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(54) **METHOD, SYSTEM AND SOFTWARE FOR DYNAMICALLY EXTRACTING CONTENT FOR INTEGRATION WITH ELECTRONIC MAIL**

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See application file for complete search history.

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(57) **ABSTRACT**

The invention is a system and method, with implementing computer program code, that automatically and dynamically formats an electronic mail (e-mail) message by extracting selected text and graphical components of a web page and “wrapping” the extracted computer data about the e-mail message. Thus the extracted data forms a border about the e-mail message. The invention provides for the use of company designs and trademarks in e-mail messages without the addition of local software components resident on the user’s computer, and without compromising the functionality of standard e-mail software programs. The invention wraps the e-mail received through a gateway server and sends out the wrapped e-mail to the destination (recipient) designated by the sender in the original, unwrapped message.

24 Claims, 9 Drawing Sheets

