US012393809B2

(12) **United States Patent**
Crisp

(10) **Patent No.: US 12,393,809 B2**
(45) **Date of Patent: *Aug. 19, 2025**

(54) **SYSTEM LINKED ITEM INCLUDING READABLE CODE**

(71) Applicant: **Jackson L. Crisp**, Moorcroft, WY (US)

(72) Inventor: **Jackson L. Crisp**, Moorcroft, WY (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

This patent is subject to a terminal disclaimer.

(21) Appl. No.: **18/923,682**

(22) Filed: **Oct. 23, 2024**

(65) **Prior Publication Data**

US 2025/0068873 A1 Feb. 27, 2025

Related U.S. Application Data

(63) Continuation of application No. 18/777,185, filed on Jul. 18, 2024, now Pat. No. 12,164,983, which is a (Continued)

(51) **Int. Cl.**
G06K 15/02 (2006.01)
G06Q 30/0241 (2023.01)
(Continued)

(52) **U.S. Cl.**
CPC ***G06K 15/18*** (2013.01); ***G06Q 30/0276*** (2013.01); ***G09F 3/02*** (2013.01);
(Continued)

(58) **Field of Classification Search**
CPC H04N 1/00129; H04N 1/00204; H04N 1/00244; H04N 1/00281; H04N 1/00307;
(Continued)

(56) **References Cited**

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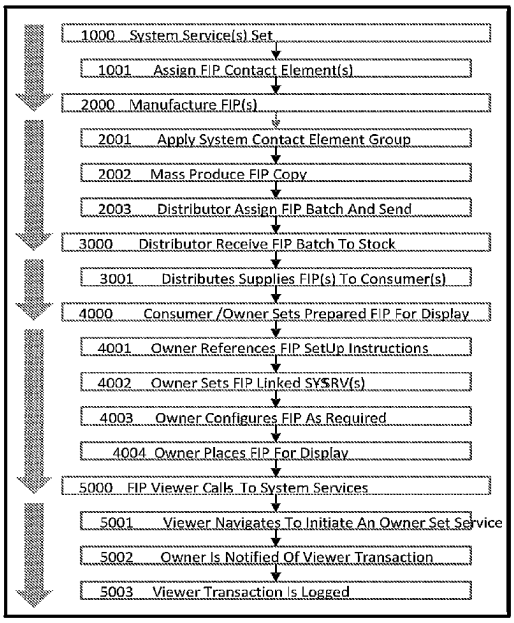
Primary Examiner — Scott A Rogers
(74) *Attorney, Agent, or Firm* — Newman Law, LLC

(57) **ABSTRACT**

An information product or item, such as a for sale sign, can be configured with contact information and/or elements that link the information product to a networked system and related services (with the product being called a for information product or FIP in the description). These services can make available applications such as phone and web application that can be helpful in providing an additional mechanism/electronic media as it relates to the FIP and/or any FIP related product/object/item. These services may aid someone to whom the FIP belongs in fielding, FIP related, viewer inquires while providing the FIP viewer with more options, upon making requests to said system services. The FIP may make available linked application system services to viewers of the FIP, which may belong to someone who does not know how to link such services in other ways.

22 Claims, 39 Drawing Sheets



Related U.S. Application Data

continuation of application No. 18/363,696, filed on Aug. 1, 2023, now Pat. No. 12,093,760, which is a continuation of application No. 18/169,777, filed on Feb. 15, 2023, now Pat. No. 11,783,147, which is a continuation of application No. 17/492,464, filed on Oct. 1, 2021, now Pat. No. 11,630,976, which is a continuation of application No. 17/063,653, filed on Oct. 5, 2020, now Pat. No. 11,164,054, which is a continuation of application No. 16/717,365, filed on Dec. 17, 2019, now abandoned, which is a continuation of application No. 13/652,446, filed on Oct. 15, 2012, now Pat. No. 10,552,715.

(60) Provisional application No. 61/589,387, filed on Jan. 22, 2012, provisional application No. 61/632,397, filed on Oct. 15, 2011.

