(54) **SYSTEM AND METHOD FOR USING PRODUCT IDENTIFIERS**

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(57) **ABSTRACT**

A novel method for using product identifiers includes capturing a product identifier identifying a product, selecting one of a plurality of queries, transmitting the product identifier and the selected query to a data provider, and receiving a response to the selected query from the data provider. The method is performed on a personal data device (e.g., a camera phone, PDA, tablet PC et.), which includes a network interface, a scanner operative to capture the product identifier, a user interface operative to receive the query selection, and an application program interface operative to associate the product identifier and the selected query, transmit the product identifier and the selected query to the data provider via the network interface, and to receive the response to the identifier and query from the data provider via the network interface. A method for the data providers to use the product identifiers is also disclosed, and includes receiving a request from a consumer including a unique product identifier and data indicative of the type of information requested, retrieving the type of requested information associated with the particular product from a database, and transmitting the retrieved information to the consumer. The data provider includes a database associating the product identifiers with information corresponding thereto, and means for the providing the associated information to the requesting consumer.
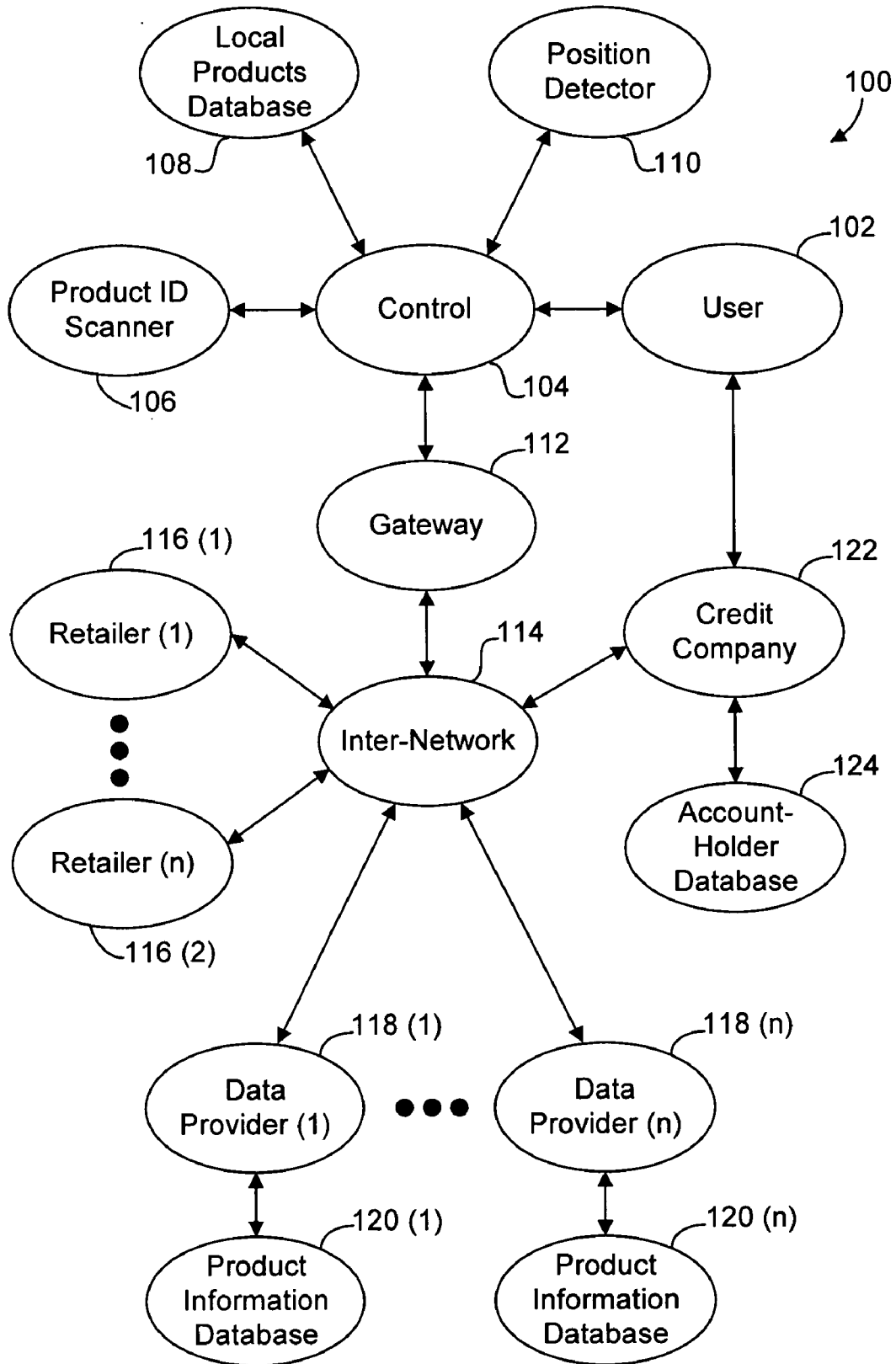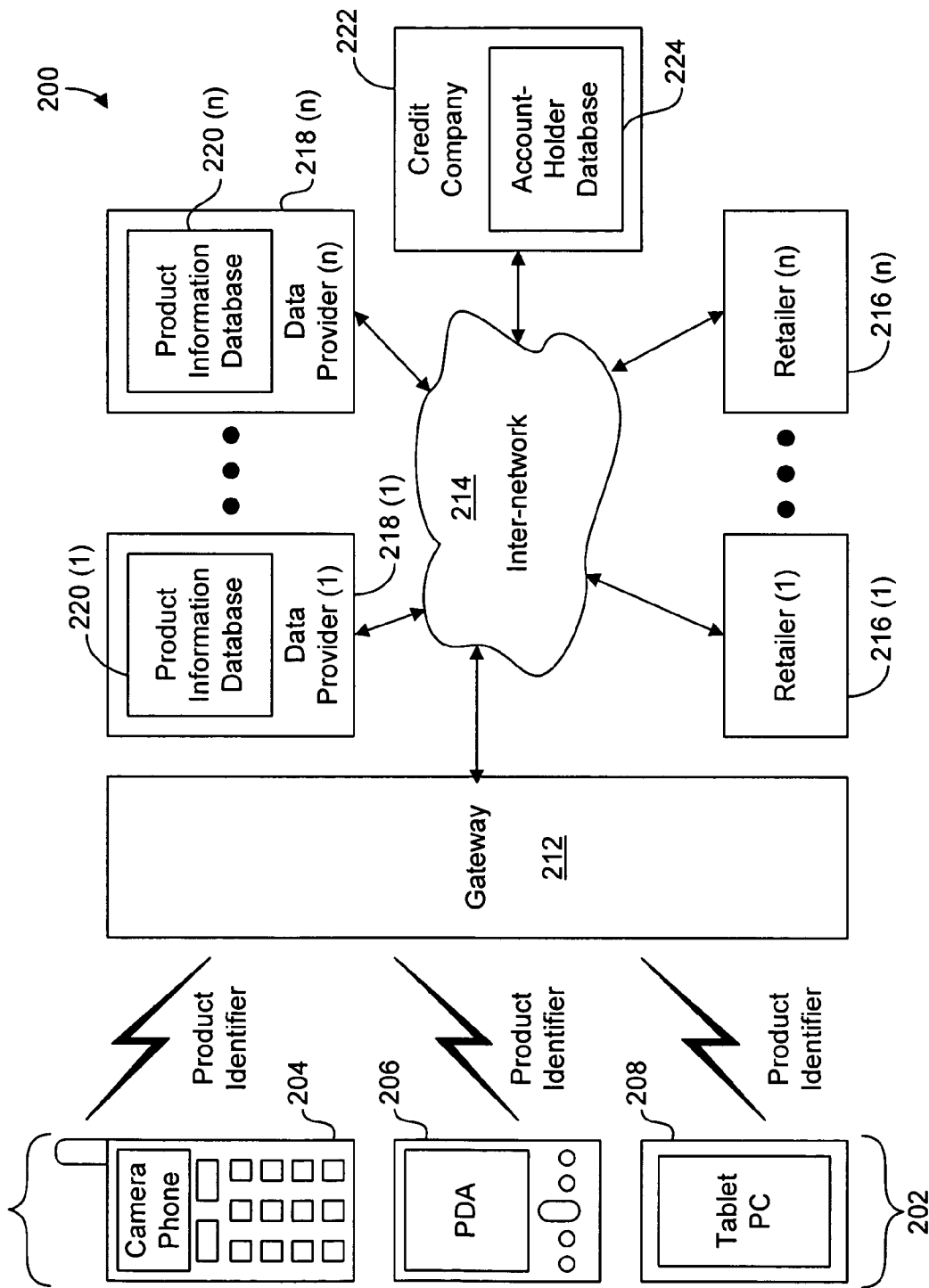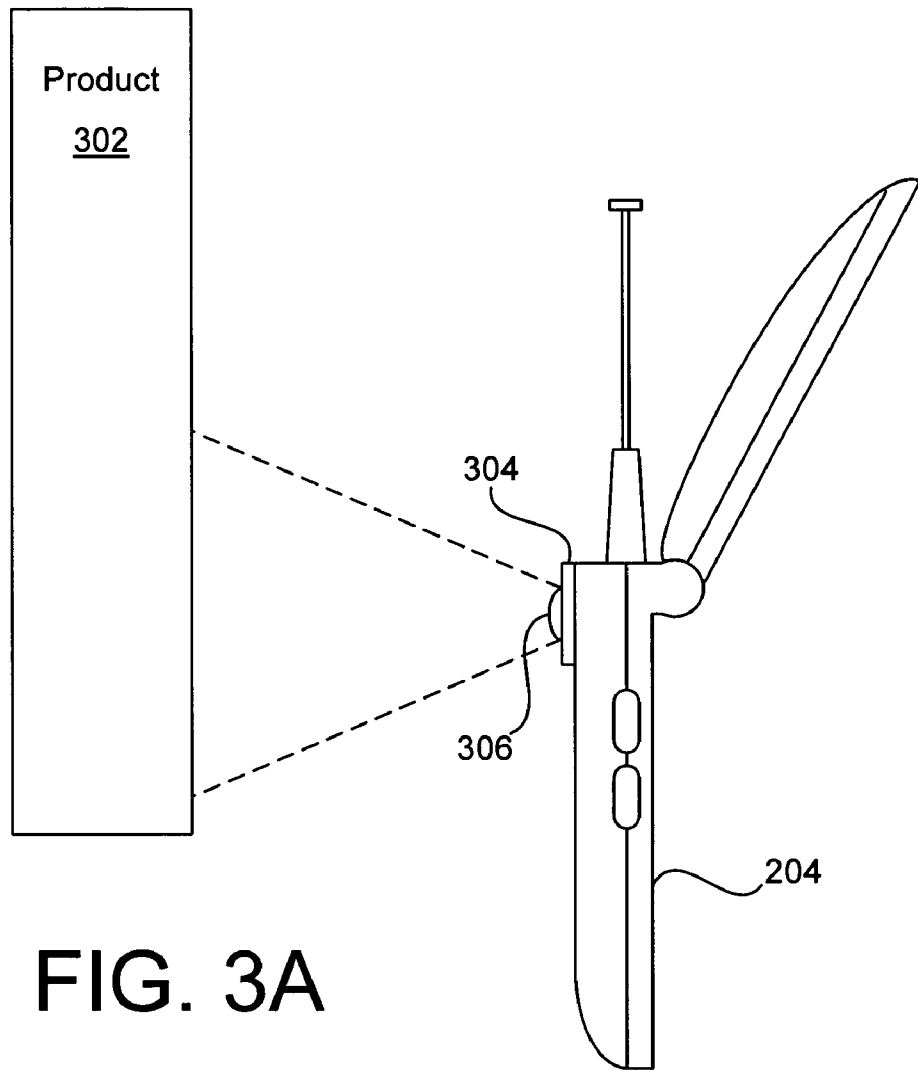
FIG. 1

