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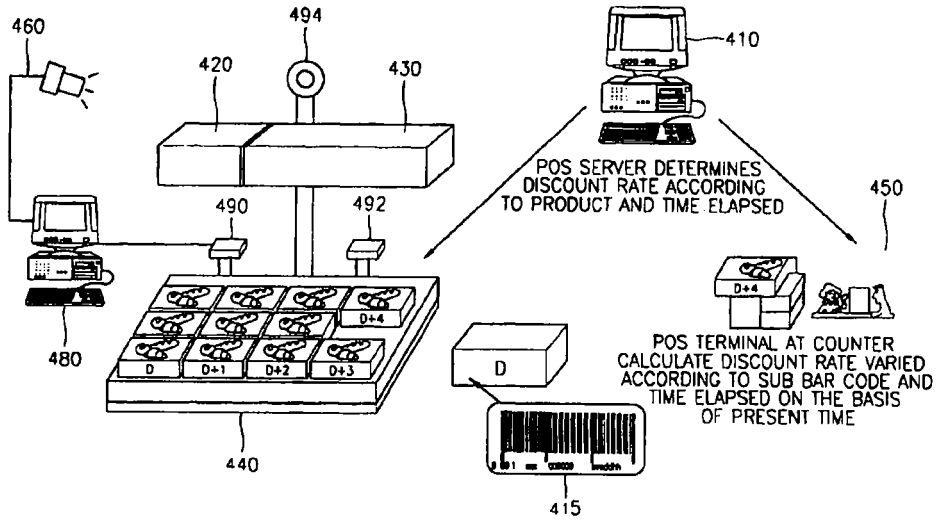
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(54) **Title:** SALE METHOD AND SYSTEM EMPLOYING PRODUCT PRICE VARYING DEPENDENT UPON VALID DATE OF PRODUCT



(57) **Abstract:** A sales method, a sales system, a bar code, and a bar code system, which vary a product's price according to the period elapsed from a manufacture date/hour to time of sale and predetermined data relating to a valid period by attaching a bar code, which includes the manufacture date/hour and predetermined data relating to a valid period, to the product or by printing the bar code, each having an expiration date, are provided. Thus, when customers select products whose discount rate is varied according to date and time elapsed from manufacture date/hour, problems relating to wasting and managing vicious stocks caused by last-in first-out purchase of products occurred during conventional distribution can be improved by encouraging first-in first-out purchase of products.

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