which is operational on the international level and which does not limit the number of merchants able to use it.

According to a first aspect of the present invention, there is provided 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 comprising a bank payment network, a sales terminal and a first element of the bank payment network, wherein the first element is configured

- to send a testimony card to the merchant, said testimony card being used once prior to the dispatch of consumer goods with each electronic payment terminal of said point of sale, wherein a double flux exchange of information allows both to locate precisely the point of sale and to validate the authorized point of sale;
- to issue an authentication medium to be sent to the sales terminal, the authentication medium containing an identification number, the format of which is compatible with that accepted by the bank payment network, the identification number being linked to a consumer good;
- to receive from the sales terminal via the bank payment network the identification number extracted or captured by the sales terminal at the time of a sale of a consumer good; and
- to receive from the bank payment network information relating to the sale in order to identify the geographic location of the point of sale and to authenticate the operation of sale of the consumer good corresponding to the identification number received.

According to embodiments of the present invention, an efficient and relatively simple system can be obtained for identifying the geographic location of the point of sale and for offering a system of sales tracking. The first element can in fact be a single physical element or it can be composed of at least two physical elements. As all the authentication documents are identified, upon being used, and thanks to the data received from the banking network, the pieces of information exchanged make it possible to locate very precisely the exact location of the sale. All these pieces of information can ensure the tracking of the sale and make it possible, via the banking network, for these pieces of information to be transmitted to different players in the distribution circuit.

According to a second aspect of the present invention, there is provided a method for carrying out a geographic identification of the point of sale and a tracking of the sale of a consumer good sold by a merchant for a system comprising a bank payment network, a sales terminal and a first element of the bank payment network, the method comprising the following steps taken by the first element:

- issuing a testimony card to be sent to the merchant prior to the dispatch of consumer goods;
- establishing a double flux exchange of information with each electronic payment terminal of a point of sale of said merchant, in order to both locate precisely said point of sale and to validate said authorized point of sale;
- issuing an authentication medium to be sent to the sales terminal, the authentication medium containing an identification number, the format of which is compatible with that accepted by the bank payment network, the identification number being linked to a consumer good;
- receiving from the sales terminal via the bank payment network the identification number extracted or captured by the sales terminal at the time of a sale of a consumer good; and
- receiving from the bank payment network information relating to the sale for identifying the geographic location of the point of sale and for authenticating the operation of the sale of the consumer good corresponding to the received identification number.

According to a third aspect of the present invention, there is provided a method for carrying out a geographic identification of the point of sale and a tracking of the sale of a consumer good sold by a merchant for a system comprising a bank payment network, a sales terminal, a first element connected to the bank payment network and a second element, the method comprising the following steps:

- the issuing by a first element of a testimony card to be sent to the merchant prior to the dispatch of consumer goods;
- the establishing of a double flux exchange of information between said first element and each electronic payment terminal of a point of sale of said merchant, in order to both locate precisely said point of sale and to validate said authorized point of sale;
- the issuing by a first element of an authentication medium to be sent to the sales terminal, the authentication medium containing an identification number, the format of which is compatible with that accepted by the bank payment network;

Claims

1. A system of geographic identification of the point of sale and of tracking of the sale of a consumer good by a merchant, the system comprising a bank payment network, a sales terminal and a first element of the bank payment network, wherein the first element is configured

- to send a testimony card to the merchant, said testimony card being used once prior to the dispatch of consumer goods with each electronic payment terminal of said point of sale, wherein a double flux exchange of information allows both to locate precisely the point of sale and to validate the authorized point of sale;
- to issue an authentication medium to be sent to the sales terminal, the authentication medium containing an identification number, the format of which is compatible with that accepted by the bank payment network, the identification number being linked to a consumer good;
- to receive from the sales terminal via the bank payment network the identification number extracted or captured by the sales terminal at the time of a sale of a consumer good; and
- to receive from the bank payment network information relating to the sale in order to identify the geographic location of the point of sale and to authenticate the operation of sale of the consumer good corresponding to the identification number received.

2. The system according to claim 1, wherein the system further comprises a second element, and the first element is configured to communicate to the second element at least one of the following pieces of information:

- the identification number received or, for the received identification number, a reference to the corresponding consumer good for this identification number, and
- at least one part of the information received relating to the sale.

15. The system according to claim 2, wherein no information connected with the second element can be learned from the identification number or from other data circulating in the bank payment network in relation to the request for the certification of origin, the identity of the verification element being known only from the first element.

16. A method for carrying out a geographic identification of the point of sale and a tracking of the sale of a consumer good sold by a merchant for a system comprising a bank payment network, a sales terminal and a first element of the bank payment network, the method comprising the following steps taken by the first element:

- issuing a testimony card to be sent to the merchant prior to the dispatch of consumer goods;
- establishing a double flux exchange of information with each electronic payment terminal of a point of sale of said merchant, in order to both locate precisely said point of sale and to validate said authorized point of sale;
- issuing an authentication medium to be sent to the sales terminal, the authentication medium containing an identification number, the format of which is compatible with that accepted by the bank payment network, the identification number being linked to a consumer good;
- receiving from the sales terminal via the bank payment network the identification number extracted or captured by the sales terminal at the time of a sale of a consumer good; and
- receiving from the bank payment network information relating to the sale for identifying the geographic location of the point of sale and for authenticating the operation of the sale of the consumer good corresponding to the received identification number.

17. A method for carrying out a geographic identification of the point of sale and a tracking of the sale of a consumer good sold by a merchant for a system comprising a bank payment network, a sales terminal, a first element connected to the bank payment network and a second element, the method comprising the following steps:

- the issuing by a first element of a testimony card to be sent to the merchant prior to the dispatch of consumer goods;
- the establishing of a double flux exchange of information between said first element and each electronic payment terminal of a point of sale of said merchant, in order to both locate precisely said point of sale and to validate said authorized point of sale;
- the issuing by a first element of an authentication medium to be sent to the sales terminal, the authentication medium containing an identification number, the format of which is compatible with that accepted by the bank payment network;
- the creating by the first or second element of a link between the identification number and a consumer good;
- the extracting or capturing by the sales terminal of the identification number at the time of a sale of a consumer good;
- the transmitting of this identification number to the first or second element;
- the receiving by the first or second element of the bank payment network of information relating to the sale; and
- the identifying of the geographic location of the point of sale and the authenticating of the operation of sale of the consumer good corresponding to the received identification number.