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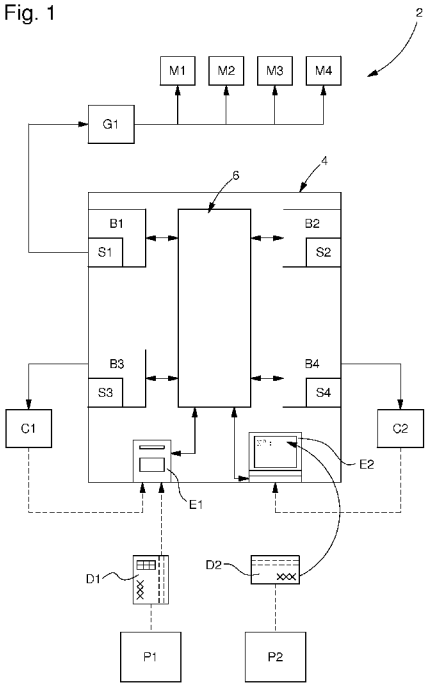
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(54) Title: GEOGRAPHIC IDENTIFICATION OF POINT OF SALE AND TRACKING OF SALE

Fig. 1



(57) Abstract: The present invention relates to a system of geographic identification of the point of sale and of tracking of the sale of a consumer good sold by a merchant. The system comprises a bank payment network (4), a sales terminal (E1) and a first element (B1) of the bank payment network. The first element (B1) is configured (a) to issue an authentication medium (D1) to be sent to the sales terminal (E1), the authentication medium (D1) containing an identification number, the format of which is compatible with that accepted by the bank payment network (4), the identification number being linked to a consumer good; (b) to receive from the sales terminal (E1) via the bank payment network (4) the identification number extracted or captured by the sales terminal (E1) at the time of a sale of a consumer good; and (c) to receive from the bank payment network (4) information relating to the sale in order to identify the geographic location of the point of sale and to authenticate the sales operation corresponding to the identification number received.

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