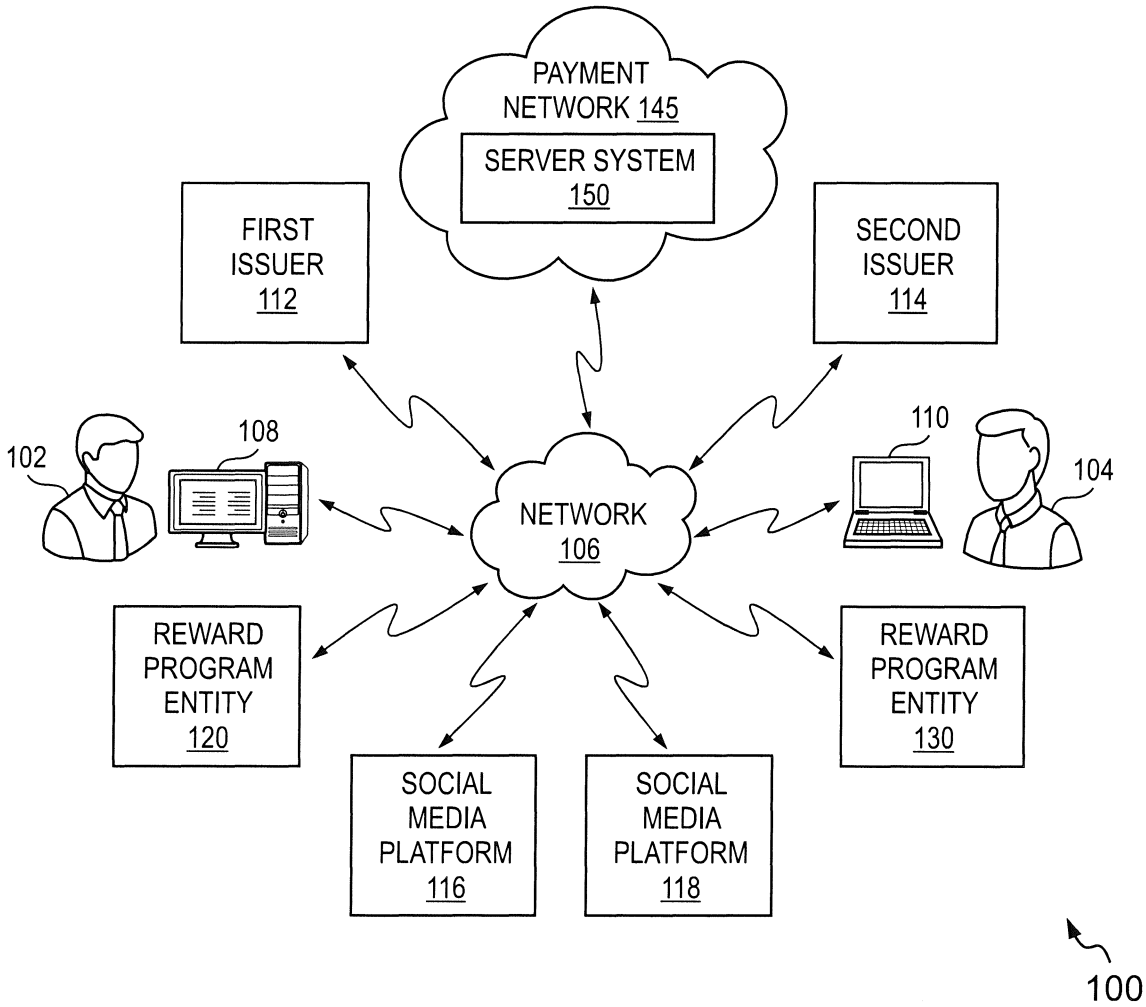

PAYMENT NETWORK 145
SERVER SYSTEM 150
FIRST ISSUER 112
SECOND ISSUER 114
102
108
110
104
NETWORK 106
REWARD PROGRAM ENTITY 120
REWARD PROGRAM ENTITY 130
SOCIAL MEDIA PLATFORM 116
SOCIAL MEDIA PLATFORM 118
100

