be blocked by spam or virus filtering software. Most often, especially in the case of suppliers of industrial components and machines, the specification and questions portion of the information input portion **94** is used by the user to request a price quotation on a certain product or products offered or possibly offered by the selected suppliers.

Typically, the data from the completed information input portion **94** will be sent and/or accessible to the supplier(s) that the user selected from the supplier selector portion **92**. In an alternative embodiment, the information input portion **94** may allow the directory Web site **10** administrator to access the information inputted by the user to prevent unwanted spam or other solicitors from interfering with the object of the supplier communication initiating Web site **90**. In a preferred embodiment, the information input portion **94** may require certain fields be inserted for the user to be able to request further information from one or more suppliers, such as the user's company name, contact name, contact telephone number, as shown in FIG. **11**.

As discussed above, the supplier communication initiating Web site **90** may further comprise an automatic selection mechanism. The automatic selection mechanism provides automatic selection of one or more suppliers from the directory Web site **10** onto the supplier selector portion **92** of the supplier communication initiating Web site **90**. The automatic

selection mechanism is typically activated when communicated with supplier links **88a**, **88b**, **88c**, which is typically located substantially adjacent to the supplier's Web site link **18** and typically corresponds to that supplier as shown in FIG. **12**, is activated. Preferably, when a user selects the communication with supplier links **88a**, **88b**, or **88c**, the supplier communication initiating Web site **90** will activate with that particular supplier automatically selected in the supplier selector portion **92**. This automatic selection mechanism provides increased convenience to the user by eliminating a "click", since it prevents a user from having to "click" on the link to the quote request Web site and then "click" again to select the supplier.

The supplier communication initiating Web site **90** may also include the preceding directory Web site **10** domain name or Internet address **12** and a header **14** that at least substantially includes the name of the good or service that is the subject of the directory Web site **10**. In a preferred embodiment, the supplier communication initiating Web site **90** also includes a link to the preceding directory Web site **10**, which enables the user to return quickly and easily to the preceding directory Web site **10**. In another alternative embodiment, the supplier communication initiating Web site **90** may include other related links to one or more directory Web sites **10** for another good or service or sub-class of good or service.

Once the user has filled/completed the required and elected data field of the information input portion and selected the suppliers to communicate with via the supplier communication initiating Web site, the user activates the "send" or similarly designated activation link using the cursor and typically the computer mouse. Thereafter, as discussed above, an electronic mail message is essentially simultaneously sent to the designated suppliers. Usually, as will be apparent to one of ordinary skill, the email address is typically provided by accessing a database for the appropriate email address for a supplier in a similar fashion to the database fields of the region search and other search functions described above.

A computer hardware system may be used, in whole or in part, by a user to view the Internet Web sites discussed herein or otherwise to implement the various embodiments of the present invention. Generally, the computer system used by the user to access and interact with the Web site of the present invention typically includes at least an input/output device configured to receive input from a user and provide output to a user; a processor coupled to the input/output device; and a memory subsystem coupled to the processor, the memory subsystem coupled to the processor, the memory subsystem storing code that is responsive to input from the user that instructs the processor to perform steps based upon the user selections of links and data inputted using the Web sites as discussed herein.

More particularly, the computer hardware system typically includes a central processing unit (CPU); a random access memory (RAM); a read only memory (ROM); a display monitor; a display interface connected to display monitor; a data storage device; a first input/output (I/O) interface connected to data storage device; a keyboard; a second I/O interface connected to the keyboard or computer such as a computer mouse; an information receiving device connected to a third I/O interface; a printer; a printer interface connected to printer; and a system bus for interconnecting CPU, RAM, ROM, display interface, first I/O interface, second I/O interface, and printer interface. As described below, information receiver may take any appropriate form for receiving data from the particular form of machine-readable data used for the particular embodiment or for receiving machine-recognizable information that may be processed by a computer.

Preferably, the data storage device is a computer hard disk drive. The user may use the computer hardware system to access the system of the present invention, which may be provided by an internet host server and made available through the Internet. The Web sites of the present invention, like most all Web sites, are typically stored on a server or other computer which is accessible over the Internet or the World Wide Web. Generally, a server is a computer that provides access to files via a computer network such as the Internet or a smaller Intranet.

The present invention additionally includes a method of doing business. The method of doing business comprises providing a Web site according to the invention described above that is engineered to permit a potential consumer of a particular good or service to locate easily and quickly a list of suppliers of the good or service.

As will be apparent to those of ordinary skill in the art, the components of computer hardware system may be incorporated into a personal computer or a portable laptop computer, with the possible exception of information receiver and printer. However, as it is apparent from the description of the present invention, certain components of computer hardware system may be eliminated depending upon the manner in which it is used within the confines of the present invention. Typically, a user(s) utilizes a computer hardware system as a remote computer to communicate over a network, such as the Internet, typically a wide-area network (WAN), such that it couples together a plurality of communication nodes or locations. Usually, the computer hardware system communicates with at least one server over the Internet.

