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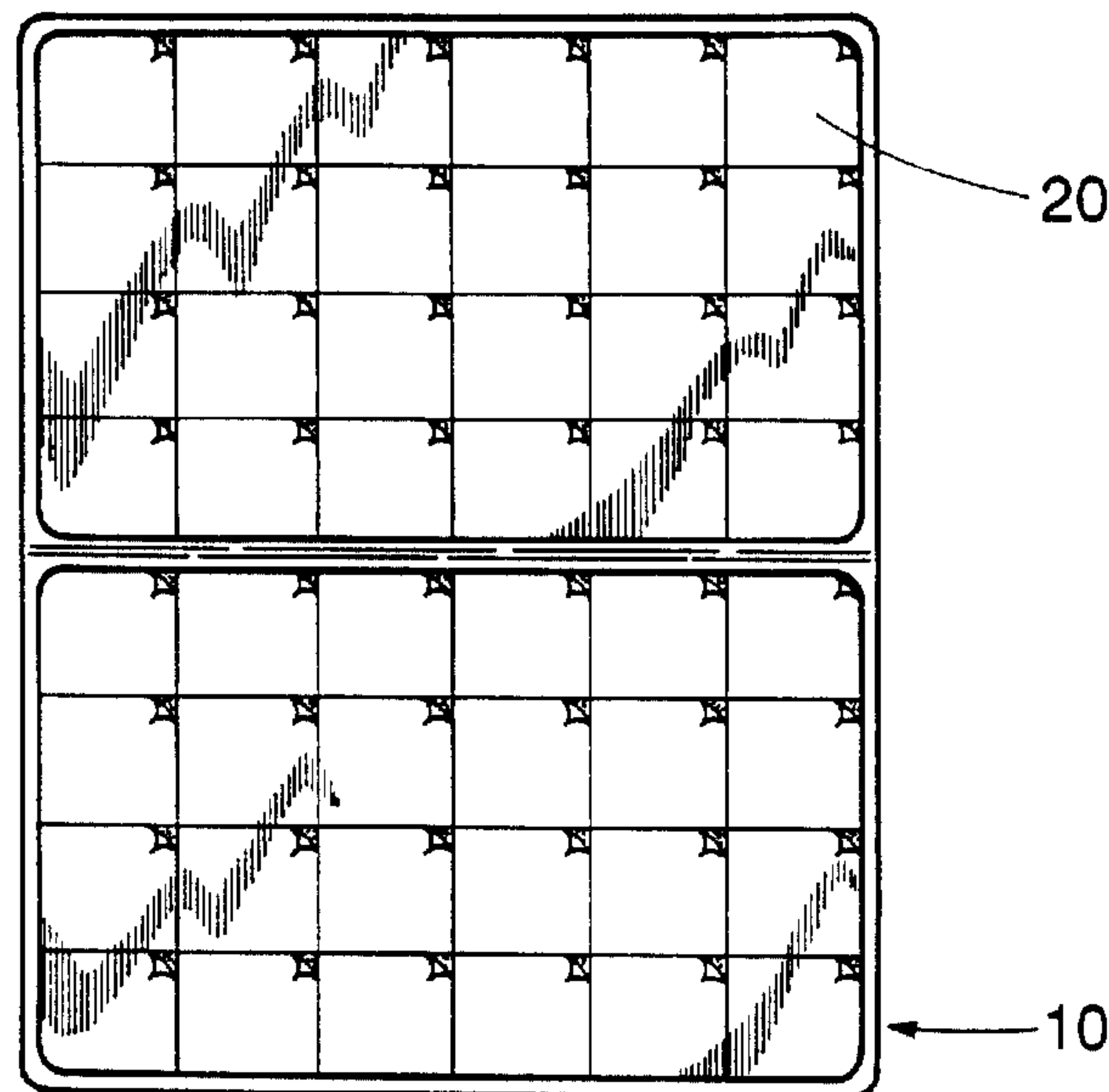
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(54) Titre : CARTE A COUPONS DETACHABLES A PUCE DE MICROPROCESSEUR AVEC SYSTEME DE
COMPTABILITE

(54) Title: PEEL OFF REDEMPTION COUPON CARD WITH MICROPROCESSOR CHIP AND TRACKING SYSTEM



(57) Abrégé/Abstract:

A coupon redemption card and tracking system includes a credit card size redemption coupon card used by the customer, and a tracking sheet used by the redemption center such as a restaurant. The redemption card has a plurality of mini coupons, which can be peeled off individually. Each redeemed coupon is affixed to a tracking sheet. The tracking system facilitates the accounting and inventory of redeemed coupons. The coupon card is formed as two laminated layers of special paper joined together by a layer of adhesive material, and a layer of clear plastic film on the top face of the card. The base layer is fabricated from a special paper. An adhesive coating is applied to one side of the base layer. The peel off coupon layer is affixed to the adhesive coating. The finished layered sheet is printed on both sides, die-cut on the coupon side, and then laminated with the film on the other side. Each coupon that is removed from the card has adhesive to adhere the coupon to the tracking sheet. The small size of the mini coupons is convenient for the card holder and the redemption center. The system can be used wherever one has to keep track of various redeemable coupons. A memory chip or a microprocessor chip is adhered to the card to form a memory smart card. The microprocessor chip is programmed to contain information about the card so that a chip reader can read the information about the card.

1 ABSTRACT OF THE DISCLOSURE

2 A coupon redemption card and tracking system includes a credit
3 card size redemption coupon card used by the customer, and a
4 tracking sheet used by the redemption center such as a restaurant.
5 The redemption card has a plurality of mini coupons, which can be
6 peeled off individually. Each redeemed coupon is affixed to a
7 tracking sheet. The tracking system facilitates the accounting and
8 inventory of redeemed coupons. The coupon card is formed as two
9 laminated layers of special paper joined together by a layer of
10 adhesive material, and a layer of clear plastic film on the top
11 face of the card. The base layer is fabricated from a special
12 paper. An adhesive coating is applied to one side of the base
13 layer. The peel off coupon layer is affixed to the adhesive
14 coating. The finished layered sheet is printed on both sides, die-
15 cut on the coupon side, and then laminated with the film on the
16 other side. Each coupon that is removed from the card has adhesive
17 to adhere the coupon to the tracking sheet. The small size of the
18 mini coupons is convenient for the card holder and the redemption
19 center. The system can be used wherever one has to keep track of
20 various redeemable coupons. A memory chip or a microprocessor chip
21 is adhered to the card to form a memory smart card. The
22 microprocessor chip is programmed to contain information about the
23 card so that a chip reader can read the information about the card.

1	TITLE OF THE INVENTION:	PEEL OFF COUPON REDEMPTION CARD
2		WITH MICROPROCESSOR CHIP AND
3		TRACKING SYSTEM
4	FIRST NAMED INVENTOR:	Kenneth Thompson
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8	SECOND NAMED INVENTOR:	none

1 **BACKGROUND OF THE INVENTION**

2 **1. Field of the Invention**

3 The present invention pertains to the following areas of
4 technology:

5 PRINTED MATTER - a label;

6 PRINTED MATTER - having revealable concealed information, fraud
7 preventer or detector, use preventer or detector, or identifier
8 by removable material that is adhesively attached;

9 PRINTED MATTER - Advertising;

10 CHEMISTRY - adhesive coatings on sheets and products.

11 **2. Description of the Prior Art:**

12 Cents-off coupons and other types of discount coupons are
13 well know to grocery shoppers. Local newspapers print various
14 grocery item coupons, which will be honored by most major
15 supermarket chains. Coupons are also published in magazines, and
16 are frequently mailed to households in mass mailings. The retail
17 establishments that accept and honor these coupon then have to
18 collate the coupons, and forward them to the manufacturer for
19 reimbursement plus handling costs. Coupons come in various
20 shapes, sizes and condition. The cashier accepts the coupons as

1 they are presented to her at the check out line at a supermarket.
2 The accepted coupons then have to be sorted and processed, which
3 is very time consuming to the supermarket. It takes time for the
4 cashier to read each coupon, credit the customer's cash register
5 receipt for the amount stated on each coupon, and also ensure
6 that the customer has purchased the product stated on the coupon.
7 The cashier then places the redeemed coupons in a special drawer
8 for sorting later.

9 Redemption stamps and stamp booklets also are well known in
10 the art. Green Stamps were popular in the 1950's. Participating
11 retail stores would display a decal or sign indicating that they
12 would issue Green Stamps. Whenever a customer purchased goods at
13 the store, the store would issue to the customer a quantity of
14 Green Stamps, which would usually be based upon the purchase
15 price of the goods. The Green Stamps were similar to postage
16 stamps and had a glued backing that only had to be moistened to
17 activate the adhesive ability of the stamps. The customer was
18 supplied with Green Stamp redemption booklets, which contained a
19 fixed number of blank pages for gluing the Green Stamps thereto.
20 The object was to fill up several booklets with Green Stamps. The
21 full booklets then could be redeemed at a Green Stamp redemption
22 center. The redemption center would give the redeemer free goods
23 in exchange for a certain number of booklets filled with Green
24 Stamps. The system was funded by the retail stores, which
25 purchased the Green Stamps from the redemption center. The

1 participating stores believed that issuing Green Stamps increased
2 their business, because customers would prefer to shop at a store
3 that issued Green Stamps over a store that did not.

4 Memory smart cards are known in the art. A company called
5 SOLAIC with headquarters in Paris, France provides smart cards
6 throughout Europe. A smart card is a credit card size plastic
7 card with a memory chip or a microprocessor chip adhered to one
8 side of the smart card. A microprocessor chip is also known as an
9 integrated circuit chip, which is called an IC chip for short. IC
10 chips find wide application in the computer industry. SOLAIC
11 sells a type of microprocessor chip called the Eurochip. It has
12 221 bits of EEPROM with secured counting logic. SOLAIC also sells
13 other types of microprocessor chips. A microprocessor chip
14 functions like a ram chip. It can be reprogrammed. A memory chip
15 is available from SOLAIC, which it calls the 256 memory chip. The
16 256 chip has 256 bits non erasable in PROM.

17 A smart card is used as a simple token prepaid card and up to
18 the most sophisticated payment card. The smart card with a memory
19 chip is widely used in Europe. It is used as a prepaid telephone
20 card, or as a token to ride the subways, buses, or trains.
21 Equipment is available to read these smart cards. For example,
22 the user buys a \$100 prepaid telephone card with a memory chip.
23 The chip is programmed so that a telephone with the proper
24 equipment will accept the smart card as payment for a telephone

1 call and will automatically read the amount of money left on the
2 chip and afterward will electronically deduct the amount of the
3 call. After the \$100 in telephone calls are paid for by the smart
4 card, the user buys another smart card. It replaces the need to
5 carry cash or a conventional credit card. If the smart card is
6 lost, the buyer cannot get a refund, and the finder can use the
7 card. Fortunately, the buyer only loses the amount left on the
8 card. If the buyer were to lose his credit card, then he would
9 have to cancel his card and worry about the finder of the credit
10 card making fraudulent purchases with the card up to the credit
11 limit of the card. The smart card can also be used to pay tolls
12 on the subway and bus. The buyer buys \$100 worth of tolls on the
13 smart card. Every time he needs to ride the bus or the subway, he
14 slips the smart card into the electronic reader previously
15 installed to accept smart cards. The toll or the fare is
16 electronically deducted from the \$100 memory chip on the smart
17 card. An electronic reader tells the holder how much money is
18 still left on the card. If the buyer loses the smart card, then
19 the finder can use the card. The card is the equivalent of cash
20 for the toll or fare.

21 The memory smart card with a microprocessor chip can be used
22 as a debit card in conjunction with an ATM machine. The owner of
23 the card slips it into the ATM machine at his bank. The owner
24 instructs the ATM machine to electronically enter \$100 on the
25 microprocessor chip on the smart card, and deduct \$100 from the

1 owner's bank account. The owner then uses the card as he would
2 the memory chip smart card. The owner can also use the card to
3 make purchases at retail establishments. Retailers prefer the
4 smart card because the transaction is the equivalent of cash. The
5 transaction cannot be voided later. Even if the smart card is
6 lost the owner cannot stop the finder from using up the balance
7 left on the smart card. As previously stated, the owner loses
8 only the balance left on the smart card, but he does not have to
9 cancel his lost credit card and then worry about fraudulent
10 charges on his lost card. The retailer does not have to worry
11 about accepting a credit card charge that may be uncollectible
12 because the charge was made with a stolen credit card or lost
13 credit card, or because the credit card account has been
14 cancelled by the bank. After the \$100 has been spent, the card
15 holder returns to the ATM and replenishes the balance on the
16 smart card from his bank account. The card holder can transfer
17 variable amounts of cash to the smart card. The card holder can
18 also have more than one smart card.

19 The credit card size plastic card which forms the smart card
20 functions only as a vehicle to hold the memory chip or IC chip.
21 The machines developed to read the smart card require that the
22 smart card be a standard size, that the chip be adhered to the
23 card at a certain location, and that the face of the chip be
24 exposed so that the machine can read the chip. Smart cards can
25 have printing on them to show that they are a phone card, or that

1 they will be honored by various transit authorities. The readers
2 are interconnected to computers so that the transaction is
3 automatically deducted from the account which sold the smart
4 card. The smart card is very convenient for the commuter. The
5 same card can be used to pay for bus fare, to make small
6 purchases, and to make phone calls at pay phones.

7 A smart card is similar to a credit card. Conventional credit
8 cards are a standard size, and have an exposed magnetic strip
9 adhered at a certain location on the card so that a magnetic
10 strip reader can read the magnetic strip. The card has to be
11 placed in a certain configuration in the reader before the reader
12 can read the magnetic strip.

13 Coupons, stamps and stamp booklets such as those described
14 above cannot provide the additional features of a smart card or be used in
15 the manner of a smart card. Smart cards such as those described above
16 cannot provide the additional features of coupons, stamps or stamp
17 booklets or be used in the manner of a coupon, stamp or stamp booklet.

SUMMARY AND OPERATION OF THE INVENTION

18 A coupon redemption card and tracking system includes a
19 credit card size redemption coupon card used by the customer, and
20 a tracking sheet used by the redemption center such as a
21 restaurant. The redemption card has a plurality of mini coupons,
22 which can be peeled off individually. Each redeemed peel off
23 coupon is affixed to the tracking sheet, which had dimensions of

1 a dollar bill so that the sheet can be placed conveniently in the
2 till of a cash register. The tracking system facilitates the
3 accounting and inventory of redeemed coupons.

1 The coupon card is fabricated from two laminated layers of
2 paper or paper-like material, a clear plastic protective film,
3 and an adhesive coating. The base layer is fabricated from a
4 special paper. An adhesive layer is applied to one side of the
5 base layer. The layer, which will form the peel off coupon layer,
6 is then affixed to the layer of adhesive material. The finished
7 two layered sheet is held together by adhesive material. The
8 layered sheet is produced as a large single sheet or as roll of
9 the material. The sheet or roll is then sent to the printer. The
10 printer applies printer's ink to both sides of the sheet to form
11 the desired printed matter on both sides of the sheet. After the
12 printer's ink transfer process has been completed, the top side
13 of the sheet has the requested identification or advertising
14 matter printed on it. The bottom side has the requested
15 individual coupons printed on it. The next step is to have the
16 top surface laminated with a clear plastic film for durability,
17 protection, and to provide a pleasing appearance. This clear
18 protective film lamination process can take place immediately
19 after the inking process. It must be done afterwards to protect
20 the previously applied printer's ink. The laminated sheets are
21 then die-cut on the coupon side. When the individual coupon is
22 removed from the card, it has sufficient adhesive so that it will
23 adhere to the tracking sheet. The small size of the mini coupons
24 is convenient for the card holder and it is also convenient for
25 the redemption center. It eliminates the need to process diverse
26 sizes and shapes of customer coupons. The system can be used

1 wherever one has to keep track of various redeemable coupons and
2 the like.

3 The present invention is preferably used for fund raising by
4 charitable organizations that have youngsters as members. Such
5 organizations include the Little League, Boy Scouts, Girl Scouts,
6 and the Y.M.C.A. Initially various fast food restaurants are
7 contacted in a given geographic area to ask if they would
8 participate in the fund raising drive. The fast food restaurants
9 are asked to redeem the coupons submitted by the customer. The
10 fast food restaurant absorbs the costs. The fast food restaurant
11 benefits by attracting new customers, keeping customer loyalty,
12 and increasing its good will in the community. The coupon cards
13 are fabricated and sold to the charitable organization for a fee.
14 The charitable organization then sells the cards to the public
15 for a higher fee. The difference between the cost and the price
16 sold to the public is the profit made by the organization. The
17 money goes to fund the charitable or non-profit organization.
18 There is no overhead involved, because the cards are sold by the
19 members. The coupon card usually has a legend printed on it to
20 let the customer know which restaurants will honor the coupons.
21 The coupon system also eliminates employee theft at the
22 restaurant. It prevents a sales clerk from selling an item of
23 food, pocketing the money, and then telling the manager that he
24 or she gave away the item of food. Any food items given away
25 would have to be evidenced by the redeemed coupon affixed to the

1 tracking sheet in the clerk's till. When the coupon is redeemed,
2 the clerk affixes the coupon to a blank square on the tracking
3 sheet and then writes in the amount that would normally be
4 charged for that food item as if the customer had paid for the
5 item of food. The tracking sheets are also acceptable evidence by
6 the Internal Revenue Service to show a legitimate tax deduction
7 by the restaurant. There are three parties involved in the
8 promotion: the fast food restaurant, the coupon card distributor,
9 and the non-profit organization. This three party arrangement is
10 required by the I.R.S. before the restaurant can take the full
11 deduction as a legitimate business expense. The completed
12 tracking sheets already have the prices written in by the clerks.
13 All of the prices on the tracking sheets are tallied by the
14 accountant. The total amount is allowed by the I.R.S. as a
15 deduction. Other types of promotional arrangements result in only
16 a partial deduction by the I.R.S. of the actual costs incurred by
17 the fast food restaurant. It is also useful when the franchisee
18 calculates the royalties due to the franchisor, which are usually
19 based on gross sales.

20 The thickness of the coupon card is .0177 to .019 inches.
21 Conventional plastic credit cards are .021 to .027 inches in
22 thickness. This is a standard thickness so that the plastic
23 credit cards can be used in a machine that accepts plastic credit
24 cards. All machines are designed to accept only this range of
25 thicknesses for a plastic credit card. The present invention

1 cannot be used in a credit card machine, because it is too thin.
2 This prevents misuse of the coupon card by those who might try to
3 use the card at a bank teller machine for example.

4 A single redemption card has an IC, memory, or
5 microprocessor chip. The single card is similar or identical to
6 the coupon cards in this specification. A company called SOLAIC
7 with headquarters in Paris, France provides memory chips or
8 microprocessor chips which can be adhered to one side of the
9 card. A microprocessor chip is also known as an integrated
10 circuit chip, which is called an IC chip for short. IC chips find
11 wide application in the computer industry. SOLAIC sells a type of
12 microprocessor chip called the Eurochip. It has 221 bits of
13 EEPROM with secured counting logic. SOLAIC also sells other types
14 of microprocessor chips. A microprocessor chip functions like a
15 ram chip. It can be reprogrammed. A memory chip is available from
16 SOLAIC, which it calls the 256 memory chip. The 256 chip has 256
17 bits non erasable in PROM. These chips are used to make smart
18 cards. Smart cards and their applications are discussed in the
19 Background of the Invention, supra.

20 After the redemption card has been fabricated, a memory chip
21 or a microprocessor chip such as a SOLAIC chip can be adhered to
22 either side of the face of the card.

In accordance with one aspect of the invention, there is provided a method of redeeming a coupon secured to a redemption card. The method involves presenting to a redemption center a redemption card having a memory chip or microprocessor chip and a bar code thereon and containing at least one peel—off coupon, peeling off at least one peel—off coupon from the redemption card, transferring the peel—off coupon to a tracking means, crediting the value of the peel-off coupon to the redeemer by reading the bar code on the redemption card with a bar code reader or by reading the memory chip or the microprocessor chip with an electronic reader, and returning the redemption card to the redeemer.

In accordance with another aspect of the invention, there is provided a method of redeeming a coupon secured to a redemption card and tracking the redeemed coupon. The method involves presenting to a redemption center a redemption card having a memory chip or microprocessor thereon, and containing at least one peel—off coupon having a bar code thereon, placing a tracking means at the redemption center, peeling off at least one peel—off coupon from the redemption card, transferring the peel—off coupon to the tracking means, crediting the value of the peel-off coupon to the redeemer by reading the bar code on the peel-off coupon with a bar code reader or by reading the memory chip or the microprocessor chip with an electronic reader, and returning the redemption card to the redeemer.

In accordance with another aspect of the invention, there is provided a method of redeeming a coupon secured to a redemption card. The method involves presenting to a redemption center a redemption card having a memory chip or microprocessor chip, and a magnetic strip thereon, and having at least one peel—off coupon thereon, peeling off at least one peel—off coupon from the redemption card, transferring the peeled—off coupon to a tracking means, crediting the value of the coupon to the redeemer by reading the magnetic strip on the card with a magnetic strip reader or by reading the memory chip or the micro processor chip with an electronic reader, and returning the redemption card to the redeemer.

In accordance with another aspect of the invention, there is provided a method of redeeming a coupon secured to a redemption card and tracking the redeemed coupon. The method involves presenting to a redemption center a redemption card having a memory chip or a microprocessor chip thereon and containing at least one peel—off coupon having a magnetic strip thereon, peeling off at least one peel—off coupon from the redemption card, transferring the peeled-off coupon to a tracking means, crediting the value of the coupon to the redeemer by reading the magnetic strip on the peel—off coupon with a magnetic strip reader or by reading the memory chip or the microprocessor chip with an electronic reader, and returning the redemption card to the redeemer.

In accordance with another aspect of the invention, there is provided a method of redeeming a coupon secured to a redemption card. The method involves presenting to a redemption center a redemption card having a memory chip or a microprocessor chip, a bar code, a magnetic strip, and at least one peel—off coupon, peeling off at least one peel—off coupon from the redemption card, transferring the peeled—off coupon to a tracking means, crediting the value of the coupon to the redeemer by reading the bar code on the redemption card with a bar code reader or by reading the magnetic strip on the redemption card with a magnetic strip reader or by reading the memory chip or the microprocessor chip with an electronic reader, and returning the redemption card to the redeemer.

In accordance with another aspect of the invention, there is provided a method of redeeming a coupon secured to a redemption card and tracking the redeemed coupon. The method involves presenting to a redemption center a redemption card having a memory chip or a microprocessor chip thereon and at least one peel—off coupon covered with a removable scratch-off layer, removing the removable scratch—off layer from the peel—off coupon, reading the message on the visible coupon, peeling off the visible peel-off coupon from the redemption card, transferring the peel—off coupon to a tracking means, crediting the value of the coupon to the redeemer, and returning the redemption card to the redeemer.

In accordance with another aspect of the invention, there is provided a laminated coupon redemption card. The laminated coupon redemption card includes a base layer having a front face and a back face, the front face of the base layer having printed matter thereon, a protective clear layer over the front face of the base layer, removable release liner applied to the back face of the base layer a coupon layer having a coupon face and a release liner face, the coupon face of the coupon layer having coupons printed on it and scored at regular intervals to form a matrix of small adhesive backed removable coupons, and a memory chip or a microprocessor chip adhered to the redemption card.