FIG. 1

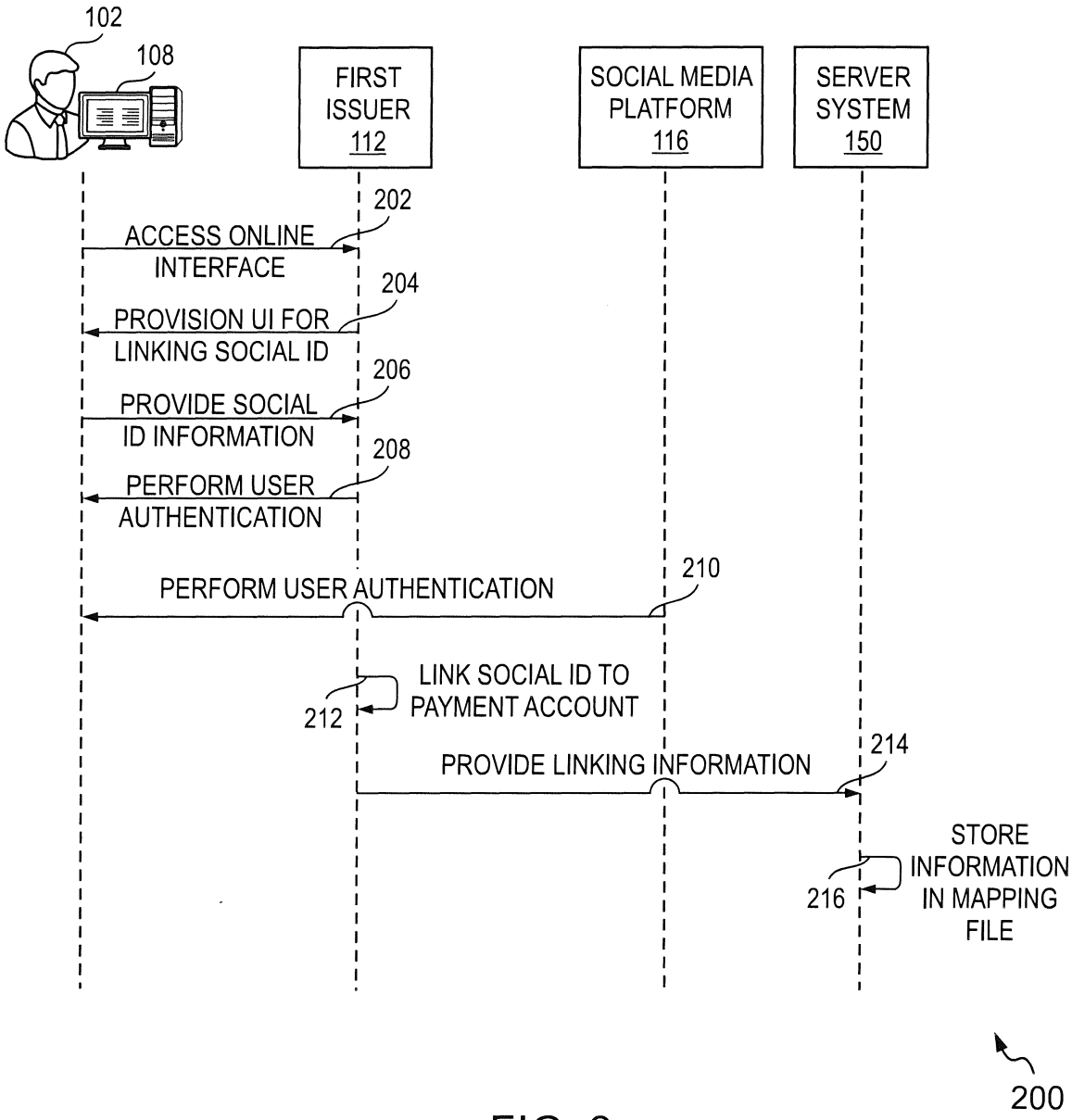

102
108
FIRST ISSUER 112
SOCIAL MEDIA PLATFORM 116
SERVER SYSTEM 150
202
ACCESS ONLINE INTERFACE
204
PROVISION UI FOR LINKING SOCIAL ID
206
PROVIDE SOCIAL ID INFORMATION
208
PERFORM USER AUTHENTICATION
210
PERFORM USER AUTHENTICATION
212
LINK SOCIAL ID TO PAYMENT ACCOUNT
214
PROVIDE LINKING INFORMATION
216
STORE INFORMATION IN MAPPING FILE
200

