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| <p>(71) Applicant: COMPOSECURE, LLC [US/US]; 500 Memorial Drive, Somerset, NJ 08873 (US).</p> | |
| <p>(72) Inventors: LOWE, Adam; 2092 Amwell Road, Somerset, NJ 08873 (US). NUZUM, Todd; c/o Composecure, LLC, 500 Memorial Drive, Somerset, NJ 08873 (US).</p> | |
| <p>(74) Agent: KOOPMAN, Andrew, J.; RatnerPprestia, 2200 Renaissance Boulevard, Suite 350, King of Prussia, PA 19406 (US).</p> | |

(54) Title: METHOD AND SYSTEM FOR GENERATING A DYNAMIC CARD VERIFICATION VALUE FOR PROCESSING A TRANSACTION

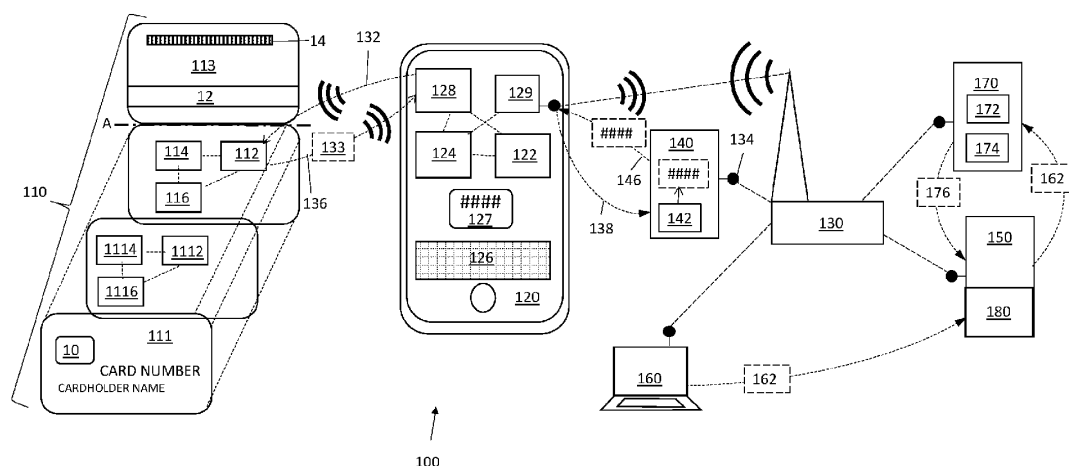


FIG. 1

(57) **Abstract:** Systems, methods, transaction cards, mobile devices, processors, and computer memory programmed with machine-readable instructions, for providing a dynamic Card Verification Value (dCVV) to a user of a transaction card. A mobile device associated with the user and with the transaction card initiates a non-payment near field communication (NFC) with the transaction card, receives a message from the transaction card in the non-payment NFC communication, transmits a prompt to an IP address or web address over a global computer information network, and receives a secure communication from containing the dCVV from a server accessible from the IP address or web address in response to the prompt. The dCVV code is then provided to the user. In embodiments, the non-payment NFC may be initiated via a card tap, a user interface, or a communication from a website.

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