The coupon redemption card may include a bar code on the card. The coupon redemption card may include a bar code on at least one peel—off coupon. The coupon redemption card may include a magnetic strip on the card. The coupon redemption card may include a magnetic strip on at least one peel—off coupon. The coupon redemption card may include a magnetic strip on the card, and a bar code on the card.

In accordance with another aspect of the invention, there is provided a laminated coupon redemption card. The laminated coupon redemption card includes a base layer having a front face and a back face, the front face of the base layer having printed matter thereon, a protective clear layer over the front face of the base layer, removable release liner applied to the back face of the

base layer, a coupon layer having a coupon face and a release liner face, the coupon face of the coupon layer having coupons printed on it and scored at regular intervals to form a matrix of small adhesive backed removable coupons, a removable scratch—off layer temporarily covering at least one peel—off coupon, and a memory chip or a microprocessor chip adhered to the redemption card.

The coupon redemption card may have the overall dimensions of a credit card. The overall dimensions of the coupon redemption card may be 1" by 13/16", and the base layer may be fabricated from 6, 8, 10, or 12 tag paper.

In accordance with another aspect of the invention, there is provided a double flap laminated coupon redemption card. The double flap laminated coupon redemption card includes a base layer having a front face and a back face, the front face of the base layer having printed matter thereon, a protective clear layer over the front face of the base layer, removable release liner applied to the back face of the base layer, a coupon layer having a coupon face and a release liner face, the coupon face of the coupon layer having coupons printed on it and scored at regular intervals to form a matrix of small adhesive backed removable coupons, the overall dimensions of the coupon are 1" by 13/16", the base layer is fabricated from 6, 8, 10, or 12 tag paper, a double flap coupon

redemption card having general overall dimensions of 6 5/8" by 2 3/8", and a memory chip or a microprocessor chip adhered to the double flap coupon redemption card.

The coupon card may include tracking sheet means including a flat rectangular sheet having overall dimensions sufficiently small to fit into a compartment, or a typical tray in a cash register, the tracking sheet having a plurality of rectangles, each being slightly larger than each the peel-off coupon of the coupon card for affixing the redeemed coupons from the coupon card and keeping a record of the redeemed coupons on the tracking sheet.

The base may be fabricated from a plastic material, such as PVC or vinyl.

In accordance with another aspect of the invention, there is provided a method of presenting an immunization coupon secured to an immunization card and tracking the immunization record of a child. The method involves issuing an immunization card that has a memory chip or microprocessor chip, and a series of coupons having bar codes thereon and representing the required vaccination shots needed by a child from birth to teenage years, periodically vaccinating a child according to the schedule set forth on the immunization card, presenting to an immunization tracking center the peel-off coupon corresponding to the particular vaccination administered to the child,

placing a tracking means for the child at the immunization tracking center, transferring the peel—off coupon to the tracking means, recording the vaccination on the peel-off coupon by reading the bar code on the peel—off coupon with a bar code reader or by reading the memory chip or the microprocessor chip with an electronic reader, and returning the immunization card to the presenter.

In accordance with another aspect of the invention, there is provided a laminated hotel casino card. The laminated hotel casino card includes a base layer having a front face and a back face, the front face of the base layer having printed matter thereon, a protective clear layer over the front face of the base layer, removable release liner applied to the back face of the base layer, a coupon layer having a coupon face and a release liner face, the coupon face of the coupon layer having coupons printed thereon and scored at regular intervals to form a matrix of small adhesive backed removable coupons, the peel—off coupons redeemable at the hotel for a variety of gratuities according to what is printed on the peel—off coupon, a scratch—off layer over at least one coupon on the casino card, and a memory chip or a microprocessor chip adhered to the casino card.

In accordance with another aspect of the invention, there is provided a method of making a peel off coupon card. The method involves fabricating a

base layer having a front face and a back face, applying an adhesive layer to the back face of the base layer, applying a coupon layer to the adhesive layer of the base layer, the base layer, the adhesive layer and the coupon layer being formed as a roll or a sheet, transferring the sheet or roll to a printing means, applying printed matter to the coupon layer to form a matrix of coupons, covering at least one coupon with a removable scratch—off layer, applying printed matter to the front face of the base layer, die—cutting from the sheet or roll to form score lines on the coupon layer to allow each the coupon to be individually peeled away from the adhesive layer while leaving a portion of the adhesive to the back of the coupon, and die-cutting the sheet or the roll to form each coupon redemption card separate from the printed sheet or roll, and adhering a memory chip or a microprocessor chip to the peel off coupon card.

In accordance with another aspect of the invention, there is provided a method of making a peel off coupon card. The method involves fabricating a base layer having a front face and a back face, applying an adhesive layer to the back face of the base layer, applying a coupon layer to the adhesive layer of the base layer, the base layer, the adhesive layer and the coupon layer being formed as a roll or a sheet, transferring the sheet or roll to a printing means, applying printed matter to the coupon layer to form a matrix of coupons, applying printed matter to the front face of the base layer, applying a protective sealant to the front face of the base layer, die—cutting from the sheet or roll to

form score lines on the coupon layer to allow each the coupon to be individually peeled away from the adhesive layer while leaving a portion of the adhesive on the back of the coupon, cutting the sheet or the roll to form each coupon card separate from the printed sheet or roll, and adhering a memory chip or a microprocessor chip to the peel off coupon card.

Making the peel—off coupon card may involve applying at least one bar code to the card. Making the peel—off coupon card may include applying at least one magnetic strip to the card. Making the peel-off coupon card may include applying at least one magnetic strip and at least one bar code to the card.

In accordance with another aspect of the invention, there is provided a method of making a peel off coupon card. The method involves fabricating a base layer having a front face and a back face, applying an adhesive layer to the back face of the base layer, applying a coupon layer to the adhesive layer of the base layer, the base layer, the adhesive layer and the coupon layer being formed as a roll or a sheet, transferring the sheet or roll to a printing means, applying printed matter to the coupon layer to form a matrix of coupons, applying printed matter to the front face of the base layer, applying at least one magnetic strip to the card, die—cutting from the sheet or roll to form score lines on the coupon layer to allow each the coupon to be individually peeled

away from the adhesive layer while leaving a portion of the adhesive to the back of the coupon, die-cutting the sheet or the roll to form each coupon redemption card separate from the printed sheet or roll, and adhering a memory chip or a microprocessor chip to the peel off coupon card.

Making the peel—off coupon card may include applying at least one bar code to the card.

In accordance with another aspect of the invention, there is provided a method of making a peel off coupon card. The method involves fabricating a base layer having a front face and a back face, applying an adhesive layer to the back face of the base layer, applying a coupon layer to the adhesive layer of the base layer, the base layer, the adhesive layer and the coupon layer being formed as a roll or a sheet, transferring the sheet or roll to a printing means, applying printed matter to the coupon layer to form a matrix of coupons, applying printed matter to the front face of the base layer, applying at least one bar code to the card, die—cutting from the sheet or roll to form score lines on the coupon layer to allow each the coupon to be individually peeled away from the adhesive layer while leaving a portion of the adhesive to the back of the coupon, die-cutting the sheet or the roll to form each coupon redemption card separate from the printed sheet or roll, and adhering a memory chip or a microprocessor chip to the peel off coupon card.

The base may be fabricated from a plastic material, such as PVC or vinyl.

In accordance with another aspect of the invention, there is provided a laminated hotel casino card. The laminated hotel casino card includes a base layer having a front face and a back face, the front face of the base layer having printed matter thereon, a protective clear layer over the front face of the base layer, removable release liner applied to the back face of the base layer, a coupon layer having a coupon face and a release liner face, the coupon face of the coupon layer having coupons printed thereon and scored at regular intervals to form a matrix of small adhesive backed removable coupons, the peel—off coupons redeemable at the hotel for a variety of gratuities according to what is printed on the peel-off coupon, and a memory chip or a microprocessor chip adhered to the casino card.

The base may be fabricated from a plastic material, such as PVC or vinyl.

In accordance with another aspect of the invention, there is provided an immunization card. The immunization card includes a base layer having a front face and a back face, the front face of the base layer having printed matter thereon, removable release liner applied to the back face of the base layer, a coupon layer having a coupon face and a release liner face, the coupon face of the coupon layer having a series of coupons thereon representing the

vaccination shots needed by a child from birth to teenage years, the coupon face scored at regular intervals to form a matrix of small adhesive backed removable coupons, and a memory chip or a microprocessor chip adhered to the immunization card.

In accordance with another aspect of the invention, there is provided a method of redeeming a coupon secured to a redemption card. The method involves presenting to a redemption center a redemption card having a memory chip or microprocessor chip, and containing at least one peel—off coupon, peeling off at least one peel—off coupon from the redemption card, transferring the peel—off coupon to a tracking means, crediting the value of the peel—off coupon to the redeemer, returning the redemption card to the redeemer.

In accordance with another aspect of the invention, there is provided a method of making a peel off coupon card. The method involves fabricating a base layer having a front face and a back face, applying an adhesive layer to the back face of the base layer, applying a coupon layer to the adhesive layer of the base layer, the base layer, the adhesive layer and the coupon layer being formed as a roll or a sheet, transferring the sheet or roll to a printing means, applying printed matter to the coupon layer to form a matrix of coupons, applying printed matter to the front face of the base layer, laminating a clear protective sheet of plastic to the front face of the base layer, die—cutting from

the sheet or roll to form score lines on the coupon layer to allow each the coupon to be individually peeled away from the adhesive layer while leaving a portion of the adhesive to the back of the coupon, die-cutting the sheet or the roll to form each coupon redemption card separate from the printed sheet or roll, and adhering a memory chip or a microprocessor chip to the peel off coupon card.

Making the peel—off coupon card may include applying at least one bar code to the card. Making the peel—off coupon card may include applying at least one magnetic strip to the card. Making the peel—off coupon card may include applying a scratch off layer to at least one coupon.

In accordance with another aspect of the invention, there is provided a four—layer laminated coupon redemption card. The four—layer laminated coupon redemption card includes a base layer having a front face and a back face, the front face and the back face of the base layer having printed matter thereon, a protective clear layer over the front face of the base layer, clear liner layer applied to the back face of the base layer, a coupon layer having a coupon face and an adhesive back for adhering to the clear liner, and the coupon face of the coupon layer having coupons printed on it and kiss cut at regular intervals to form a matrix of small adhesive backed removable coupons.

The four—layer laminated coupon card may include a memory chip or a microprocessor adhered to the card. The four—layer laminated coupon card may include a bar code on the card. The coupon card may include a bar code on at least one peel—off coupon. The coupon card may include a magnetic strip on the card. The coupon card may include a magnetic strip on at least one peel—off coupon. The coupon card may include a magnetic strip on the card, and a bar code on the card. The coupon card may include a scratch off layer applied to at least one peel off coupon.

The coupon card may include a magnetic strip on the card and a bar code on the card.

1 BRIEF DESCRIPTION OF THE DRAWINGS

2 FIG. 1 is a top plan view of a pair of folded peel-off
3 redemption coupon cards, which are illustrated in the unfolded
4 position.

5 FIG. 2 is the tracking sheet where each redeemed peel-off
6 coupon from the card can be affixed thereto.

7 FIG. 3 is a bottom plan view of a credit card size peel-off
8 coupon card.

9 FIG. 4 is top plan view of FIG. 3.

10 FIG. 5 is a front elevational view of FIG. 3, the back being
11 identical.

12 FIG. 6 is a left side elevational view of FIG. 3, the right
13 side being identical.

14 FIG. 7 is a sectional view taken along the line 7-7 in FIG.
15 4.

16 FIG. 8 is a top plan view of an alternate embodiment of the

1 coupon card shown in FIG. 1.

2 FIG. 9 is a top plan view of the alternate embodiment of the
3 tracking sheet shown in Fig. 2.

4 FIG. 10 is an enlarged left side elevational view of the
5 coupon card shown in FIG. 1 clearly showing the layers of
6 material forming the folded pair of coupon redemption cards.

7 FIG. 11 is an enlarged view of FIG. 6 clearly showing the
8 layers of the materials forming the coupon redemption card.

9 FIG. 12 illustrates the back face of a single redemption card
10 having sixteen mini coupons with various fast food restaurants
11 printed thereon.

12 FIG. 13 illustrates a typical tracking sheet used by a
13 redemption center such as a fast food restaurant.

14 FIG. 14 is a top plan view of a second alternate tracking
15 sheet where each redeemed peel-off coupon from the card can be
16 affixed thereto.

17 FIG. 15 is a bottom plan view of the second alternate
18 tracking sheet shown in FIG. 14 where the value of each redeemed
19 peel-off coupon from the card can be tracked;

1 FIG. 16 is a bottom plan view of a variant of the basic peel-
2 off coupon system.

3 FIG. 17 is top plan view of Fig. 16 showing a variant of the
4 basic peel-off coupon tracking system having a concealed scratch-
5 off coupon and a bar code on another peel off coupon.

6 FIG. 18 is the face of a tracking sheet very similar to Fig.
7 16 where each redeemed peel-off mini coupon from the card can be
8 affixed thereto, and which is shown in FIG. 17.

9 FIG. 19 is an enlarged left side elevational view of FIG. 17,
10 the right side being identical and showing the scratch-off layer.

11 FIG. 20 is a top plan view of a complementary pair of
12 foldable immunization tracking coupon cards having bar codes
13 imprinted on each mini coupon, and is illustrated in the unfolded
14 position.

15 FIG. 21 is an enlarged front elevational view of the pair of
16 immunization cards shown in FIG. 20.

17 FIG. 22 is top plan view similar to FIGS. 4, 12, 17 showing
18 the coupon side of a variant of the basic peel-off coupon card
19 fabricated from vinyl or PVC and having a magnetic strip and a
20 bar code to identify the entire card rather than just the mini

1 coupon.

2 FIG. 23 is the reverse side of the card shown in FIG. 22.

3 FIG. 24 is top plan view similar to FIGS. 4, 12, 17 and 22
4 showing the coupon side of a variant of the basic peel-off mini
5 coupon card having free coupons for use in a gambling casino.

6 FIG. 25 is a top plan view similar to FIGS. 1, 8, and 20
7 view of a complementary pair of double flap foldable stamp or
8 mini coupon cards, and is illustrated in the unfolded position.

9 FIG. 26 is a perspective view of the edge of the card
10 illustrated in FIG. 25

11 FIG. 27 is a perspective view of an example of a mini coupon
12 or stamp with a bar code placed thereon. The mini coupon can be
13 used as illustrated in FIGS. 1, 4, 8, 12, 17, 20, or 25.

14 FIG. 28 is a perspective view of an example of a mini coupon
15 or stamp with a magnetic strip placed thereon. The coupon can be
16 used as illustrated in FIGS. 1, 4, 8, 12, 17, 20, or 25.

17 FIG. 29 is a perspective view of an example of a regular mini
18 coupon or stamp. The coupon can be used as illustrated in FIGS.
19 1, 4, 8, 12, 17, 20, or 25.

1 Fig. 30 illustrates the front of a coupon redemption with a
2 memory chip or a microprocessor chip adhered to the card.

3 Fig. 31 is the back or coupon side of the card shown in Fig.
4 30 and back of the electronic chip.

5 Fig. 32 illustrates a double-flap card in the open position.

6 Fig. 33 illustrates the other side of the double-flap of card
7 in Fig. 32.

8 Fig. 34 illustrates the front of a coupon card similar to the
9 card shown in Fig. 30 with the micro chip in the upper left-hand
10 corner.

11 Fig. 35 illustrates the front of a coupon card similar to the
12 card shown in Fig. 30 and 34 with the micro chip in the middle of
13 the left edge of the card.

14 Fig. 36 illustrates the front of a coupon card similar to the
15 card shown in Figs. 30,34-35 with the micro chip adhered to the
16 card in the mid-lower left-hand corner.

17 Fig. 37 illustrates the front of a coupon card similar to the
18 card shown in Figs. 30-34-36 with the micro chip adhered to the

1 card in the lower left-hand corner.

2 Fig. 38 illustrates the front of a coupon redemption with a
3 memory chip or a microprocessor chip and a magnetic strip adhered
4 to the card.

5 Fig. 39 is the back or coupon side of the card shown in Fig.
6 40 and back of the electronic chip.

7 Fig. 40 is an exploded perspective view of a four-layer
8 coupon redemption card with a clear transparent release liner.

9 **DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENT**

10 Referring now to the drawings, the present invention includes
11 two major components. The first component is referred to as the
12 peel-off coupon redemption card 10. The single card is
13 illustrated in FIGS. 3-7 and 11-12. The second component is
14 referred to as the tracking sheet 100. The tracking sheet is
15 illustrated in FIGS. 2, 9 and 13. The tracking sheet illustrated
16 in FIG. 13 is 6" x 2 1/2". The single coupon redemption card
17 10 is a credit card size, which can easily fit into the card
18 holder of a user's wallet. The card 10 is thin, flat and has
19 dimensions of 3 3/8" x 2 1/8". The four corners of the card are
20 rounded. The coupon card is thinner than a plastic credit card.
21 The coupon card is .0175 to .019 inches in thickness. Other than

1 the thickness, it is identical in size to a typical plastic
2 credit card such as a bank card or an oil company credit card.
3 The back face 15 of the card 10 contains a plurality of small
4 mini coupons. FIGS. 4 and 12 illustrate the back side of the card
5 with the peel off mini coupons. Preferably the redemption card
6 has sixteen mini peel off coupons 20 secured to it. Each coupon
7 is scored at any adjoining edges 22, 24, 26 and 28 by a die-cut
8 process so that one can peel away a corner of the coupon with
9 one's finger nail and then can easily remove that particular
10 coupon. A "dog ear" marking 30 is illustrated at one corner of
11 each coupon to visually indicate to the user where to begin the
12 peeling process. The mini coupons do not have the "dog ear" 30
13 portion already exposed. It is foreseeable that a pull tab or
14 string of some type could be integrated with the coupon to assist
15 in the coupon removal process. The underside of the coupon 20 has
16 an adhesive backing to hold the coupon in place. Each coupon on
17 the coupon card has printed matter printed thereon when the
18 coupon card is fabricated. In the preferred embodiment, the
19 printed matter on each coupon card is for a cash price discount
20 or a buy one-get one free meal at a fast food type of restaurant.
21 This type of coupon card is illustrated in FIG. 12. FIG. 12
22 illustrates coupons for several different fast food restaurants
23 to allow the card holders flexibility in their selections on
24 where and what kinds of food to eat, because the participating
25 restaurants printed on the coupons will honor the card. The card
26 holders tell the cashier at the restaurant when ordering that

1 they want to redeem one of more of their coupons. The card holder
2 then hands the cashier the coupon card. The cashier peels off the
3 requisite coupon for that particular establishment. The cashier
4 has a second component, the tracking sheet 100, located in her
5 cashier drawer. The tracking sheet is about the size of a dollar
6 bill. This allows the tracking sheet 100 to fit in one of the
7 compartments in the cashier's tray normally used for holding
8 paper currency. After the cashier has peeled off the mini coupon
9 from the discount card, she affixes it to the tracking sheet kept
10 in the cash register tray. The peeled off coupon 20 has
11 sufficient adhesive backing remaining on it so that it will
12 permanently affix itself to the tracking sheet 10. This sequence
13 of transferring the coupon from the card to the sheet is
14 illustrated in FIGS. 12 and 13. The tracking sheet has room at
15 the top of it for printing with adjacent blank lines to enter
16 information such as date, register number, location, shift number
17 and the like. The tracking sheet also has a grid layout defining
18 a plurality of squares, which are slightly larger than the mini
19 coupons. The squares are sufficiently large to accommodate the
20 coupons to be affixed to the tracking sheet without having to be
21 placed too closely to one another. After the cashier has affixed
22 the coupon to the tracking sheet, the cents off coupon or the
23 free item coupon as the case may be, is deducted from the
24 customer's itemized bill in the usual manner. The cashier then
25 returns the redemption card to the customer. At the end of the
26 shift or at any reasonable interval, the manager can remove the

1 cash drawer tray along with the cash received, and the tracking
2 sheet with the affixed coupons. The tracking sheet with the
3 affixed coupons function as a convenient reference list to assist
4 in counting the cash and coupons in the cash drawer tray in order
5 to tally and balance out the total transactions for the shift
6 with the amount of money and coupons taken in.

7 The redemption card 10 is fabricated from four flat sheets of
8 superposed layered material. The card 10 has a front face 25 and
9 a back face 15. The front face 25 is used for printing
10 identification, graphics, or advertising on it, which is readily
11 visible on the card. The back face shows the peel off mini
12 coupons 20. The front face 25 of the coupon card comprises the
13 front side of a sheet 30 of paper and is described as a tag 12
14 point release liner. The sheet 30 is described as the base layer.
15 The back side 35 of the sheet 30 has a layer of adhesive 40
16 applied to it. The adhesive 40 is sold by FASSON label, which it
17 calls SP11G special liner. The adhesive has a rubber-like base
18 material. It is very tacky to allow the coupon to adhere to many
19 types of material. The adhesive will not "bleed" or melt when it
20 becomes warm. This is necessary, because the coupon card will be
21 carried in a man's wallet. The man can sit on his wallet
22 containing the coupon card, and yet the adhesive will remain
23 stable. The next sheet is used for the coupons. This sheet 50 is
24 described as the coupon layer. This sheet is sold by FASSON label
25 manufacturing company. It is described as number #60 blue/white

1 high gloss white cream coat. FASSON sells its sheets under the
2 federally registered trademark CRACK'N PEEL Plus. This material
3 is sold as 11.5" x 15" sheets or approximately 1,000 foot long
4 rolls. The top face of the liner which contains the advertising
5 usually has a plastic film to cover the advertising to provide a
6 more durable and shiny surface to the card. This top film 60 is
7 known as face stock and it is made out of 0069-2Mil UCL Polyolam
8 NPL Film. The card normally requires five different operations
9 just to make the card material. There are two material companies
10 and a laminating company to create the material in sheet or roll
11 form. The printer then prints the advertising on the face of the
12 sheet in sections so that the cards can be cut separately and
13 then on the bottom face of the material the appropriate coupons
14 are printed on the card in the appropriate spaces. After the
15 printing has taken place, then the top face of the tag liner is
16 covered with the durable plastic liner or sealed with a liquid
17 protective sealant. The coupons are also die-cut during the
18 printing process. Therefore, the printing process comprises
19 printing the top and the bottom of the card, putting a plastic
20 laminate on one side of the card and die-cutting the other side
21 of the card. The die-cutting process is sufficiently deep so
22 that the coupons can be peeled off.

23 FIG. 11 illustrates the side view of the coupon card. FIG. 12
24 illustrates the side view of a double coupon card. The
25 thicknesses of the layers are exaggerated to clearly illustrate

1 the layering of the card.