FIG. 2

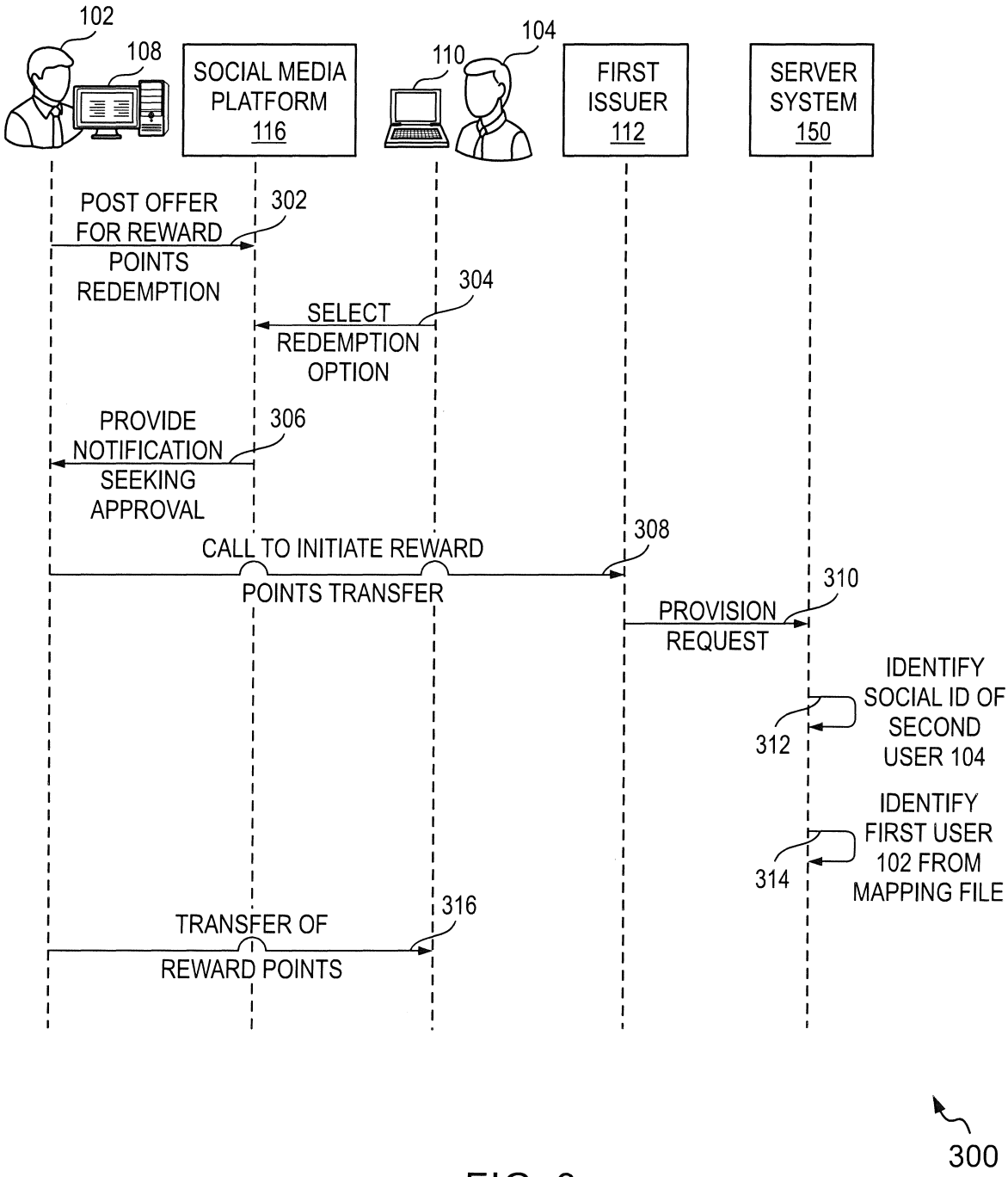

102
108
SOCIAL MEDIA PLATFORM 116
110
104
FIRST ISSUER 112
SERVER SYSTEM 150
POST OFFER FOR REWARD POINTS REDEMPTION
302
SELECT REDEMPTION OPTION
304
PROVIDE NOTIFICATION SEEKING APPROVAL
306
CALL TO INITIATE REWARD POINTS TRANSFER
308
PROVISION REQUEST
310
IDENTIFY SOCIAL ID OF SECOND USER 104
312
IDENTIFY FIRST USER 102 FROM MAPPING FILE
314
TRANSFER OF REWARD POINTS
316
300

FIG. 3

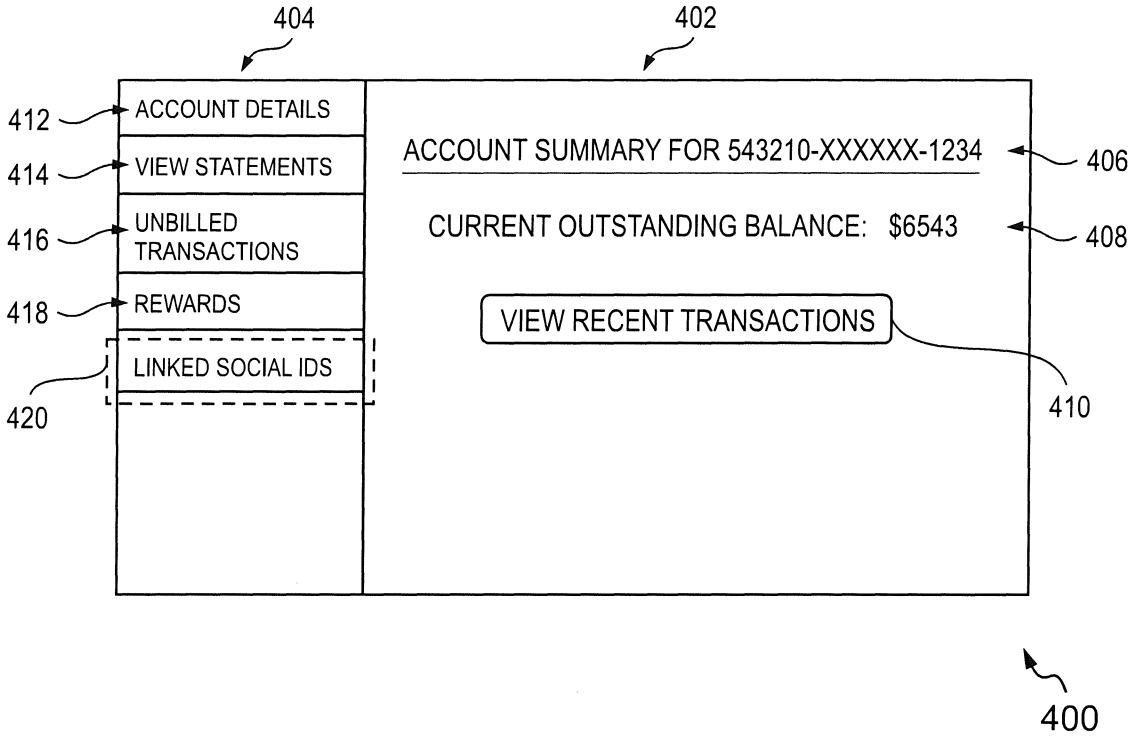

404
402
412
ACCOUNT DETAILS
414
VIEW STATEMENTS
416
UNBILLED TRANSACTIONS
418
REWARDS
LINKED SOCIAL IDS
420
ACCOUNT SUMMARY FOR 543210-XXXXXX-1234
406
CURRENT OUTSTANDING BALANCE: $6543
408
VIEW RECENT TRANSACTIONS
410
400

FIG. 4A

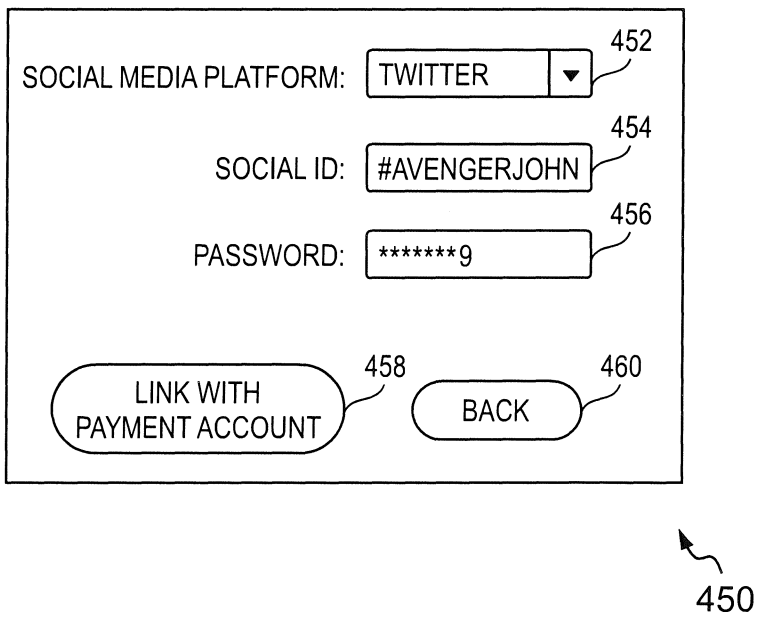

SOCIAL MEDIA PLATFORM:
TWITTER
452
SOCIAL ID:
#AVENGERJOHN
454
PASSWORD:
*******9
456
LINK WITH PAYMENT ACCOUNT
458
BACK
460
450

