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Dessert et al.

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(54) **SYSTEM AND METHOD FOR PROVIDING A PERSONALIZED SHOPPING EXPERIENCE AND PERSONALIZED PRICING OF PRODUCTS AND SERVICES WITH A PORTABLE COMPUTING DEVICE**

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(51) **Int. Cl.**
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G06Q 30/06	(2012.01)
G06Q 30/02	(2012.01)
G06Q 20/32	(2012.01)
G06Q 20/20	(2012.01)
G06Q 30/00	(2012.01)

(52) **U.S. Cl.**
CPC **G06Q 30/0601** (2013.01); **G06Q 30/0207** (2013.01); **G06Q 20/322** (2013.01); **G06Q 20/20** (2013.01); **G06Q 30/01** (2013.01)

(58) **Field of Classification Search**
USPC 235/375, 380, 379; 705/14.25, 14.58, 705/14.53, 14.16, 14.64, 14.66, 14.19, 14.1, 705/26.1
See application file for complete search history.

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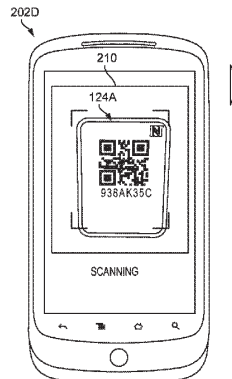
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(57) **ABSTRACT**

A system and method for providing a personalized shopping experience with a portable computing device ("PCD") are described. The system and method may include checking-in PCD consumers upon entering an establishment of a merchant. The checking-in of the PCD consumer may include verifying credentials for gaining access to a central mobile payment controller and receiving a merchant identifier corresponding to a merchant from a computer communications network. Next, a scan of a machine-readable code associated with at least one of a good and a service may be received. Information associated with the machine-readable code may be retrieved from a database. Subsequently, a personalized price for the at least one good or service may be determined by applying one or more rules. The personalized price may be transmitted over a computer communications network to the portable computing device for display to the PCD consumer.

