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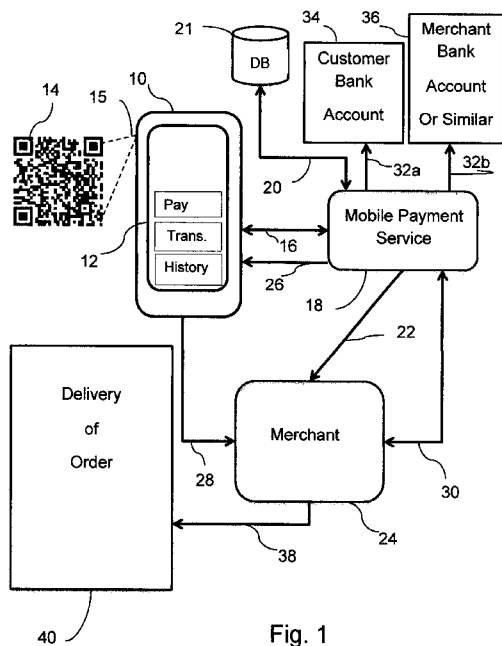
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(54) Title: A MOBILE DELIVERY METHOD AND A SYSTEM THEREFORE



(57) Abstract: The invention relates to a method and a system adapted to the ordering of items from a merchant to a specific location through a coded tag (14) and a cellular device (10). A customer's cellular device (10) reads a quick response code (14) placed on or adjacent to the item, the code comprises information about the item, and a coded identification identifying the merchant that provides said item. The cellular device (10) transmits the ordering of the item to a system for that purpose, ordering the item through a one way communication from the customer to the merchant by the cellular device (10), whereby the system informs the merchant of the ordering of the item, and delivers it to the location of request.

Title

A mobile delivery method and a system therefore

Technical field

The present invention pertains to a method and a system adapted to the
5 ordering of items from a merchant to a specific location through a coded tag and a cellular device.

Background art

It is well known to the public domain that quick response codes, QR codes, or
similar optical readable codes are excellent to utilize in providing a uniform resource locator,
10 URL, to a specific product www information page.

A mobile user downloads a general QR scanner to a smartphone, which admits
the phone to translate the code into a desired format html, text, or the like. This technology is
spreading fast and new innovative usage applications of this technology are appearing,
among other payment applications. A general QR scanner opens up a web browser that
15 triggers the link in question.

Some companies provide customers with a direct link to a specific product page
or offer page, which admits the user to actually interact with an e-commerce system and
select a quantity of products as well as providing information about where to deliver the
ordered service.

20 Technically, the customer could also be offered to choose his preferred means
of payment and in some cases also perform such payment by logging on to a web-enabled
payment service that would allow the user to authenticate with username + password to
complete an order.

Since a conventional QR-app is not limited to purchases the entire process is
25 not very intuitive as it is not designed for effective mobile purchasing. Ordering items through
a mobile/cellular phone is typically very "painful", as you are obliged, even if the use of QR
code would take you directly to the product page in question to; selecting means of delivery
& location to deliver, authenticating through the web for payment service, which not is a very
intuitive direct purchase process.

30 There are also security issues involved for both customer and merchant; is it
really the customer making the purchase, is the merchant really who he says he is? The
access to the confirmation/receipt of payment is also hazardous for security.

Hence, the present invention intends to take advantages of the possibilities that
barcodes provide to accomplish payments in an innovative manner as described further
35 below.

It is known before from the patent application US 2008/0238610 A1 to
Rosenberg, a system for delivering items from a merchant to a customer by a near field

communication (NFC) enabled mobile communication. But this application relies on invoices/debit notes to settle a purchase, i.e. no real time settling of the customers and merchants accounts are described in the application to Rosenberg.

Summary of the invention

5 The present invention regards a method and a system to a secure, SEQR ® (system working name), seamless paying process in for instance a store, restaurant, online, and for payment of bills. With the SEQR ® instant mobile purchase and delivery solution of the present invention, a customer has the opportunity to quickly and securely make a mobile purchase. Merchants can quickly and easily with a low cost launch new and innovative
10 instant mobile purchase and delivery, IMPD, services by issuing a SEQR ® payment code which contains all the relevant bill payment information needed.