2 FIG. 8 illustrates a double card where the coupons are spaced
3 apart. FIG. 9 illustrates one type of tracking sheet.

4 It is to be understood that the specific materials used to
5 form the card can be substituted for those herein described. The
6 coupon card material is similar to a peel off label sold at
7 office supply stores. The coupon card is an enlarged label and
8 improved to form the coupon card. The coupon sheet and the base
9 sheet could be fabricated from any number of materials. The
10 adhesive film could be any number of films already on the market.
11 The plastic film could also be any number of films already
12 available on the market.

13 FIG. 14 illustrates a top plan view of a second alternate
14 tracking sheet where each redeemed peel-off coupon from the card
15 can be affixed thereto. FIG. 15 illustrates the bottom plan view
16 of the second alternate tracking sheet shown in FIG. 14 where the
17 value of each redeemed peel-off coupon from the card can be
18 tracked;

19 After the counter clerk removes a peel-off coupon 15 from the
20 coupon card, he or she affixes the coupon onto one of the squares
21 115 on the tracking card 110 shown in FIGS. 14 and 18. FIG. 17

1 and FIG. 18 show the step of transferring the peel-off coupon 15
2 to the tracking sheet. The total amount of the sale is then
3 written in the top of the square 120 adjacent to the \$ symbol and
4 immediately above the coupon. At the end of the shift or sooner
5 if the tracking sheet is filled up with redeemed coupons, the
6 clerk then adds up the total dollar value on the front of the
7 sheet for the total sales. FIG. 14 shows a line 125 towards the
8 bottom to insert total sales. The back side of the tracking sheet
9 in FIG. 15 illustrates four rows of boxes. In the first box 130
10 in row one, the clerk enters the total number of peel-off coupons
11 received for the promotion. For example, buy one regular
12 hamburger and get one free. The clerk then enters the price of
13 the peel-off items in the second box 135 in row one. The amount
14 in box one is multiplied by the amount in box two and the product
15 of the multiplication is entered in box three 140 on the first
16 row. The clerk must then calculate the percentage of the cost of
17 promotion to be entered in box 145. In the left column 150 the
18 percentage of the product cost is entered, then the cost of
19 material is entered and then the total labor to make the item is
20 entered. These figures are supplied by management. The total is
21 added and entered in box 155. The same number is entered in box
22 145 in the first row. The number in box 145 is subtracted from
23 the number in box 140 to arrive at the cost of the promotion,
24 which is entered in box 160 in row one. The next three rows of
25 boxes are used if the promotion covers other items such as a free
26 coke or order of fries. The right boxes 160 and below are totaled

1 to arrive at the total cost of the promotion which is entered on
2 line 165. The tracking sheet means can be any type of surface
3 where the redeemed coupons could be affixed to. For example, it
4 could be a blank piece of cardboard, a blank sheet of paper, or
5 any flat unmarked surface capable of holding the redeemed
6 coupons.

7 FIG. 16 illustrates a bottom plan view of a variant of the
8 basic peel-off coupon card 200. FIG. 17 is a top plan view of
9 Fig. 16 showing a variant of the basic peel-off coupon tracking
10 system having a concealed scratch-off coupon 200 and a bar code
11 210 on another peel off coupon. The scratch-off cover 205 is a
12 hot foil treatment that is applied to one of more coupons after
13 the coupons are printed. It is intended that the underlying
14 coupon offers a special prize for the cardholder. For example,
15 the hidden coupon could offer a free hamburger, coke, or fries to
16 the cardholder. Also illustrated in Fig. 17 is a bar code 215
17 indicating a medium pizza. The bar code is machine readable by a
18 wand bar code reader or a stationary bar code scanner. The
19 addition of bar codes on the peel-off coupons allows for greater
20 tracking capability on the part of the redemption card center,
21 which is usually a fast food restaurant. After a tracking sheet
22 such as those illustrated in FIGS. 14 and 18 are filled with
23 redeemed coupons, the filled tracking sheets could be scanned or
24 read by a bar code reader that would send the data to a computer
25 which would tabulate the redeemed coupons to accelerate the

1 tracking process, and would reduce or eliminate human error. It
2 would also reduce the number of man hours needed to manually
3 tabulate the filled tracking sheets. FIG. 18 is the face of a
4 tracking sheet very similar to Fig. 16 where each redeemed peel-
5 off mini coupon 15 from the card 200 can be affixed thereto, and
6 which is shown in FIG. 17.

7 FIG. 19 is an enlarged left side elevational view of FIG. 17
8 showing the scratch-off layer. The scratch-off layer 205 is
9 clearly visible. The thicknesses of the laminated layers forming
10 the card and the foil scratch-off layer are greatly exaggerated
11 to clearly illustrate the various laminated layers.

12 FIG. 20 illustrates a top plan view of a complementary pair
13 of foldable immunization tracking coupon cards 250 and 255 with
14 bar codes 260 imprinted on each mini coupon. FIG. 20 illustrates
15 the pair in the unfolded position. FIG. 21 is an enlarged front
16 elevational view of the pair of immunization cards shown in FIG.
17 20. The present invention can be adapted to be used as an
18 immunization card used in tracking the immunization record for a
19 child. The method of using the present invention in this way can
20 be practiced by issuing an immunization card that has a series
21 coupons 265 having bar codes 260 thereon and which represents the
22 required vaccination shots needed by a child from two months of
23 age up to sixteen years of age. Many local schools will not
24 enroll a child unless the parent can produce evidence that the

1 child has already had certain vaccinations. The present invention
2 can be used to verify this information. Additionally local,
3 state, and federal health officials feel that the immigration of
4 young children and child bearing adults has created a unique
5 problem in trying to keep track of these children to ensure that
6 they are receiving their necessary vaccinations such as their DTP
7 vaccinations. Failure to properly vaccinate these young immigrant
8 children could lead to epidemics of diseases that are easily
9 protectable against by proper vaccinations. The card shown in
10 FIGS. 19 and 20 would be completed for each child. The lines 265
11 could be used to enter information about the child. The child's
12 name and social security number would be entered into some type
13 of data base operated by the government. The child's parents
14 would keep the immunization card, and would present it to the
15 doctor each time the child had its appropriate vaccinations. The
16 doctor would then remove the peel-off coupon 265 for the
17 particular vaccination administered, and then would place it on a
18 tracking sheet. The doctor would then mail the completed tracking
19 cards to the appropriate department in charge of tracking
20 vaccinations for young children. The department could read the
21 bar codes 260 with a bar code reader and then have the
22 information entered into a computer. The computer could keep
23 track of the children who are not receiving their vaccinations,
24 and could send out reminder notices to the parent or the
25 physician that the child needs specific vaccinations.

1 The microprocessor chip or memory chip can also be adhered to
2 the immunization card illustrated in Fig. 20. The micro chip
3 could contain immunization data on the child so that the
4 information could be stored electronically in a health
5 organizations computers to keep accurate records.

6 In the drawings, FIG. 22 illustrates the back side of a
7 redemption card 300 and is similar to the views shown in FIGS. 4,
8 12, 17. FIG. 22 illustrates the coupon side of a variant of the
9 basic peel-off coupon card. The card can be fabricated from vinyl
10 of PVC. A magnetic strip 305 and a bar code 310 are positioned on
11 the card 300 to identify the entire card rather than just the
12 peel-off mini coupon 315.

13 FIG. 23 is the front, or reverse side of the card 300 shown
14 in FIG. 22. FIGS. 22 and 23 are life size depictions of the card
15 as illustrated on 8 1/2" by 14" paper. Printed matter such as
16 advertising or a description of the card would normally be
17 printed on the front side shown in FIG. 23. The magnetic strip
18 305 illustrated in FIGS. 22 and 23 can be a special strip made by
19 Minnesota Mining and Manufacturing company, commonly known as 3M.
20 3M refers to it as magnetic strip stock number 315 84 98011 4811.
21 It can be directly applied to paper and can function as a
22 magnetic strip. Everyone is familiar with a bank or gasoline type
23 of credit charge card. The typical bank or gas credit charge card
24 generally has the appearance as that illustrated in FIG. 22. The

1 magnetic strip 310 is positioned along one or both sides of the
2 card 300. The magnetic strip 310 is blank when the card is
3 fabricated. An encoding machine is available which can
4 electronically encode any message on the magnetic strip.

5 As regards the present invention, an encoding device could
6 be used to activate the card 300 shown in FIGS. 22 and 23 so that
7 the card could be used in any number of applications. A quantity
8 of cards could be fabricated and sold to the ultimate redeemer of
9 the cards who wishes to function as a redemption center. The
10 encoding machine could be made available to this entity so that
11 the blank magnetic strips 305 on the cards could be encoded
12 according to the wishes of the purchaser of the cards. The front
13 side of the card illustrated in FIG. 23 could be made from vinyl
14 or PVC. The approximate thickness of the card could be .007 to
15 .020 inches. The transfer tape 305 has high coercivity. The bar
16 code 310 may be placed on the front or the back of the card 300.
17 The card illustrated in FIGS. 22 and 23 is the preferred
18 configuration. It is to be understood, however, that the card may
19 be any size or shape.

20 Additional variations of the special coupons and coupon cards
21 are illustrated in FIGS. 25 through 29. The individual peel-off
22 coupon card 400 can have dimensions of 1" by 13/16". The overall
23 length of the double flap stamp card or coupon card 420 can be

1 6 5/8" by 2 3/8". The release liner 405, labelled "A" in FIG. 26,
2 is referred to as a release liner. It can have thicknesses of
3 6,8,10, or 12 tag. Tag is a term in the label making industry
4 indicating thickness. The front side of A is for printing and
5 coating. The back side of A is a release for liner for face
6 stock. The top layer "C" 410 is a facestock with an adhesive on
7 one side. The coupon 400 illustrated in FIG. 28 has a 3M special
8 paper magnetic strip 315 84 98011 4811 401 and can be applied to
9 paper. The magnetic strip 401 illustrated in FIG. 28 can be 1/4"
10 width and placed along the bottom edge of the peel-off coupon
11 400. This still leaves sufficient room for placing printed
12 matter above the magnetic strip. The strip of bar code 402 in
13 FIG. 28 is 1/4" wide. A regular peel-off coupon 400 is
14 illustrated in FIG. 29. It is 13/16 " wide and 1" long. A regular
15 coupon and the coupons illustrated in FIGS. 25,26,27, and 28 can
16 also have these same dimensions.

17 Another variant of the four-layer coupon redemption card
18 illustrated in a exploded perspective view in Fig. 40 will now be
19 discussed. The four layers are the top protective clear layer,
20 the base layer, the clear liner layer, and the coupon layer. The
21 four-layer laminated coupon redemption card 600 has a base layer
22 605 which has a front face 610 and a back face 615. The base
23 layer is .012" in thickness. The front face and the back face
24 have printed matter on them. The front face is also called the
25 billboard. The billboard contains the name of the card and

1 information about the card. The billboard is used for printing
2 identification, graphics, or advertising on it, and which is
3 readily visible on the finished card. The back face of the base
4 layer has a series of trademarks printed in the same spaces where
5 the coupons overlay the base. As each coupon is removed from the
6 card the trademarks become exposed. It is a form of advertising
7 for a trademark. In Fig. 40 the generic term cola is printed on
8 the back face. A protective clear layer 620 covers the front face
9 of the base layer 605. The protective layer is labelled as a
10 clear laminant in Fig. 40. A clear liner layer 625 is applied to
11 the back face of the base layer. The clear liner layer is
12 labelled a clear transparent release liner in Fig. 40. In the
13 coupon redemption cards previously discussed, the release liner
14 is usually opaque. In the present card 600 the liner is clear so
15 the trademarks printed on the back of the base layer can be seen
16 after the coupons are removed. The fourth layer is a coupon layer
17 630 which has a coupon face 635 and an adhesive back 640 for
18 adhering to the clear liner layer 625. The coupon face 635 of the
19 coupon layer has coupons printed on it which are kiss cut at
20 regular intervals to form a matrix of small adhesive backed
21 removable coupons 645. The broken lines on the coupon layer as
22 illustrated in Fig. 40 indicate the kiss cut locations for
23 forming the coupons 645. The term kiss cut is a printer's term
24 and is similar to a die cut. Kiss cut means the cut is made
25 sufficiently deep to form the removable coupons, without cutting
26 into the release liner. The clear layer 625 can be formed from

1 the adhesive applied to the back of the base layer. The adhesive
2 can set to form a clear layer. Or the clear layer can be a sheet
3 of plastic and the adhesive is applied between the plastic sheet
4 and the back of the coupons. It should be understood that during
5 the laminating processes to form the complete coupon, the
6 laminants can be made to adhere to the other layers without the
7 application of adhesive to separate layers to hold the layers
8 together.

9 The four-layer laminated coupon card 600 as illustrated in
10 Fig. 40 can have a memory chip or a microprocessor chip adhered
11 to the card. The coupon card 600 can have a bar code printed on
12 the card. The coupon card can have a bar code on each of the
13 peel-off coupons 645. The coupon card can have a magnetic strip
14 affixed to the card. The coupon card can have magnetic strips
15 affixed to each of the peel-off coupons. The coupon card can have
16 both a bar code and a magnetic strip on the card or on the
17 coupons or any combination of the two. Further, one or more of
18 the peel-off coupons can be covered with a removable foil layer,
19 which has already been referred to as a scratch-off layer.

20 The single redemption card with an IC, memory, or
21 microprocessor chip as illustrated in Figs. 30-39 will now be
22 discussed. The single card 450 is similar or identical to the
23 coupon cards previously described and the previous descriptions
24 apply to the cards in Figs. 30-39. A company called SOLAIC with

1 headquarters in Paris, France provides memory chips or
2 microprocessor chips which can be adhered to one side of the card
3 as illustrated in Fig. 30. The chip is labelled 455 in the
4 drawings. A microprocessor chip is also known as an integrated
5 circuit chip, which is called an IC chip for short. IC chips find
6 wide application in the computer industry. SOLAIC sells a type of
7 microprocessor chip called the Eurochip. It has 221 bits of
8 EEPROM with secured counting logic. SOLAIC also sells other types
9 of microprocessor chips. A microprocessor chip functions like a
10 ram chip. It can be reprogrammed. A memory chip is available from
11 SOLAIC, which it calls the 256 memory chip. The 256 chip has 256
12 bits non erasable in PROM. These chips are used to make smart
13 cards. Smart cards and their applications are discussed in the
14 Background of the Invention, supra.

15 After the card 450 has been fabricated, a memory chip or a
16 microprocessor chip such as a SOLAIC chip labelled 455 can be
17 adhered to either side of the face of the card. The face of the
18 chip must be exposed so that an electronic reader can read the
19 chip. Since the coupons are placed on the back of the card, the
20 exposed chip should be adhered to the front of the card. Machines
21 are available which will automatically adhere the chips to the
22 front of the cards at high speed. The adhered chip can be a
23 memory chip or a microprocessor chips. The cards illustrated in
24 Figs. 30-33 and 38-39 can be used as smart cards. The cards also
25 are used as coupon redemption cards as previously discussed. The

1 cards have dual applications. The card 450 is an integral smart
2 card/coupon redemption card.

3 The double flap card 500 illustrated in Figs. 32-33 is in
4 effect the coupon redemption card 450 joined at one end to one
5 end of a smart card 502. The user has a double card, which can be
6 folded back upon itself so that it can be conveniently placed on
7 one's wallet or purse. The card can be used to redeem the
8 promotional coupons and also as a smart card to pay for phone
9 calls, bus fare and to make inexpensive purchases. This
10 combination is very convenient to the card holder.

11 The memory chip or microprocessor chip could be programmed
12 for a variety of applications. For example, the chip could
13 contain information about the coupon card itself and the peel-off
14 coupons, just as the bar codes and the magnetic strips attached
15 to the cards reveal information electronically when read by a bar
16 code scanner or a magnetic strip reader or both. An electronic
17 microelectronic chip reader similar to a magnetic strip reader
18 can be positioned adjacent a cash register at a fast food
19 restaurant. The cashier can take the coupon card and insert it
20 into the micro chip reader. The reader would then relay
21 information to the cash register or to a computer terminal. Since
22 micro chips can contain unlimited information in electronic form,
23 the micro chips could be programmed to convey very detailed
24 information to a computer. Electronic accounting could be taking

1 place to track the redeemed coupons at the fast food restaurants.

2 The front cards illustrated in Figs 34-36 are similar to the
3 card illustrated in Figs. 30 and 31. The microprocessor chips are
4 adhered to the card at non-conventional locations. The card can
5 be used as a security entry card. The micro chip could be
6 programmed with secret codes and other data about a particular
7 individual such as the individual's face, hand prints, or voice
8 prints. The electronic reader would be programmed to open a door
9 when the card is inserted into the reader and the reader
10 acknowledges that the card is an authorized card and the card
11 matches the individual. The reader could be designed to only read
12 the card with the micro chip adhered at a non-conventional spot
13 on the card such as illustrated in Figs. 34-36. By placing the
14 chips at non-conventional locations on the card, the card becomes
15 much harder to counterfeit. It makes it more difficult for a
16 counterfeiter to take a smart card and reprogram the chip to make
17 it compatible with a security clearance smart card. Additionally
18 the cards can have the peel-off coupons on the back which could
19 be used for a variety of security functions.

20 The micro chip can be adhered to the casino card illustrated
21 in 24. Casinos now have slot machines with magnetic card readers.
22 Specials cards with secret codes on the magnetic strip are handed
23 out to casino customers as a promotion. The card allows the
24 casino patron \$25 to \$50 to pay the slots. The card holder

1 inserts the card with the magnetic strip into the reader and he is
2 electronically credited with \$50 to play the slots. He plays the
3 slots until he gambles away the \$50, or if he wins, the slot
4 machine dispenses coins. The casino card with the micro chip is
5 more sophisticated. The slot machine microprocessor chip readers
6 could be reprogrammed on a daily basis to change the secret codes
7 that are recognized by the reader. The microprocessor chip to be
8 adhered to the casino cards could be electronically programmed
9 with the new code so that the reader would accept the card. A
10 microprocessor chip can easily be reprogrammed even after it has
11 been adhered to the casino card. It would be impossible for an
12 individual to program a microprocessor chip to make it compatible
13 with the chip reader on the slot machine. This is a security
14 function of the casino card.

15

16 The casino card has a scratch-off layer for a possible
17 jackpot, the micro chip gives the customer a \$50 credit to play the
18 slots, and the peel-off coupons give the customer free or reduced
19 meals and other gratuities as printed on the peel-off coupons on
20 the casino card.

21

22 It is to be understood that the present invention includes the
23 affixation or adherence of a memory chip or a microprocessor chip
24 to the coupon card.

25 A coupon redemption card and tracking system includes a credit
26 card size redemption coupon card used by the customer, and a

27

1 tracking sheet used by the redemption center such as a restaurant.
2 The redemption card has a plurality of mini coupons, which can be
3 peeled off individually. Each redeemed coupon is affixed to a
4 tracking sheet. The tracking system facilitates the accounting and
5 inventory of redeemed coupons. The coupon card is formed as two
6 laminated layers of special paper joined together by a layer of
7 adhesive material, and a layer of clear plastic film on the top
8 face of the card. The base layer is fabricated from a special
9 paper. An adhesive coating is applied to one side of the base
10 layer. The peel off coupon layer is affixed to the adhesive
11 coating. The finished layered sheet is printed on both sides, die-
12 cut on the coupon side, and then laminated with the film on the
13 other side. Each coupon that is removed from the card has adhesive
14 to adhere the coupon to the tracking sheet. The small size of the
15 mini coupons is convenient for the card holder and the redemption
16 center. The system can be used wherever one has to keep track of
17 various redeemable coupons. A memory chip or a microprocessor chip
18 is adhered to the card to form a memory smart card. The
19 microprocessor chip is programmed to contain information about the
20 card so that a chip reader can read the information about the card.

21 While the present invention has been shown and described
22 herein in what is conceived to be the best mode contemplated, it is
23 recognized that departures may be made therefrom within the scope
24 of the invention which is therefore not to be limited to the
25 details disclosed herein, but is to be afforded the full scope of
26 the invention.

WHAT IS CLAIMED IS:

- 1 1. A method of redeeming a coupon secured to a redemption
2 card which comprises:

3 presenting to a redemption center a redemption card having a
4 memory chip or microprocessor chip and a bar code
5 thereon and containing at least one peel-off coupon;

6 peeling off at least one said peel-off coupon from said
7 redemption card;

8 transferring said peel-off coupon to a tracking means;

9 crediting the value of said peel-off coupon to the redeemer
10 by reading said bar code on said redemption card with a
11 bar code reader or by reading said memory chip or said
12 microprocessor chip with an electronic reader ; and

13 returning said redemption card to the redeemer.

1 2. A method of redeeming a coupon secured to a redemption
2 card and tracking the redeemed coupon, which comprises:

3 presenting to a redemption center a redemption card having a
4 memory chip or microprocessor thereon, and containing
5 at least one peel-off coupon having a bar code thereon;

6 placing a tracking means at said redemption center;

7 peeling off at least one said peel-off coupon from said
8 redemption card;

9 transferring said peel-off coupon to said tracking means;

10 crediting the value of said peel-off coupon to the redeemer
11 by reading said bar code on said peel-off coupon with a
12 bar code reader or by reading said memory chip or said
13 microprocessor chip with an electronic reader ; and

14 returning said redemption card to the redeemer.

1 3. A method of redeeming a coupon secured to a redemption
2 card which comprises:

3 presenting to a redemption center a redemption card having a
4 memory chip or microprocessor chip, and a magnetic
5 strip thereon, and having at least one peel-off coupon
6 thereon;

7 peeling off at least one said peel-off coupon from said
8 redemption card;

9 transferring said peeled-off coupon to a tracking means;

10 crediting the value of said coupon to the redeemer by
11 reading said magnetic strip on said card with a
12 magnetic strip reader or by reading said memory chip or
13 said micro processor chip with an electronic reader;
14 and

15 returning said redemption card to the redeemer.

1 4. A method of redeeming a coupon secured to a redemption
2 card and tracking the redeemed coupon, which comprises:

3 presenting to a redemption center a redemption card having a
4 memory chip or a microprocessor chip thereon and
5 containing at least one peel-off coupon having a
6 magnetic strip thereon;

7 peeling off at least one said peel-off coupon from said
8 redemption card;

9 transferring said peeled-off coupon to a tracking means;

10 crediting the value of said coupon to the redeemer by
11 reading said magnetic strip on said peel-off coupon
12 with a magnetic strip reader or by reading said memory
13 chip or said microprocessor chip with an electronic
14 reader; and

15 returning said redemption card to the redeemer.

1 5. A method of redeeming a coupon secured to a redemption
2 card which comprises:

3 presenting to a redemption center a redemption card having a
4 memory chip or a microprocessor chip, a bar code, a
5 magnetic strip, and at least one peel-off coupon;

6 peeling off at least one said peel-off coupon from said
7 redemption card;

8 transferring said peeled-off coupon to a tracking means;

9 crediting the value of said coupon to the redeemer by
10 reading said bar code on said redemption card with a
11 bar code reader or by reading said magnetic strip on
12 said redemption card with a magnetic strip reader or by
13 reading said memory chip or said microprocessor chip
14 with an electronic reader; and

15 returning said redemption card to the redeemer.