36 Claims, 26 Drawing Sheets

FIG. 1
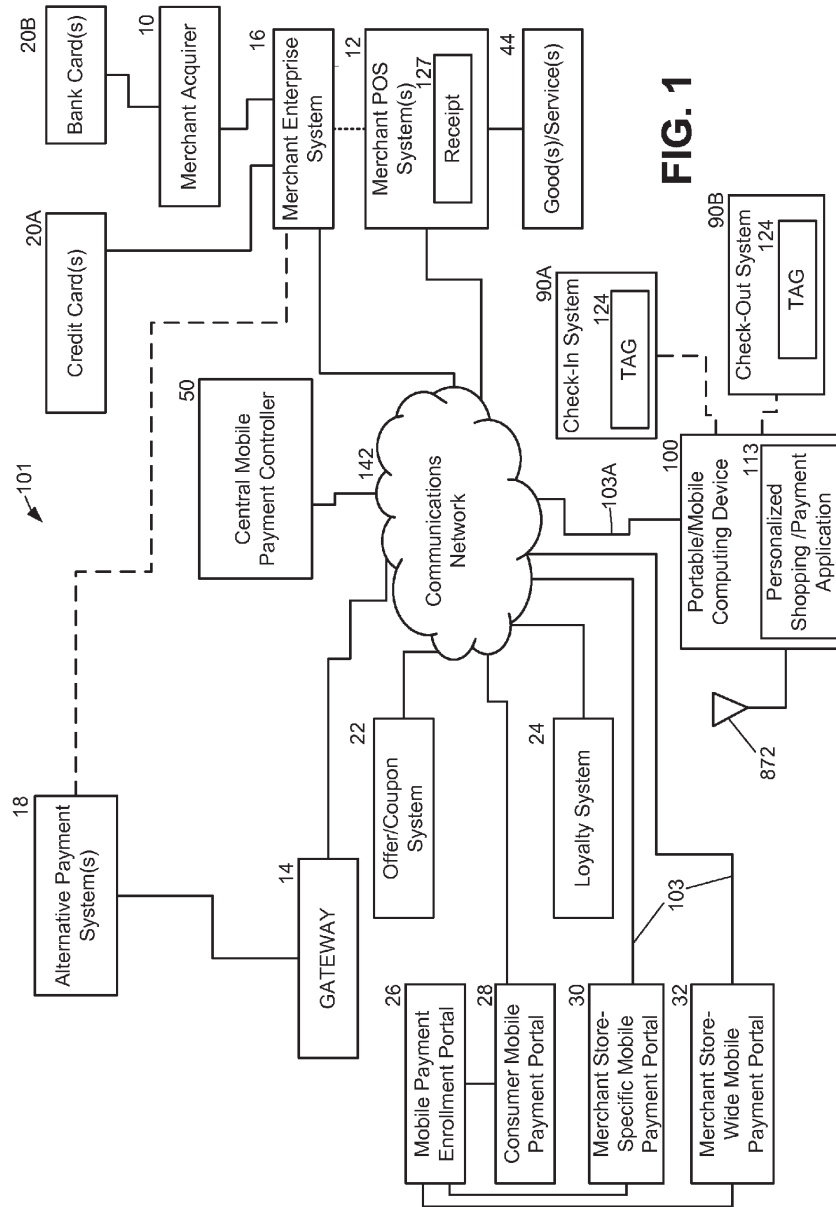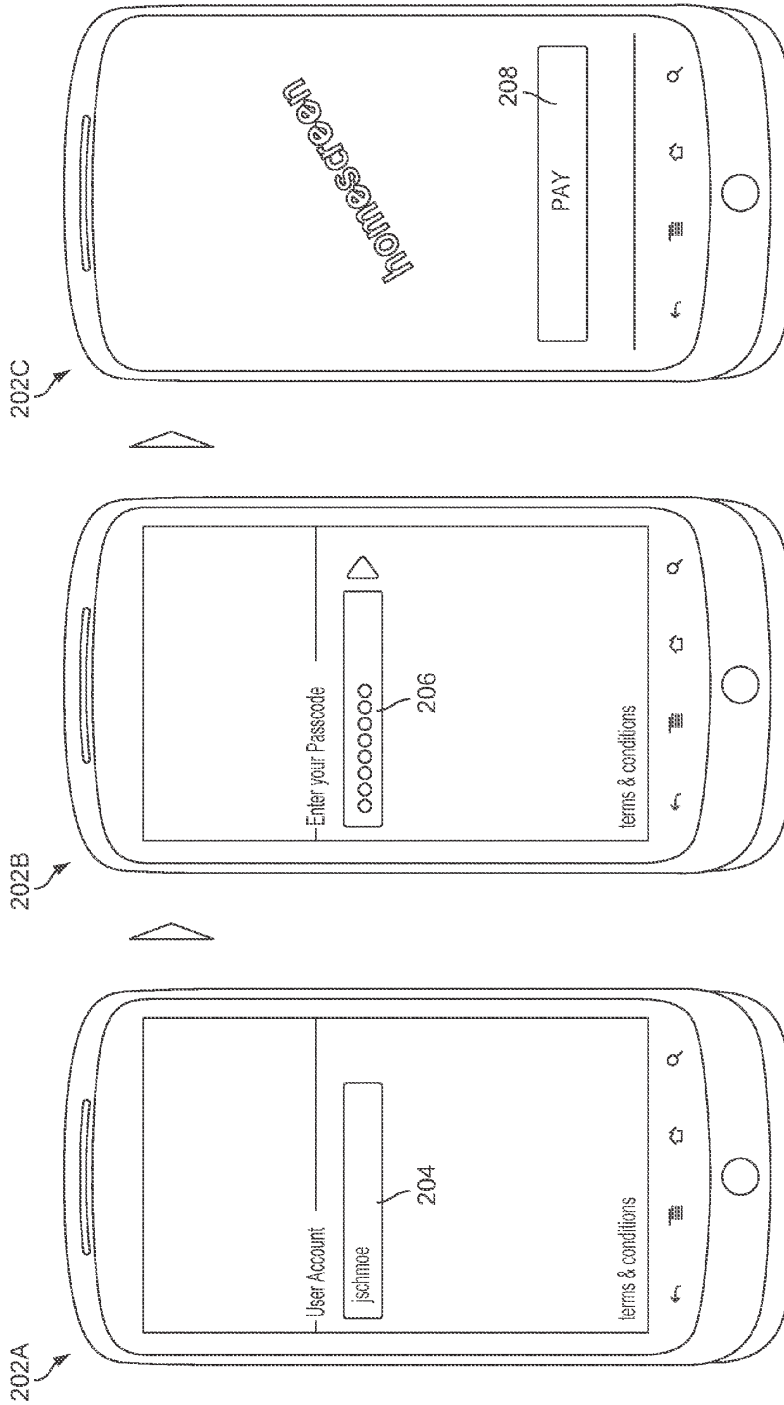
202C