FIG. 4B

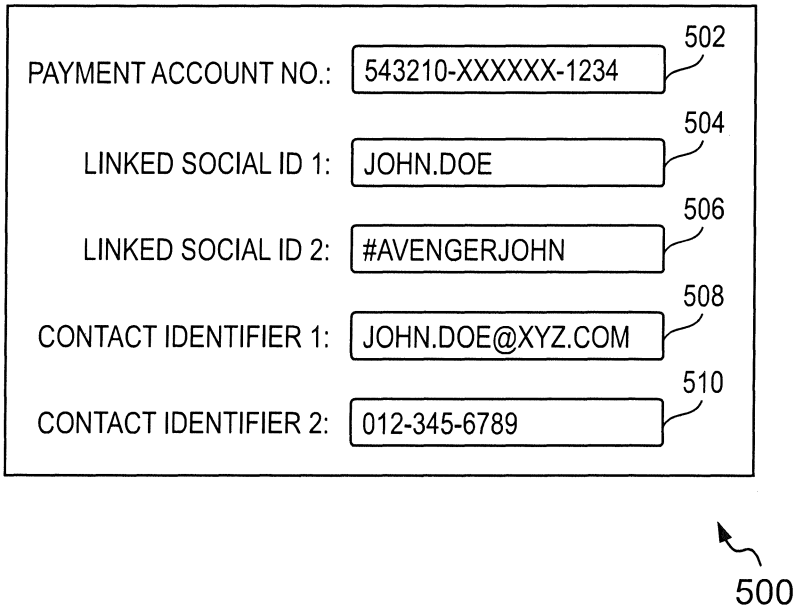

PAYMENT ACCOUNT NO.:
543210-XXXXXX-1234
502
LINKED SOCIAL ID 1:
JOHN.DOE
504
LINKED SOCIAL ID 2:
#AVENGERJOHN
506
CONTACT IDENTIFIER 1:
JOHN.DOE@XYZ.COM
508
CONTACT IDENTIFIER 2:
012-345-6789
510
500

FIG. 5


HELLO FRIENDS, I HAVE 150 REWARD POINTS FOR 'BRAND 1' WHICH ARE GOING TO EXPIRE THIS WEEK, IF YOU WANT TO REDEEM THESE POINTS PLEASE ACCESS THIS HASHTAG
#AVENGERJOHN
602
600

FIG. 6A

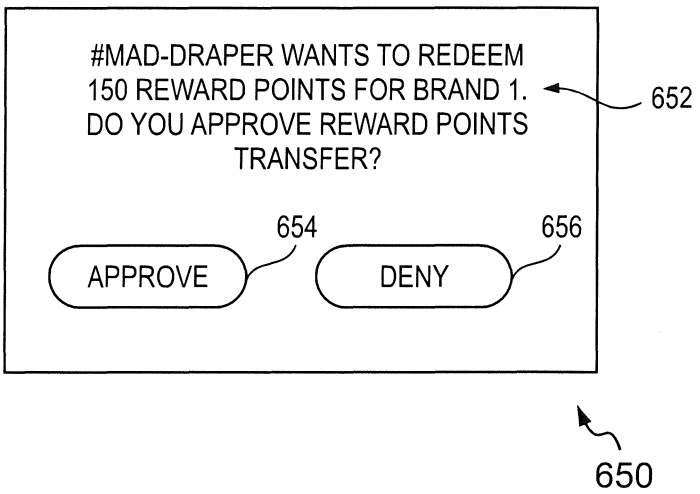

#MAD-DRAPER WANTS TO REDEEM
150 REWARD POINTS FOR BRAND 1.
DO YOU APPROVE REWARD POINTS
TRANSFER?
652
654
656
APPROVE
DENY
650

FIG. 6B

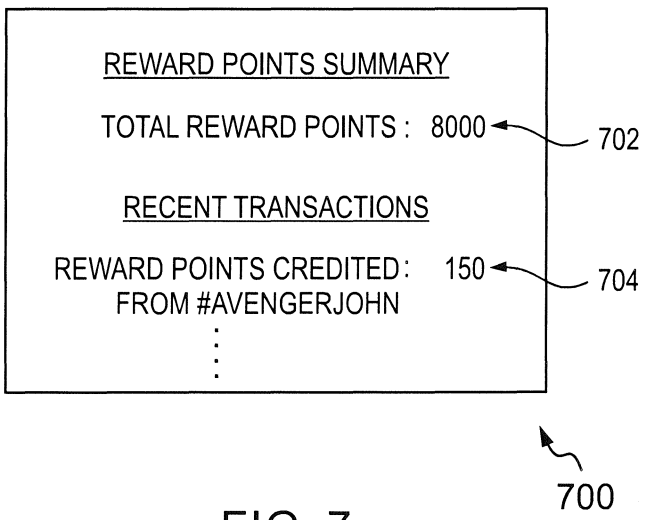

REWARD POINTS SUMMARY
TOTAL REWARD POINTS : 8000
702
RECENT TRANSACTIONS
REWARD POINTS CREDITED : 150
FROM #AVENGERJOHN
704
700