1 6. A method of redeeming a coupon secured to a redemption
2 card and tracking the redeemed coupon, which comprises:

3 presenting to a redemption center a redemption card having a
4 memory chip or a microprocessor chip thereon and at
5 least one peel-off coupon covered with a removable
6 scratch-off layer;

7 removing said removable scratch-off layer from said peel-off
8 coupon;

9 reading the message on said visible coupon;

10 peeling off said visible peel-off coupon from said
11 redemption card;

12 transferring said peel-off coupon to a tracking means;

13 crediting the value of said coupon to the redeemer; and

14 returning said redemption card to the redeemer.

1 7. A laminated coupon redemption card, which comprises:

2 a base layer having a front face and a back face;

3 said front face of said base layer having printed matter
4 thereon;

5 a protective clear layer over said front face of said base
6 layer;

7 removable release liner applied to said back face of said
8 base layer;

9 a coupon layer having a coupon face and a release liner
10 face;

11 said coupon face of said coupon layer having coupons printed
12 on it and scored at regular intervals to form a matrix
13 of small adhesive backed removable coupons; and

14 a memory chip or a microprocessor chip adhered to said
15 redemption card.

8. The coupon redemption card as recited in claim 7 further comprising a bar code on said card.

9. The coupon redemption card as recited in claim 7 further comprising a bar code on at least one said peel-off coupon.

10. The coupon redemption card as recited in claim 7 further comprising a magnetic strip on said card.

11. The coupon redemption card as recited in claim 7 further comprising a magnetic strip on at least one said peel-off coupon.

12. The coupon redemption card as recited in claim 7 further comprising:

a magnetic strip on said card; and

a bar code on said card.

1 13. A laminated coupon redemption card, which comprises:

2 a base layer having a front face and a back face;

3 said front face of said base layer having printed matter
4 thereon;

5 a protective clear layer over said front face of said base
6 layer;

7 removable release liner applied to said back face of said
8 base layer;

9 a coupon layer having a coupon face and a release liner
10 face;

11 said coupon face of said coupon layer having coupons printed
12 on it and scored at regular intervals to form a matrix
13 of small adhesive backed removable coupons;

14 a removable scratch-off layer temporarily covering at least
15 one said peel-off coupon; and

16 a memory chip or a microprocessor chip adhered to said
17 redemption card.

14. The coupon redemption card as recited in claim 7 wherein said coupon card has the overall dimensions of a credit card.

15. The coupon redemption card as recited in claim 7 wherein:

said overall dimensions of said coupon are 1" by 13/16"; and

said base layer is fabricated from 6,8,10, or 12 tag paper.

1 16. A double flap laminated coupon redemption card, which
2 comprises:

3 a base layer having a front face and a back face;

4 said front face of said base layer having printed matter
5 thereon;

6 a protective clear layer over said front face of said base
7 layer;

8 removable release liner applied to said back face of said
9 base layer;

10 a coupon layer having a coupon face and a release liner
11 face;

12 said coupon face of said coupon layer having coupons printed
13 on it and scored at regular intervals to form a matrix
14 of small adhesive backed removable coupons;

15 said overall dimensions of said coupon are 1" by 13/16";

16 said base layer is fabricated from 6,8,10, or 12 tag paper;

17 a double flap coupon redemption card having general overall
18 dimensions of 6 5/8" by 2 3/8"; and

19 a memory chip or a microprocessor chip adhered to said
20 double flap coupon redemption card.

1 17. The coupon card as recited in claim 7 further
2 comprising:

3 tracking sheet means comprising a flat rectangular sheet
4 having overall dimensions sufficiently small to fit
5 into a compartment, or a typical tray in a cash
6 register;

7 said tracking sheet having a plurality of rectangles, each
8 being slightly larger than each said peel-off coupon of
9 said coupon card for affixing said redeemed coupons
10 from said coupon card and keeping a record of said
11 redeemed coupons on said tracking sheet.

18. The coupon card as recited in claim 11 wherein said base
is fabricated from a plastic material, such as PVC or vinyl.

1 19. A method of presenting an immunization coupon secured to
2 an immunization card and tracking the immunization record of a
3 child, which comprises:

4 issuing an immunization card that has a memory chip or
5 microprocessor chip, and a series of coupons having bar
6 codes thereon and representing the required vaccination
7 shots needed by a child from birth to teenage years;

8 periodically vaccinating a child according to the schedule
9 set forth on said immunization card;

10 presenting to an immunization tracking center the peel-off
11 coupon corresponding to the particular vaccination
12 administered to the child;

13 placing a tracking means for the child at said immunization
14 tracking center;

15 transferring said peel-off coupon to said tracking means;

16 recording the vaccination on said peel-off coupon by reading
17 said bar code on said peel-off coupon with a bar code
18 reader or by reading said memory chip or said
19 microprocessor chip with an electronic reader; and
20 returning said immunization card to the presenter.

1 20. A laminated hotel casino card, which comprises:

2 a base layer having a front face and a back face;

3 said front face of said base layer having printed matter

4 thereon;

5 a protective clear layer over said front face of said base

6 layer;

7 removable release liner applied to said back face of said

8 base layer;

9 a coupon layer having a coupon face and a release liner

10 face;

11 said coupon face of said coupon layer having coupons printed

12 thereon and scored at regular intervals to form a

13 matrix of small adhesive backed removable coupons;

14 said peel-off coupons redeemable at said hotel for a variety

15 of gratuities according to what is printed on said

16 peel-off coupon;

17 a scratch-off layer over at least one coupon on said casino

18 card; and

19 a memory chip or a microprocessor chip adhered to said

20 casino card.

1 21. The method of making a peel off coupon card, which
2 comprises:

3 fabricating a base layer having a front face and a back
4 face;

5 applying an adhesive layer to said back face of said base
6 layer;

7 applying a coupon layer to said adhesive layer of said base
8 layer;

9 said base layer, said adhesive layer and said coupon layer
10 being formed as a roll or a sheet;

11 transferring said sheet or roll to a printing means;

12 applying printed matter to said coupon layer to form a
13 matrix of coupons;

14 covering at least one coupon with a removable scratch-off
15 layer;

16 applying printed matter to said front face of said base
17 layer;

18 die-cutting from said sheet or roll to form score lines on
19 said coupon layer to allow each said coupon to be
20 individually peeled away from said adhesive layer while
21 leaving a portion of said adhesive to the back of said
22 coupon; and

23 die-cutting said sheet or said roll to form each coupon
24 redemption card separate from the printed sheet or
25 roll; and

26 adhering a memory chip or a microprocessor chip to said peel
27 off coupon card.

1 22. The method of making a peel off coupon card, which
2 comprises:

3 fabricating a base layer having a front face and a back
4 face;

5 applying an adhesive layer to said back face of said base
6 layer;

7 applying a coupon layer to said adhesive layer of said base
8 layer;

9 said base layer, said adhesive layer and said coupon layer
10 being formed as a roll or a sheet;

11 transferring said sheet or roll to a printing means;

12 applying printed matter to said coupon layer to form a
13 matrix of coupons;

14 applying printed matter to said front face of said base
15 layer;

16 applying a protective sealant to said front face of said
17 base layer;

18 die-cutting from said sheet or roll to form score lines on
19 said coupon layer to allow each said coupon to be
20 individually peeled away from said adhesive layer while
21 leaving a portion of said adhesive on the back of said
22 coupon;

23 cutting said sheet or said roll to form each coupon card
24 separate from the printed sheet or roll; and

25 adhering a memory chip or a microprocessor chip to said peel
26 off coupon card.

23. The method of making a peel-off coupon card as recited in claim 21 including applying at least one bar code to said card.

24. The method of making a peel-off coupon card as recited in claim 21 including applying at least one magnetic strip to said card.

25. The method of making a peel-off coupon card as recited in claim 21 including applying at least one magnetic strip and at least one bar code to said card.

1 26. The method of making a peel off coupon card, which
2 comprises:

3 fabricating a base layer having a front face and a back
4 face;

5 applying an adhesive layer to said back face of said base
6 layer;

7 applying a coupon layer to said adhesive layer of said base
8 layer;

9 said base layer, said adhesive layer and said coupon layer
10 being formed as a roll or a sheet;

11 transferring said sheet or roll to a printing means;

12 applying printed matter to said coupon layer to form a
13 matrix of coupons;

14 applying printed matter to said front face of said base
15 layer;

16 applying at least one magnetic strip to said card;

17 die-cutting from said sheet or roll to form score lines on
18 said coupon layer to allow each said coupon to be
19 individually peeled away from said adhesive layer while
20 leaving a portion of said adhesive to the back of said
21 coupon;

22 die-cutting said sheet or said roll to form each coupon
23 redemption card separate from the printed sheet or
24 roll; and

25 adhering a memory chip or a microprocessor chip to said peel
26 off coupon card.

27. The method of making a peel-off coupon card as recited
in claim 26 including applying at least one bar code to said
card.

1 28. The method of making a peel off coupon card, which
2 comprises:

3 fabricating a base layer having a front face and a back
4 face;

5 applying an adhesive layer to said back face of said base
6 layer;

7 applying a coupon layer to said adhesive layer of said base
8 layer;

9 said base layer, said adhesive layer and said coupon layer
10 being formed as a roll or a sheet;

11 transferring said sheet or roll to a printing means;

12 applying printed matter to said coupon layer to form a
13 matrix of coupons;

14 applying printed matter to said front face of said base
15 layer;

16 applying at least one bar code to said card;

17 die-cutting from said sheet or roll to form score lines on
18 said coupon layer to allow each said coupon to be
19 individually peeled away from said adhesive layer while
20 leaving a portion of said adhesive to the back of said
21 coupon;

22 die-cutting said sheet or said roll to form each coupon
23 redemption card separate from the printed sheet or
24 roll; and

25 adhering a memory chip or a microprocessor chip to said peel
26 off coupon card.

29. The coupon card as recited in claim 7 wherein said base is fabricated from a plastic material, such as PVC or vinyl.

30. The coupon card as recited in claim 8 wherein said base is fabricated from a plastic material, such as PVC or vinyl.

31. The coupon card as recited in claim 9 wherein said base is fabricated from a plastic material, such as PVC or vinyl.

32. The coupon card as recited in claim 10 wherein said base is fabricated from a plastic material, such as PVC or vinyl.

33. The coupon card as recited in claim 11 wherein said base is fabricated from a plastic material, such as PVC or vinyl.

34. The coupon card as recited in claim 12 wherein said base is fabricated from a plastic material, such as PVC or vinyl.

35. The coupon card as recited in claim 13 wherein said base is fabricated from a plastic material, such as PVC or vinyl.

36. The coupon card as recited in claim 14 wherein said base is fabricated from a plastic material, such as PVC or vinyl.

1 37. A laminated hotel casino card, which comprises:
2 a base layer having a front face and a back face;
3 said front face of said base layer having printed matter
4 thereon;
5 a protective clear layer over said front face of said base
6 layer;
7 removable release liner applied to said back face of said
8 base layer;
9 a coupon layer having a coupon face and a release liner
10 face;
11 said coupon face of said coupon layer having coupons printed
12 thereon and scored at regular intervals to form a
13 matrix of small adhesive backed removable coupons;
14 said peel—off coupons redeemable at said hotel for a variety
15 of gratuities according to what is printed on said
16 peel-off coupon; and
17 a memory chip or a microprocessor chip adhered to said
18 casino card.
19

38. The casino card as recited in claim 37 wherein said base is fabricated from a plastic material, such as PVC or vinyl.

39. The casino card as recited in claim 20 wherein said base is fabricated from a plastic material, such as PVC or vinyl.

1 40. An immunization card, which comprises:

2 a base layer having a front face and a back face;
3 said front face of said base layer having printed matter
4 thereon;

5 removable release liner applied to said back face of said
6 base layer;

7 a coupon layer having a coupon face and a release liner
8 face;

9 said coupon face of said coupon layer having a series of
10 coupons thereon representing the vaccination shots
11 needed by a child from birth to teenage years;
12 said coupon face scored at regular intervals to form a
13 matrix of small adhesive backed removable coupons; and

14 a memory chip or a microprocessor chip adhered to said
15 immunization card.

1 41. A method of redeeming a coupon secured to a redemption
2 card which comprises:

3 presenting to a redemption center a redemption card having a
4 memory chip or microprocessor chip, and containing at
5 least one peel-off coupon;

6 peeling off at least one said peel-off coupon from said
7 redemption card;

8 transferring said peel-off coupon to a tracking means;

9 crediting the value of said peel-off coupon to the redeemer;

10 returning said redemption card to the redeemer.

1 42. The method of making a peel off coupon card, which
2 comprises:

3 fabricating a base layer having a front face and a back
4 face;

5 applying an adhesive layer to said back face of said base
6 layer;

7 applying a coupon layer to said adhesive layer of said base
8 layer;

9 said base layer, said adhesive layer and said coupon layer
10 being formed as a roll or a sheet;

11 transferring said sheet or roll to a printing means;

12 applying printed matter to said coupon layer to form a
13 matrix of coupons;

14 applying printed matter to said front face of said base
15 layer;

16 laminating a clear protective sheet of plastic to said front
17 face of said base layer;

18 die-cutting from said sheet or roll to form score lines on
19 said coupon layer to allow each said coupon to be
20 individually peeled away from said adhesive layer while
21 leaving a portion of said adhesive to the back of said
22 coupon;

23 die-cutting said sheet or said roll to form each coupon
24 redemption card separate from the printed sheet or
25 roll; and

26 adhering a memory chip or a microprocessor chip to said peel
27 off coupon card.

43. The method of making a peel-off coupon card as recited
in claim 42 including applying at least one bar code to said
card.

44. The method of making a peel-off coupon card as recited
in claim 42 including applying at least one magnetic strip to
said card.

45. The method of making a peel-off coupon card as recited
in claim 41 including applying a scratch off layer to at least
one said coupon.

46. A four-layer laminated coupon redemption card, which comprises:

- a base layer having a front face and a back face;
said front face and said back face of said base layer having printed matter thereon;
- a protective clear layer over said front face of said base layer;
- clear liner layer applied to said back face of said base layer;
- a coupon layer having a coupon face and an adhesive back for adhering to said clear liner;
- said coupon face of said coupon layer having coupons printed on it and kiss cut at regular intervals to form a matrix of small adhesive backed removable coupons; and
- a memory chip or a microprocessor adhered to said card.

47. The four-layer laminated coupon card as recited in claim 46 further comprising a bar code on said card.

48. The coupon card as recited in claim 46 further comprising a bar code on at least one said peel-off coupon.

49. The coupon card as recited in claim 46 further comprising a magnetic strip on said card.

50. The coupon card as recited in claim 46 further comprising a magnetic strip on at least one said peel-off coupon.

51. The coupon card as recited in claim 46 further comprising:

- a magnetic strip on said card; and
- a bar code on said card.

52. The coupon card as recited in claim 46 further comprising a scratch off layer applied to at least one peel off coupon.

