

Title (en)
DIGITAL MEMBERSHIP CARD SYSTEM

Title (de)
DIGITALES MITGLIEDSCHAFTSKARTENSYSYSTEM

Title (fr)
SYSTEME DE CARTE DE MEMBRE NUMERIQUE

Publication
EP 1264241 A2 20021211 (EN)

Application
EP 00943364 A 20000630

Priority
• US 0018230 W 20000630
• US 36974599 A 19990806

Abstract (en)
[origin: WO0111484A2] An electronic commerce system provides a digital membership card for cross company marketing efforts, yet supports the privacy of a user. The system includes a club manager to register a user as a club member, to create a digital membership card for the club member, and to install a digital membership card plug-in for use with a club member's web browser, the plug-in including the digital membership card. The system also includes at least one affiliate to request the digital membership card from the club member, the digital membership card being provided by the digital membership card plug-in, to verify the digital membership card, and to provide a benefit to the club member when the digital membership card is verified. The benefits may include discounts on products and services, free goods and services, or other promotional items.

IPC 1-7
G06F 17/00

IPC 8 full level
G06F 15/00 (2006.01); **G06Q 10/00** (2006.01); **G06Q 20/00** (2006.01); **G06Q 30/00** (2006.01); **G06Q 40/00** (2006.01); **G06Q 50/00** (2006.01); **H04L 9/32** (2006.01)

CPC (source: EP)
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See references of WO 0111484A2

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WO 0111484 A2 20010215; **WO 0111484 A3 20020926**; AU 5784200 A 20010305; CA 2381318 A1 20010215; EP 1264241 A2 20021211; HK 1049392 A1 20030509; JP 2003519419 A 20030617

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