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(54) **Title**: ONE-TOUCH PLATFORM FOR PRODUCT REGISTRATION AND SUPPORT

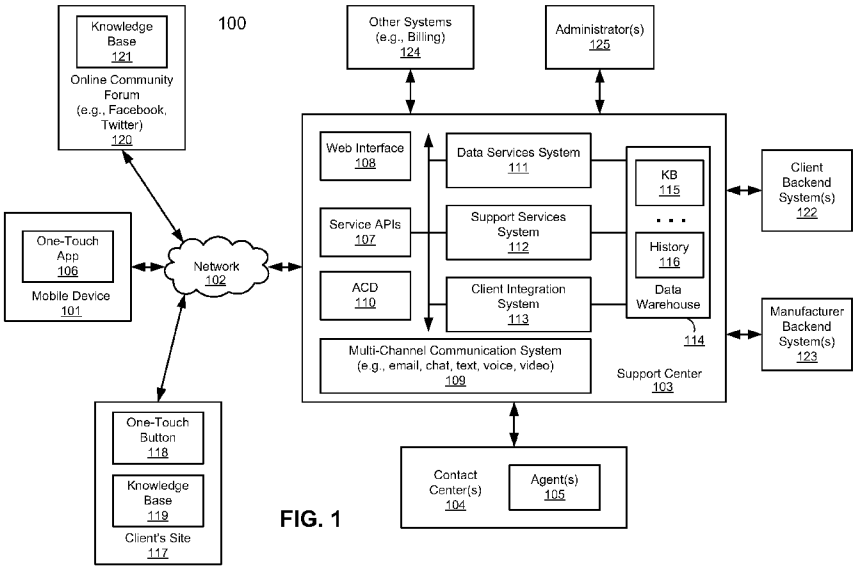


FIG. 1

(57) **Abstract**: According to one embodiment, a request is received at a support center a request from a user for registering a product, where the request includes a machine-readable code that uniquely represents the product. In response to the request, the product is identified and product information is compiled based on the machine-readable code without requiring the user to specifically provide the product information. The product information of the identified product is stored in a user asset store associated with the user, where the product information stored in the user asset store is utilized subsequently for supporting identified product.

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