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(54) **Title**: A SYSTEM AND METHOD FOR MANAGING PRODUCT INFORMATION

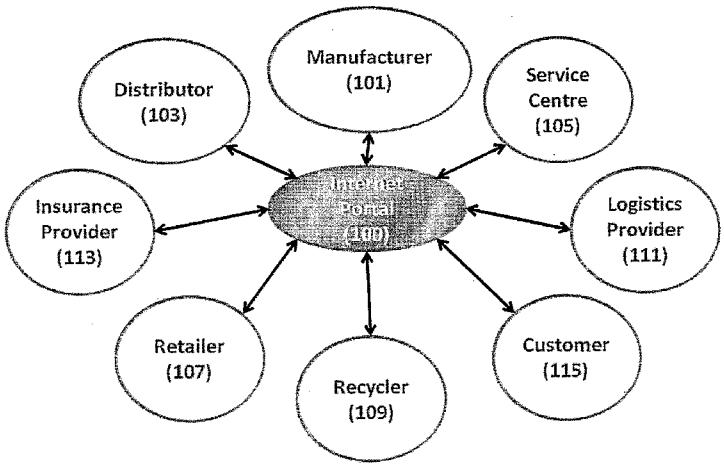


Figure 1b

(57) **Abstract**: A system and method for managing product information is disclosed. The system comprising: a portal comprising an information processing system, the information processing system comprising a data base for storing one or more product information of a brand including identification information of one or more products of the brand, the product and identification information are entered by a first user having a first authentication information obtained by registering into the portal, wherein the stored product information is accessible by one or more other users having respective authentication information obtained after registering with the portal for a product of the same brand, wherein database for storing the one or more product information is accessible remotely by the one or more other users under an authorization control of the portal.