CLAIMS

1. A method for conducting a transaction, the method comprising:

storing, in a database, a code in association with a first client identifier data and a product identifier data, the first client identifier data identifying a first client device, the product identifier data identifying a product of the first client device;

receiving from a second client device the code and second client identifier data, the second client identifier data identifying the second client device;

determining the product identifier data and the first client identifier data from the database using the received code;

generating instruction data based on the received second client identifier data and the determined product identifier data;

sending the instruction data to a transaction processing system to instruct the first client device to release the product to the second client device;

receiving from the first client device the first client identifier data and the product identifier data; and generating the code based on the received first client identifier data and the received product identifier data.

2. The method of claim 1, further comprising receiving additional data from the second client device, the additional data being associated with the product, and

wherein the instruction data is generated based on the received additional data.

3. The method of claim 2, wherein the instruction data comprises at least one of: the product identifier data, the first client identifier data, the second client identifier data, and the additional data.

4. The method of any one of the preceding claims, further comprising authorizing and fulfilling the transaction using the transaction processing system.

5. The method of any one of the preceding claims, further comprising authenticating the second client device based on the received second client identifier data prior to generating the instruction data.

6. The method of any one of the preceding claims, further comprising sending notification data to the second client device, the notification data confirming whether or not the instruction data has been sent to the first client device.

7. The method of any one of the preceding claims, further comprising notifying the second client device of the code prior to receiving the code from the second client device.

8. The method of claim 7, wherein notifying comprises broadcasting the code by radio and/or television; displaying the code on one or more printed posters; and/or presenting the code on a website or in an email.

9. The method of any one of the preceding claims, wherein the product comprises a digital good or service.

10. The method of any one of the preceding claims, wherein receiving the code from the second client device comprises receiving the code in a short message service (SMS) message or from a mobile software application.

11. The method of any one of the preceding claims, wherein the code comprises a string of alpha-numeric characters.

12. An apparatus for conducting a transaction, the apparatus comprising:

at least one processor; and

at least one memory including computer program code;

the at least one memory and the computer program code configured to, with at least one processor, cause the apparatus at least to:

store, in a database, a code in association with first client identifier data and product identifier data, the first client identifier data identifying a first client device, the product identifier data identifying a product of the first client device;

receive from a second client device the code and second client identifier data, the second client identifier data identifying the second client device;

determine the product identifier data and the first client identifier data from the database using the received code;

generate instruction data based on the received second client identifier data and the determined product identifier data;

send the instruction data to a transaction processing system to instruct the first client device to release the product to the second client device;

receive from the first client device the first client identifier data and the product identifier data; and

generate the code based on the received first client identifier data and the received product identifier data.

13. A computer-readable storage medium having stored thereon computer program code which when executed by a computer causes the computer to execute a method in accordance with any of claims 1 to 11.

14. A computer program comprising software code adapted to perform a method in accordance with any of claims 1 to 11.