53. The coupon card as recited in claim 46 further comprising a magnetic strip on said card and a bar code on said card.

Fig. 1

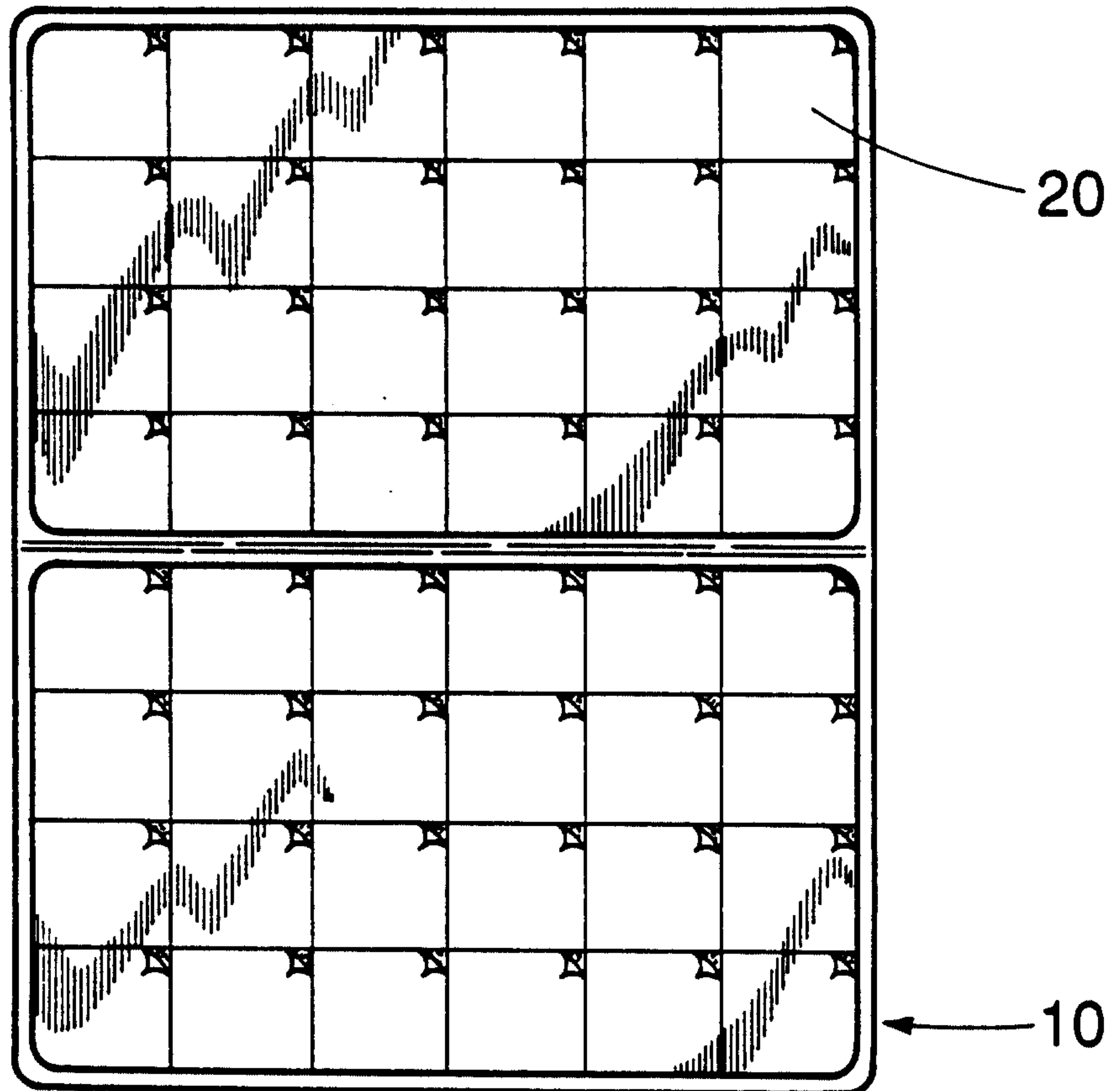


Fig. 2

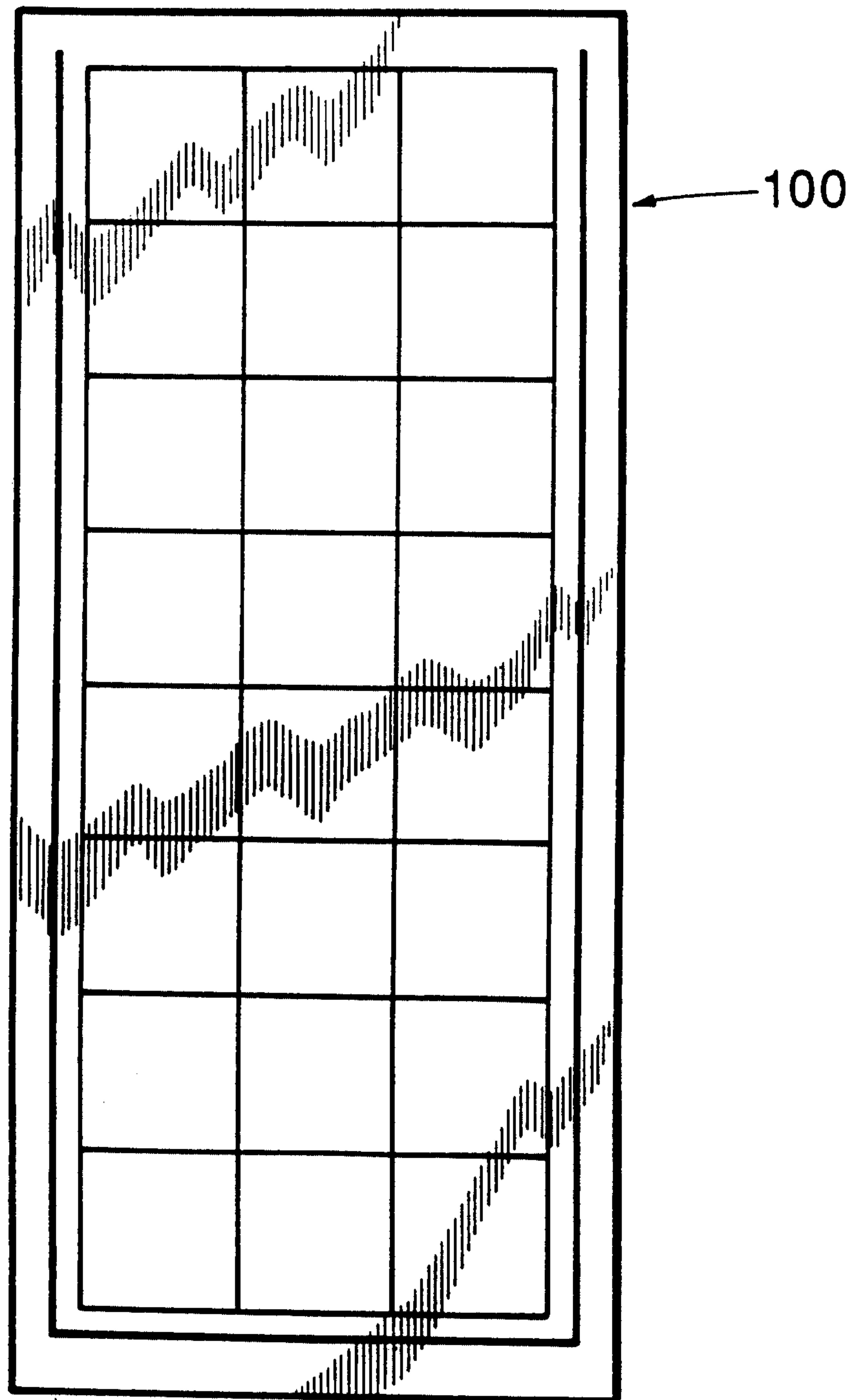


Fig. 3

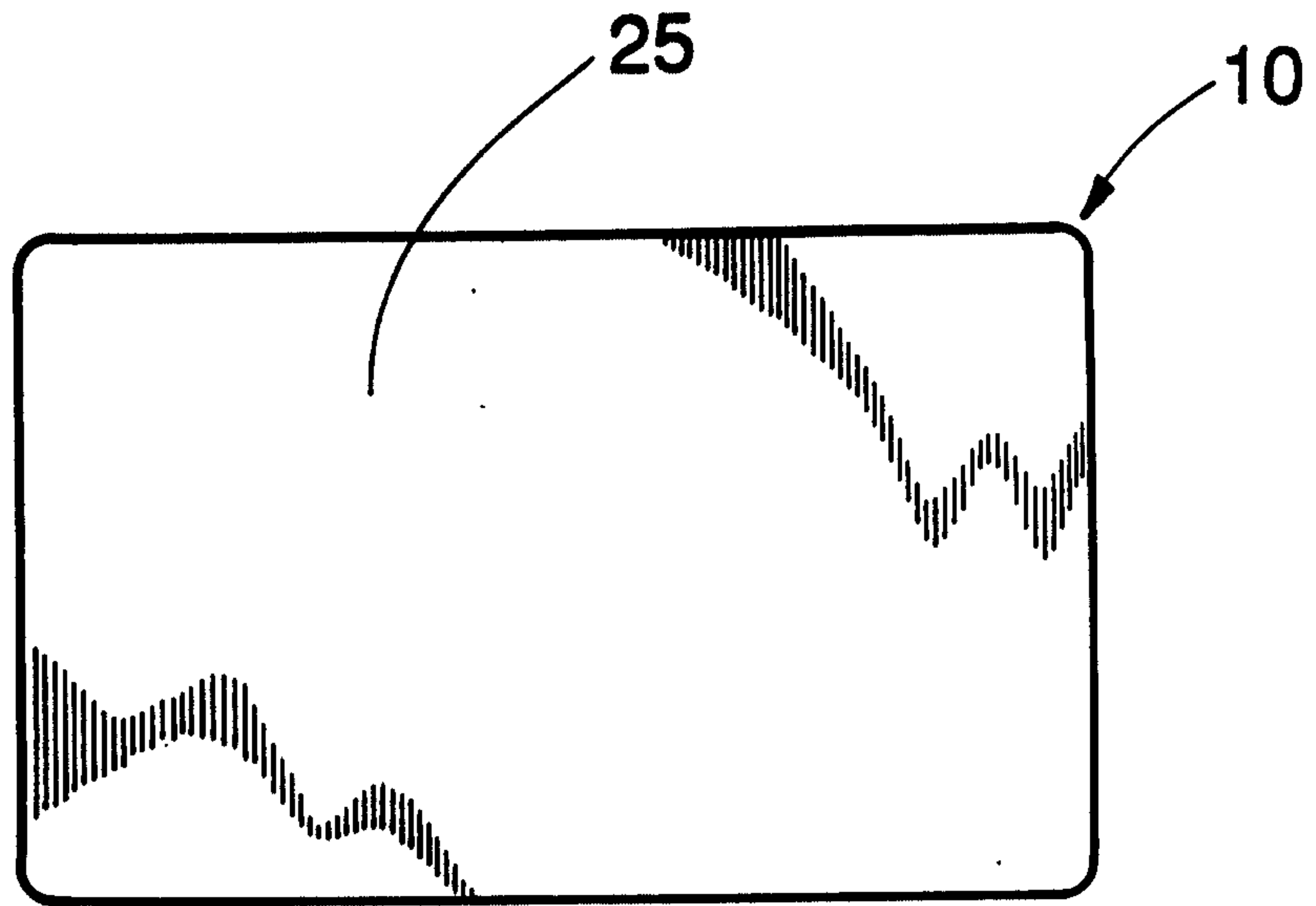


Fig. 4

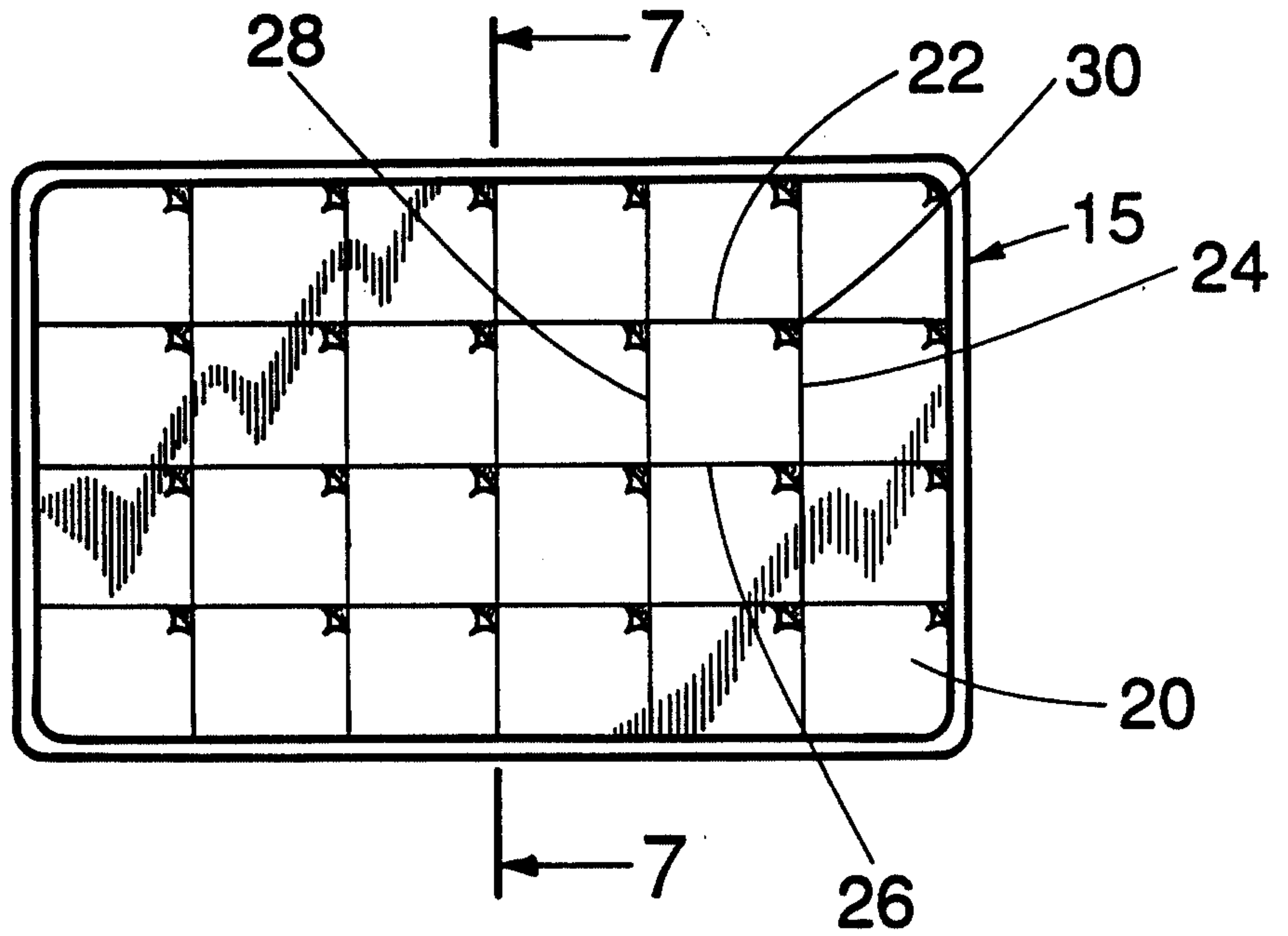


Fig. 5



Fig. 6



Fig. 7



Fig. 8

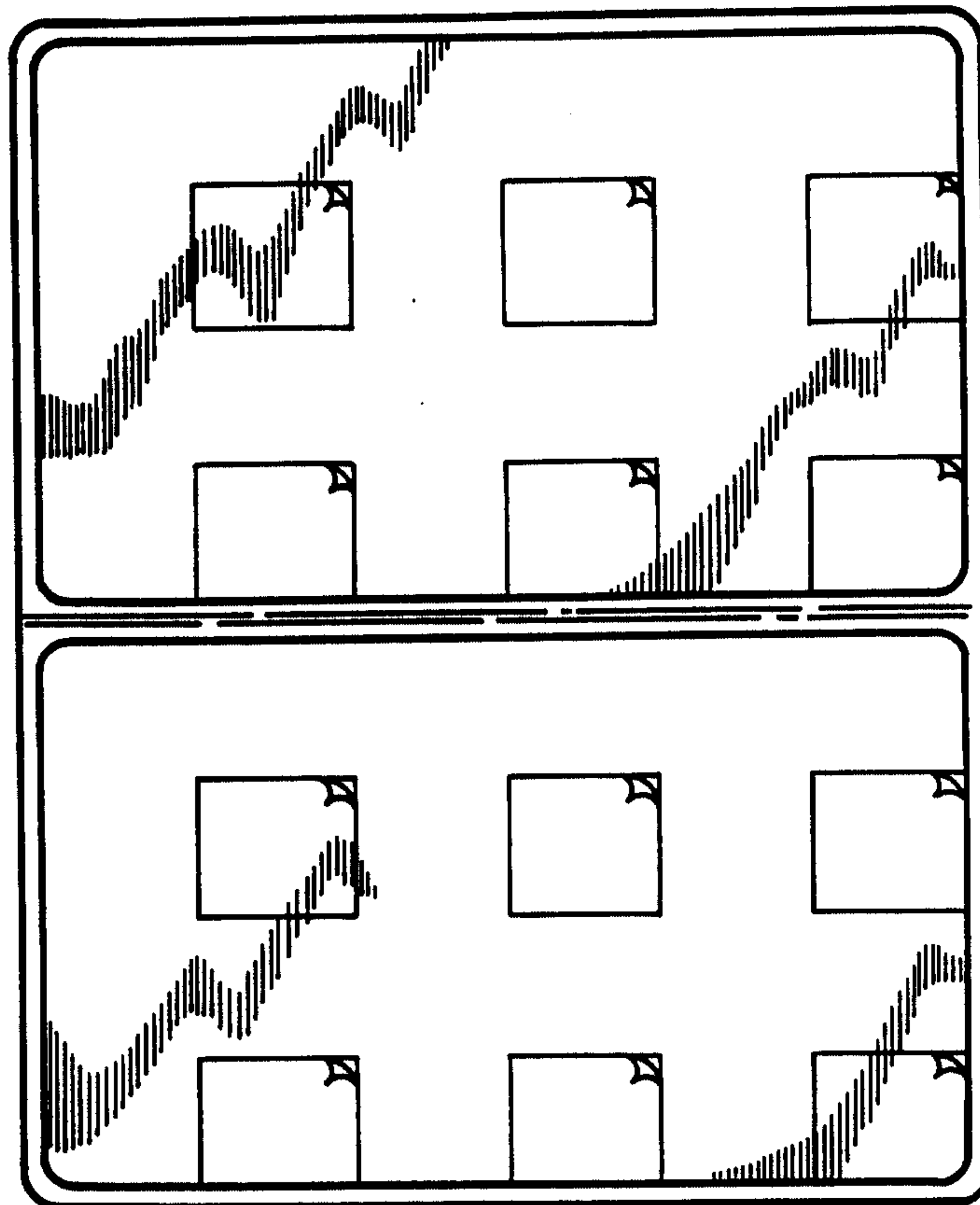
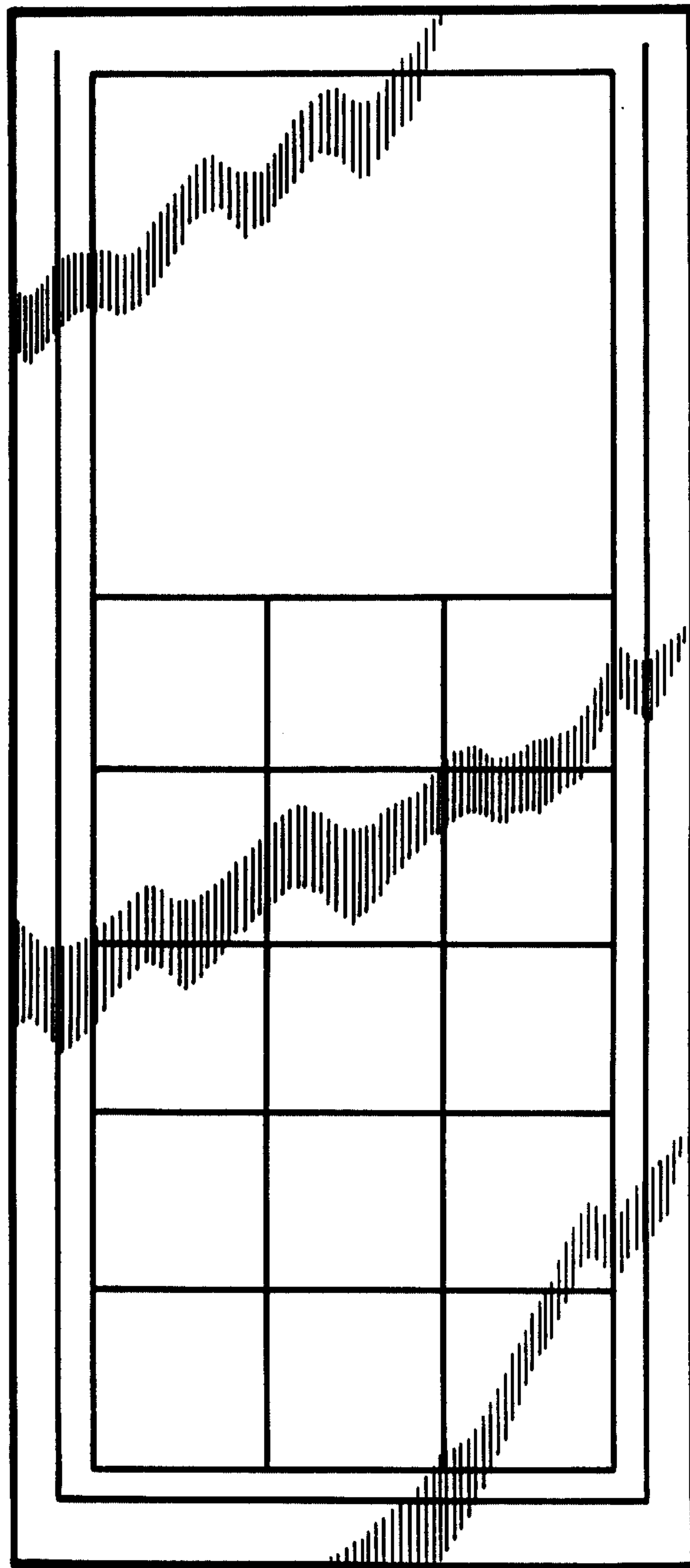


Fig. 9



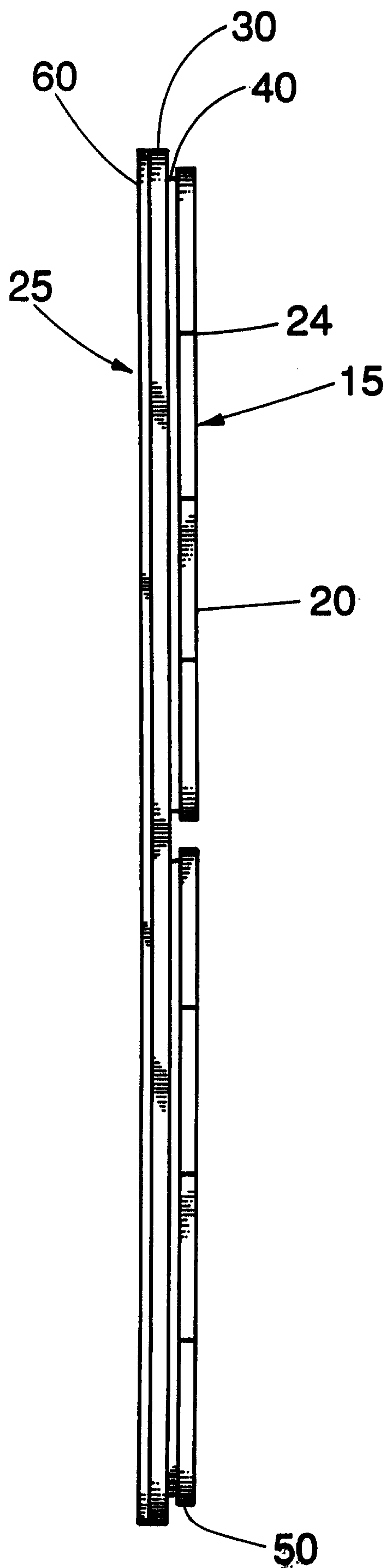


Fig. 10

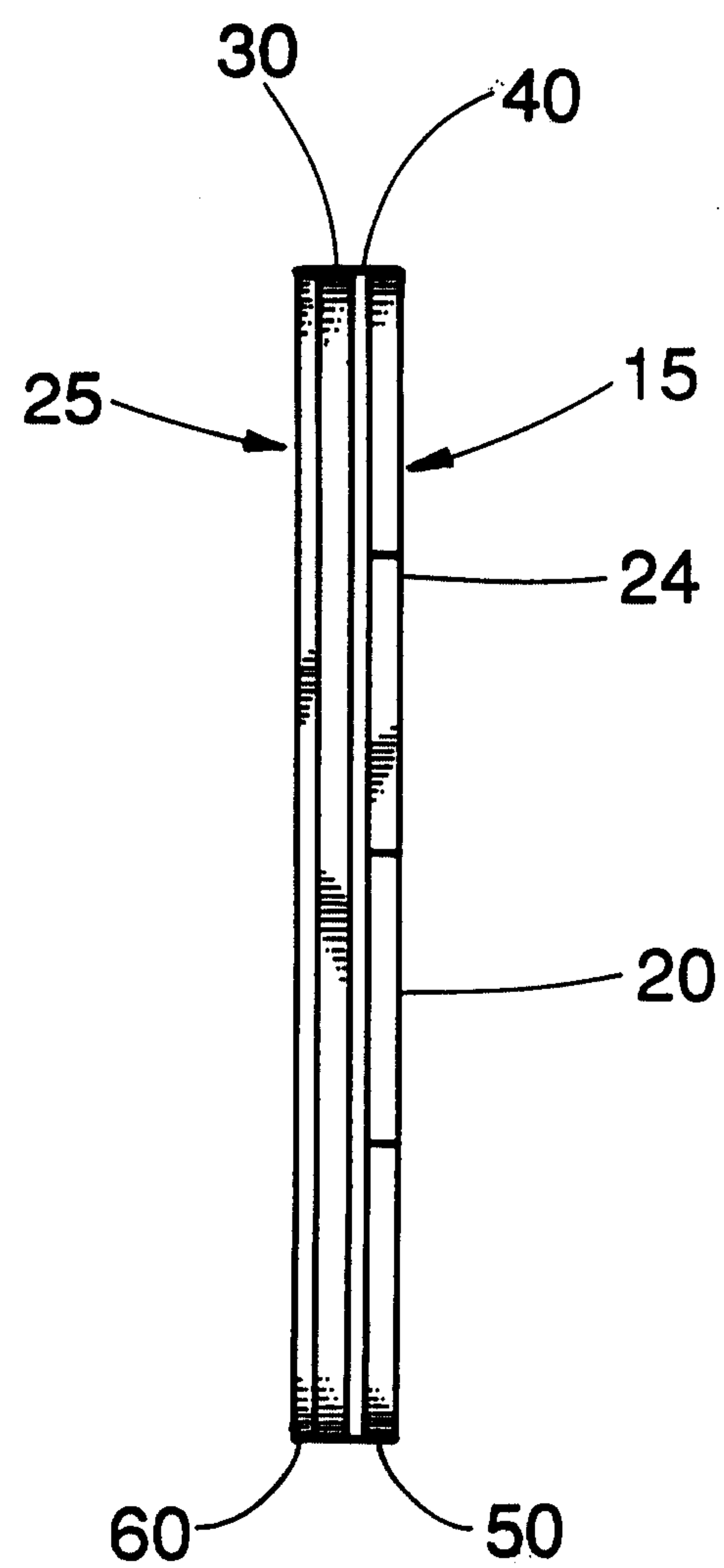


Fig. 11

COMPANY COUPON	COMPANY COUPON		COMPANY COUPON
COMPANY COUPON	COMPANY COUPON	COMPANY COUPON	COMPANY COUPON
NOT VALID WITH ANY OTHER OFFER BUY ONE-GET ONE FREE EXPIRES			
COMPANY COUPON	COMPANY COUPON	COMPANY COUPON	COMPANY COUPON
	COMPANY COUPON	COMPANY COUPON	

SAMPLE BACK OF CARD

Fig. 12

SUPER DISCOUNT CARD
Keep Track Of Redemptions
Peel Off Coupons & Place On This Card
Date _____ Location _____
Reg. _____ Shift _____
Place The Total Amount Of
Cash Sale and Coupon Here

\$	\$	\$
	COMPANY COUPON	
\$	\$	\$
\$	\$	\$
\$	\$	\$
\$	\$	\$

Fig. 13

110

SUPER DISCOUNT CARD

Keep track of Redemptions
Peel Off Coupons & Place On This Card

Date _____ Location _____
Reg. _____ Shift _____

Place The Total Amount Of
Cash Sale and Coupon Here

\$	\$	\$
\$	\$	\$
\$	\$	\$
\$	\$	\$

115

TOTAL REGISTER SALES \$ _____

LESS VALUE OF COUPONS \$ _____

EQUALS TOTAL ADD ONS \$ _____

125

Fig. 14.

130

135

140

145

160

165

150

110

155

YOU MAY ADD UP
THE FOLLOWING
TO GET YOUR
TRUE COST OF
THIS PROMOTION

PRODUCT COST %	1	2	3	4
MATERIAL COST %				
% OF LABOR COST				
YOUR PERCENTAGE COST				

PROMO

NUMBER
OF
PEELERS

PRICE
OF EACH

TOTAL DOLLAR
VALUE OF
PROMOTION

PERCENTAGE
COST OF
PROMOTION

PROMOTION
COST

1

X

=

%

2

X

=

%

3

X

=

%

4

X

=

%

TOTAL COST OF PROMOTION

Fig. 15.