homescreen

208

PAY
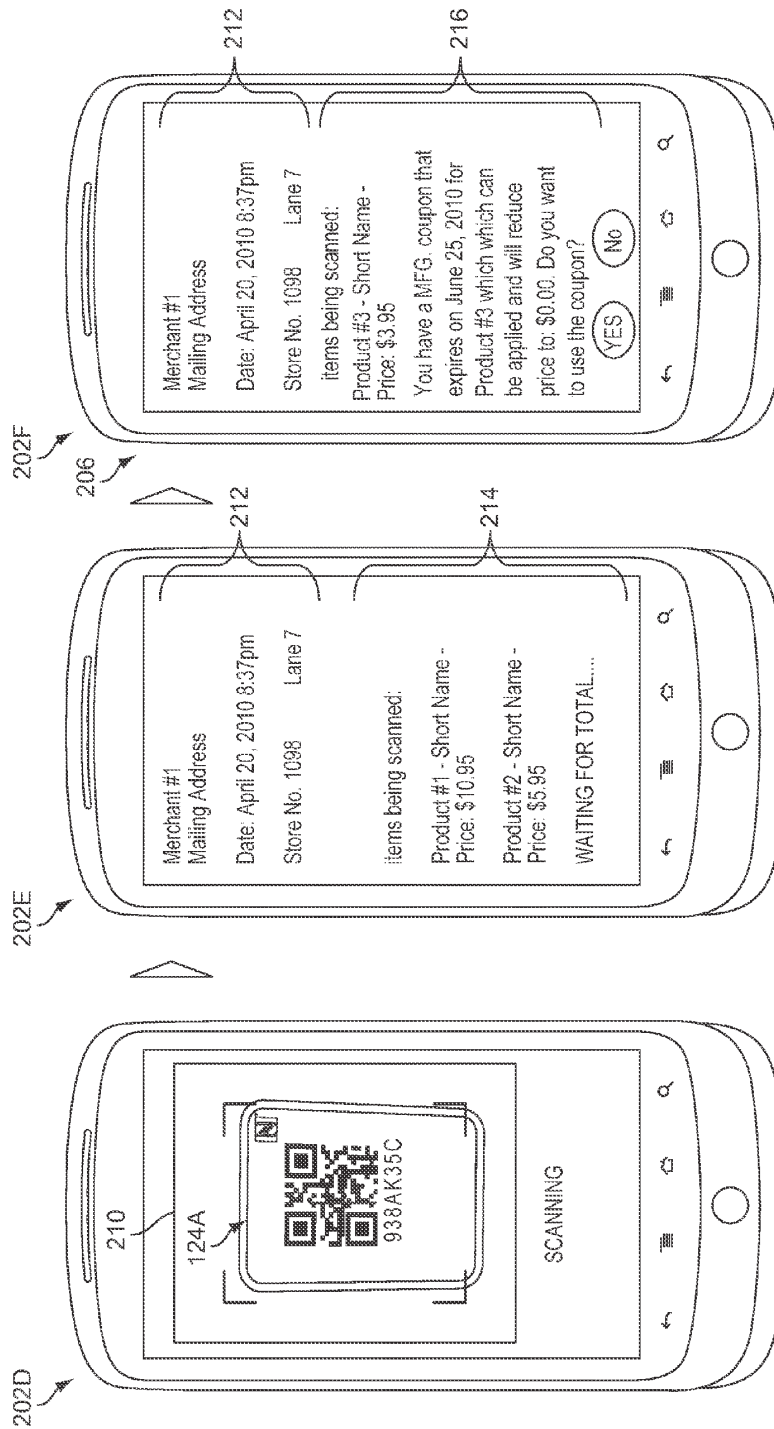
FIG. 2C

202B

Enter your Passcode

OOOOOOOO

206

terms & conditions

FIG. 2B

202A

User Account

jschmoe

204

terms & conditions

FIG. 2A

FIG. 2D

202D

210

124A

938AK35C

SCANNING

FIG. 2E

202E

212

214

Merchant #1
Mailing Address

Date: April 20, 2010 8:37pm

Store No. 1098   Lane 7

Items being scanned:

Product #1 - Short Name -
Price: $10.95

Product #2 - Short Name -
Price: $5.95

WAITING FOR TOTAL....

