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(54) **SYSTEMS AND METHODS FOR PURCHASING PRODUCTS OR SERVICES THROUGH THE USE OF A SYMBOLOGY**

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USPC ..... 705/39

(75) Inventors: **Andre Gustavo Vellozo Luz**, Sao Paulo-SP (BR); **Mauricio Ghetler**, Sao Paulo-SP (BR)

(57) **ABSTRACT**

(73) Assignee: **PAYCHIEF LLC**, New York, NY (US)

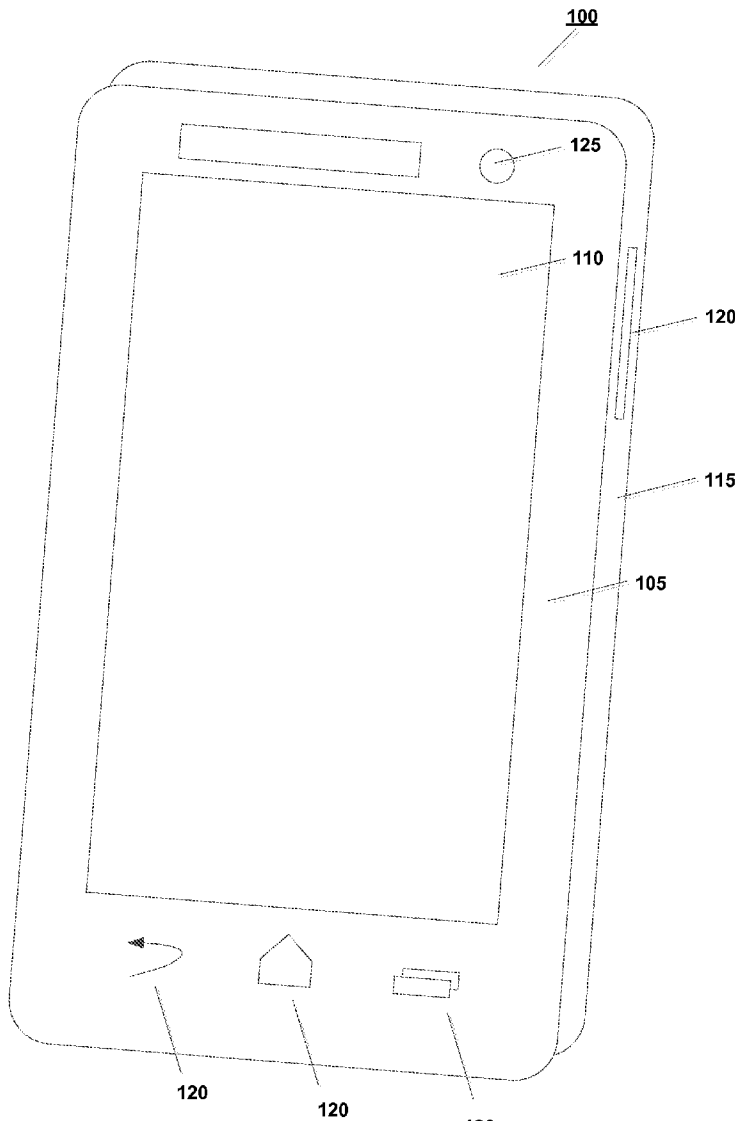
Methods and systems for conducting a transaction for a sale of products or services to a purchaser are disclosed. The methods and systems may perform the following operations: (1) receiving transaction information from a merchant; (2) generating data corresponding to the transaction information; (3) encoding a symbology with the data; (4) providing the symbology to the merchant for delivery to the purchaser; (5) receiving the data corresponding to a payment authorization encoded by the symbology from a mobile device; and (6) transferring funds from a purchaser's account to a merchant's account.