(51) **Int. Cl.**

G09F 3/00	(2006.01)
G09F 3/02	(2006.01)
G09F 3/10	(2006.01)
G09F 23/00	(2006.01)

(52) **U.S. Cl.**
CPC ***G09F 3/0297*** (2013.01); ***G09F 3/10*** (2013.01); ***G09F 23/00*** (2013.01); *G09F 2003/0201* (2013.01)

(58) **Field of Classification Search**
CPC H04N 1/00326; H04N 1/00328; H04N 1/00334; G06K 15/18; G06K 15/024; G09F 3/02–0295; G09F 2003/0201–0285; G09F 3/10; G09F 23/00; G09F 2023/0025; G06Q 30/0276
See application file for complete search history.

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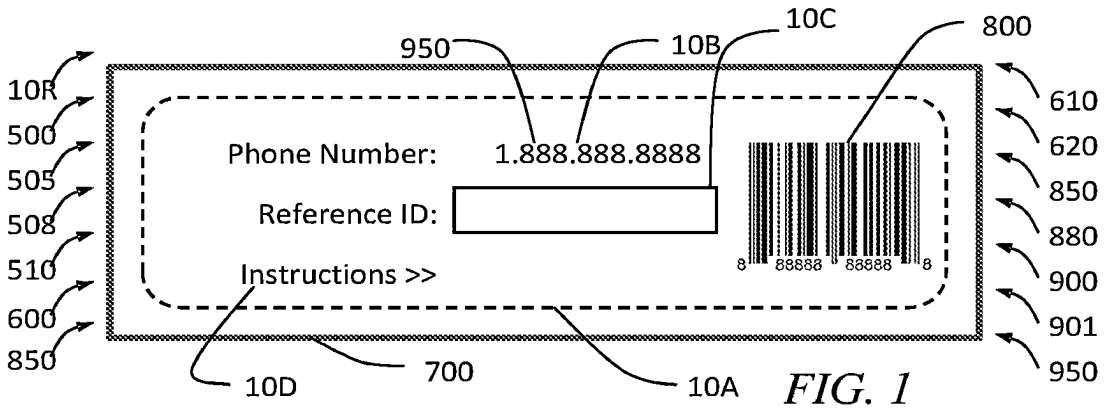
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508
510
600
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10B
10C
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610
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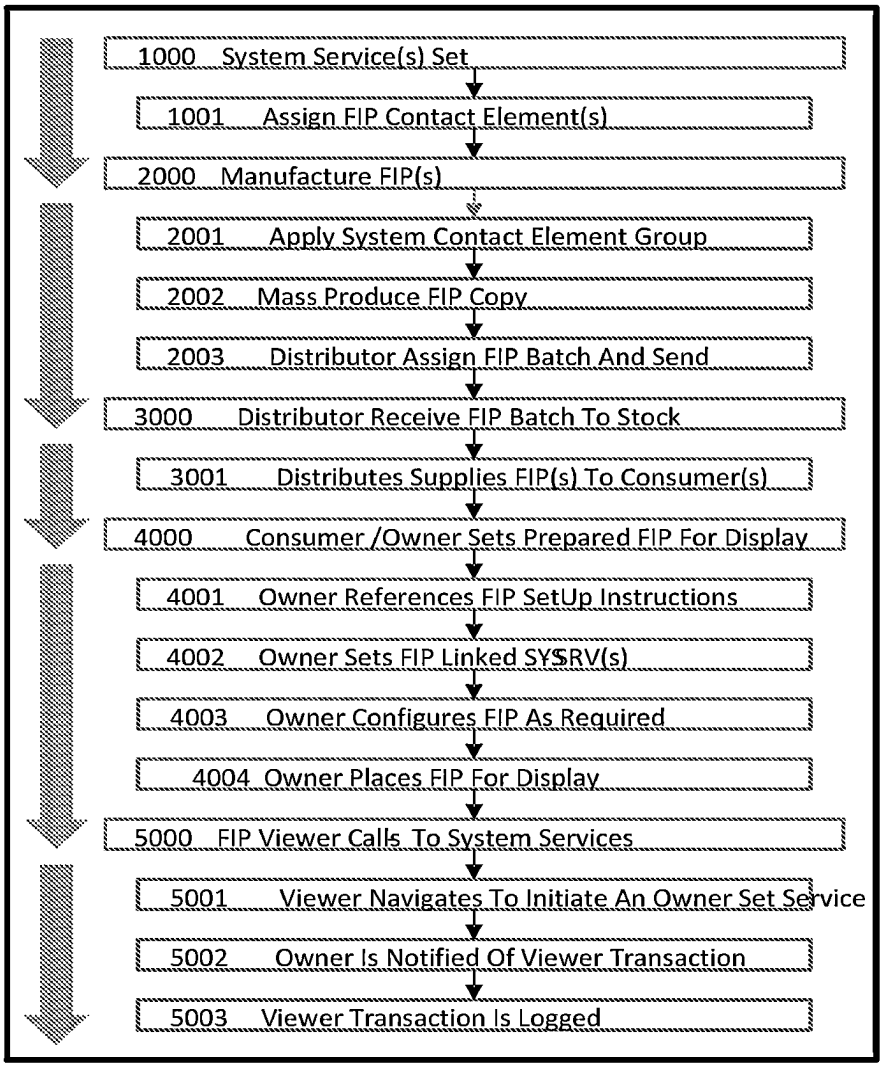
Reference ID:
Instructions >>
10D
700
10A