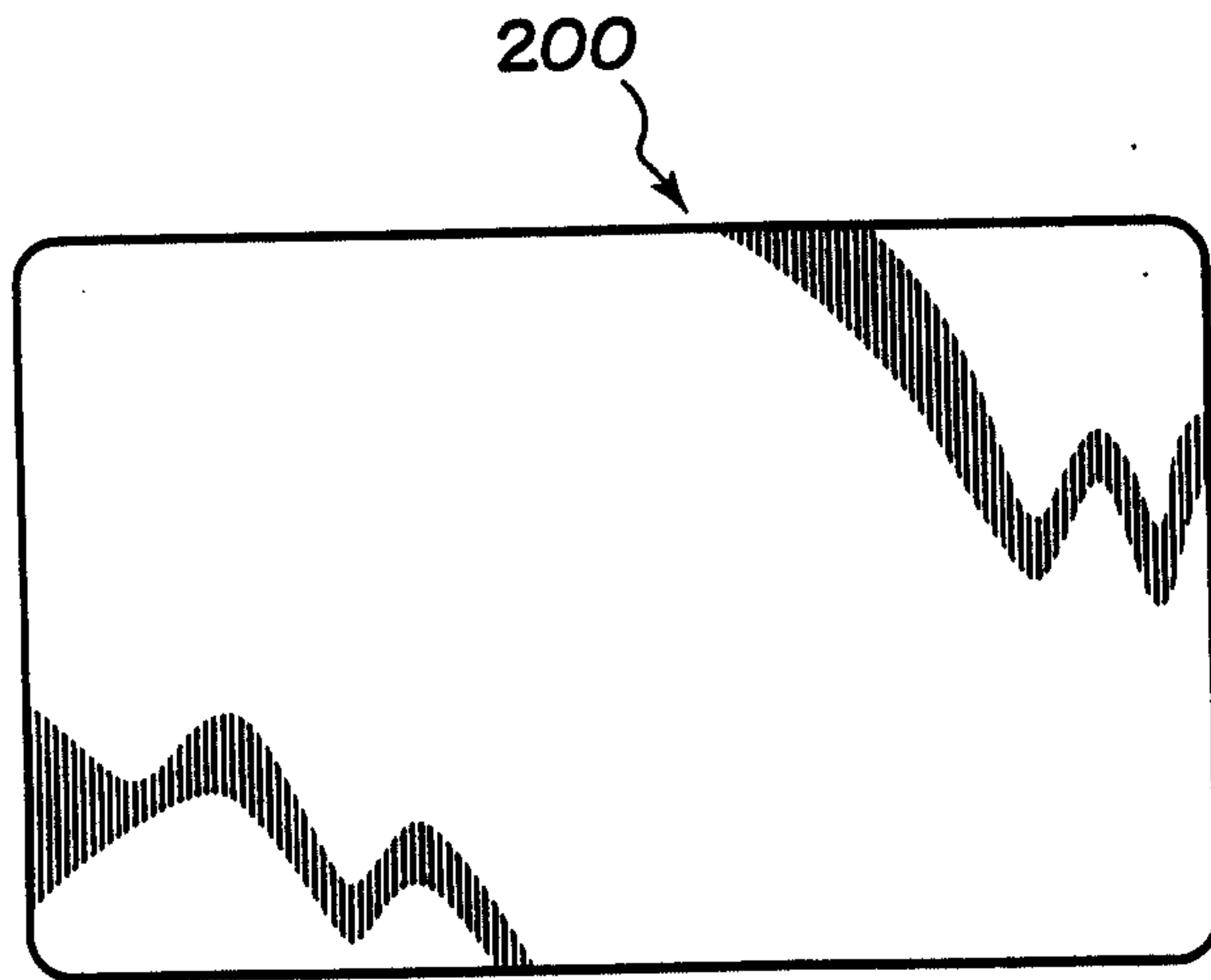


Fig. 16.

15

COMPANY
COUPON

COMPANY COUPON	COMPANY COUPON		COMPANY COUPON
COMPANY COUPON	COMPANY COUPON	COMPANY COUPON	COMPANY COUPON
NOT VALID WITH ANY OTHER OFFER			
BUY ONE-GET ONE FREE			
EXPIRES			
COMPANY COUPON			COMPANY COUPON
Medium Pizza 0 00 12345 67890 5	COMPANY COUPON	COMPANY COUPON	6" Sub & Med. Drink 0 00 12345 67890 5

215

(SAMPLE BACK OF CARD)

205

216

Fig. 17.

SUPER DISCOUNT CARD Keep Track Of Redemptions Peel Off Coupons & Place On This Card		
Date _____	Location _____	
Reg. _____	Shift _____	
Place The Total Amount Of Cash Sale and Coupon Here		
\$	\$	\$
	COMPANY COUPON	
\$	\$	\$
\$	\$	\$
\$	\$	\$

Fig. 18.

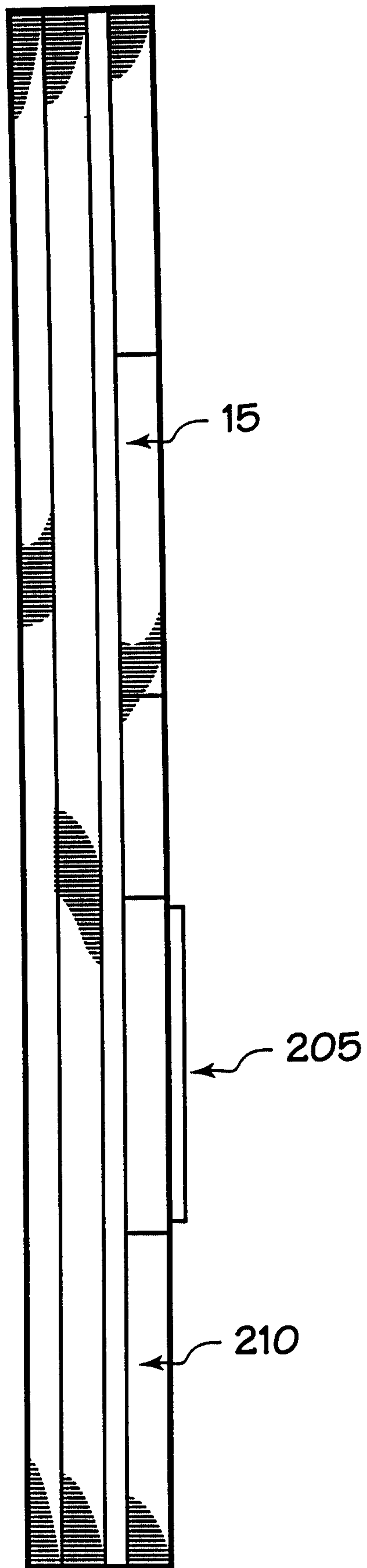


Fig. 19.

DTP
2 MOS



0 00 12345 67890 5

HIB
2 MOS



0 00 12345 67890 5

OPV/IPV
2 MOS



7 33240 95001 8

DTP
4 MOS



0 00 12345 67890 5

HIB
4 MOS



0 00 12345 67890 5

OPV/IPV
4 MOS



7 33240 95001 8

DTP
6 MOS



0 00 12345 67890 5

HIB
6 MOS



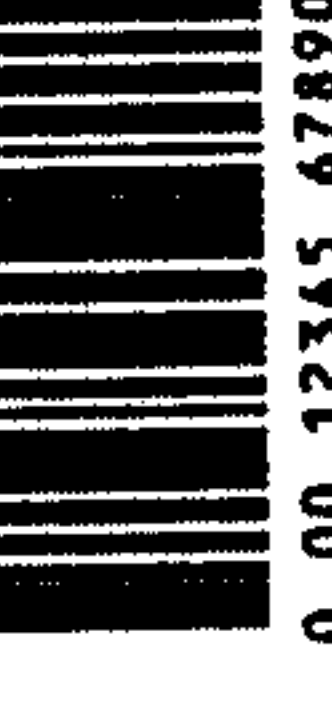
0 00 12345 67890 5

OPV/IPV
15 MOS



7 33240 95001 8

DTP
15 MOS



0 00 12345 67890 5

HIB
15 MOS



0 00 12345 67890 5

MMR
15 MOS



7 33240 95001 8

HEP B
BIRTH



0 00 12345 67890 5

HEP B
1 MO



0 00 12345 67890 5

HEP B
6 MOS



0 00 12345 67890 5

DTP
4-6 YRS



0 00 12345 67890 5

OPB/IPV
4-6 YRS



0 00 12345 67890 5

MMR
11-12 YRS



0 00 12345 67890 5

TD
14-16 YRS



0 00 12345 67890 5

Fig. 20.

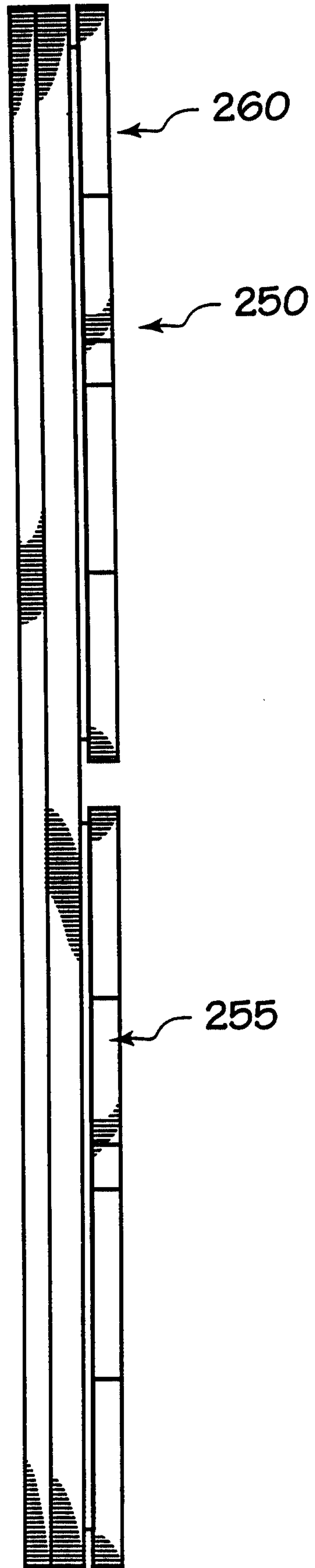


Fig. 21.

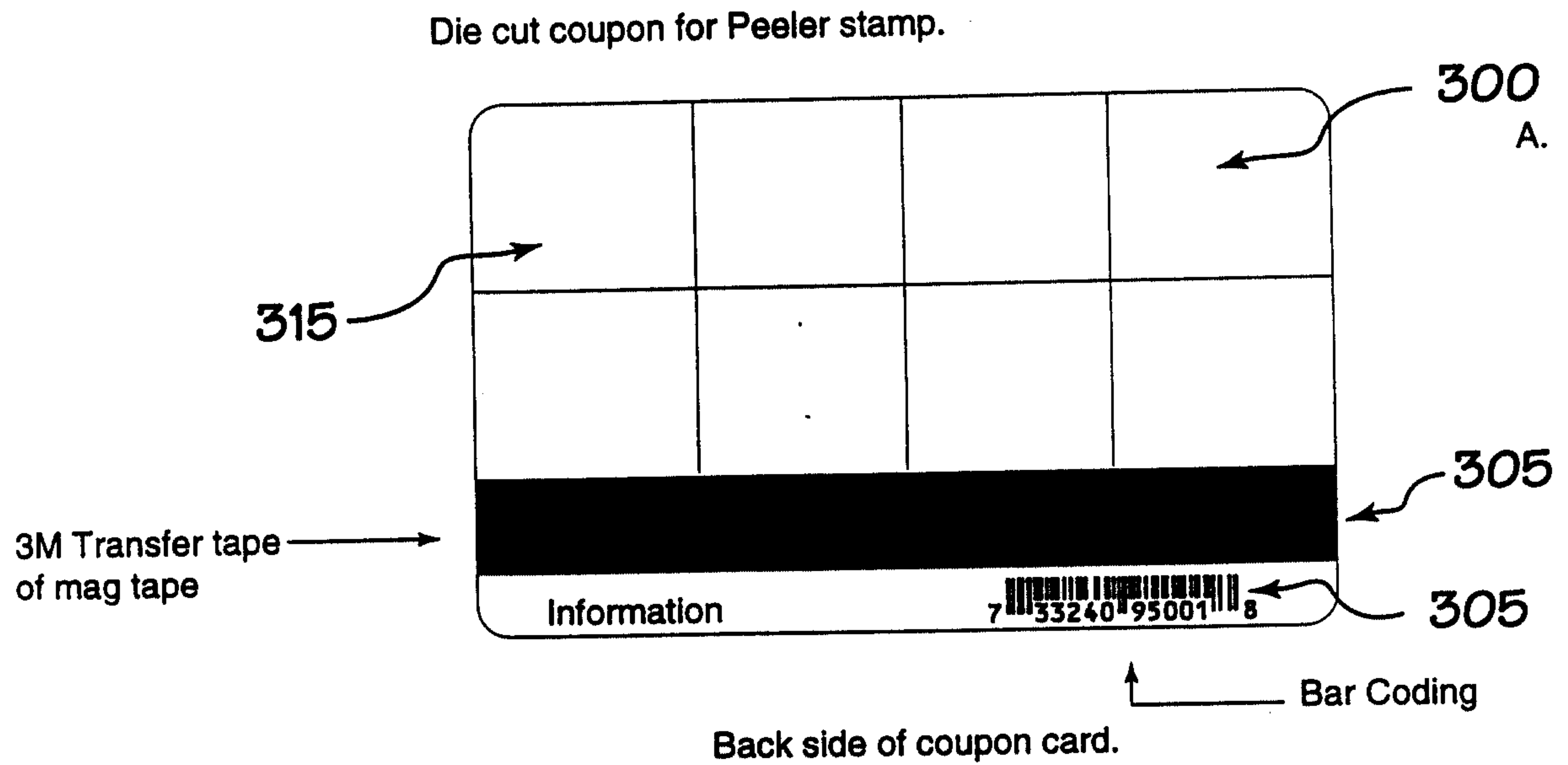


Fig. 22.

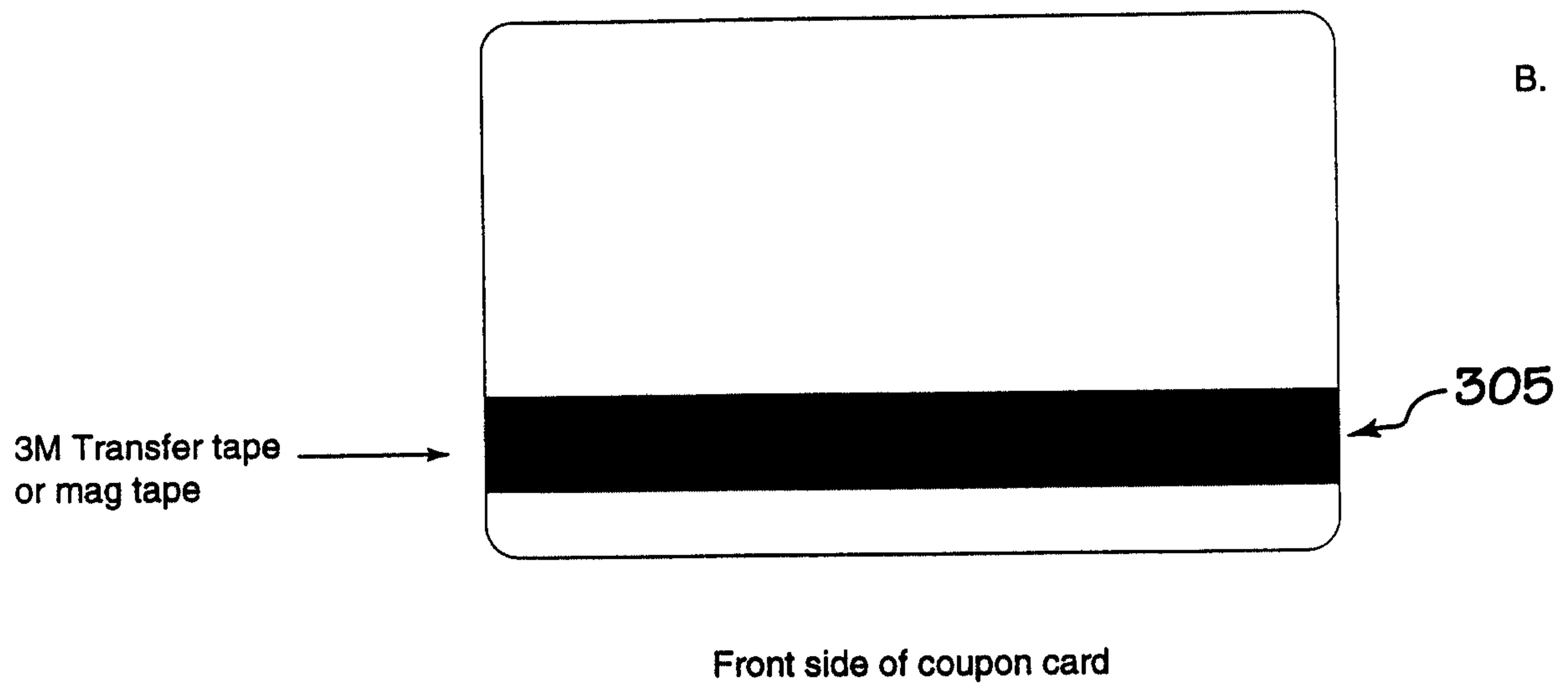
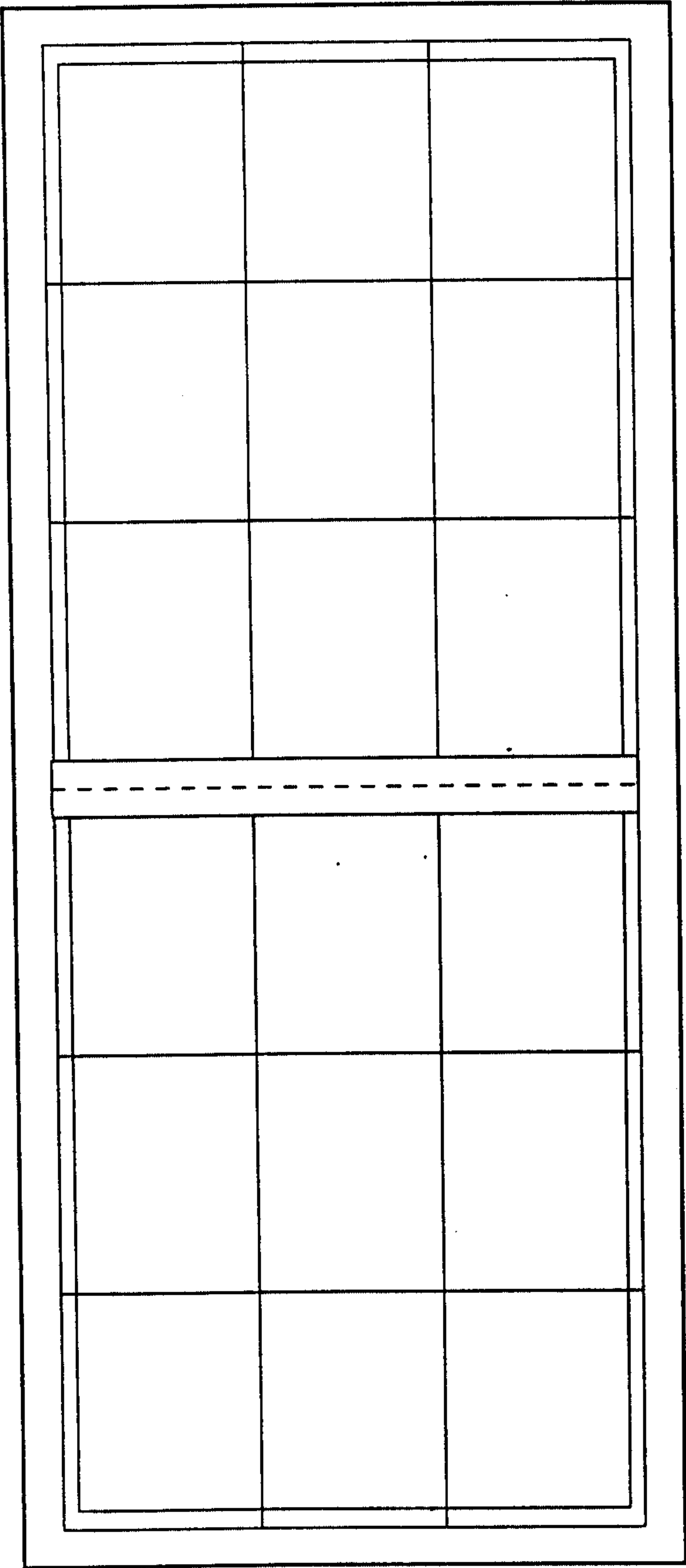


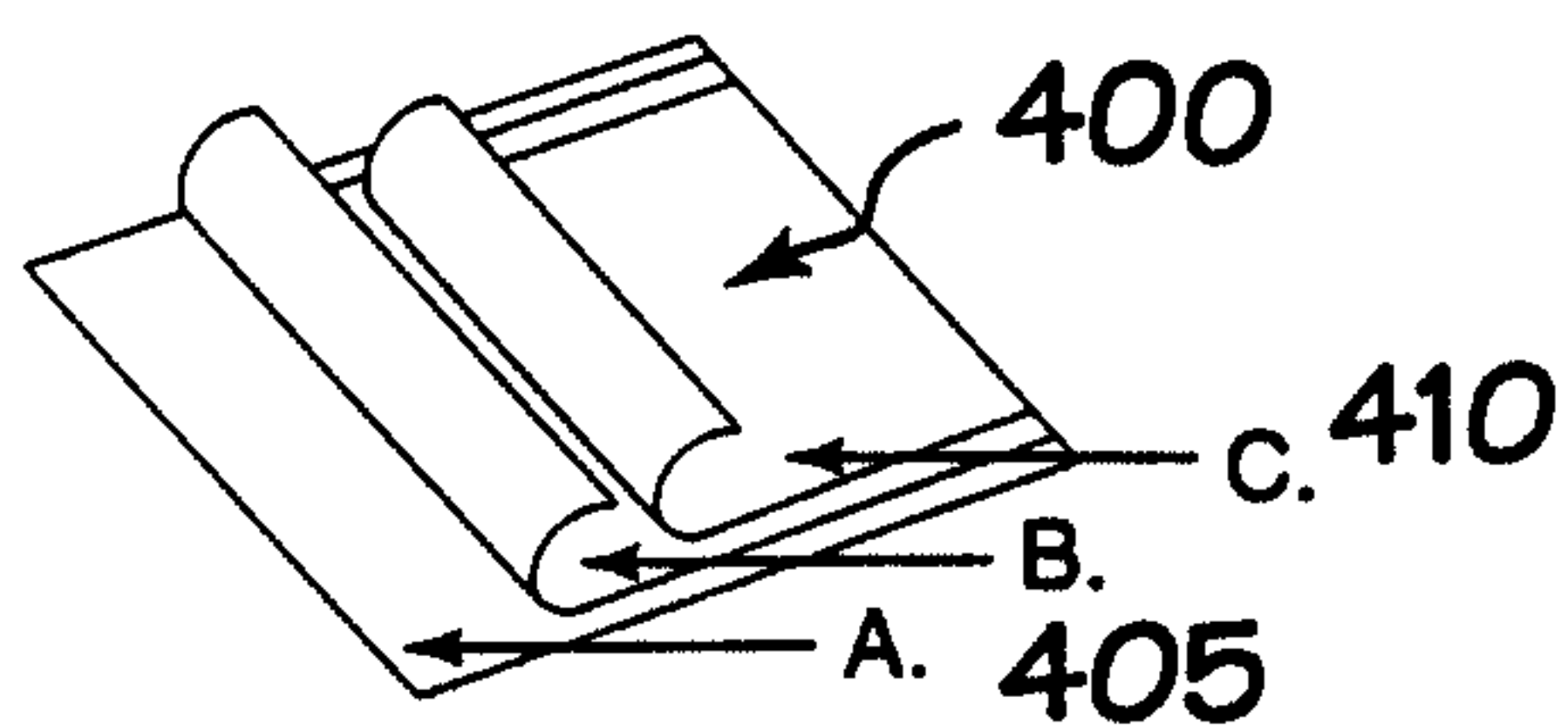
Fig. 23.



