

## **PAYMENT CARD HAVING ACCEPTANCE ATTRIBUTES ON A SINGLE SIDE**

### **Abstract**

A payment card has a generally planar body having a first side and a second side, and a plurality of acceptance attributes on the second side. The first side is formed without any acceptance attributes thereon. The first side may include artwork of an issuer of the payment card. The acceptance attributes may include, for example, a signature panel, a cardholder name, a card expiration date, at least one of a bar code and a magnetic stripe, and a card security code. A method of using such a card includes physically presenting the card to a merchant, and viewing, by the merchant, of at least needed ones of the acceptance attributes without the merchant being required to turn the card over. Another method of using such a card includes supplying (without necessarily physically presenting the card), from a card user to a merchant, acceptance attribute information of a payment card of the kind described, as well as viewing, by the card user, of the acceptance attribute information without the card user being required to turn the card over.

[FIG. 1B]