FIG. 7

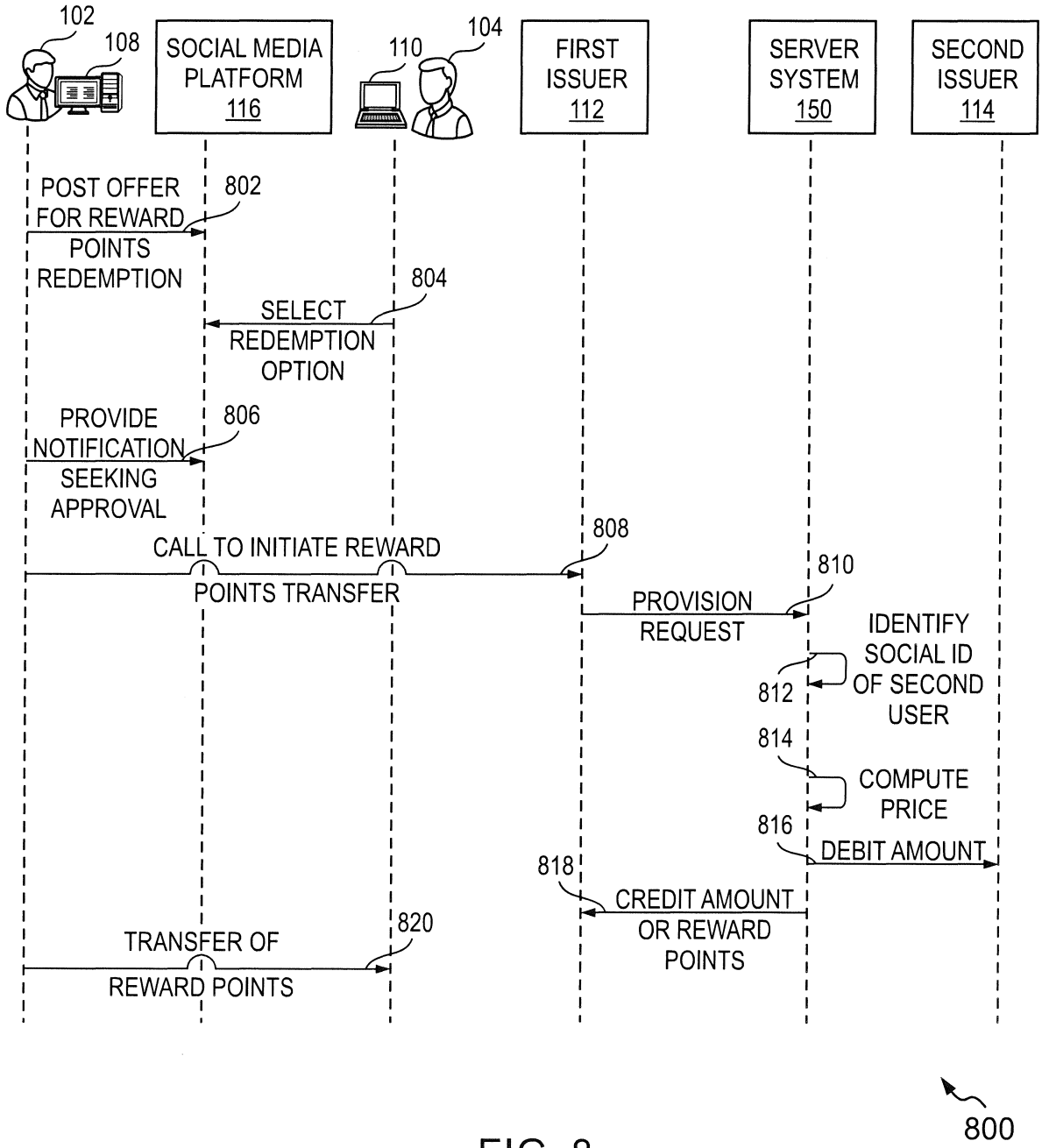

102
108
SOCIAL MEDIA PLATFORM 116
110
104
FIRST ISSUER 112
SERVER SYSTEM 150
SECOND ISSUER 114
POST OFFER FOR REWARD POINTS REDEMPTION
802
SELECT REDEMPTION OPTION
804
PROVIDE NOTIFICATION SEEKING APPROVAL
806
CALL TO INITIATE REWARD POINTS TRANSFER
808
PROVISION REQUEST
810
IDENTIFY SOCIAL ID OF SECOND USER
812
814
COMPUTE PRICE
816
DEBIT AMOUNT
818
CREDIT AMOUNT OR REWARD POINTS
TRANSFER OF REWARD POINTS
820
800

