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(54) Title: MANAGEMENT OF DYNAMIC ELECTRONIC COUPONS

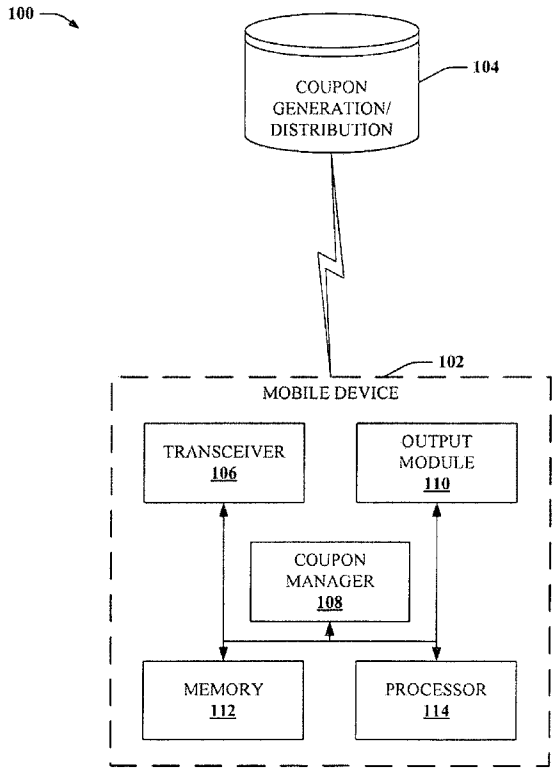


FIG. 1

(57) Abstract: Providing for management of a dynamic mobile coupon (DMC) at a mobile device is described herein. Particularly, dynamic characteristics associated with the DMC, such as a redeemable value, can be utilized to browse, sort, search, recall, or redeem the DMC utilizing a user interface of the mobile device. In other aspects, a DMC management application can interact with server components to backup and store DMC data, synchronize dynamic information (e.g., a dynamic redeemable value), access or manage a user profile, interface with other mobile devices to accomplish sharing, trading, exchanging, selling the DMC, and so on. Accordingly, provided is an efficient and personable way to manage mobile coupons in a mobile operating environment and provide increased value and utility for a user of such coupons.

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