# SYSTEM AND METHOD FOR LOCATION BASED MOBILE COMMERCE

## RELATED APPLICATIONS

This application relates to and claims priority to U.S. Application Serial No. 12/495,738, filed June 30, 2009, which are incorporated by reference in their entirely.

## BACKGROUND

Technical Field

The present invention generally relates to facilitating financial transactions over a network and more particularly to location based mobile commerce.

Related Art

In online financial transactions, customers search for and purchase products through electronic communications with online merchants over electronic networks, including mobile communication networks. During the course of these online transactions, customers may not readily know the physical location of the products or the merchants offering the products for sale or purchase consideration. Typically, after purchase these products are shipped via mail to an address related to the customers. Sometimes, waiting for the purchased products can be inconvenient and unnecessary.

Accordingly, there currently exists a need to localize merchant searches that give the customers ready access products and services.

## SUMMARY

According to a first aspect, there is provided a method for facilitating financial transactions over a network, the method comprising: communicating with a first mobile communication device over the network, the first mobile communication device associated with a user; obtaining a geo-location of the first mobile communication device; communicating with a second mobile communication device over the network, the second

mobile communication device associated with a mobile merchant; obtaining a dynamic merchant selected radius of coverage for the second mobile communication device; determining whether the geo-location of the first mobile communication device is within the dynamic merchant selected radius of coverage of the second mobile communication device; and providing a listing to the first mobile communication device of one or more items for sale by the merchant when the first mobile communication device is within the dynamic merchant selected radius of coverage of the second mobile communication device.

According to a second aspect, there is provided a system for facilitating financial transactions over a network, the system comprising: means for communicating with a first mobile communication device over the network, the first mobile communication device associated with a user; means for obtaining a geo-location of the first mobile communication device; means for communicating with a second mobile communication device over the network, the second mobile communication device associated with a merchant; means for obtaining a dynamic merchant selected radius of coverage for the second mobile communication device; means for determining whether the geo-location of the first mobile communication device is within the dynamic merchant selected radius of coverage of the second mobile communication device; and means for providing a listing to the first mobile communication device of one or more items for sale by the merchant when the first mobile communication device is within the dynamic merchant selected radius of coverage of the second mobile communication device.

According to a third aspect, there is provided a computer readable medium on which are stored computer readable instructions and when executed operable to instruct a computer to: communicate with a first mobile communication device over a network, the first mobile communication device associated with a user; obtain a geo-location of the first mobile communication device over the network; communicate with a second mobile communication device over the network, the second mobile communication device associated with a merchant; obtain a dynamic merchant selected radius of coverage for the second mobile communication device over the network; determine whether the geo-location

of the first mobile communication device is within the dynamic merchant selected radius of coverage of the second mobile communication device; and provide a listing to the first mobile communication device over the network of one or more items for sale by the merchant when the first mobile communication device is within the dynamic merchant selected radius of coverage of the second mobile communication device.

Embodiments of the present disclosure relate to facilitating financial transactions over a network and to location based mobile commerce. In various embodiments, systems and methods for facilitating financial transactions over a network include communicating with a user via a first mobile communication device over the network, obtaining a geo-location of the first mobile communication device, communicating with a merchant via a second mobile communication device over the network, obtaining a radius of coverage for the second