FIG. 8

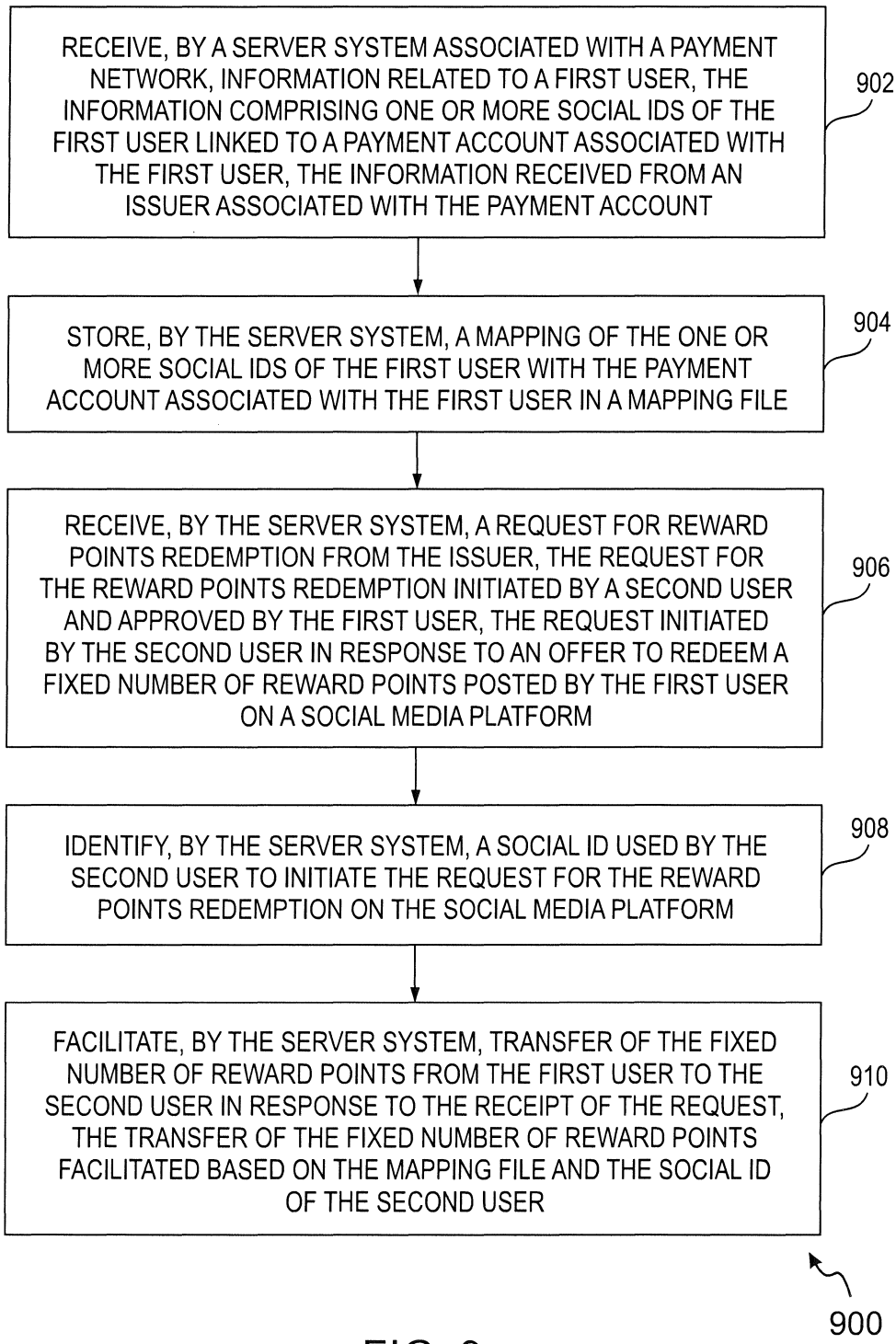

RECEIVE, BY A SERVER SYSTEM ASSOCIATED WITH A PAYMENT NETWORK, INFORMATION RELATED TO A FIRST USER, THE INFORMATION COMPRISING ONE OR MORE SOCIAL IDS OF THE FIRST USER LINKED TO A PAYMENT ACCOUNT ASSOCIATED WITH THE FIRST USER, THE INFORMATION RECEIVED FROM AN ISSUER ASSOCIATED WITH THE PAYMENT ACCOUNT
902
STORE, BY THE SERVER SYSTEM, A MAPPING OF THE ONE OR MORE SOCIAL IDS OF THE FIRST USER WITH THE PAYMENT ACCOUNT ASSOCIATED WITH THE FIRST USER IN A MAPPING FILE
904
RECEIVE, BY THE SERVER SYSTEM, A REQUEST FOR REWARD POINTS REDEMPTION FROM THE ISSUER, THE REQUEST FOR THE REWARD POINTS REDEMPTION INITIATED BY A SECOND USER AND APPROVED BY THE FIRST USER, THE REQUEST INITIATED BY THE SECOND USER IN RESPONSE TO AN OFFER TO REDEEM A FIXED NUMBER OF REWARD POINTS POSTED BY THE FIRST USER ON A SOCIAL MEDIA PLATFORM
906
IDENTIFY, BY THE SERVER SYSTEM, A SOCIAL ID USED BY THE SECOND USER TO INITIATE THE REQUEST FOR THE REWARD POINTS REDEMPTION ON THE SOCIAL MEDIA PLATFORM
908
FACILITATE, BY THE SERVER SYSTEM, TRANSFER OF THE FIXED NUMBER OF REWARD POINTS FROM THE FIRST USER TO THE SECOND USER IN RESPONSE TO THE RECEIPT OF THE REQUEST, THE TRANSFER OF THE FIXED NUMBER OF REWARD POINTS FACILITATED BASED ON THE MAPPING FILE AND THE SOCIAL ID OF THE SECOND USER
910
900

