ELECTRONIC REDDEEMING OF COUPONS AND PRODUCT DISCOUNTS UTILIZING A NETWORKED PRODUCTS DATABASE

ABSTRACT

A method for providing electronic redemption of product discounts. The method includes creating an electronic database of product discounts. The electronic database is connected to and accessible by a network of data processing systems. Customers are then provided access points to said database from outside of the network. The electronic database is expanded to include customer information and each customer is provided with a unique ID. The customer's selection of products is then linked in the database to the customer's unique ID in response to an input by the customer (step 503). Finally, the discounts in the selected products are allowed to be electronically redeemed within the network (step 507).

FIG 5