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(54) **Title:** METHOD AND SYSTEM FOR PRIVACY ORIENTED PROVENANCE AT THE POINT OF SALE

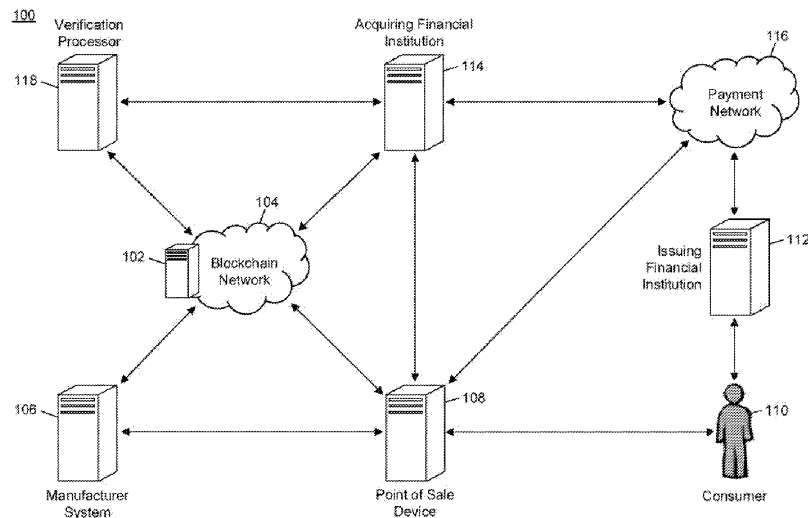


FIG. 1

(57) **Abstract:** The present disclosure provides a description of Systems and methods for verifying product authenticity at a point of sale through transaction messages. A point of sale may collect product identifiers from products that a consumer is interested in purchase as part of a traditional checkout process. Product identifiers can be included in special data elements in a transaction message that is submitted to a merchant's acquiring bank through for the payment transaction. As part of the processing of the transaction by the acquirer, the acquirer can consult a processor to check the authenticity of the products being purchased by examining a provenance blockchain for the product identifiers included in the transaction message. If the products are determined to be authentic, the transaction can proceed as normal. If the products are not authentic, then the acquirer can deny the transaction and stop the consumer from purchasing a counterfeit or fraudulent good.

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