WHAT IS CLAIMED IS:

1. A method comprising:

receiving, by a service provider computer from a computing device of a first user, a request to generate a digital asset, the digital asset comprising a value and a digital asset identifier;

generating, by the service provider computer, the digital asset;

activating, by the service provider computer, the digital asset with respect to a transaction device to be provided to a second user by associating the digital asset identifier and the value corresponding to the digital asset with a transaction device identifier of the transaction device, wherein the transaction device is programmable;

sending, by the service provider computer, a request to update a first block chain to indicate the association of the digital asset with the transaction device;

receiving, by the service provider computer, an indication that the second user utilized the transaction device comprising the digital asset to conduct a transaction; and

sending, by the service provider computer, a request to update a second block chain to indicate the use of the digital asset by the second user.

2. The method of claim 1, further comprising:

sending, by the service provider computer, a request to update the first block chain to indicate the use of the digital asset by the second user.

3. The method of claim 1, further comprising:

receiving, by the service provider computer from the computing device, a request to associate the transaction device with the transaction device identifier;

generating, by the service provider computer, the transaction device identifier; and

associating, by the service provider computer, the transaction device with the transaction device identifier.

4. The method of claim 3, wherein a reader device that is in communication with the computing device provisions the transaction device with the transaction device identifier.

5. The method of claim 1, wherein the digital asset further comprises identification information of the first user, the identification information comprising a public key, and wherein the indication comprises transaction data comprising the digital asset, and the method further comprises:

requesting, by the service provider computer, a financial institution that generated the public key to verify the digital asset and sign the transaction data with a private key corresponding to the public key.

6. The method of claim 1, wherein the transaction device is a card.

7. The method of claim 1, wherein the request to update the first block chain is sent to a first financial institution computer, wherein the first financial institution computer updates the first block chain.

8. The method of claim 7, wherein the request to update the second block chain is sent to a second financial institution computer, wherein the second financial institution computer updates the second block chain.

9. The method of claim 1, further comprising:

activating the digital assert further includes by binding a digital asset account with a public address associated with the transaction device.

10. A method comprising:

receiving, by a computing device from a first user, a request to generate a digital asset, the digital asset comprising data that indicates a digital currency value;

sending, by the computing device, the request to a service provider computer, wherein the service provider computer generates the digital asset; and

initiating, by the computing device, activation of the digital asset with respect to a transaction device to be provided to a second user by associating the digital

asset identifier and the value corresponding to the digital asset with a transaction device identifier of the transaction device, wherein the service provider computer sends a request to update a first block chain to indicate the association of the digital asset with the transaction device, wherein the second user utilizes the transaction device to conduct a transaction, and wherein the service provider computer sends a request to update a second block chain to indicate the use of the digital asset by the second user, and wherein the transaction device is programmable.

11. The method of claim 10, wherein the service provider computer sends a request to update the first block chain to indicate the use of the digital asset by the second user.

12. The method of claim 10, further comprising:

receiving, by the computing device, a request to associate the transaction device with the transaction device identifier; and

sending, by the computing device, the request to the service provider computer, wherein the service provider computer associates the transaction device with the transaction device identifier.

13. The method of claim 12, wherein a reader device that is in communication with the computing device provisions the transaction device with the transaction device identifier.

14. The method of claim 10, wherein activating the digital asset with respect to the transaction device comprises associating a digital asset identifier and a value corresponding to the digital asset with the transaction device.

15. The method of claim 10, wherein the transaction device is a card.

16. The method of claim 10, wherein the request to update the first block chain is sent to a first financial institution computer, wherein the first financial institution computer updates the first block chain.

17. The method of claim 16, wherein the request to update the second block chain is sent to a second financial institution computer, wherein the second financial institution computer updates the second block chain.

18. The method of claim 10, wherein the first unalterable electronic ledger and the second unalterable electronic ledger are each in the form of a block chain.

19. A service provider computer comprising:

a processor; and

a computer readable medium coupled to the processor, the computer readable medium comprising code, executable by the processor, to implement the method of claim 1.

20. A computing device comprising:

a processor; and

a computer readable medium coupled to the processor, the computer readable medium comprising code, executable by the processor, to implement the method of claim 10.