FIG. 9

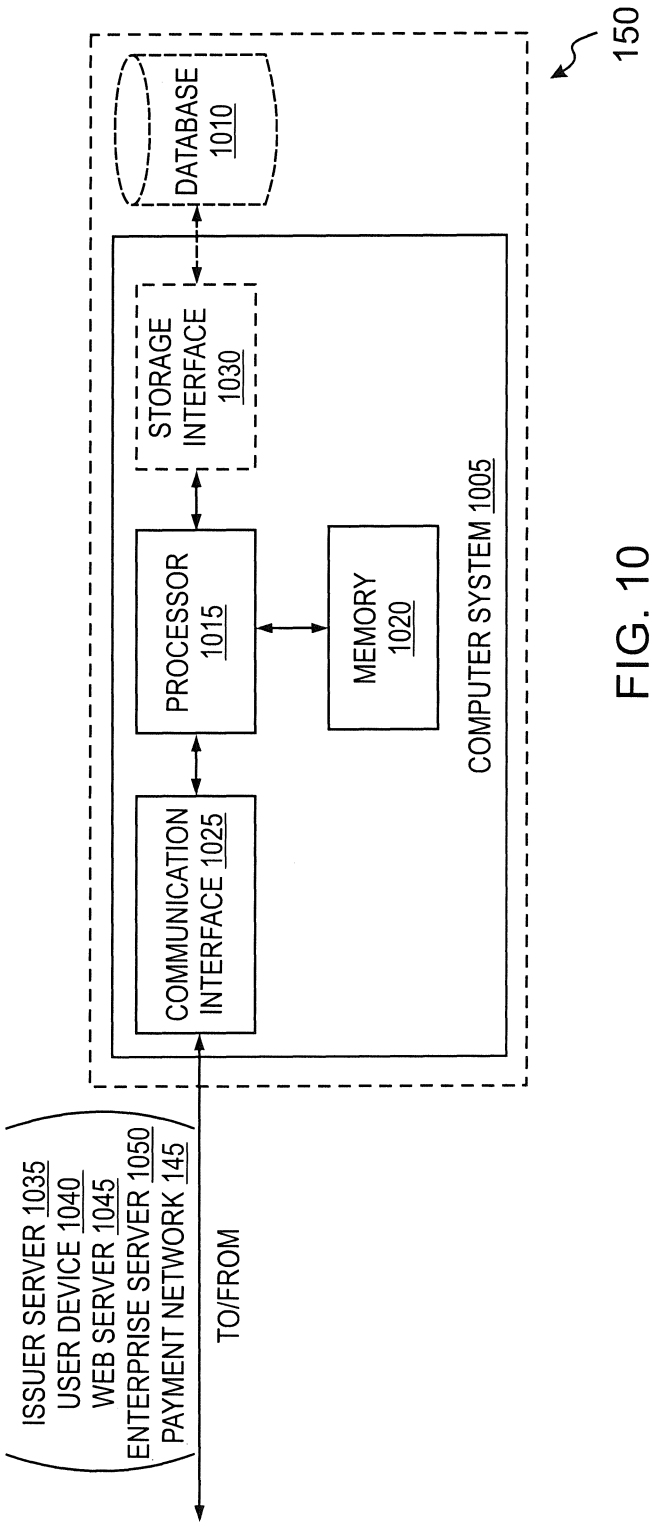

150
DATABASE 1010
STORAGE INTERFACE 1030
PROCESSOR 1015
MEMORY 1020
COMMUNICATION INTERFACE 1025
COMPUTER SYSTEM 1005
ISSUER SERVER 1035
USER DEVICE 1040
WEB SERVER 1045
ENTERPRISE SERVER 1050
PAYMENT NETWORK 145
TO/FROM

FIG. 10

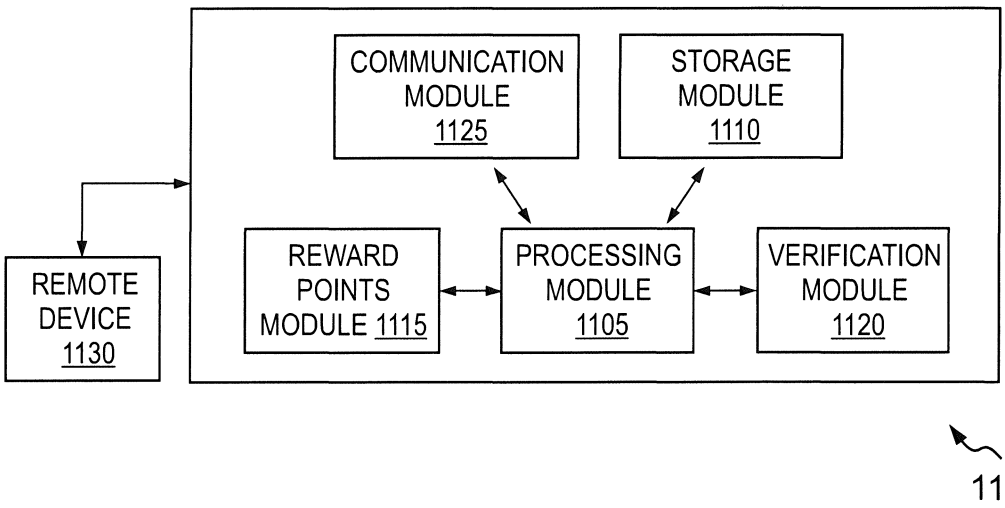

COMMUNICATION MODULE 1125
STORAGE MODULE 1110
REMOTE DEVICE 1130
REWARD POINTS MODULE 1115
PROCESSING MODULE 1105
VERIFICATION MODULE 1120
1100