Hence, the present invention provides immediate payment, thus settling payment between a customer and a merchant in real time through a network with bank accounts or any source of funds or the like at an ongoing purchase i.e. the present
15 invention requires no issue of invoices/debit notes to be transferred.

To solve the problems mentioned and others, the present invention sets forth a method adapted to the ordering of items from a merchant to a specific location through a coded tag and a cellular device, characterized by comprising:

- the item being marked by the coded tag;
- 20 the coded tag including at least the merchant identification, and predetermined information about the item, or a reference to it, to be ordered, the merchant identification being issued by the provider of a system for such purpose running the method;
- a payment switch settling payment between customer and merchant in real time through a network with bank accounts at an ongoing purchase, and acting as a hub for
25 multiple merchants;
- the merchant payment settlement switch being at least one of a hardware, and a software in an electronic memory;
- a customer being registered in the system with the customer's specific particulars, and a delivery location in a database;
- 30 the customer reading the coded tag through a cellular device ordering the item, ordering the item through a one way communication from the customer to the merchant by the cellular device, and transmitting the tag information including the merchants identification to the system; and
- the system informing the merchant about the ordering of the item and to which
35 location the item should be delivered, and delivering the item to the location of delivery.

One embodiment of the present invention provides that the tag is a 2D code or similar.

Another embodiment provides that the tag is provided on an electronic screen adjacent to an item for sale to be scanned by the cellular device.

Moreover, the present invention sets forth a system adapted to the ordering of items from a merchant to a specific location through a coded tag and a cellular device,

5 characterized by comprising:

a mobile payment service switch managing orders of items;

a payment switch settling payment between customer and merchant in real time through a network with bank accounts at an ongoing purchase, and acting as a hub for multiple merchants;

10 a database comprising a coded identification of a merchant, and particulars of a customer including a delivery location for a customer ordered item;

a merchant server managing ordering of items;

a communication network connecting the service switch, database, and merchant server;

15 a merchant payment settlement device being at least one of a physical payment device, and a software in an electronic memory in connection to the merchant managing server, being able to communicate with said payment switch through the communication network;

20 a coded tag related to the item, and comprising particulars of the item, or a reference to it;

a cellular device to read the particulars of the tag, transmitting the particulars to the switch, ordering the item through a one way communication from the customer to the merchant by the cellular device, the switch determining through authenticating the coded identification of the merchant, and determining the location of where to deliver the item to the customer after authenticating the customer;

a means of communicating at least the location of customer delivery stored in the database through the switch to the merchant; and

a means to deliver the item to the customer.

30 In one embodiment of the system the switch is a payment switch settling payment between customer and merchant through a network with bank accounts.

A further embodiment provides that the tag is a 2D code or similar.

Still a further embodiment provides that the tag is provided on an electronic screen adjacent to an item for sale to be scanned by the cellular device.

A brief description of the drawing

35 Henceforth, reference is had to the accompanying drawing throughout the present description for a better understanding of the present inventions embodiments, and given examples, wherein:

Fig. 1 schematically illustrates a system for secure payment of items through a coded tag, and a cellular device in accordance with the present invention.

Detailed description of preferred embodiments

The present invention regards a method and a system to a secure, SEQR ®
5 (system working name), seamless paying process in for instance a store, restaurant, online, and for payment of bills. With the SEQR ® instant mobile purchase and delivery solution of the present invention, a customer has the opportunity to quickly and securely make a mobile purchase. Merchants can quickly and easily with a low cost launch new and innovative instant mobile purchase and delivery, IMPD, services by issuing a SEQR ® payment code
10 which contains all the relevant bill payment information needed.

Moreover, the SEQR ® IMPD solution rationalizes the customer experience, authenticates both the merchant and customers as well as automatically knowing where to deliver purchased services or goods. Hence, the present invention provides a mobile payment user to; order from virtually anything anywhere, be more obvious to scan QR code
15 for ordering through a mobile payment system, introduce new and innovative manners to order and pay products and services, reduce queuing at busy locations, VIP treatment, not need to sign-up with a merchant, not key in cumbersome payment details, customer information, and the like. It provides confirmation of all payments, full traceability, and digital receipts in the palm of the hand as well as quicker payments.

