receipt given to the customer serves the purpose of a warranty. Also, there is no specific geographic identification and the tracking of the sale is very imprecise or nonexistent.

The problem with the common procedure stems from the fact that the activation of the warranty is done locally through the seller, who does not necessarily inform the distributor of the products under consideration, or the manufacturer of these products, for example the company that holds the trademark for a given product or that is the user of this trademark, about the sale and the activation of the warranty. The seller could make a report to be transmitted periodically to this distributor or this manufacturer to assist them in the management of the warranty service as well as in the management of the stocks and of the distribution of the products in order to supply the market efficiently and optimally. Such a report can be sent by post, by e-mail or through an Internet site belonging to this distributor or manufacturer. However, this does not easily allow efficient and complete management. The merchants must do a certain amount of work which requires time, technical knowledge and diligence. Automatic and computerized management of a warranty service for various consumer products poses today a real problem. In particular, the distributors or their employees do not always have access to a computer in their shops.

The existence of a "grey market", of alternative routing of consumer goods and of spare parts, are likewise just as much holes in the distribution networks and represents large sums of lost money for all the players in this network.

SUMMARY OF THE INVENTION

~~The~~Embodiments of the present invention ~~has as its object~~ seek to ~~resolve the above-mentioned problems by proposing~~ provide a geographic system of identification of the point of sale and of tracking of the sale of a consumer good which ~~is~~may be efficient and ~~is~~ may be easy to use for the merchants who sell these consumer goods. In particular, embodiments of the present invention ~~has as its object~~ seek to ~~propose~~provide such a system

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

~~To this end, the~~According to a first aspect of the present invention, ~~has as subject matter~~ 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 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.

~~Thus, thanks to~~According to embodiments of the present invention, an efficient and relatively simple system ~~is~~ 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.

~~A~~According to a second aspect of the present invention, ~~has as subject matter~~ 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 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.

~~A~~According to a third aspect of the present invention, ~~has as subject matter~~ 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 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;