The above description is considered that of the preferred embodiments only. Modifications of the invention will occur to those skilled in the art and to those who make or use the invention. Therefore, it is understood that the embodiments shown in the drawings and described above are merely for illustrative purposes and not intended to limit the scope of the invention, which is defined by the following claims as interpreted according to the principles of patent law, including the Doctrine of Equivalents.

#### Example 1

The following is an example of an embodiment of the invention.

FIG. **13** displays a portion of the Web site <http://www.industrialquicksearch.com> as displayed within the Internet browser window. That Web site is an example of the master Web site **4** introduced and discussed above. That Web site displays numerous names of particular goods. In particular, there are four columns of names of goods: the first column starting with Air Compressors, then Air Cylinders, then Air Filters, on down to Clean Rooms; the second column starting with Electronic Connectors, then Electronic Enclosures, then EMI Shielding, down to Hinges; the third column starting with Industrial Ovens, then Industrial Parts Washers, then Industrial Scales, on down to Machine Vision Systems; the fourth and final column starting with Plastic Tubing, Pneumatic Conveyors, Powder Metal Parts, on down to Sound Proofing.

Each name of a particular good is typically underlined and additionally operates as a link to another website. "Air Compressors" is not just a name of a class of good but additionally has an embedded link to the directory Web site <http://www.aircompressors.bz>. "Air Cylinders" is not just a name of a class of good but additionally has an embedded link to the directory Web site <http://www.air-cylinders.com>. "Air Fil-



ters” is not just a name of a class of good but additionally has an embedded link to the directory Web site <http://air-filter-s.org>, and so on for every other name of good listed in the four columns. Activation of these links causes the display to show the corresponding directory Web site in the Internet browser window.

Under the “Client Resources” heading on the master directory of Web sites, is the phrase “IQS® Client Stats Login.” The phrase “IQS® Client Stats Login” additionally contains an embedded link a different page on the master Web site, specifically <http://www.industrialquicksearch.com/statslogin.htm>. When a user activates the link, such as by moving the cursor over the link and pressing the left button on the mouse, a new Internet Web browser window opens and shows the Web site <http://www.industrialquicksearch.com/statslogin.htm>, which is substantially depicted in FIG. 14. That Web site in turn, near the bottom, displays the phrase “IQS Site Statistics,” which additionally contains an embedded link to the Web site <http://www.industrialquicksearch.com/sitestats.htm>. When a user activates the link, a new Internet Web browser window opens and shows the Web site <http://www.industrialquicksearch.com/sitestats.htm>, which is substantially depicted in FIG. 15. That Web site provides a drop down list directly below the phrase “Choose URL Below.” The drop down list is titled “Site Statistics.” That drop down list is an example of the drop down list 9 introduced above. When the user clicks on the downward arrow on the right edge of the Site Statistics drop down list, a list of names of goods drops down, which names of goods correspond with the names of goods within the four columns of the Web site <http://www.industrialquicksearch.com>, as described above. Each name of a good set forth in the drop down list is additionally an embedded link to a separate Web page that displays statistics about how many users have visited the corresponding Web site directory for that particular good in the drop down box. For example, when the user selects “aircompressors” from the drop down list, the browser displays the Web site <http://www.industrialquicksearch.com/stat/statpage.php?url=aircompressors.bz>. That Web site as displayed within the browser window is substantially illustrated at FIG. 16. The “aircompressors” selection option on the drop down list is an example of the ranking link 8 described above.

As discussed above, FIG. 13 displays a portion of the Internet Web site <http://www.industrialquicksearch.com>. As discussed above, that Web site displays numerous names of particular types or classes of goods. Each name of a particular good is underlined and additionally contains an embedded link to another Web site. “Powder Metal Parts” is not just a name of a good but additionally has an embedded link to the Web site <http://www.powderedmetalparts.com>. When a user moves the cursor and activates (i.e., “clicks”) that link, a new browser window opens. That new browser window displays that Web site.

FIG. 17 substantially illustrates that Web site, <http://www.powderedmetalparts.com> as shown within the display portion of the Internet browser. The initial text of the Web site is a reiteration of the domain name, “www.powderedmetalparts.com”. This is an example of a header 14 introduced above. Again, the domain name or a portion of the Internet address and the header incorporate the name of the good at issue; here, powdered metal parts. The written paragraph near the beginning of the Web site display in this Example is: “Powder Metal Parts. Powder Metal Parts Manufacturers. IQS Directory has the largest selection of powder metal parts and company information for powder metal parts manufacturers.” That is an example of text 16 discussed above. The text incorporates the name of the good “powder metal parts”

four times in that written paragraph, which is located near the beginning of the Web site display, typically within the header portion as shown. Near the bottom right of the Web site display is the underlined phrase “Powder Metal Parts Informational Page.” That underlined phrase has an embedded link to the Web page <http://www.powderedmetalparts.com/info/powderedmetalparts/>. That link is an example of an informational link 19 described above.

