



## Fuisz Announces Issuance Patent Concerning Access By Product Suppliers To E-Commerce Web Site Consumer Preferences

MIAMI, Sept. 7, 2012 /PRNewswire/ -- Fuisz ([www.fuisz.com](http://www.fuisz.com)) today announced the issuance of US Patent **8,255,279** ("Method and Apparatus for Permitting Stage Door Access to On-Line Vendor Information"). A related case, U.S. Patent 7,962,367, issued last year.

Joseph Matus Fuisz, Managing Member of Fuisz, stated, "This patent covers a system wherein a product supplier is able to access consumer preference information – such as shopping trends -- from an e-commerce web site. In view of the growing market share of e-commerce based sales, the criticality of product suppliers obtaining real-time information concerning e-commerce shopper preferences and activities is apparent."

Mr. Fuisz added, "We look forward to a vigorous, targeted licensing initiative."

Noted inventor Richard C. Fuisz, M.D. ([http://en.wikipedia.org/wiki/Richard\\_Carl\\_Fuisz](http://en.wikipedia.org/wiki/Richard_Carl_Fuisz)), together with Joseph Fuisz, is a named inventor on the announced patent.

Fuisz ([www.fuisz.com](http://www.fuisz.com)) is a private technology company originated by the Fuiszes. The Fuiszes have made substantial contributions in drug delivery, diagnostics, as well as the computer and communications fields.

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