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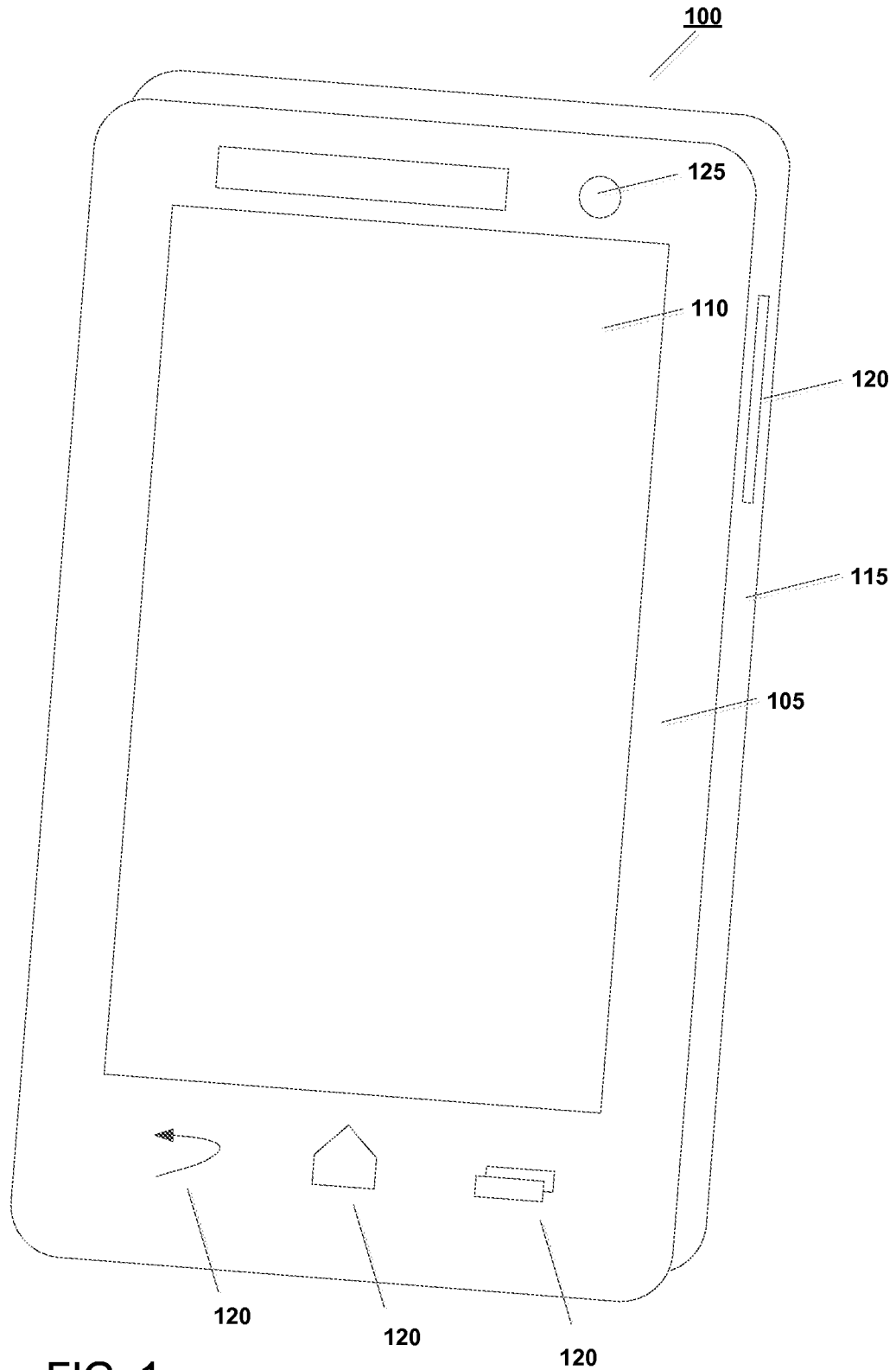


