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(54) Title: METHODS, SYSTEMS, AND COMPUTER READABLE MEDIA FOR TRACKING REDEEMED ELECTRONIC CERTIFICATE AND CONSUMER DATA ASSOCIATED WITH A MOBILE DEVICE

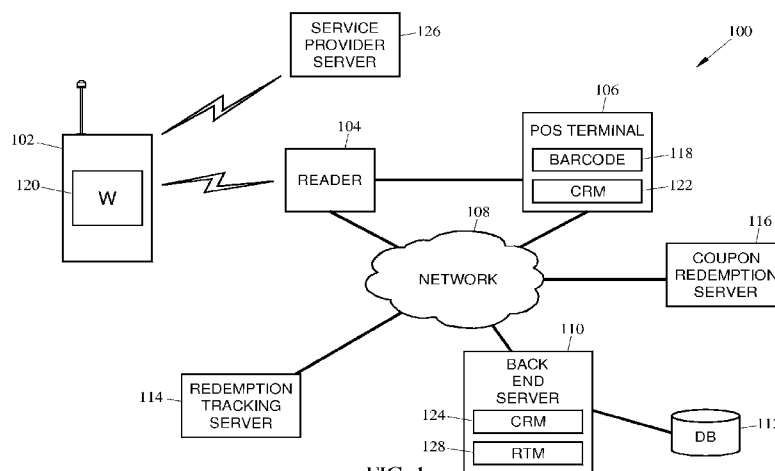


FIG. 1

(57) Abstract: Methods, systems, and computer readable media for tracking redeemed electronic certificate and consumer data associated with a mobile device are disclosed. In one embodiment, a method includes receiving, at a wireless device reader, electronic certificate data and consumer identification data, redeeming the electronic certificate data, and generating redemption tracking data using the redeemed electronic certificate data and consumer identification data.

