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(54) Title: METHODS AND SYSTEMS FOR ENHANCED CONSUMER PAYMENT

(57) Abstract: Disclosed herein is a system for processing a purchase comprising a merchant for providing to a consumer an electronic shopping cart, providing to a consumer a prompt to enter a consumer identifier, and submitting content of the shopping cart and the consumer identifier for payment and a service platform for storing the consumer's payment information, receiving the content of the shopping cart and the consumer identifier, authenticating the consumer's the payment information, processing payment for the content of the shopping cart using the consumer's payment information, and sending confirmation of payment to the merchant.

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