Now an example of a type of usage of a purchase follows. It is appreciated that the present invention accomplishes that a product is delivered to a home address or a pickup site; a digital content can be delivered to a device, a food order to a table or seat, payment of a bill, ticket, payment and confirmation of an appointment, product outlet scanned when
20 ordered, a purchase of coffee, or other beverage (self service) with printout of a receipt.

Moreover, the present invention communication applies an ordering of an item through a one way communication from the customer to the merchant by the cellular device, i.e. without involving communication from the merchant to the cellular device to accomplish a purchase.
25

The SEQR ® purchase technology of the present invention allows various types
30 of companies to deploy new and innovative ways to sell their goods and services. Here follow examples of different scenarios. For example, advertisement of a product with a QR code allows quick checkout and home delivery TV/Print/Online, or a store can have a QR code in their product display, for instance of a sofa and a customer can quickly order and checkout with home delivery services. Furthermore, a company can send a suggestion for an
35 appointment with a dentist, whereas the customer scans a code, he/she is able to change time/date for appointment and make the payment as he/she wishes to do.

Another scenario involves a device for instance a TV, PC, or Xbox ® connected to the Internet through which a customer can receive an offer to buy or rent digital content such as a movie, game, or other services by the device showing a QR-code, whereby there is no need to logon or create an account, but just rent a movie. After payment it is delivered on screen to the device. Moreover, a restaurant could have a QR-code on every table, which permits a customer to access an order page/menu to be able to make an order, and pay for it including a delivery to the table or to a pick-up address.

In the context of the present invention where the present invention relates to a purchase through a device for instance a TV, PC, or Xbox ® connected to the Internet, the expression point of sale (POS) is utilized to depict/include the merchant/web shop, and the like, although physically not appearing as a cash register. The POS may thus also be constituted as a software in a merchant/web shop server.

Furthermore according to another scenario of the present invention, a customer at an event, having a ticket and a seat at a specific seat number could scan a QR code on the ticket or at and/or on the seat can make an order directly to the seat. Also for instance a customer could enroll to a customer club at a merchant by scanning a QR code and authorizing the customer club to gain access to information about the customer. A real time purchase of coffee in a convenience store can be achieved, whereby an order is delivered to a cashier or printed out on a printer and post-reported to the cashier.

To be able to perform the present invention for instance a customer may sign-up for the mobile payment service, and link his payment option as well as provided home address to the provider of the service. Upon signing-up he/she will be provided the option of linking the mobile payment service to a payment instrument such as for instance a debit or credit account. A mobile/cellular phone, having a camera embedded provides a capability to communicate with a mobile payment service of the present invention. Hence, mobile payment software and secure means of authentication and communication are provided.

A QR code generated by a merchant contains a unique merchant identification (ID), issued by the mobile payment service provider, a product or service ID to present a authenticated order page, the type of order delivery such as home shipment, table delivery, self-service, electronic content to the cellular device, or other multiple options for a delivery to a specific site as well as for quantity and other preferences where it is applicable.

The cellular mobile payment service in accordance with the present invention requires for instance means to authenticate a merchant, a user, and a secure personal identity (PIN) code signature, a biometric recognition, or a personal code or similar. A mobile/cellular device that is equipped with a camera and having connection to the Internet or similar, whereby application software is installed in the cellular device, which provides capabilities to optically read a code or enter a code linking to an authenticated merchant and

product identification. Moreover, there exists a mobile payment service that is linked to an account, source of funds enabling real-time payments. The mobile payment service is capable of communicating with at least one of a merchant's order management system, content management system, content delivery system, cash register, e-commerce solution, order management system or customer relationship management system or similar systems. Also, the system has capabilities to notify and/or provide a receipt to the customer.

The above mentioned elements enables the customer that is registered to a mobile payment system through a cellular device, the means of scanning a code, confirming an order, approve a payment with a PIN, and receive confirmation and delivery as soon as possible, without the need of completing or providing customer information, delivery information, which are time consuming and cumbersome to accomplish on a cellular phone. In addition both customer and merchant are provided a very secure transaction where no special account creation process is required. It is thus appreciated that the present invention communication accomplishes an ordering of an item through a one way communication from the customer to the merchant by the cellular device, i.e. without involving communication from the merchant to the cellular device to accomplish a purchase.