When the user “clicks” on or otherwise activates that link, the browser, in the existing window, displays that Web page, <http://www.powderedmetalparts.com/info/powderedmetalparts/>. FIGS. 18a, 18b, and 18c, which are meant to be understood as a printed version of one Web page display, substantially illustrate that Web page. That Web page is an example of an information Web page 80, introduced above. The Web page provides information, among other things, about powdered metal parts. The name of the good, powdered metal parts, is used throughout the Web page. The Web page provides the name of the directory Web site from whence it came, powderedmetalparts.com in the header, which is an example of a title heading 68, introduced above. The Web page provides headings to foreshadow the information provided afterwards. For example, the heading “About Powdered Metal Parts,” informs the user that the paragraphs that follow regard powdered metal parts. That heading is an example of the source headings 69. The other source headings on the Web page are “Featured Articles” and “Types.” On the left side of the Web page, in the column titled “Information Page Links:,” are a variety of underlined phrases. Each of the underlined phrases, such as “Trade Shows,” has an embedded link to another Web page, which provides further information about a topic in accordance with the underlined phrase. So, for the case of “Trade Shows,” when a user “clicks” or otherwise activates the link embedded in the underlined phrase “Trade Shows,” the same browser window displays the Web page <http://www.powderedmetalparts.com/info/powderedmetalparts/trade.htm>. FIG. 19 substantially displays that Web page. That Web page is an example of a linked further information Web page 17, introduced above. The link embedded in “Trade Show” is an example of one of the embedded reference links 70a, 70b, 70c, 70d, 70e, 70f.

Returning to the directory Web site illustrated by FIG. 17, that directory Web site for the good, powdered metal parts, provides a list of three suppliers of powdered metal parts. The three listed suppliers of powdered metal parts are named: ASCO Sintering, Saint Marys Pressed Metal, Inc., and Webster-Hoff Corporation. This listing of those three suppliers is an example of various suppliers 18a, 18b, 18c, etc., introduced above. A typical directory Web site 10 that contains a roll-over window could list more than three suppliers on a given page, such as six suppliers. The name of the supplier is typically underlined. That is so because the name of the supplier additionally contains an embedded link to the supplier’s Web site. The link to the supplier’s Web site is embedded in the underlined name of the supplier. For example, the supplier “ASCO Sintering” is underlined and has an embedded link to the supplier’s Web site, which is <http://www.ascosintering.com/>. That is an example of a supplier’s Web site link 18, introduced above.

The directory Web site for powdered metal parts, illustrated by FIG. 17, additionally lists “Additional powder-metal-parts Listings—Page 2” near the bottom of the Web page. That phrase is underlined. That phrase is embedded with a link to another Web page. That Web page is <http://www.powderedmetalparts.com/pagetwoads.aspx>. When a user “clicks” or otherwise activates the link to that Web page, the browser displays that Web page in the same window.

FIGS. 20a, 20b, 20c, and 20d substantially illustrate that Web page. That Web page provides a list of the names of numerous additional suppliers of the good at issue, namely powdered metal parts. Those names of numerous additional suppliers were not listed on the preceding Web page, i.e., the directory Web site <http://www.powderedmetalparts.com> of FIG. 17. Those names of numerous additional suppliers, such as AMKAD Metal Components, Advanced Power Products, Inc., etc., are examples of an additional listing of various suppliers 18r, 18s, 18t, 18u, 18v, etc., introduced above. The link embedded into the phrase “Additional powder-metal-parts Listings—Page 2” is an example of a link to an additional listing of suppliers 77, introduced above.

Referring to the Web page that FIG. 20 illustrates, the near top left of the Web page states the underlined phrase “Back to powder-metal-parts-Page 1.” Embedded into that phrase is a link back to the initial page of the Web site directory, <http://www.powderedmetalparts.com/>. That embedded link is an example of a return link 85, introduced above.

Referring back to FIG. 17, which illustrates a directory Web site for powdered metal parts, in addition to the name of the supplier, the directory Web site provides a description for each supplier. For example, referring to the supplier named ASCO Sintering, the directory Web site provides the following written description: “ASCO Sintering has been a leader in the manufacture of small powdered metal parts, powdered metal gears and sintered metal parts for many years. Serving several Fortune 500 companies in the automotive, electronics and hardware industries. We are an employee-owned company!” The directory Web site provides a similar written description for each company listed. Those descriptions are examples of the description for the various suppliers 20a, 20b, 20c, 20d, 20e, 20f, which were introduced above.

