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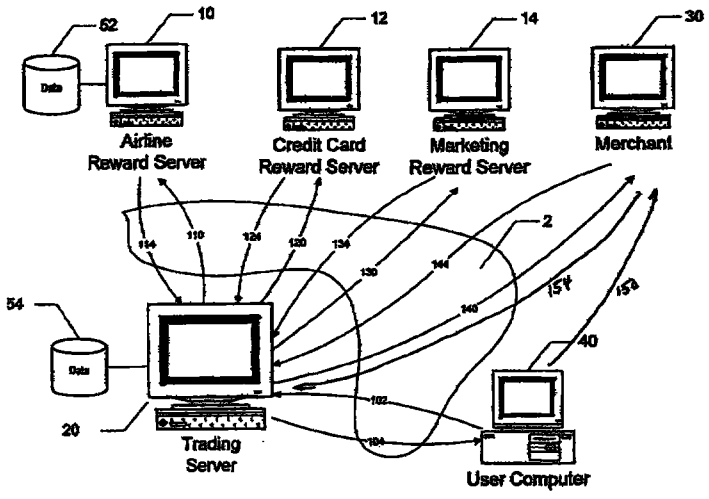
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(54) Title: SYSTEM FOR ELECTRONIC BARTER, TRADING AND REDEEMING POINTS ACCUMULATED IN FREQUENT USE REWARD PROGRAMS



(57) Abstract: A system and method for operating a reward points accumulation and redemption program wherein a user earns reward points from a plurality of reward points issuing entities, each of the reward points issuing entities tracking the user's earned reward points in a user reward point account stored on a rewards server. A trading server accumulates the user's earned reward points from each of the reward servers (10, 12, 14) interconnected over a network in association with consideration provided by the reward servers to the trading server (20) and credits the accumulated points into a reward exchange account associated with the user (40). The user may then select an item for purchase from a merchant computer (30) interconnected to the network. The merchant computer provides the item to the user in exchange for consideration received from the trading server.

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