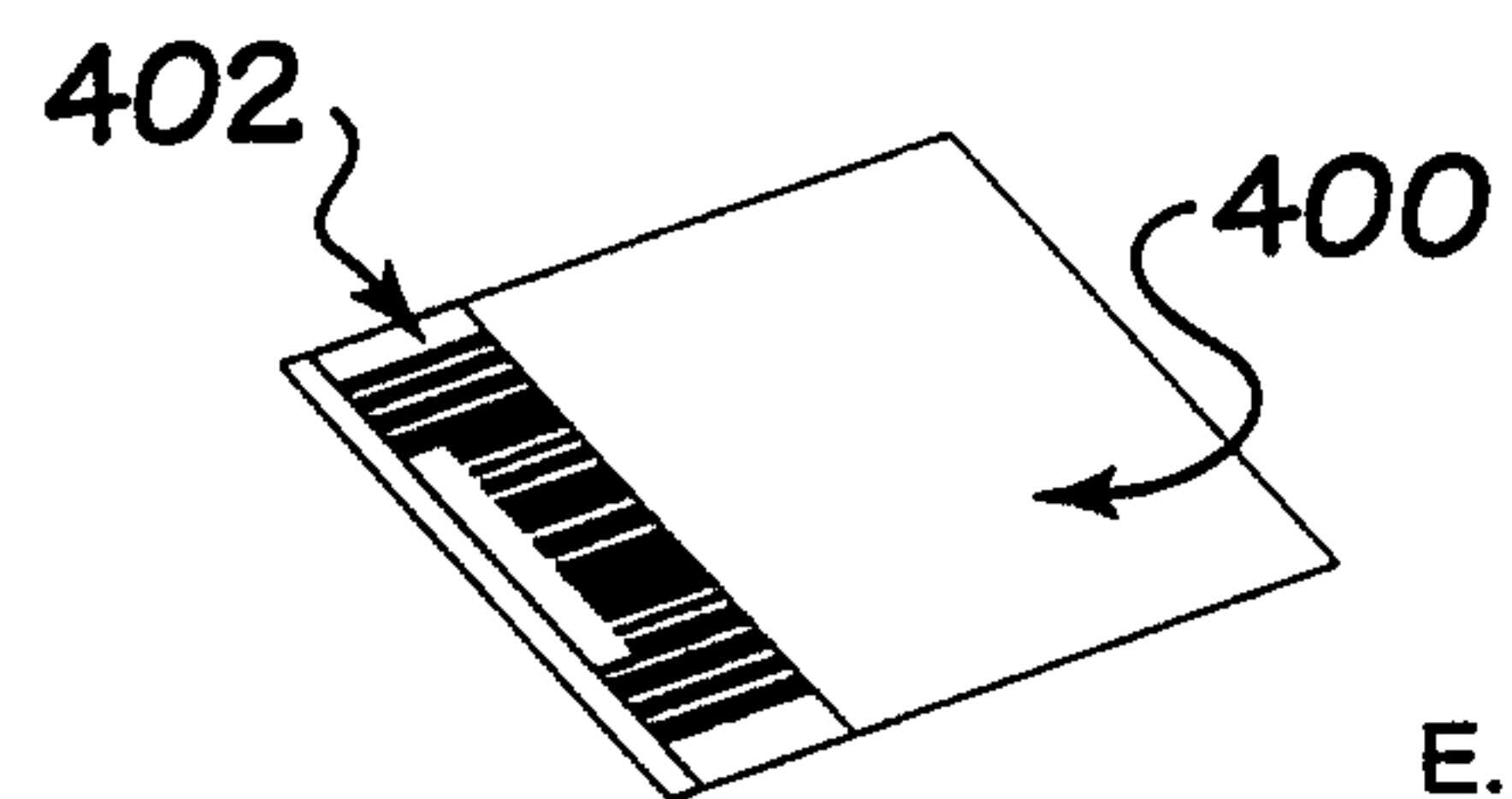
420 } Fig. 25.
400



Fig. 24.



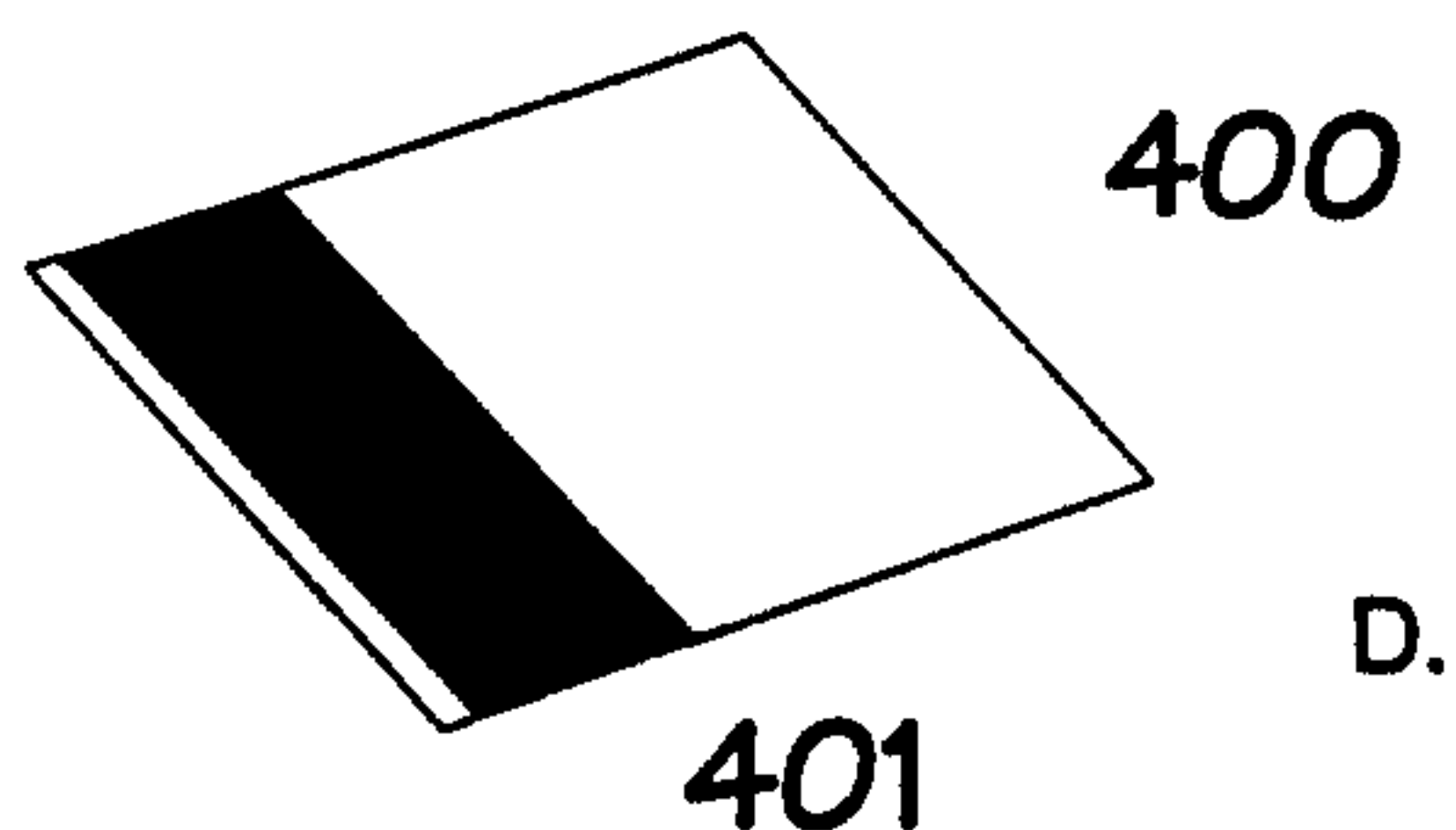
- A. Liner approximately .007"
 B. Removable release liner
 C. Top stamp or coupon



- Bar code tracking
 on E Stamp or coupon

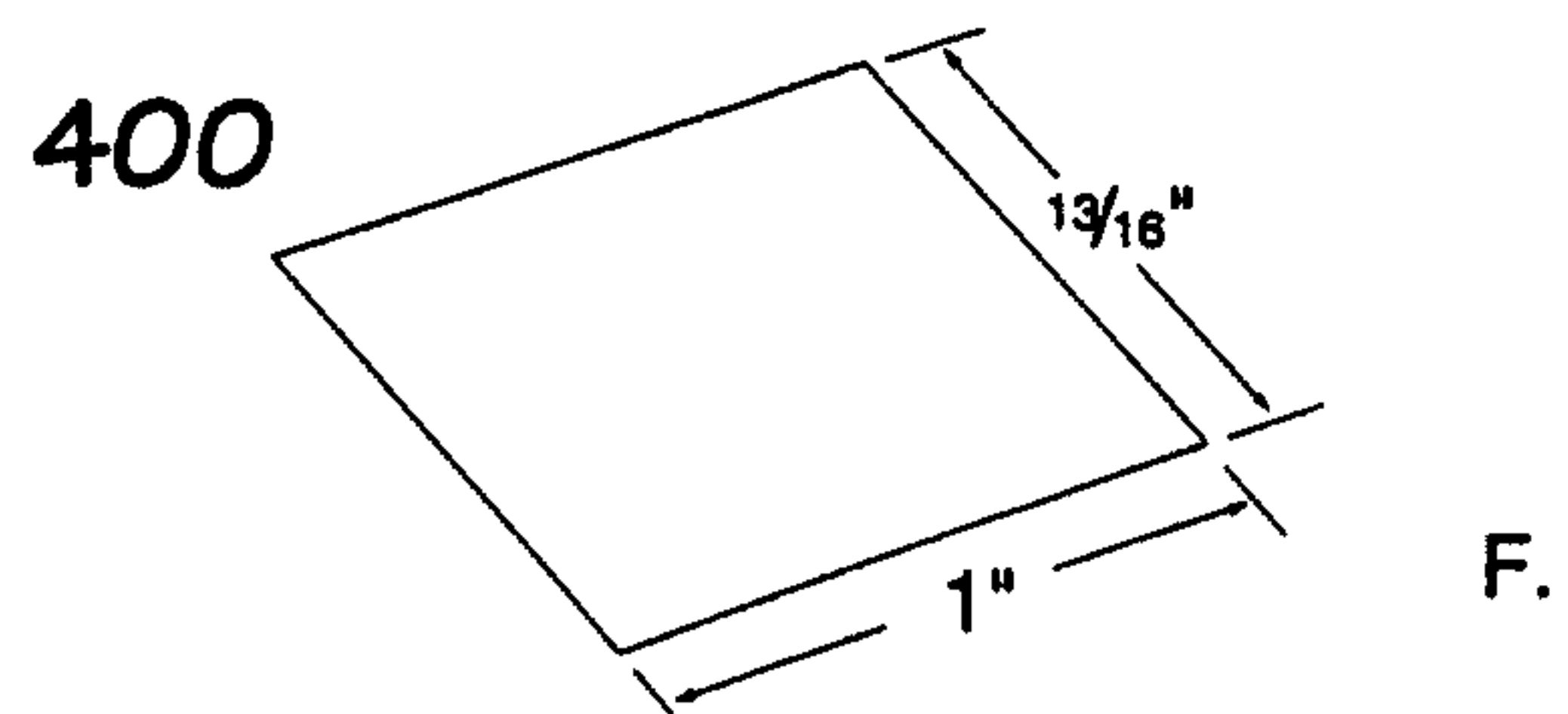
Fig. 26.

Fig. 27.



- 3M 315 84 98011 4811
 High coercivity transfer (mag.) tape
 made to cover paper

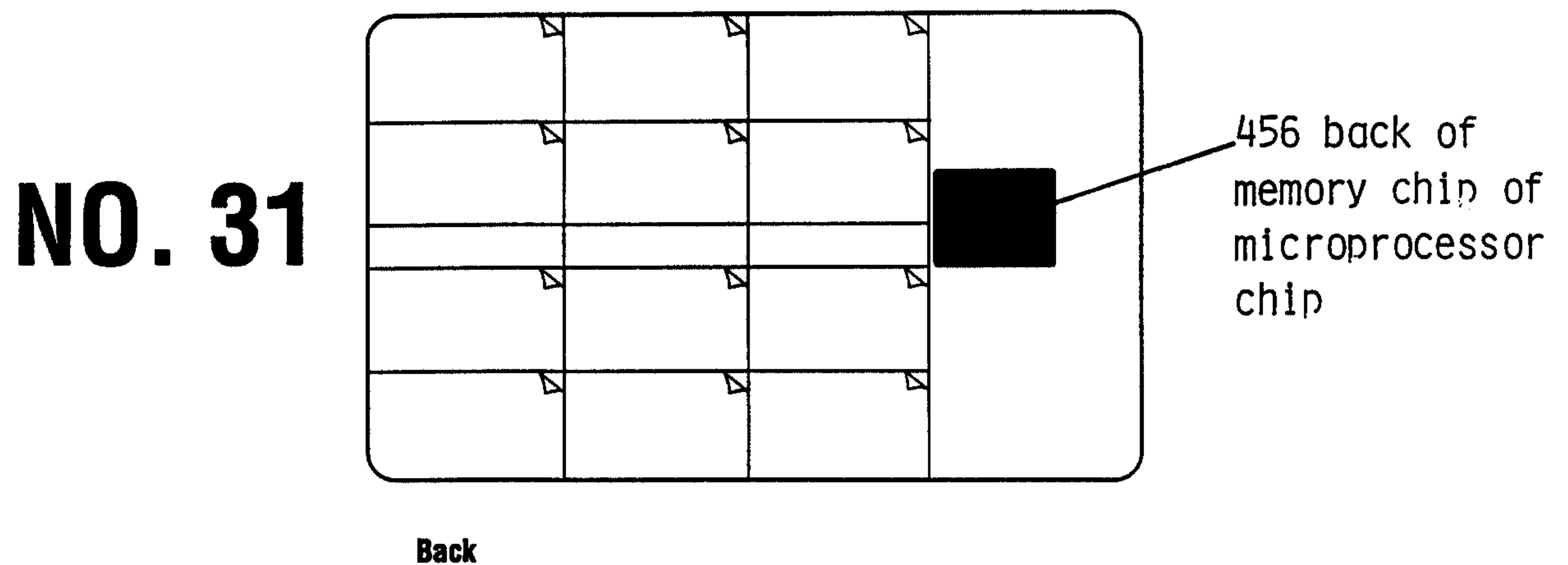
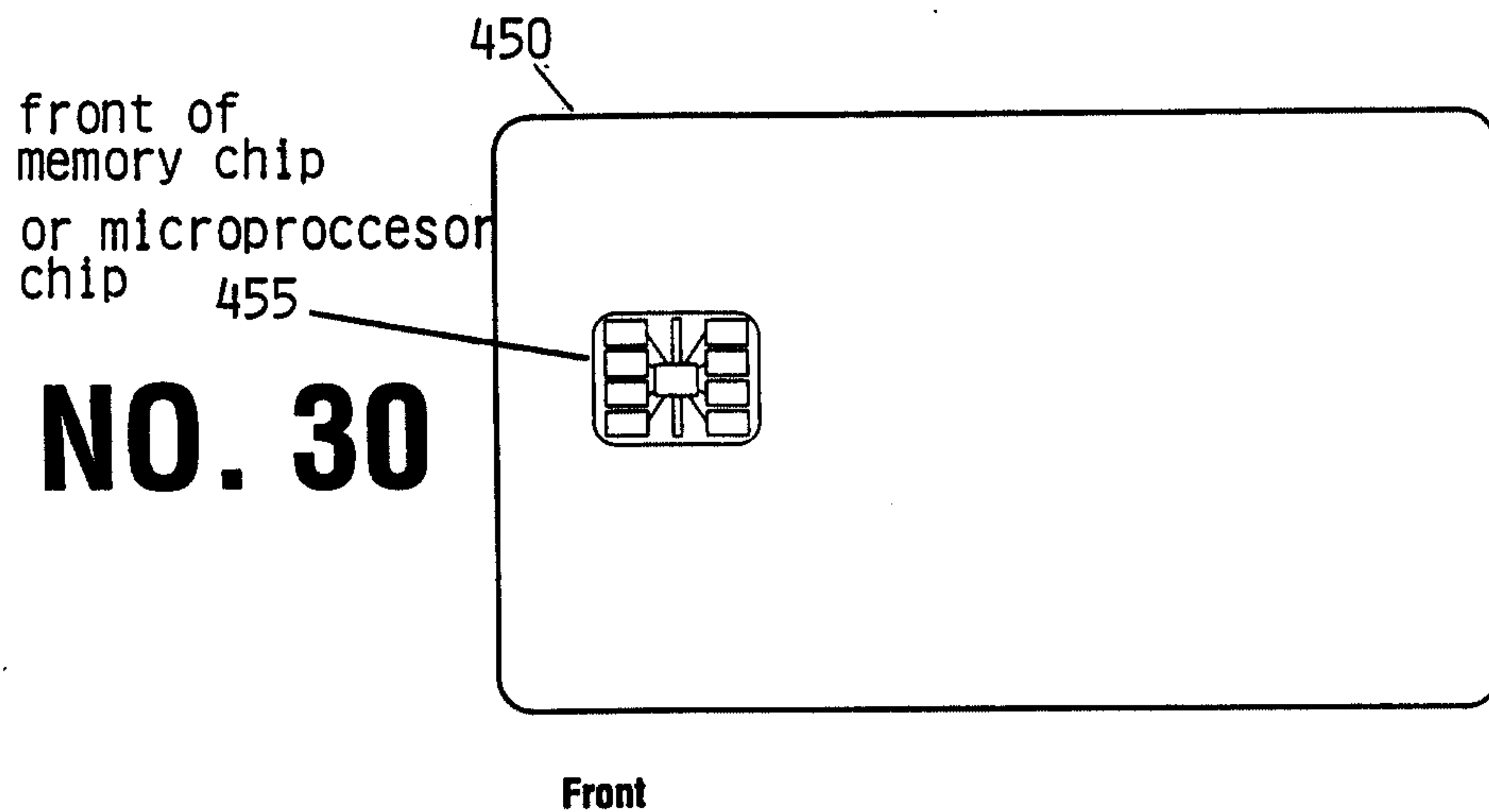
Fig. 28.



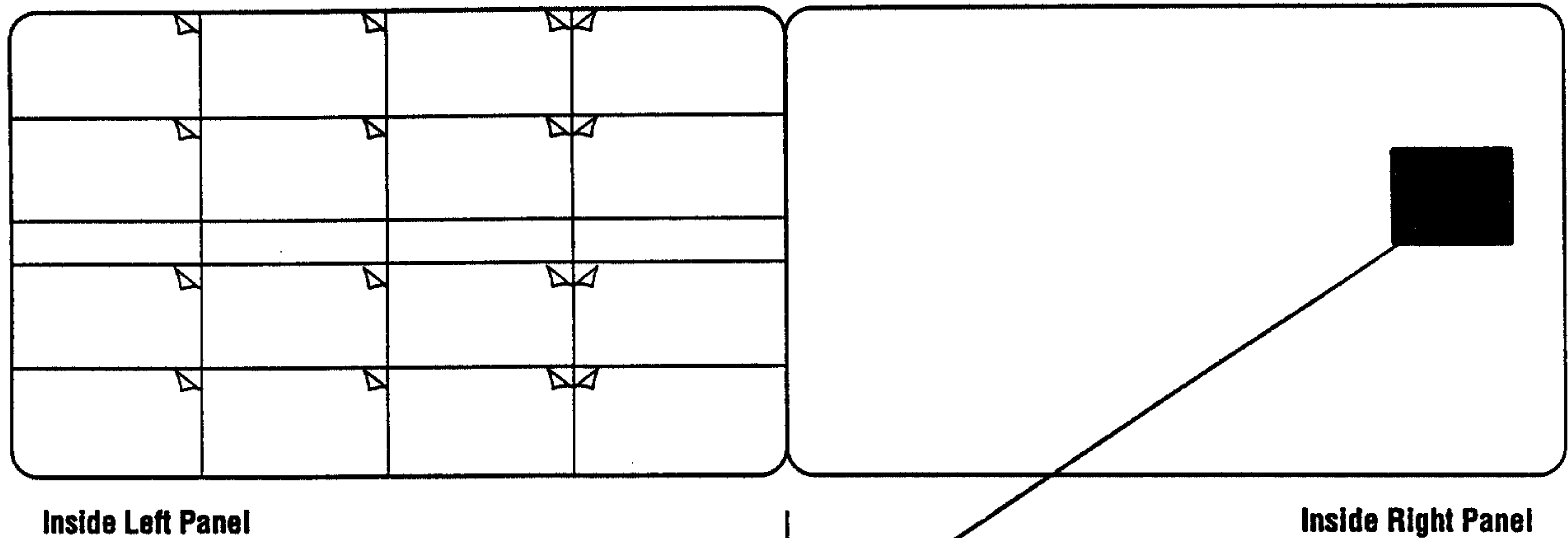
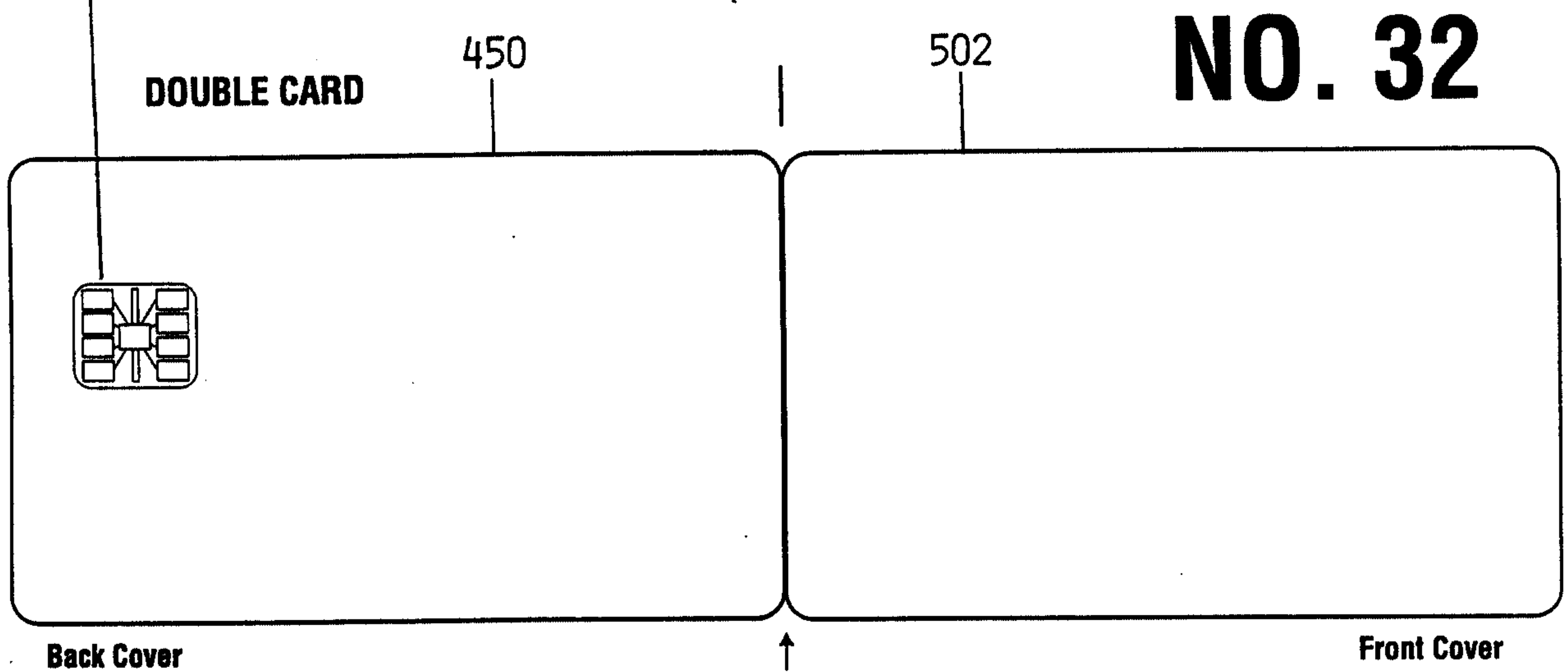
- Use as regular coupon

Fig. 29.