In addition, as FIG. 17 illustrates, the directory Web site for the good powdered metal parts provides an outlined area to the left of the names of the companies listed. The rollover window display area, as illustrated, provides an advertisement for the company named Webster-Hoff Corporation. Although FIG. 17's illustration is text, the reader should understand that the advertisement, as discussed above, may be a photographic advertisement or pictorial marketing material or other display. If the user moves the cursor over or proximate the name of the company, in this instance Webster-Hoff Corporation, the advertisement for Webster-Hoff Corporation appears in the rollover window display area. The advertisement for Webster-Hoff Corporation will remain apparent in the rollover window display area until the user moves the cursor over the name of another listed supplier. For example, if the user then moves the cursor over or proximate the name of the supplier ASCO Sintering, then the rollover window display area will stop displaying the advertisement for Webster-Hoff Corporation and, instead, will display the advertisement for ASCO Sintering. FIG. 17's illustration of the rollover window display area is an example of a rollover window display area 22, which was introduced above.

In addition, as FIG. 17 illustrates, the directory Web site for the class of good powdered metal parts provides, at the bottom right of the Web page, the underlined phrase “Industrial Quick Search, Inc.” That underlined phrase is embedded with a link to the Internet Web site <http://www.industrialquicksearch.com> (illustrated in FIG. 13), which was an example of the master Web site 4 described above. That embedded link is an example of the master Web site link 24, introduced above.

Referring to FIG. 17, if the user clicks or otherwise activates the link to the supplier's Web site, which link is embedded in the underlined name of the supplier, the browser will open a new window. The new window will display the sup-

plier's Web site. For example, the supplier “ASCO Sintering” is underlined and has an embedded link to the supplier's Web site, which is <http://www.ascosintering.com/>. If the user clicks the link to ASCO Sintering's website, then the browser opens a new window, which then displays ASCO Sintering's website—<http://www.ascosintering.com/>.

Referring to FIG. 17, the directory Web site for the good, powdered metal parts, provides, near the top right of the Web page, five underlined phrases. Those underlined phrases are: “die-castings,” “metal-stampings,” “cold-headed-parts,” “forgings,” and “screw-machine-products.” Those phrases are descriptions of goods. Those goods are related to powdered metal parts, which is the subject of the directory Web site illustrated at FIG. 17. A user of the directory Web site, who is seeking a supplier for powdered metal parts, could also be seeking a supplier for related goods such as die-castings, metal-stampings, cold-headed-parts, forgings, and screw-machines, which are all goods that are listed in the top right of the Web page. Embedded within each underlined phrase (name of the particular related good) is a link to the directory Web site that will list suppliers for that particular related good. For example, if the user activates the link for die-castings, the browser will display (in the same window) the directory Web site for die-castings, i.e., <http://www.die-castings.net/>. Those links to the directory Web sites for goods related to powdered metal parts, such as “die-castings,” is an example of the links 44a, 44b, 44c, 44d, introduced above.

Referring to FIG. 13, which is the illustration of <http://www.industrialquicksearch.com>; the master directory of Web sites, near the bottom of the Web page, are the phrases “List Your Company” and “Terms and Conditions.” The phrases are embedded with a link to a different Web page. For example, if the user activates the link embedded with “List Your Company,” then the browser opens a new window and displays the Web page <http://www.industrialquicksearch.com/suggest.htm>. That Web page, which is not illustrated, provides information on how a supplier of a particular good or service, can purchase the privilege of having a directory Web site for a particular good or service list that supplier as a supplier on a directory Web site. Similarly, if the user activates the link embedded with “Terms and Conditions,” then the browser opens a new window and displays in the same window the Web page <http://www.industrialquicksearch.com/terms.htm>. That Web page, which is not illustrated, provides the terms and conditions of exercising the privilege of using the Web page to search for and to submit a communication to a supplier of a good or service. Those links embedded with “List Your Company” and “Terms and Conditions” are examples of an informational link 55, introduced above.

