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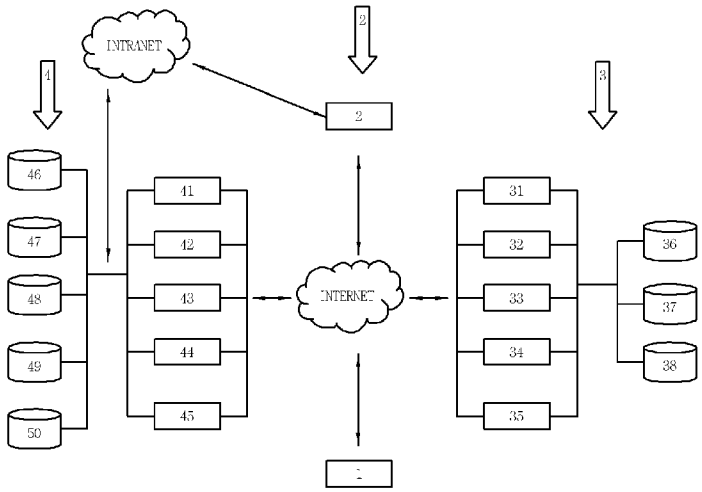
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(54) **Title:** NEW CONCEPT CARD AND SELLING SYSTEM AND METHOD BASED ON PURCHASER USING THE CARD



(57) **Abstract:** A new concept card and a selling system and method based on a purchaser using the card are disclosed. The system includes a card system 4 which issues a new concept card for allowing a card company to identify a seller or registers or grants information to a seller, a seller system 3 or terminal 31 which allows the seller to receive the UC or information and to advertise the card or information to a purchaser and allows the purchaser to purchase merchandise, a purchaser terminal 1 which allows the purchaser to access the seller system or terminal so as to purchase merchandise or acquire the UC information and to access the card company to rapidly/accurately input the UC or seller information such that credit card approval is requested, and a bank system 2 which processes the credit car approval when the purchaser requests the credit card approval.

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