An agreement between the SEQR ® system and a biller to accept SEQR ® payments is required, and the biller is required to provide his bank account information or similar, i.e. where he would like his funds to be paid to. Furthermore, integration with a SEQR ® system payment switch to request payment, sending of a receipt, amount of payment and order ID is provisioned. A product and a catalogue with offers to be presented to customer and ordering mechanism provided by the biller.

The biller issues or is provided a SEQR ® purchase QR code to be included on/adjacent to an advertisement (static code), digital channel (dynamic code), table or menu at restaurant (static code), appointment booking (static or dynamic), a product display (static), ticket (static), on wall or counter (static), or by a purchase (static) at a retailer.

A merchant has to add a QR code to an advertisement, appointment, menu, table, seat, ticket, online or as digital content or customer sign-up.

The QR-code could either be generated as a static code or put on print, containing for instance the below described information, or it could be generated as a dynamic code online to provide information about delivery means.

The QR code that should be generated can in one embodiment of the present invention be based upon the following information:

| | |
|-----------------|-----------|
| <country code> | Mandatory |
| <merchant ID> | Mandatory |
| <delivery type> | Mandatory |
| <channel> | Mandatory |

| | |
|-----------------------|-----------|
| <Product ID> | Mandatory |
| <transaction ID> | Optional |
| <product description> | Optional |
| <amount of payment> | Optional |

5

and other possible combinations of data that are common when ordering services and/or payment in accordance with the present invention described herein.

Currently all the information on the QR tag is known to a merchant except for the unique SEQR ® code provided through the SEQR ® system management in accordance with the present invention.

10

The combination of the various elements of the present invention enables a simple and efficient purchase without requiring any information to be provided by a customer except for a PIN code. A customer does not need to be pre-registered at the merchant, which is very convenient to the customer, and also to the merchant regarding paperwork and/or electronic registration. Hence, the present invention leads to increased sales for the merchant due to a simplified acquisition process.

15

Thus, the mobile payment system integrates securely to a merchant system, and an ordering process is initiated by a mobile payment switch, which differs from how it is currently accomplished. It should be an optimal way to make a payment where there is no need to login or authenticate with a separate payment process such as for instance current payment procedures through a POS or online on a PC.

20

An important aspect of the present invention is that the location to a delivery of goods or services in one embodiment is contained in the QR code according to the present invention for instant by table number at a restaurant, or a seat number at an event such as a sport or other amusement event. But the customer's home address is never stored in the QR code, but registered in database at the provider of the services of the present invention. Another important aspect of the present invention provides a payment switch settling payment between customer and a merchant in real time through a network with bank accounts at an ongoing purchase, i.e. no invoices or debit notes are needed when delivering items.

25

30

By letting the cellular payment device initiate the transaction, the service that the customer experiences when ordering an item through a one way communication from the customer to the merchant by the cellular device, is much more obvious than a purchase through a QR code reader handled by for instance a POS clerk, to avoid queues and having transactions sent to the shop cash register system for instance by an on spot purchase of coffee in the shop.

35

Now referring to the attached Fig. 1, which schematically illustrates a system for the purpose of providing the ordered goods or services, provided by the present invention, to perform methods of an order and/or purchase described above.

In order to keep the following text easy to comprehend goods or services are included in the expression item, and a merchant can be any type of provider of goods and services. A cellular device in the context is any kind of device capable of wireless radio communication, through a cellular network run as 2G, 2.5G, 3G, 4G and possible future versions of networks, cellular devices could be of the type a cellular phone, Iphone®, Ipad®, androids, personal digital assistant (PDA) and the like.

Fig. 1 schematically illustrates a system 18, 21, 24, 34, 36, which manages purchases and ordering of services to collect an item ordered by a customer. Double pointed arrows depicted in Fig. 1 indicate a two way communication by the system, and single pointed a one way communication. The customer to order an item is equipped with a cellular device 10 with a display screen 12 having the capability to read/scan/footage 15 a coded tag 14 adhered to the item or adjacent to it as for instance any type of 2D codes 14 such as a QR code. The tag 14 embeds information about the item, and a unique identification code assigned to the specific merchandiser providing an item to be ordered and delivered to a location desired by the customer. A tag 14 can be attached or adjacent to a physical item such as a table or menu in a restaurant, an item shown online with a tag 14, shown on TV, PC, with an on screen tag 14. A cellular phone 10 is able to read a 2D code on an electronic screen.

