CLAIMS

What is claimed is:

1. A method to incentivize commerce, the method comprising:

associating a digital wallet with a product or service, the digital wallet including one or more private keys having an associated amount of tokens, the digital wallet being provided to a first party as an incentive for a behavior of the first party related to the product or service, the behavior including one or more of shipping, transporting, storing, promoting, selling, performing, receiving, or purchasing the product or service,

the digital wallet associated with a distributed ledger and being addressable by a second party providing the incentive to modify the amount of tokens when the second party does not have possession of the product or service,

the second party being a manufacturer of the product or provider of the service, and

the product or service being at a location of a seller of the product or service when the amount of tokens is modified.

2. The method of claim 1, further comprising associating the private keys with the digital wallet.

3. The method of claim 1, wherein the behavior includes purchasing, the method further comprising: transferring the digital wallet and one or more private keys to the purchaser of the product or service.

4. The method of claim 1, further comprising: providing an addressable link, wherein the addressable link links to a transfer resource operable by the second party to increase or decrease the amount of tokens.

5. The method of claim 4, further comprising: providing the transfer resource.

6. The method of claim 1, wherein the digital wallet is configured to be remotely addressable to increase or decrease the amount of tokens prior to purchase of the product or service.

7. The method of claim 1, wherein the digital wallet is configured to be remotely addressable to view data comprising one or more of an expiration date associated with the product, a current or projected stock condition of the product, a current or projected availability of the service, or a count of instances the digital wallet has been scanned to query information related to the product, service, or amount of tokens.

8. The method of claim 1, further comprising affixing a code associated with the digital wallet to a surface of the product or product packaging.

9. The method of claim 8, wherein the code includes a scannable broadcast using a smart phone running an incentive protocol application to view the amount of tokens.

10. The method of claim 8, wherein the code is configured to be enterable into a webpage to view the amount of tokens.

11. The method of claim 8, wherein the code includes at least one of:

a QR code;

a snap tag;

a 2d mobile barcode;

a hologram;

a watermark;

an invisible printed element;

an invisible image;

a graphic element;

a series of sound tones; or

a series of letters and numbers.

12. An incentive protocol system, the system comprising:

an incentive protocol network comprising a distributed ledger;

a digital wallet associated with a product or service, the digital wallet including one or more private keys having an associated amount of tokens, the digital wallet addressable, by a first party providing an incentive to a second party, to modify the amount of tokens when the first party does not have possession of the product or service and when the product is at a location of a seller of the product, the first party being a manufacturer of the product or provider of the service; and

a transfer resource associated with the incentive protocol network, the transfer resource accessible, by the first party, to modify the amount of tokens when the first party does not have possession of the product or service and when the product or service is at a location of a seller of the product or service.

13. The system of claim 12, wherein the second party can receive the digital wallet as an incentive for a behavior related to the product or service, and the behavior includes at least one of shipping, transporting, storing, promoting, selling, performing, receiving, or purchasing.

14. The system of claim 12, wherein the digital wallet remotely addressable by the first party via the transfer resource to view data comprising one or more of an expiration date associated with the product, a current or projected stock condition of the product, a current or projected availability of the service, or a count of instances the digital wallet has been scanned to query information related to the product or service, or the value of the amount of tokens.

15. The system of claim 12, wherein the digital wallet includes a code affixed to a surface of the product or a packaging of the product.

16. The system of claim 15, wherein the code includes a scannable broadcast using a smart phone running an incentive protocol application to view the amount of tokens.

17. The system of claim 15, wherein the code is enterable into a webpage to view the amount of tokens.

18. The system of claim 15, wherein the code includes one or more of:

a QR code;

a snap tag;

a 2d mobile barcode;

a hologram;

a watermark;

an invisible printed element;

an invisible image;

a graphic element;

a series of sound tones; or

a series of letters and numbers.