FIG. 1

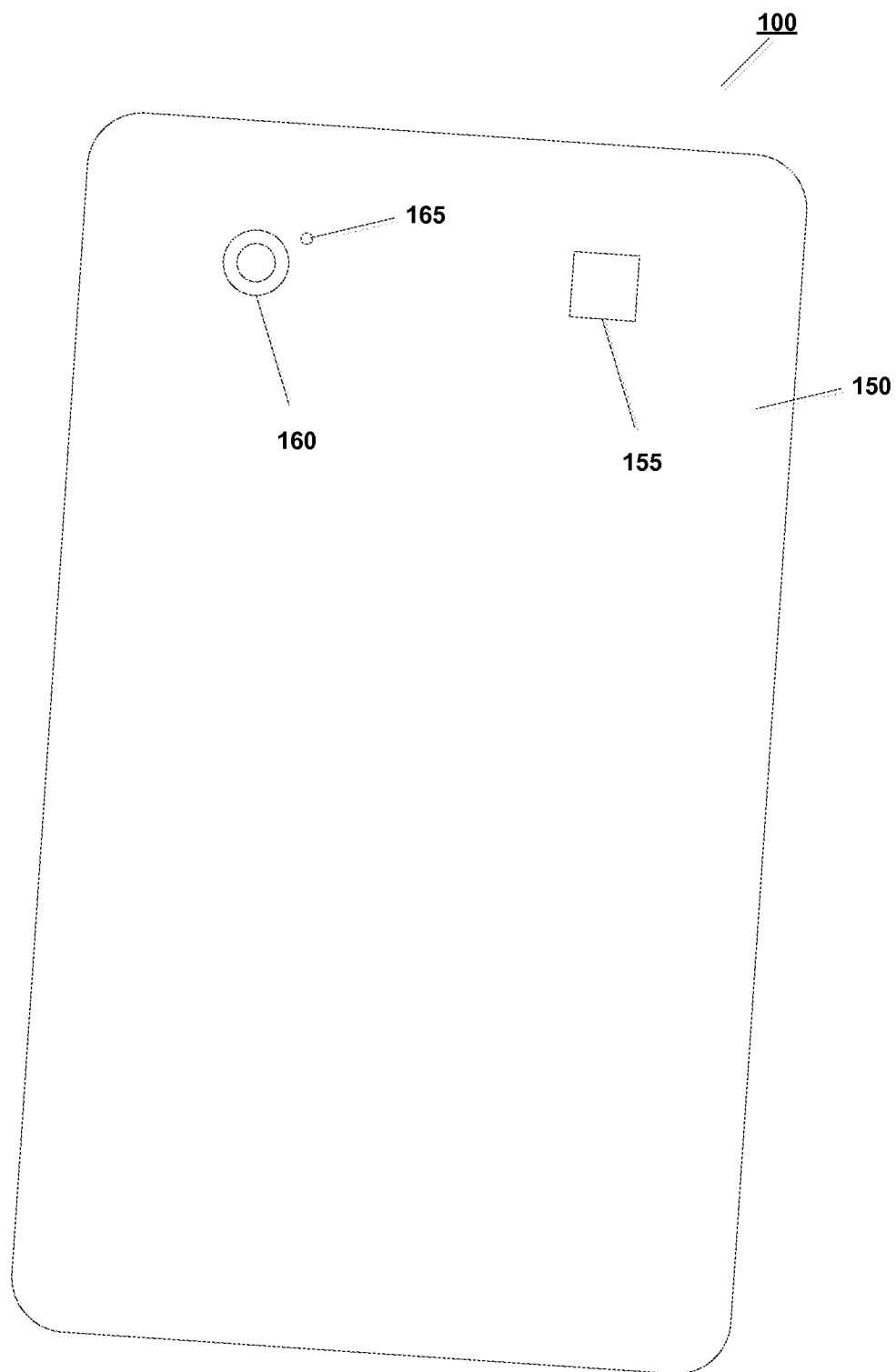


FIG. 2



FIG. 3

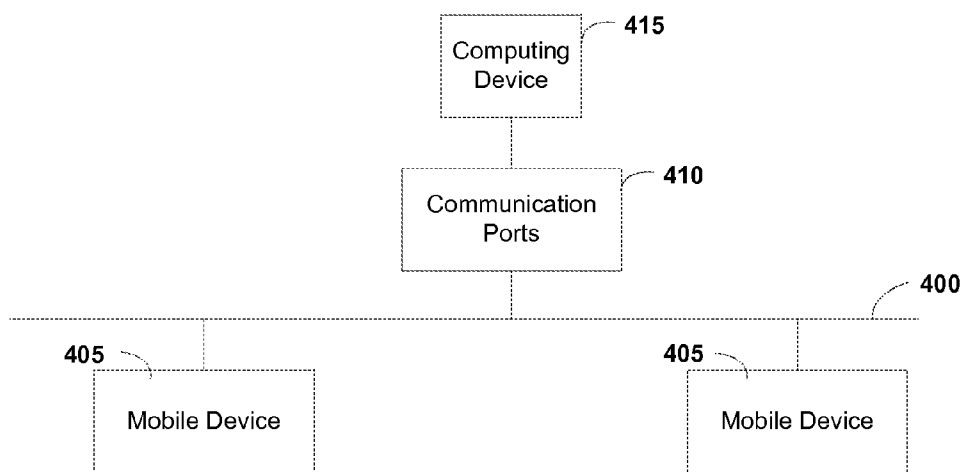


FIG. 4

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