SINGLE CARD



front of memory chip or microprocessor chip 455



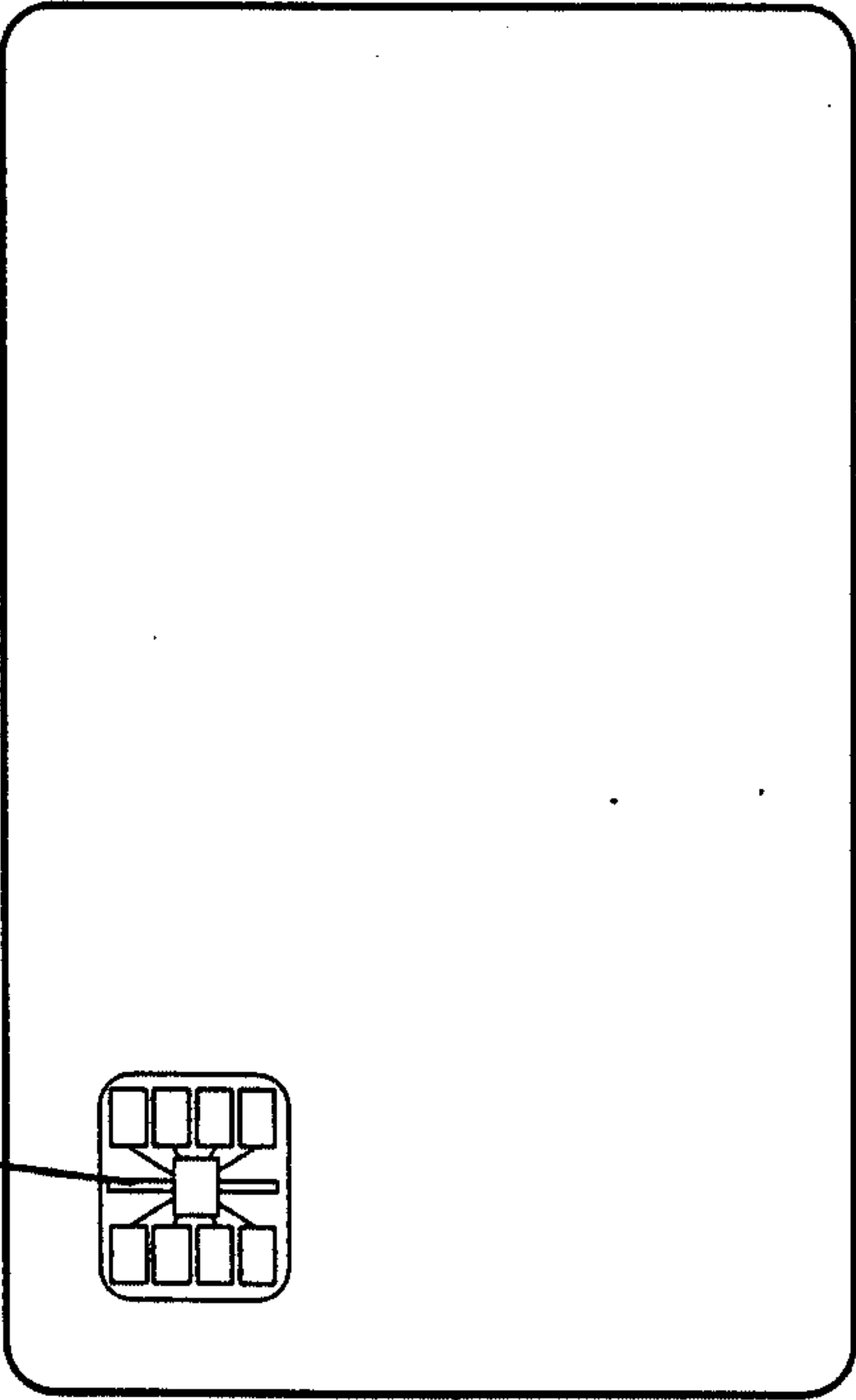
back of memory chip
or microprocessor chip

455 front of memory chip or microprocessor chip

For Private Use
And Security

450

NO. 34

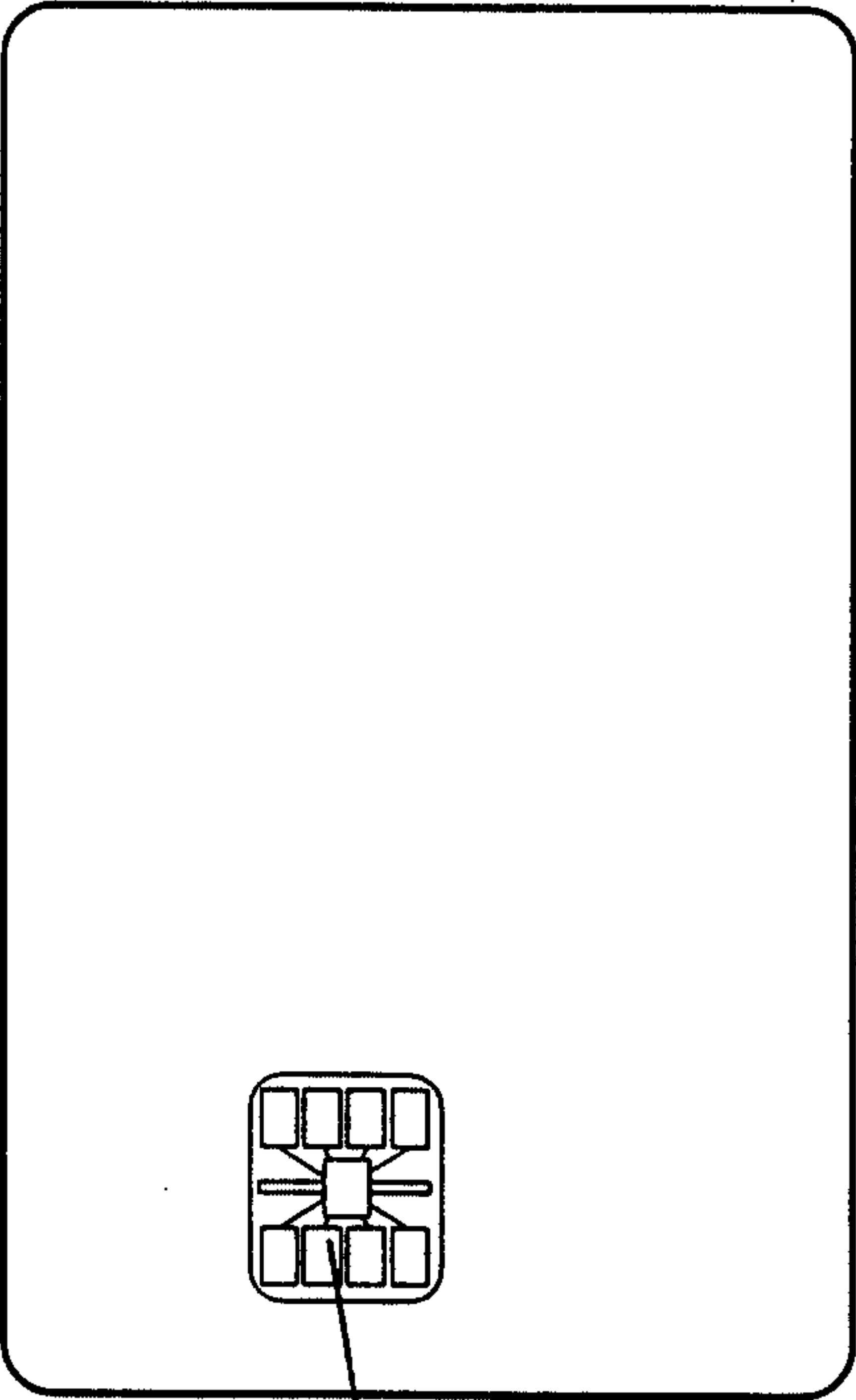


General Purpose
General Use

455

450

NO. 35

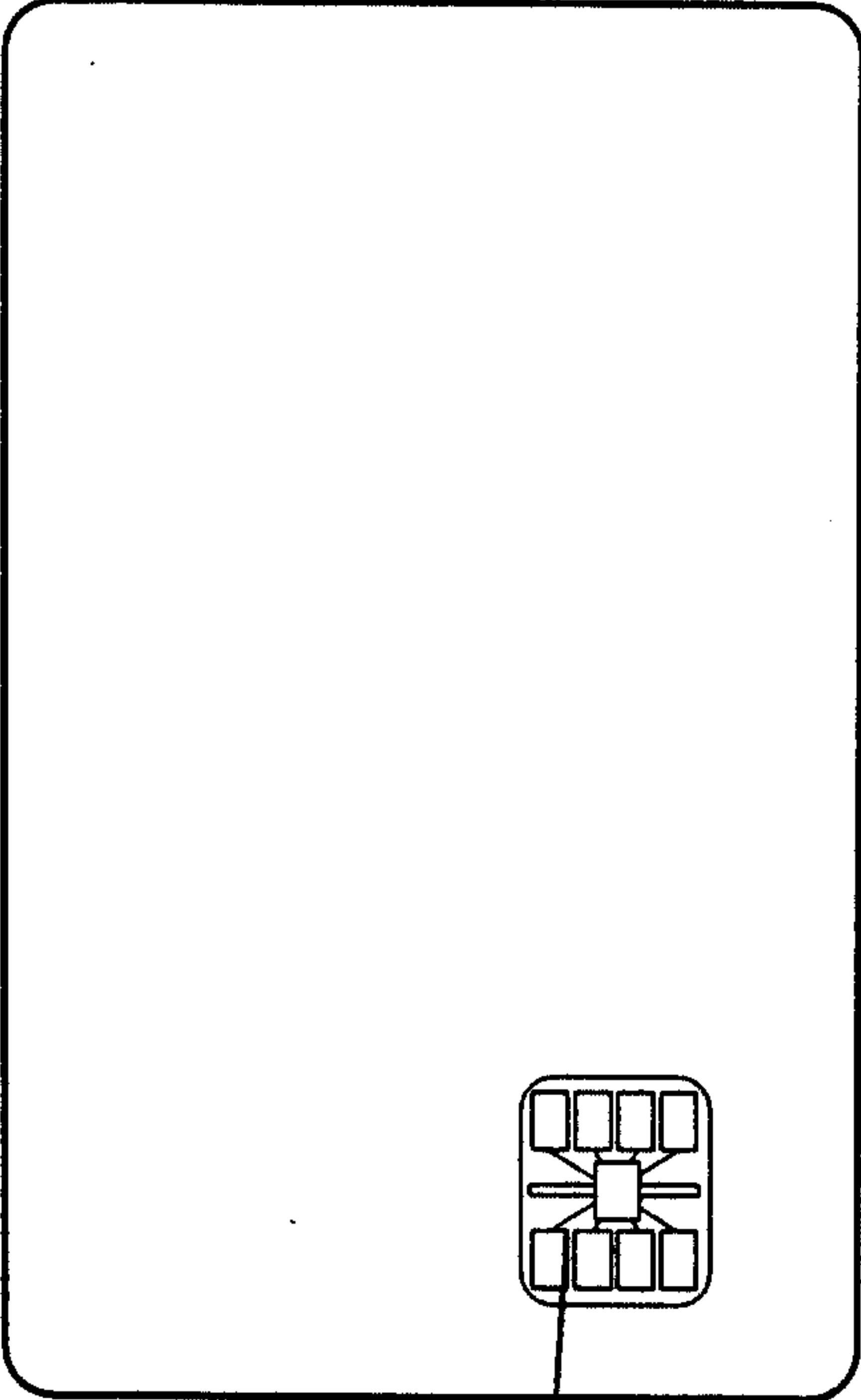


**For Private Use
And Security**

450

455

NO. 36

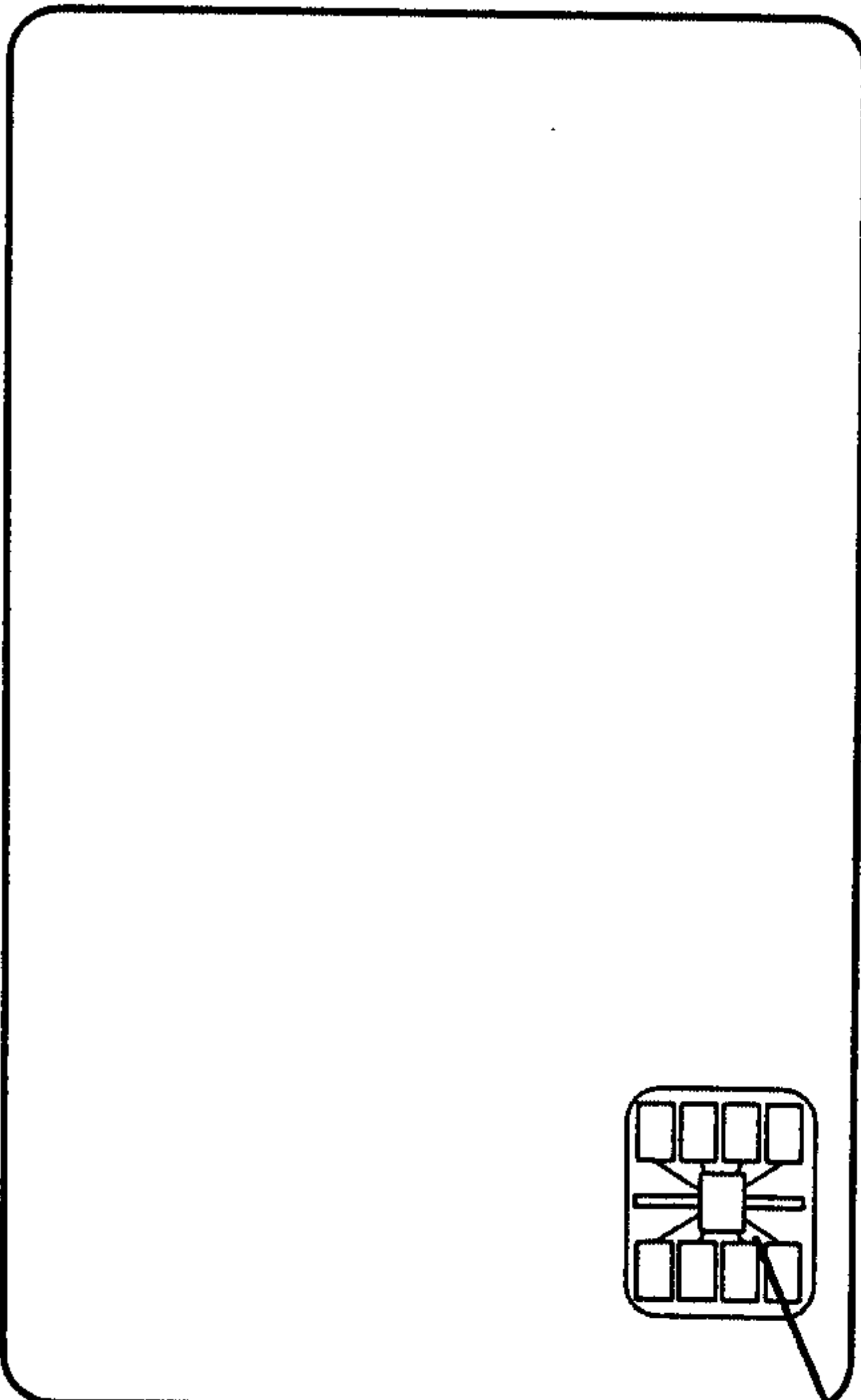


**For Private Use
And Security**

450

NO. 37

455

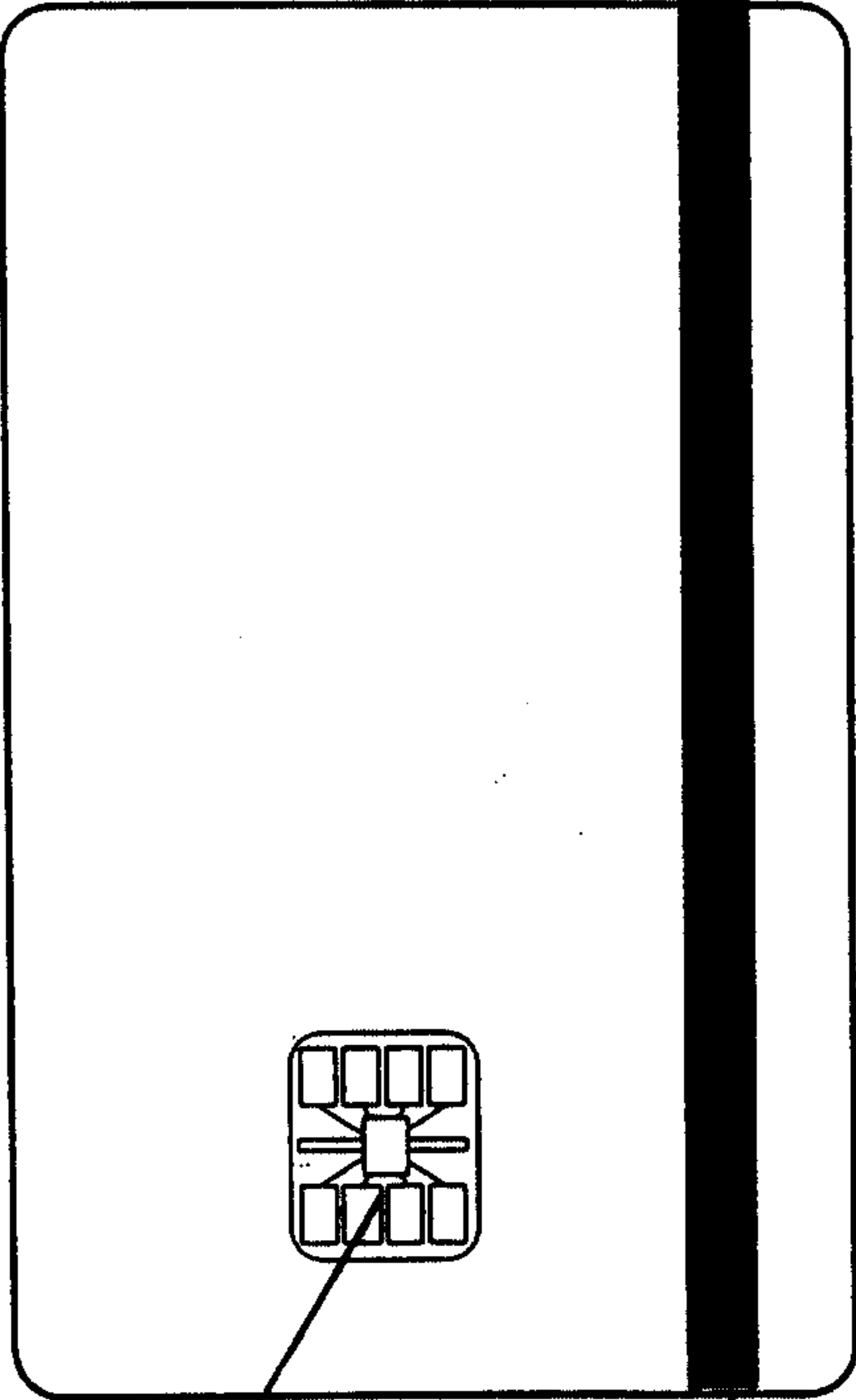


SINGLE CARD

455 front of memory chip or microprocessor chip

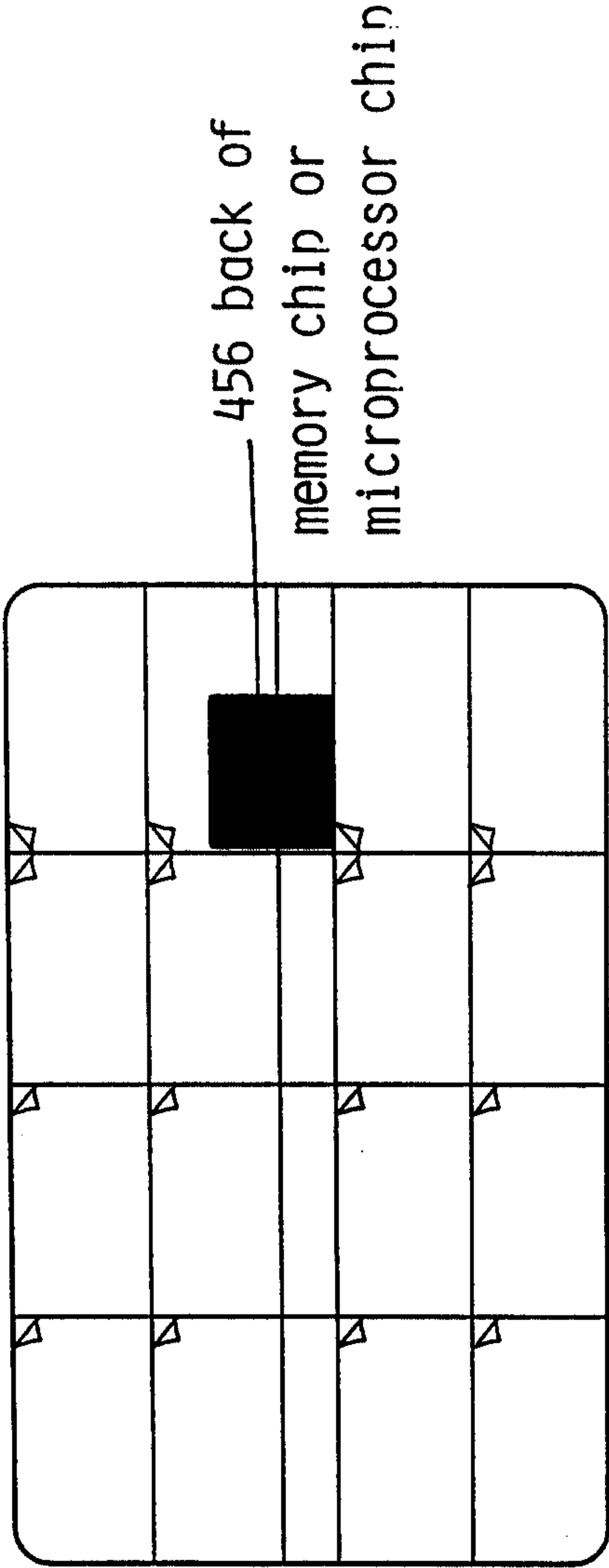
NO. 38

magnetic
strip



Front

NO. 39



Back

NO. 40