In one embodiment of the present invention, when a customer purchases or orders an item, the customer cellular device 10 reads the tag 14 by a software application and hardware, ordering the item through a one way communication from the customer to the merchant by the cellular device 10, and the information on the tag is automatically transmitted/communicated 16, to a mobile payment service management system switch 18 which checks 20 in a database (DB) if the customer is registered in the system and identifies the merchant, and at which location the item should be delivered for instance delivered to a TV as a movie, a meal delivered to a table, a seat at an event or any physical location stored in the DB 21 regarding the customer. The system switch 18 also acts as payment switch settling payment between customer and merchant management server 24 in real time through a network with bank accounts at an ongoing purchase, i.e. no debit notes/invoices are transferred between customer and merchant, which is further elaborated below. The management server can for instance house/store a web shop or other purchase information. It is appreciated that the switch can handle/manage many different merchants and their management servers 24. Hereby, the switch 18 constitutes a hub for the entire system. The

hub being managed by a third party with regard to the customer and merchant, thus avoiding that every merchant has an application program (app).

Thereafter, the system looks up 22 the merchant's product and service code, and the customer is redirected 26 to the merchant's product and offer code through for
5 instance an Internet call. When the customer is satisfied and for instance wants to order the item and pay for it, the cellular device 10 pay button is pushed and the order is completed 28 through Internet.

The scenario in Fig. 1 illustrates one embodiment of the present invention. Another embodiment comprises that communication 22, 26, 28 is abandoned, and all
10 communication between the cellular device 10, switch 18, and merchant management server 24 is uphold through the cellular connection 16, and communication channel 30, whereas the switch 18 communicates with the DB and Banks through channels 20, 32a, 32b. A merchant management server 24 in connection with the payment settlement switch 18. The payment switch 18 can constitute at least one of a physical payment device such as a hardware
15 and/or a software in an electronic memory being able to communicate with the server 24, and other devices in the system as follows.

Hence, the merchant transmits 30 a payment request to the payment switch 22, whereby the switch 18 transmits 16 a payment request to the customer device 10. Then, the customer approves the order by entering a PIN code communicating 16 it to the switch 18,
20 thus approving a possible withdraw from an account assigned to the customer, and the customer signature is approved 20 by the DB 21. The customer bank account or similar is debited 32a as well as the merchants bank account or the like is credited 32b. Customer and merchant are notified 16, 30 regarding the settlement of accounts. Thereafter, the merchant delivers the ordered item, as defined, to a location appreciated by the customer. In this
25 embodiment, the merchant has a delivery list 40 of an order for instance telling the merchant where to deliver the item such as to a customer home address or as a pick-up in a store, to a table or a seat, confirmation of payment, an electronic ticket, a confirmation of an appointment, a film delivered to the home address television set, and many other possibilities. A means to deliver the item to a customer could for instance be the Internet,
30 cellular network, manual delivery depending on the type of the item, which can be a service such as pay per view, software program, electronic ticket or a tangible item and other possible items to buy or receive for free.

The attached set of claims determines other possible embodiments of the present invention to a person skilled in the art of the present technical field.

Claims:

1. A method adapted to the ordering of items from a merchant to a specific
5 location through a coded tag (14) and a cellular device (10), characterized by comprising:
said item being marked by said coded tag (14);
said coded tag (14) including at least said merchant identification, and
predetermined information about the item to be ordered, said merchant identification being
issued by the provider of a system (18, 21, 24, 34, 36) for such purpose running said
10 method;
a payment switch (18) for settlement of payment between a customer and a
merchant (24) in real time through a network (32a, 32b) with bank accounts (34, 36) at an
ongoing purchase, and acting as a hub for multiple merchants;
said merchant (24) payment switch (18) being at least one of a hardware
15 device, and a software in an electronic memory;
a customer being registered in said system database (21) with said customers
specific particulars, and a delivery location;
said customer reading (15) said coded tag through a cellular device (10)
ordering said item through a one way communication from said customer to said merchant
20 by said cellular device (10), and transmitting (16) said tag (14) information including said
merchants identification to said system(18, 21, 24, 34, 36) ; and
said system (18, 21, 24, 34, 36) informing said merchant about the ordering of
said item and to which location said item should be delivered, and delivering said item to said
location of delivery.
- 25 2. A method according to claim 1, wherein said tag is a 2D code (14) or
similar.
3. A method according to claim 1, wherein said tag (14) is provided on an
electronic screen adjacent to an item for sale to be read (15) by said cellular device (10).
4. A system (18, 21, 24, 34, 36) adapted to the ordering of items from a
30 merchant to a specific location through a coded tag (14) and a cellular device (10),
characterized by comprising:
a mobile payment service switch (18) managing orders of items, and a payment
switch (18) settling payment between customer and merchant in real time through a network
(32a, 32b) with bank accounts (34, 36) at an ongoing purchase, and being a hub for multiple
35 merchants;
a database (21) comprising a coded identification of a merchant, and particulars
of a customer including a delivery location for a customer ordered item;

