identifying the user and compiling user information based on the request without requiring the user specifically provide the user information; and

storing the user information in the user asset store.

7. The method of claim 6, wherein the request includes a device identifier (ID) that uniquely identifies the mobile device, wherein the user is identified based on the device ID.

8. The method of claim 7, wherein the device ID represents one of a media access control (MAC) address or an international mobile subscriber identity (IMSI) code of the mobile device.

9. A computer-readable storage medium having instructions stored therein, which when executed by a computer, cause the computer to perform a method of any of claims 1 to 8 ~~for registering a product for support purposes, the method comprising:~~

~~receiving at a support center a request from a user for registering a product, the request including a machine-readable code that uniquely represents the product;~~

~~identifying the product and compiling product information based on the machine-readable code without requiring the user to specifically provide the product information; and~~

~~storing the product information of the identified product in a user asset store associated with the user, wherein the product information stored in the user asset store is utilized subsequently for supporting identified product~~.

10. An apparatus comprising means for performing a method of any of claims 1 to 8.

11. A system for registering a product for support purposes, comprising:

a services application programming interface (API) to receive a request from a user for registering a product over a network, the request including a machine-readable code that uniquely represents the product;

a registration module coupled to the service API to identify the product and to compile product information based on the machine-readable code, without requiring the user to specifically provide the product information; and

a user asset store associated with the user coupled to the registration module to store the product information of the identified product, wherein the product information stored in the user asset store is utilized subsequently for supporting identified product.

~~10~~12. The ~~computer-readable storage medium~~ system of claim ~~9~~ 11, wherein the request is received from a mobile device of the user over a network by activating a one-touch application installed on the mobile device.

~~11~~13. The ~~computer-readable storage medium~~ system of claim ~~10~~ 12, wherein the machine-readable code represents one of a serial number and a universal product code (UPC) of the product.

~~12~~14. The ~~computer-readable storage medium~~ system of claim ~~11~~ 13, wherein the machine-readable code is obtained by scanning an image of the serial number or the UPC code of the product using a scanner or camera of the mobile device.

~~13~~15. The ~~computer-readable storage medium~~ system of claim ~~10~~ 12, wherein the ~~method further comprises~~ registration module is configured to:

~~identifying~~ identify a client of the support center from which the product has been purchased by the user and compiling client information of the client based on the machine-readable code ~~from which the product has been purchased by the user~~, without requiring the user specifically provide the client information; and

~~storing~~ store the client information in the user asset store, wherein the client information stored in the user asset store is utilized subsequently for supporting identified product.

~~14~~16. The ~~computer-readable storage medium~~ system of claim ~~10~~ 12, wherein the ~~method further comprises~~ registration module is configured to:

~~identifying~~ identify the user and compiling user information based on the request without requiring the user specifically provide the user information; and

~~storing~~ store the user information in the user asset store.

~~15~~17. The ~~computer-readable storage medium~~ system of claim ~~14~~ 16, wherein the request includes a device identifier (ID) that uniquely identifies the mobile device, wherein the user is identified based on the device ID.

~~16~~18. The ~~computer-readable storage medium~~ system of claim ~~15~~ 17, wherein the device ID represents one of a media access control (MAC) address or an international mobile subscriber identity (IMSI) code of the mobile device.

~~17. A system for registering a product for support purposes, comprising:~~

~~a services application programming interface (API) to receive a request from a user for registering a product over a network, the request including a machine-readable code that uniquely represents the product;~~

~~a registration module coupled to the service API to identify the product and to compile product information based on the machine-readable code, without requiring the user to specifically provide the product information; and~~

~~a user asset store associated with the user coupled to the registration module to store the product information of the identified product, wherein the product information stored in the user asset store is utilized subsequently for supporting identified product.~~

~~18. The system of claim 17, wherein the request is received from a mobile device of the user over a network by activating a one-touch application installed on the mobile device.~~

~~19. The system of claim 18, wherein the machine-readable code represents one of a serial number and a universal product code (UPC) of the product.~~

~~20. The system of claim 19, wherein the machine-readable code is obtained by scanning an image of the serial number or the UPC code of the product using a scanner or camera of the mobile device.~~

~~21~~19. A computer-implemented method for registering a product for support purposes, the method comprising:

scanning, using a scanner of a mobile device, a machine-readable code from a product, wherein the machine-readable code uniquely represents the product;

activating a one-touch application from the mobile device, wherein the one-touch application has been previously installed when registering a user of the mobile device with a support center that provides support services to a vendor that provides the product; and

transmitting, via the one-touch application from the mobile device to the support center over a network, a request having the scanned machine-readable code embedded therein, without providing product information of the product, for registering the product, wherein the support center is configured to identify the product and to compile the product information for the product based on the machine-readable code without requiring the user to specifically provide product information, and wherein the product information is utilized by the support center for subsequent support services of the product.

~~22~~20. The method of claim ~~21~~ 19, wherein the machine-readable code comprises one of a serial number and a universal product code (UPC) of the product.

~~23~~21. The method of claim ~~21~~ 19, further comprising:

displaying on a display of the mobile device a list of one or more products that have been registered with the support center;

in response to a selection of one of the products from the display of the mobile device, displaying a list of one or more communication channels that are available to contact an agent of the support center for supporting the selected product; and

in response to a selection of one or more of the communication channels, establishing via the mobile device one or more communication sessions corresponding to the selected communication channels to contact the agent of the support center for support services of the selected product.

22. A computer-readable storage medium having instructions stored therein, which when executed by a computer, cause the computer to perform a method of any of claims 19 to 21.

23. An apparatus comprising means for performing a method of any of claims 19 to 21.

24. A mobile device, comprising:

a scanner to scan a machine-readable code from a product, wherein the machine-readable code uniquely represents the product;

a memory having a one-touch application executed therein, wherein the one-touch application has been previously installed when registering a user of the mobile device with a support center that provides support services to a vendor that provides the product; and

a transmitter to transmit to the support center over a network, a request having the scanned machine-readable code embedded therein, without providing product information of the product, for registering the product, wherein the support center is configured to identify the product and to compile the product information for the product based on the machine-readable code without requiring the user to specifically provide product information, and wherein the product information is utilized by the support center for subsequent support services of the product.

25. The mobile device of claim 24, wherein the machine-readable code comprises one of a serial number and a universal product code (UPC) of the product.

26. The mobile device of claim 24, further comprising a display to display a list of one or more products that have been registered with the support center, in response to a selection of one of the products from the display, to display a list of one or more communication channels that are available to contact an agent of the support center for supporting the selected product, and in response to a selection of one or more of the communication channels, to establish one or more communication sessions corresponding to the selected communication channels to contact the agent of the support center for support services of the selected product.