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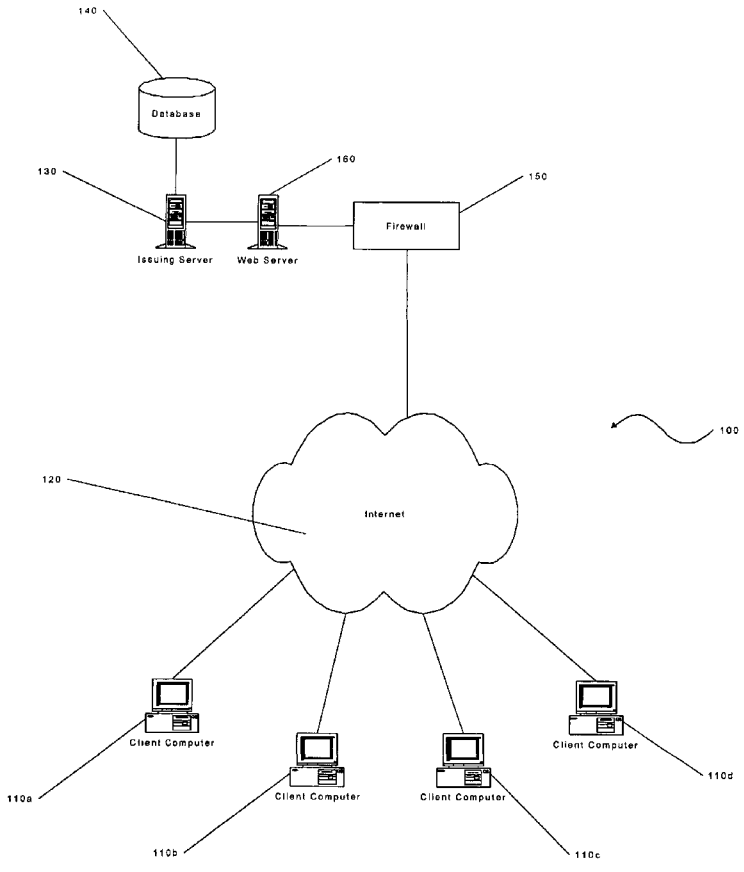
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(54) Title: ELECTRONIC VOUCHERS AND A SYSTEM AND METHOD FOR ISSUING THE SAME



(57) Abstract: A system and method for issuing electronic vouchers representing value. An issuing server (130) generates an eVoucher that a recipient may use to purchase goods and services from a merchant's e-commerce Web site. The eVoucher includes an image, such as a corporate logo, that identifies the issuing merchant. Nommage data, such as a unique identifier for the eVoucher and encrypted arbitrary text, is embedded in the eVoucher image and is used to track the use of the eVoucher and to verify its authenticity.

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