PAYMENT DEVICE WITH HOLOGRAPHIC SECURITY ELEMENT

Cross Reference to Related Applications

[0001] This application claims priority to, and the benefit of, U.S. Provisional Patent App. Serial No. 61/975,106, titled "Payment Device with Holographic Security Element," filed April 4, 2014, the entire content of which is hereby incorporated by reference.

Background

[0002] Payment devices such as credit cards and debit cards have a limited amount of space, or real estate, for relevant information to be displayed. At the same time, there is a need for some space on the card to be dedicated to security measures, such as a security chip. Security chips have contacts that may be required to be in predetermined places on the card such that when the card is place in a reader, the contacts will be in communication with contacts in the reader. These security measures are becoming more and more important over time as fraud continues to be a problem. Thus, it would be useful for some of the space on a card to serve dual purposes, such as security and for brand awareness.

Summary

[0003] The following presents a simplified summary of the present disclosure in order to provide a basic understanding of some aspects of the disclosure. This summary is not an extensive overview of the disclosure. It is not intended to identify key or critical elements of the disclosure or to delineate the scope of the disclosure. The following summary merely presents some concepts of the disclosure in a simplified form as a prelude to the more detailed description provided below.

[0003a] According to a first aspect of the present invention, there is provided an object for enabling electronic commerce comprising: a first surface defining an orifice, wherein a transaction element is contained within the orifice, wherein the transaction element comprises: a plurality of contacts in communication with a security element wherein the contacts are in predetermined locations and wherein a holographic image is visible on a visible section of the plurality of contacts; and a second surface opposite the first surface.

[0003b] According to a second aspect of the present invention, there is provided an object for enabling electronic commerce comprising: a first surface defining an orifice, wherein a transaction element is situated within the orifice, wherein the transaction element comprises: a plurality of contacts which together are complementary to the orifice and are in communication with a security element, the plurality of contacts: being at a level adapted to communicate with a reader; being positioned at predetermined locations; and comprising a visible hologram on a visible surface of the contacts; and a second surface opposite the first surface.