Referring to FIG. 13, near the top of the Web page there is the phrase “IQS Search.” That phrase is located adjacent to a user entry box, which is labeled “Insert Search Here.” That user entry box is located adjacent to a search activation button, which is titled “Search Button.” A user visiting the master directory of Web sites, <http://www.industrialquicksearch.com>, can use the user entry box, enter a search term, and activate the search by pressing the search activation button to search every directory Web site simultaneously for that specific search term. For example, a user visiting the master Web site, <http://www.industrialquicksearch.com> could be in need of a supplier that has experience with high-magnetic-response aluminum. The master Web site, <http://www.industrialquicksearch.com>, does not provide an already made directory Web site for the specific good or service “high-magnetic-response aluminum.” Nevertheless, the user could enter the search term “high-magnetic-response aluminum” into the user entry box, which is labeled in FIG. 13 as “Insert Search

Here” and activate the search by pressing the “Search Button.” A search is then performed, which could be powered by Google Search Appliance, of every directory Web site for all goods and services for the phrase “high-magnetic-response aluminum.” The browser then opens the Web page (in the same browser) that provides the results of the search. That Web page is illustrated at FIG. 21. That Web page informs the user that a supplier that has experience with high-magnetic-response aluminum is listed on the Web site directory for powdered metal parts, <http://www.powderedmetalparts.com/>. That Web site directory is illustrated at FIG. 17. The user can then click on the underlined wording under the relatively large font “Search”. If the user so clicks, then the browser (in the same window) displays the Web site directory for powdered metal parts, <http://www.powderedmetalparts.com/>. As illustrated at Figure, the user can then read the description for the supplier named Webster-Hoff Corporation to discover that that supplier has experience with high-magnetic-response aluminum. The ability to search every Web site directory for every good and service via the master Web site <http://www.industrialquicksearch.com> is an example of a search function 66, introduced above.

Referring to the directory Web site illustrated by FIG. 17, the underlined phrase “Request for Quote” appears underneath the name of every listed supplier. The underlined phrase is embedded with a link to another Web site. If the user desires to request a quote or otherwise submit a communication to one of the suppliers, ASCO Sintering, for example, the user clicks on the underlined phrase or otherwise activates the link. The link embedded into the underlined phrase is an example of a communicate with supplier links 88a, 88b, 88c. As a consequence of the activation, the browser opens a new window, which displays for the user the Web site [http://www.powderedmetalparts.com/RFQ/iqsm\\_rfq.aspx?catid=146&coid=55400](http://www.powderedmetalparts.com/RFQ/iqsm_rfq.aspx?catid=146&coid=55400). FIG. 22 substantially illustrates that Web site. The Web site illustrated in FIG. 22 is an example of a supplier communication initiating Web site 90, introduced above. Then, the user can select any additional supplier to which to send a communication or request for quote. The user can so select by selecting using the cursor and “click” to check the box next to the particular supplier’s name. The selection area is on the left side of the Web site illustrated in FIG. 22, under “Step One” and “Select Company Name.” The boxes enable selection of a supplier according to this embodiment, introduced above. In this example, the supplier communication initiating Web site had pre-selected ASCO Sintering as a selected supplier because the user had activated the “Request for Quote” link located under the company name ASCO Sintering. Alternatively, if the user had activated the “Request for Quote” link located under the company name of a different supplier, such as Webster-Hoff Corporation, then the supplier communication initiating Web site illustrated in FIG. 22 would have pre-selected only Webster-Hoff (and not ASCO Sintering) as a selected supplier to whom the user would submit a communication. The area under “Step One,” which provides the user with the list of suppliers to whom the user will submit a communication is an example of a selection area 96, introduced above. To submit a communication to a supplier or request a quote from a supplier, the user must first enter various contact information, such as the user’s company name, contact e-mail, etc., in the box under the appropriate query. The user can then check a box to indicate that the user “would like these companies to contact me about sending an attachment.” That box is an example of a pre-written comment selection 98, introduced above. The associated text adjacent to the box is an example of a pre-written question or

comment 99, introduced above. The user can type into the box under “Step Three:” any additional information that the user would like to communicate to the chosen supplier(s). If the user found his selection of suppliers under Step One and entries under Step Two and Step Three acceptable, then the user could use the cursor and mouse to press the “Send” button. If the user did not find those selections or entries acceptable, then the user could press the “Reset” button. If the user presses the “Reset” button, the browser deletes any entries that the user had made under Step Two and Step Three but typically does not unselect any supplier that the user had selected in Step One. The area including the areas under Step Two and Step Three, where the user can enter text, is an example of an information input portion 94, introduced above.

If the user does in fact press the “Send” button, the Web site sends the data, typically in a predetermined auto-generated form, to the chosen suppliers via electronic mail. Each supplier has previously submitted the supplier’s electronic mail address to the directory Web site. FIG. 23 illustrates a sample electronic mail from the user to the selected supplier ASCO Sintering.

In this example, the Web site has successfully enabled a potential consumer to submit a communication to a supplier.