FIG. 11

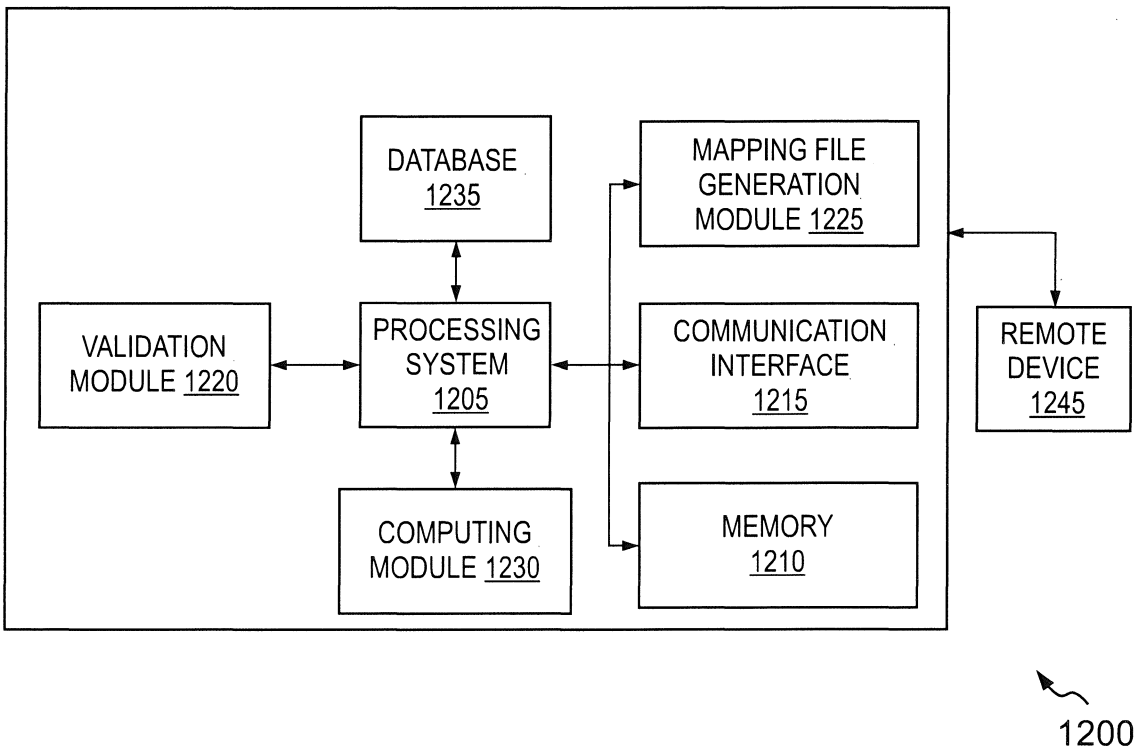

DATABASE 1235
MAPPING FILE GENERATION MODULE 1225
VALIDATION MODULE 1220
PROCESSING SYSTEM 1205
COMMUNICATION INTERFACE 1215
REMOTE DEVICE 1245
COMPUTING MODULE 1230
MEMORY 1210
1200

FIG. 12

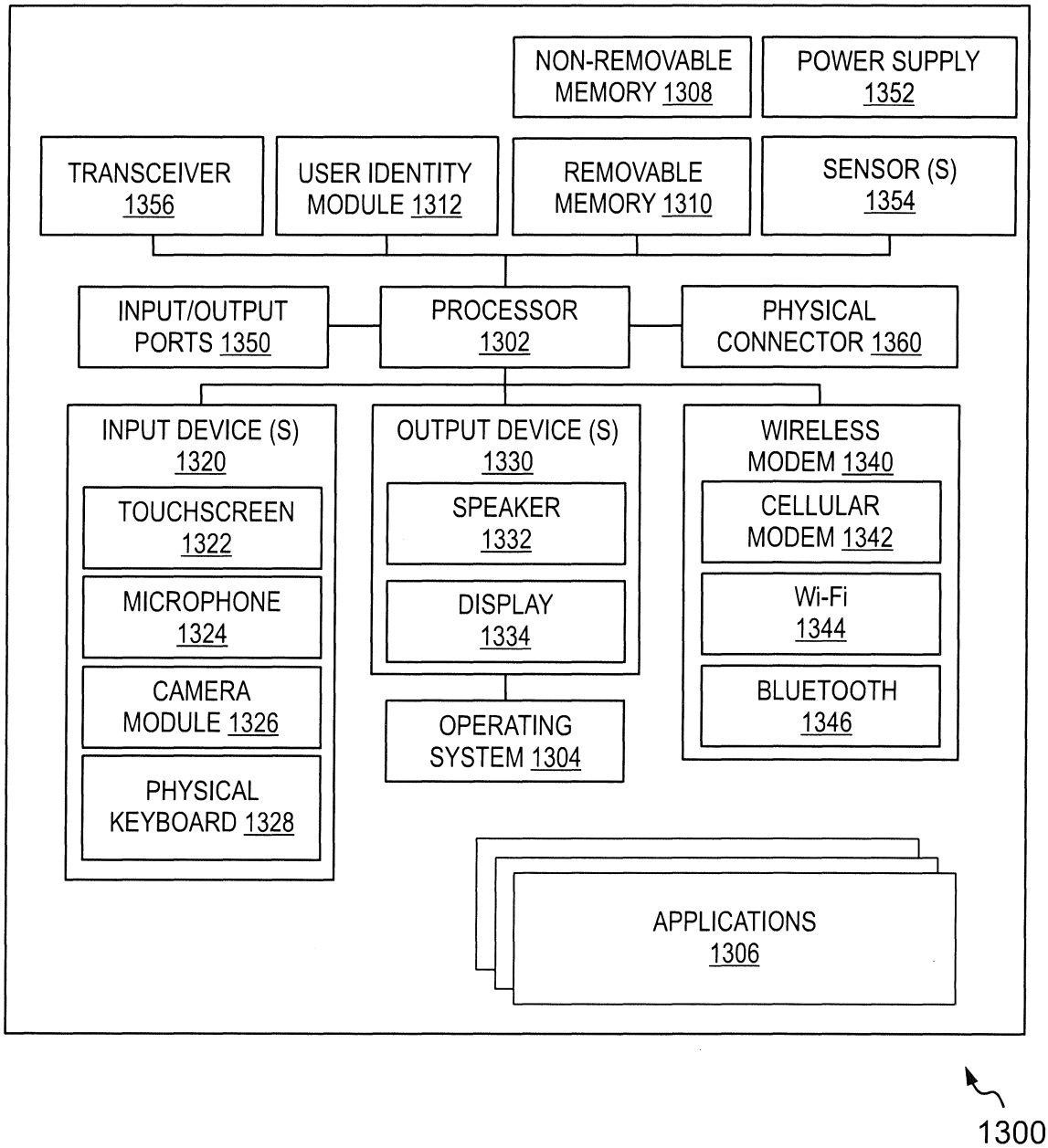

NON-REMOVABLE MEMORY 1308
POWER SUPPLY 1352
TRANSCEIVER 1356
USER IDENTITY MODULE 1312
REMOVABLE MEMORY 1310
SENSOR (S) 1354
INPUT/OUTPUT PORTS 1350
PROCESSOR 1302
PHYSICAL CONNECTOR 1360
INPUT DEVICE (S) 1320
TOUCHSCREEN 1322
MICROPHONE 1324
CAMERA MODULE 1326
PHYSICAL KEYBOARD 1328
OUTPUT DEVICE (S) 1330
SPEAKER 1332
DISPLAY 1334
OPERATING SYSTEM 1304
WIRELESS MODEM 1340
CELLULAR MODEM 1342
Wi-Fi 1344
BLUETOOTH 1346
APPLICATIONS 1306
1300

FIG. 13