FIG. 2

Product

302

304

306

204

FIG. 3A

308

310

UPC

XXXX—XXXXXX
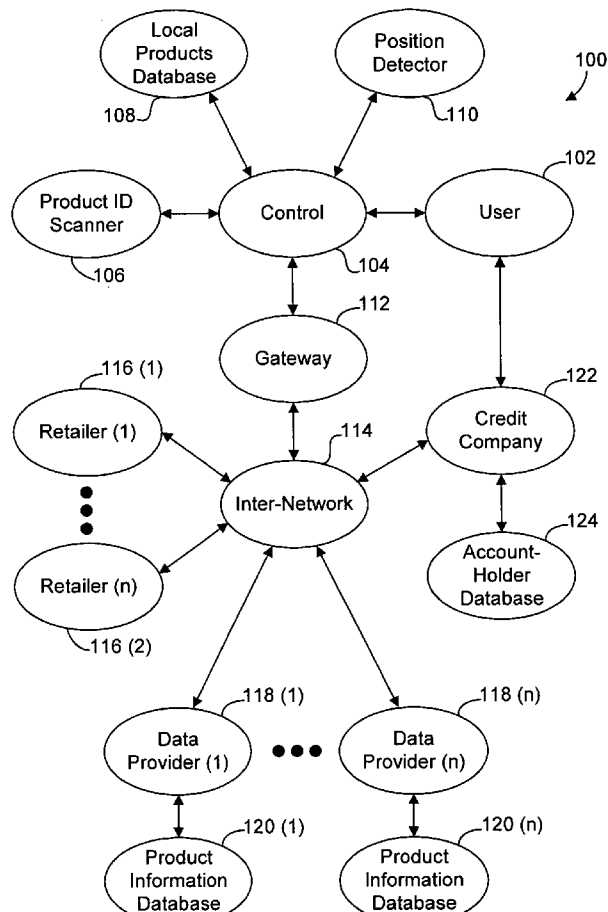
FIG. 3B

FIG. 4

DOCKET ALARM
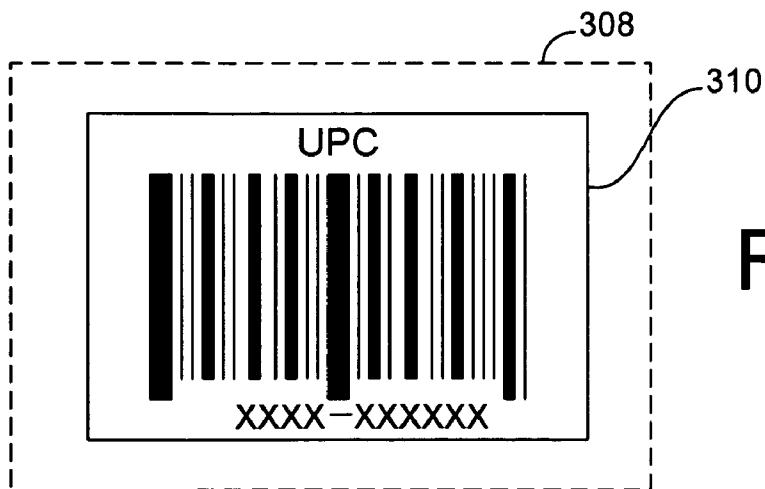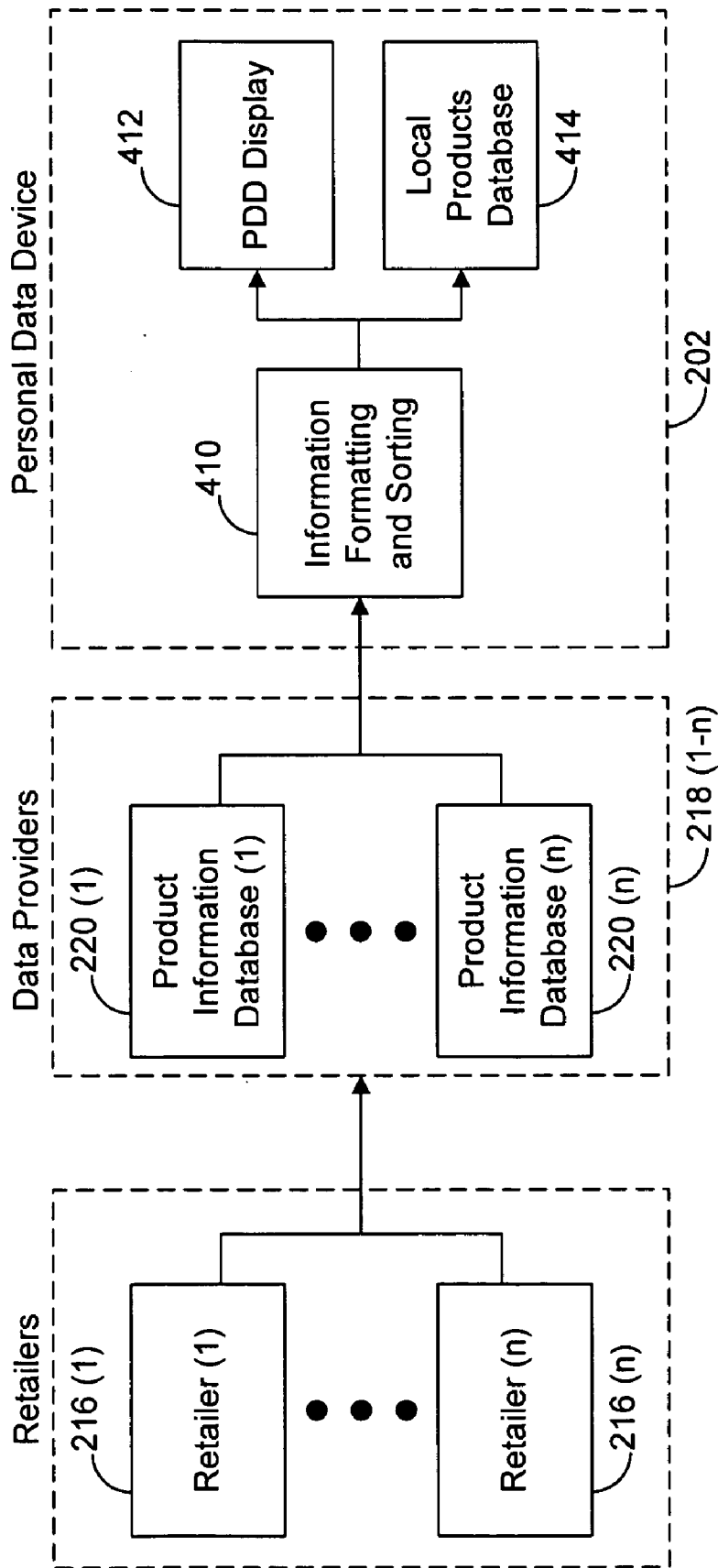
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