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(54) Title: ALTERABLE ACCOUNT NUMBER

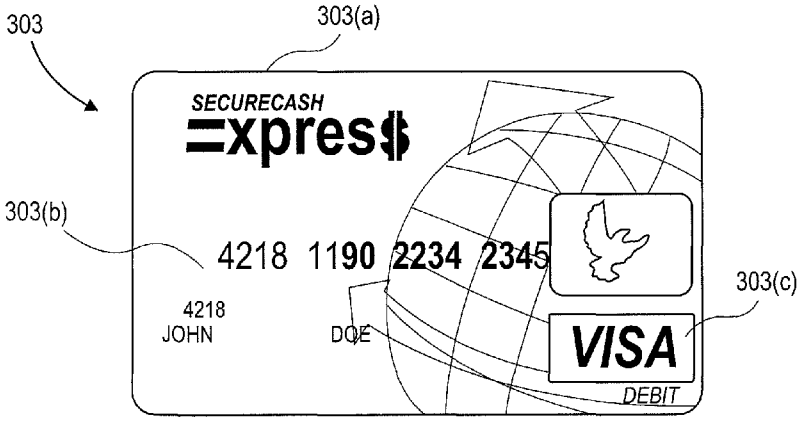


FIG. 3(b)

(57) Abstract: Embodiments of the invention are directed to apparatuses, systems, and methods that allow for personalized data to be embedded in a primary account number associated with a consumer device. In one embodiment, a consumer device comprises a body and personalized data embedded into a primary account number, associated with the body. The primary account number includes a bank identification number and the bank identification number and the personalized data overlap.

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