a merchant server (24) managing ordering and payments of items;

a communication network (20, 22, 26, 30, 32a, 32b) connecting said service switch (18), database (21), and merchant server (24);

5 a merchant management server (24) payment being in connection with said service switch (18), being at least one of a hardware device, and a software in an electronic memory in connection with said merchant server (24), being able to communicate with said payment switch (18) through said communication network;

a coded tag (14) related to said item, and comprising particulars of said item;

10 a cellular device (10) to read the particulars of the tag (14), transmitting said particulars to said switch (18), ordering said item through a one way communication from said customer to said merchant by said cellular device (10), said switch (18) determining through authenticating the coded identification of said merchant, and determining the location of where to deliver said item to the customer after authenticating said customer;

15 a means of communicating at least said location of customer delivery stored in said database (21) through said switch (18) to the merchant (24); and

a means to deliver said item to said customer.

5. A system according to claim 4, wherein said tag (14) is a 2D code or similar.

6. A system according to claim 4, wherein said tag (14) is provided on an electronic screen adjacent to an item for sale to be read (15) by said cellular device (10).

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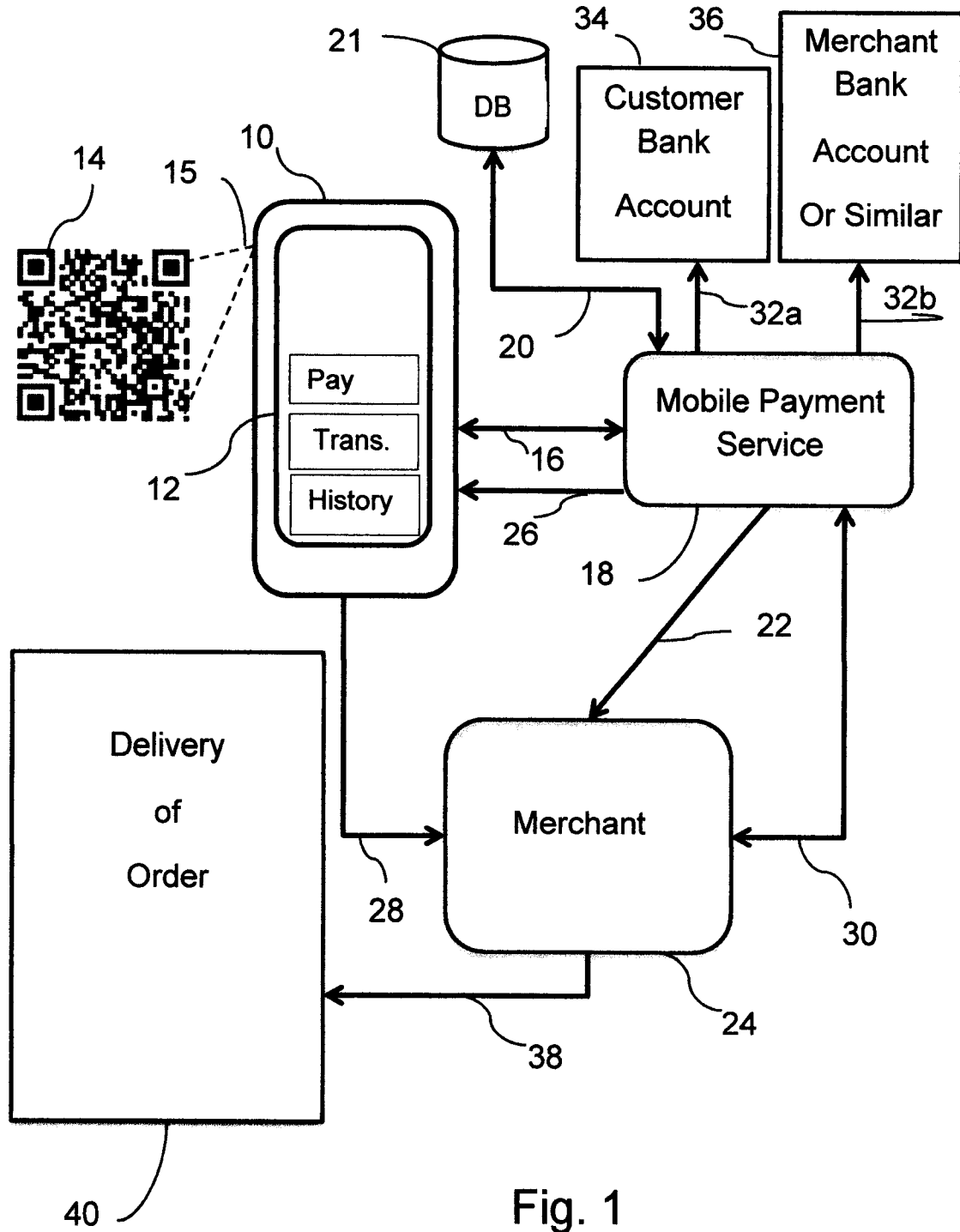