#### Example 2

This is an example of an alternative embodiment of the present invention. In this example, the master Web site is a dynamic Web site. The master Web site, in this Example, is <http://www.iqsdirectory.com>. FIGS. 24a through 24c illustrate a print-off of that master Web site. That Web site lists the names of numerous goods. The names of the goods are underlined. Each underlined name of a good is embedded with a link to a different Web page within the same Web site <http://www.iqsdirectory.com>. As discussed above, at least a portion of the Internet address for each of the linked Web pages contains the name or descriptor of the good or service listed. For example, for the good “Parts Washers,” the master directory Web site provides a link to the Web page <http://www.iqsdirectory.com/parts-washers/>, which is the directory Web site for parts washers. “Parts Washers” forms part of the Internet address as “parts-washers.” FIGS. 25a through 25j illustrate a print-off of the directory Web site for parts washers, [http://www.iqsdirectory.com/parts-washers](http://www.iqsdirectory.com/parts-washers/). That directory Web site utilizes more than one rollover window display area on the same Web page. That directory Web site additionally includes the further information on the same Web page as the list of suppliers. That directory Web site additionally provides the underlined text “Regional Search,” which is embedded with a link to a Web page (<http://www.iqsdirectory.com/RegionSearch.aspx?CatID=92>) that permits the user to narrow the listed suppliers by geographic region. FIGS. 26a and 26b illustrate that Web page where the user can select suppliers by geographic region. Referring back to FIG. 25, if the user presses the “Request for Quote” button, then the Web browser opens a new window. That new window displays the supplier communication initiating Web site, as described and illustrated in this Example. Of course, the listed suppliers will match the suppliers of the particular good, in this instance, parts washers. Additionally, the directory Web site of FIGS. 25a-25j contains the information that could optionally be included on a linked to information page at the bottom of the Web site instead.

A potential consumer searching for “parts washers” via a conventional search engine such as GOOGLE® will likely find the directory Web site for parts washers, <http://www.iqsdirec->

tory.com/parts-washers, highly ranked. Applicant believes that the placement of all of the directory Web sites under the domain name of the same master Web site <http://www.iqsdirectory.com> presently facilitates higher ranking by some search engines, such as the GOOGLE® search engine.

The above description is considered that of the preferred embodiments only. Modifications of the invention will occur to those skilled in the art and to those who make or use the invention. Therefore, it is understood that the embodiments shown in the drawings and described above are merely for illustrative purposes and are not intended to limit the scope of the invention, which is defined by the following claims as interpreted according to the principles of patent law, including the Doctrine of Equivalents.

The invention claimed is:

1. A method for a user to locate a supplier of a good or service and initiate communication with one or more suppliers over a network of computers comprising the steps of:

providing a master Web site server or other computer and a directory Web site server or other computer;

providing a master Web site stored on the master Web site server or other computer and accessible using a user's computer system using a network computer wherein the master Web site comprises a plurality of links to corresponding directory Web sites;

providing at least one directory Web site stored on the directory Web site server or other computer and accessible using a user's computer system using a computer network and wherein the directory Web site comprises: a directory Web site domain name that is at least partially descriptive of a class of goods or services;

a plurality of supplier links where activation of a link accesses a supplier's Web site;

a supplier descriptive portion positioned substantially adjacent to the link corresponding to a Web site supplier such that it is readily associated with the supplier by the user when viewed by the user;

a descriptive title portion positioned in a header proximate the top of directory Web site substantially corresponding to the description of the class of goods or services described by a directory Web site domain name;

a fixedly placed rollover window that displays information about at least one of the suppliers corresponding to a supplier identified by at least one of the supplier links; and

at least one communication initiating link to a supplier communication initiating Web site comprising a supplier selector portion where a plurality of suppliers having a supplier link on the directory Web site are capable of being selected by a user and an information input portion wherein the supplier selector portion includes a listing of suppliers corresponding to one or more of the suppliers having a supplier link on the directory Web site and an indicator of whether the suppliers listed in the supplier selector portion have been selected and wherein the information input portion contains information requesting fields requesting information about the user and/or the user's legal entity to which it belongs and the fields comprises a user's name, a user's company name, a user's electronic mail address and a field for the user to submit textual information to the supplier;

wherein the user conducts the following steps to initiate communication with one or more suppliers;

using a computer having a computer screen to access a conventional search engine's Web site;

using the conventional search engine Web site and inputting a search strategy into the conventional search

engine Web site to search for a supplier of a user determined class of good or service such that the conventional search engine Web site yields ranked search engine results;

viewing the ranked search engine results;

selecting the directory Web site from the ranked search engine results that corresponds to the user determined class of good or service;

activating a link to a directory Web site corresponding to the user determined class of good or service such that the directory Web site is displayed on the computer screen; activating one of the communication initiating links thereby causing a separate internet browser window to open and display the supplier communication initiating Web site;

inputting information into the information requesting fields of the supplier communication initiating Web site and selecting the suppliers with whom the user would like to communicate using the supplier selector portion; and

initiating communication with more than one of the user selected suppliers by the user activating an activation link on the supplier communication initiating Web site; and

reviewing a plurality of individual responses from the plurality of suppliers wherein the responses are electronic mail messages wherein the user is a potential customer.

