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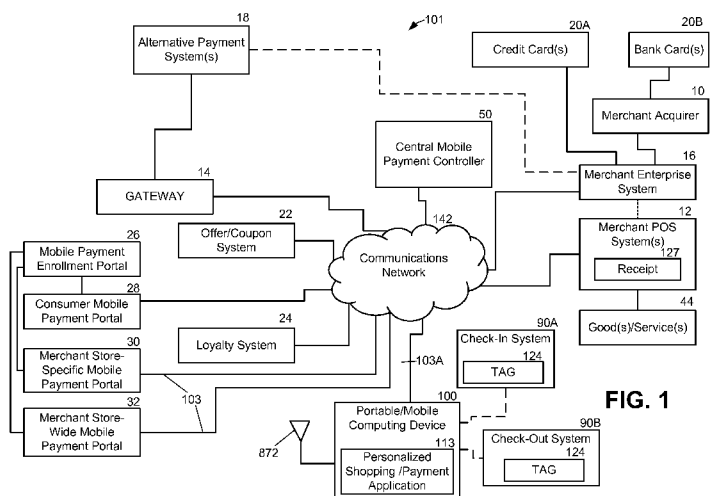


FIG. 1

(57) Abstract: A system and method for providing a personalized shopping experience with a portable computing device (PCD) are described. The system and method may include checking-in PCD consumers upon entering an establishment of a merchant. The checking-in of the PCD consumer may include verifying credentials for gaining access to a central mobile payment controller and receiving a merchant identifier corresponding to a merchant from a computer communications network. Next, a scan of a machine-readable code associated with at least one of a good and a service may be received. Information associated with the machine-readable code may be retrieved from a database. Subsequently, a personalized price for the at least one good or service may be determined by applying one or more rules. The personalized price may be transmitted over a computer communications network to the portable computing device for display to the PCD consumer.

## INTERNATIONAL SEARCH REPORT

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International application No.

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## A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06Q 30/06 (2013.01)

USPC - 235/383

According to International Patent Classification (IPC) or to both national classification and IPC

## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC(8) - G06Q 20/34, 30/02, 30/06 (2013.01)

USPC - 235/383; 705/14.1, 14.23-14.25, 14.38, 16, 26.7

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

CPC - G06Q 30/00, 30/02 (2013.01)

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

Orbit, Google Patents, Google

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 5,424,524 A (RUPPERT et al) 13 June 1995 (13.06.1995) entire document	1-40
Y	US 2011/0029364 A1 (ROEDING et al) 03 February 2011 (03.02.2011) entire document	1-40
Y	US 2002/0062249 A1 (IANNACCI) 23 May 2002 (23.05.2002) entire document	8-10, 18-20, 28-30, 38-40
A	US 6,179,206 B1 (MATSUMORI) 30 January 2001 (30.01.2001) entire document	1-40
A	US 2005/0040230 A1 (SWARTZ et al) 24 February 2005 (24.02.2005) entire document	1-40
A	US 2011/0246306 A1 (BLACKHURST et al) 06 October 2011 (06.10.2011) entire document	1-40

 Further documents are listed in the continuation of Box C.

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