FIG. 2F

202F

206

212

216

Merchant #1
Mailing Address

Date: April 20, 2010 8:37pm

Store No. 1098   Lane 7

Items being scanned:
Product #3 - Short Name -
Price: $3.95

You have a MFG. coupon that
expires on June 25, 2010 for
Product #3 which which can
be applied and will reduce
price to: $0.00. Do you want
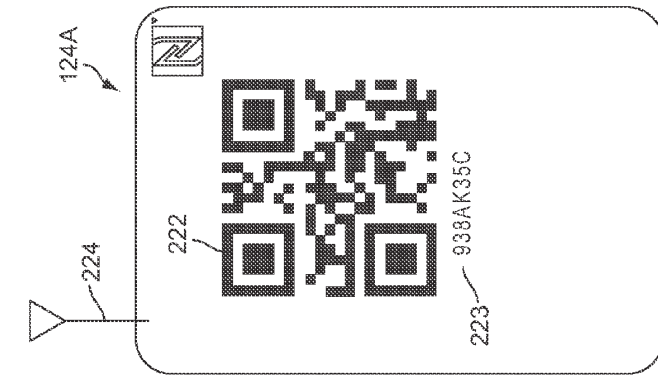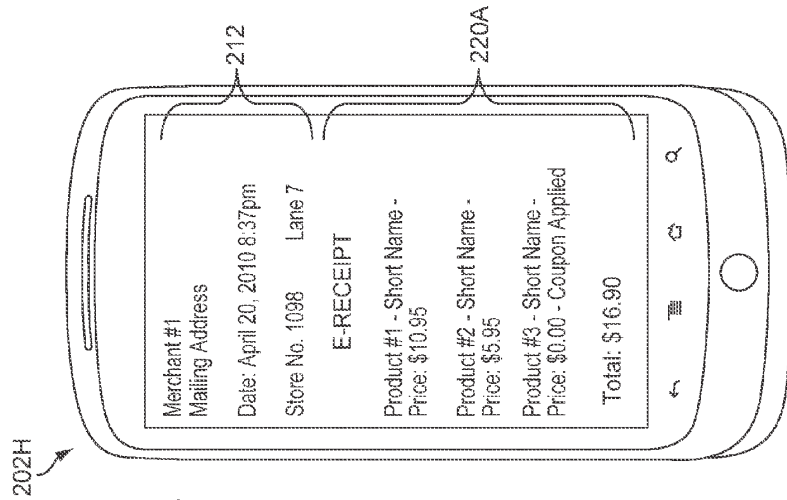to use the coupon?
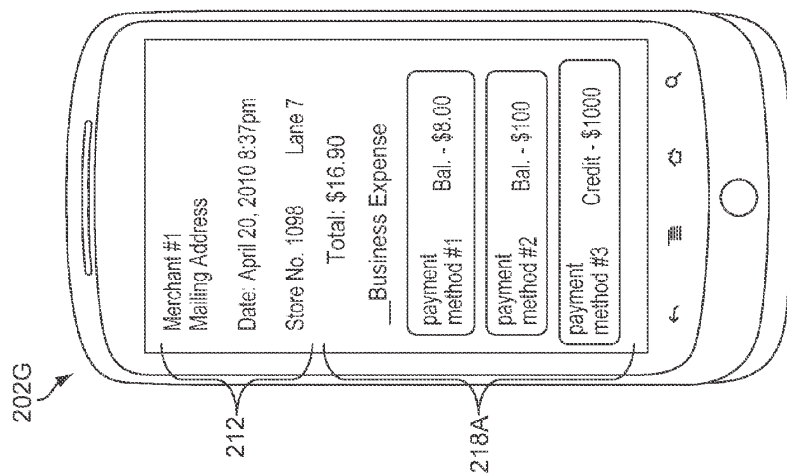
YES   No

FIG. 2I

FIG. 2H

FIG. 2G

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