Fig. 1

INTERNATIONAL SEARCH REPORT

International application No.
PCT/SE2015/000073

| A. CLASSIFICATION OF SUBJECT MATTER | | |
|--|--|---|
| IPC: see extra sheet | | |
| According to International Patent Classification (IPC) or to both national classification and IPC | | |
| B. FIELDS SEARCHED | | |
| Minimum documentation searched (classification system followed by classification symbols) | | |
| IPC: G06Q | | |
| Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched | | |
| SE, DK, FI, NO classes as above | | |
| Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) | | |
| EPO-Internal, PAJ, WPI data, COMPENDEX, INSPEC | | |
| C. DOCUMENTS CONSIDERED TO BE RELEVANT | | |
| Category* | Citation of document, with indication, where appropriate, of the relevant passages | Relevant to claim No. |
| X | WO 2013115703 A2 (SEAMLESS DISTRIB AB), 8 August 2013 (2013-08-08); whole document -- | 1-6 |
| X | US 20080238610 A1 (ROSENBERG EINAR), 2 October 2008 (2008-10-02); abstract; paragraphs [0134]-[0136]; figure 17 -- | 1-6 |
| X | US 20060271437 A1 (MAGGIO FRANK S), 30 November 2006 (2006-11-30); abstract; paragraphs [0042]-[0046]; figures 1,8 -- | 1-6 |
| <input checked="" type="checkbox"/> Further documents are listed in the continuation of Box C. <input checked="" type="checkbox"/> See patent family annex. | | |
| * Special categories of cited documents: "A" document defining the general state of the art which is not considered to be of particular relevance "E" earlier application or patent but published on or after the international filing date "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified) "O" document referring to an oral disclosure, use, exhibition or other means "P" document published prior to the international filing date but later than the priority date claimed "T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone "Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art "&" document member of the same patent family | | |
| Date of the actual completion of the international search 25-02-2016 | | Date of mailing of the international search report 29-02-2016 |
| Name and mailing address of the ISA/SE Patent- och registreringsverket Box 5055 S-102 42 STOCKHOLM Facsimile No. + 46 8 666 02 86 | | Authorized officer Josefin Dahlstedt Telephone No. + 46 8 782 28 00 |

INTERNATIONAL SEARCH REPORT

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| C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT | | |
|---|--|-----------------------|
| Category* | Citation of document, with indication, where appropriate, of the relevant passages | Relevant to claim No. |
| X | US 20020152128 A1 (WALCH CHARLES ET AL), 17 October 2002 (2002-10-17); abstract; paragraphs [0044]-[0050]; figures 1-3 -- | 1-6 |
| A | WO 2014104971 A1 (ONEEMPOWER PTE LTD), 3 July 2014 (2014-07-03); abstract; figures 3,4,6 -- ----- | 1-6 |

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International Patent Classification (IPC)

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