2. A server system of Web sites that allow a user to locate a supplier of one or more user determined goods or services and initiate communication with one or more suppliers over the internet with suppliers comprising:

at least one server or other computer;

the following Web sites stored on the at least one server or other computer such that they are each accessible to a user over the internet:

a plurality of directory Web sites wherein each directory Web site comprises:

a directory Web site domain name that is at least partially descriptive of a class of goods or services;

a plurality of supplier links where activation of a link accesses a supplier's Web site;

a supplier descriptive portion positioned substantially adjacent to the supplier link corresponding to a Web site supplier such that it is readily associated with the supplier by the user when viewed by the user;

a descriptive title portion positioned in a header proximate the top of the directory Web site substantially corresponding to the description of the class of goods or services described by the directory Web site domain name; and

at least one communication initiating link to a supplier communication initiating Web site wherein the supplier communication initiating Web site comprises a supplier selector portion and an information input portion wherein the supplier selector portion where a user may select more than one of a plurality of the suppliers having a supplier link on the directory web site and the supplier selector portion further includes a listing of suppliers corresponding to the plurality of the suppliers having a supplier link on the directory Web site and an indicator of whether the suppliers listed in the supplier selector portion have been selected and wherein the information input portion contains fields requesting information about the user and/or the user's legal entity to which it belongs and the fields comprises a user's name, a user's company name, a user's electronic mail address and a field for

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the user to submit textual information to the supplier; and wherein the user is a potential customer of the plurality of the suppliers; and wherein the system further comprises an electronic mail message sent to more than one of the plurality of the suppliers based upon the information supplied by a user on the supplier communication initiating Web site and a plurality of individual responses from the plurality of the suppliers sent to the user in response to the electronic mail message sent to the more than one of the plurality of the suppliers based upon information supplied by the user on the supplier communication initiating Web site; and wherein the responses from the plurality of the suppliers are electronic mail messages.

3. The system of claim 2, wherein the system further comprises a master Web site stored on the at least one server or other computer where the master Web site comprises a plurality of links to directory Web sites; and wherein each directory Web site further comprises a fixedly placed rollover window that displays information about at least one of the suppliers corresponding to a supplier identified by at least one of the links.

4. A method for a user to initiate a plurality of individual communications with multiple suppliers of a good or service to obtain a quote for the good or service, over the internet from the multiple suppliers of a good or service using a server, a Web site stored on the server and having an internet address comprising a portion of the internet address that describes a class of goods or services wherein the Web site is stored on the server and a supplier communication initiating Web site stored on the server and wherein the Web site having an internet address comprising a portion of the internet address that describes a class of goods or services further comprises:

a plurality of supplier links where activation of a link accesses a supplier's Web site wherein that supplier offers a good or service of the class of goods or services described by the portion of the Web site internet address; a supplier descriptive portion positioned substantially adjacent to the supplier link corresponding to the supplier such that the supplier descriptive portion is associated with the supplier by the user when viewed by the user;

a descriptive title portion positioned in a header proximate the top of the Web site substantially corresponding to the class of goods or services described by the portion of the Web site domain name; and

at least one communication initiating link to a supplier communication initiating Web site stored on the server; and

wherein the supplier communication initiating Web site comprises a supplier selector portion and an information input portion wherein the supplier selector portion includes a listing of a plurality of the suppliers corresponding to the suppliers having a supplier link on the Web site having a Web site internet address comprising a portion of the internet address that describes the user determined class of goods or services and an indicator of whether the supplier listed in the supplier selector portion has been selected and wherein the information input portion contains data fields requesting information about the user and/or a user's legal entity to which the user belongs and the data fields include a user's name, a user's company name, a user's electronic mail address and a field for the user to submit textual information to the supplier wherein the method comprises the following steps:

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using a computer having a computer screen to access the Web site stored on the server having a Web site internet address comprising a portion of the internet address that describes the user determined class of goods or services corresponding to the user determined class of good or service such that the Web site having a Web site internet address comprising a portion of the internet address that describes the user determined class of goods or services is displayed on the computer screen;

activating one of the communication initiating links thereby displaying the supplier communication initiating Web site to the user;

inputting data into the data fields of the communication initiating Web site and selecting more than one of a plurality of user selected suppliers chosen from a group of the suppliers having supplier links on the Web site having an internet address comprising a portion of the internet address that describes a class of good or service with whom the user would like to communicate about receiving a quote using the supplier selector portion; initiating individual communications with each of the plurality of user selected suppliers by activation of an activation link on the supplier communication initiating Web site to thereby request information from each of the plurality of user selected suppliers with whom the user would like to communicate; and

receiving a plurality of individual responses from a plurality of suppliers wherein the responses are electronic mail messages.

5. The method of claim 4, wherein at least one communication initiating link to a supplier communication initiating Web site is located substantially adjacent to at least one of the supplier descriptive portions and wherein the step of activating the communication initiating link causes a display of the supplier communication initiating Web site to be displayed in a separate internet browser window and wherein the requested information from the supplier comprises a quotation about the supplier's good or service.

6. The method of claim 5, wherein the at least one communication initiating link to a supplier communication initiating Web site located substantially adjacent to at least one of the supplier descriptive portions comprises a plurality of communication initiating links to the supplier communication initiating Web site wherein the plurality of communication initiating links are individually located substantially adjacent to one of the plurality of the supplier descriptive portions.

7. The method of claim 6, wherein the supplier communication initiating Web site opens in a separate browser window when the user activates at least one communication initiating link to a supplier communication initiating Web site.

8. The method of claim 7, wherein the portion of the Web site having an internet address that describes a class of good or service comprises the domain name portion of the internet address.

9. The method of claim 8, wherein the step of initiating individual communications with the plurality of user selected suppliers by activation of an activation link on the supplier communication initiating Web site to thereby request information from the selected suppliers with whom the user would like to communicate comprises simultaneously initiating communication with a plurality of suppliers by activation of the activation link on the supplier communication initiating Web site.

10. The method of claim 9 further comprising the following steps carried out before activating the communication initiating link:

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accessing a conventional search engine's Web site using the computer having a computer screen;  
 inputting a search strategy into the conventional search engine to search for a supplier of a user determined class of good or service such that the conventional search engine yields ranked search engine results;  
 viewing the ranked search engine results; and  
 activating the link to the Web site having a Web site internet address comprising a portion of the internet address that describes the user determined class of goods or services corresponding to the user determined class of good or service such that the Web site having a Web site internet address comprising a portion of the internet address that describes the user determined class of goods or services is displayed on the computer screen.

11. The method of claim 4, wherein the step of initiating individual communications with each of the plurality of user selected suppliers by activation of an activation link on the supplier communication initiating Web site to thereby request information from the selected suppliers with whom the user would like to communicate comprises the step of sending an electronic mail message to each of the plurality of user selected suppliers and wherein the method further comprises the step of the user receiving a quotation from more than one of the plurality of user selected suppliers for a good or service of the class of good or service described by the Web site having a Web site internet address comprising a portion of the internet address that describes the user determined class of goods or services and wherein the user receives a responsive electronic mail message from multiple of the plurality of user selected suppliers containing the quotation.

12. The method of claim 11, wherein the textual information comprises specifications for a supplier and wherein the supplier selector portion comprises a list of supplier identifiers for suppliers having supplier links on the Web site having a Web site internet address comprising a portion of the internet address that describes the user determined class of goods or services and wherein the supplier selector portion further comprises a selection area located substantially adjacent to the supplier identifier for each supplier identifier in the sup-

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plier selector portion wherein the selection area indicates to the user when a corresponding supplier identifier has been selected.

13. The method of claim 4, wherein the supplier of a good or service is a manufacturer of a good or service of the class of goods or services and wherein the textual information comprises manufacturing specifications to be provided to the manufacturer and wherein the indicator comprises a selection area located substantially adjacent to each supplier's name configured to be selected by the user to identify the plurality of user selected suppliers.

14. The method of claim 4, wherein the supplier communication initiating Web site opens in a separate browser window when the user activates the at least one communication initiating link to a supplier communication initiating Web site.

15. The method of claim 4, wherein the portion of the Web site having an internet address that describes a class of good or service comprises the domain name portion of the internet address; and wherein the step of initiating individual communications with each of the plurality of user selected suppliers by activation of an activation link on the supplier communication initiating Web site to thereby request information from the selected suppliers with whom the user would like to communicate comprises the step of sending an electronic mail message to the plurality of user selected suppliers.

16. The method of claim 4, wherein the step of initiating individual communications with each of the plurality of user selected suppliers by activation of an activation link on the supplier communication initiating Web site to thereby request information from each of the plurality of user selected suppliers with whom the user would like to communicate comprises simultaneously initiating communication with a plurality of suppliers by activation of the activation link on the supplier communication initiating Web site.

17. The method of claim 4 further comprising the step of the user obtaining the quote for a good or service of the class of good or service of the Web site stored on a server from multiple of the plurality of user selected suppliers.

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