FIG. 1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1001 Assign FIP Contact Element(s)
2000 Manufacture FIP(s)
2001 Apply System Contact Element Group
2002 Mass Produce FIP Copy
2003 Distributor Assign FIP Batch And Send
3000 Distributor Receive FIP Batch To Stock
3001 Distributes Supplies FIP(s) To Consumer(s)
4000 Consumer /Owner Sets Prepared FIP For Display
4001 Owner References FIP SetUp Instructions
4002 Owner Sets FIP Linked SYSSRV(s)
4003 Owner Configures FIP As Required
4004 Owner Places FIP For Display
5000 FIP Viewer Calls To System Services
5001 Viewer Navigates To Initiate An Owner Set Service
5002 Owner Is Notified Of Viewer Transaction
5003 Viewer Transaction Is Logged

FIG. 2

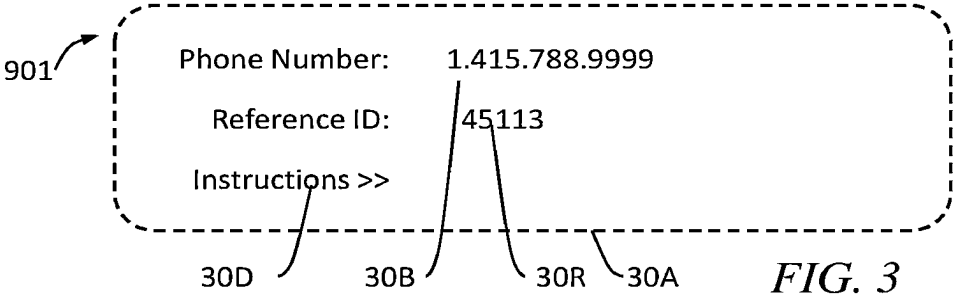


FIG. 3

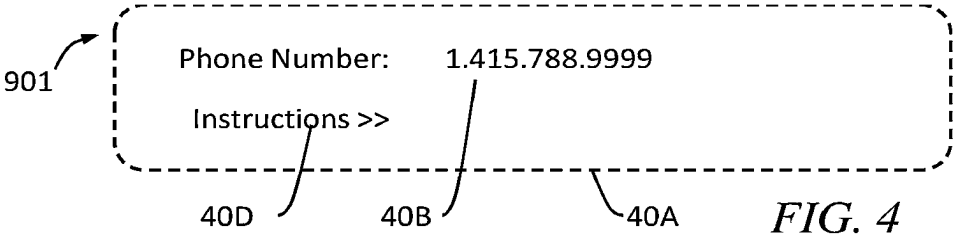


FIG. 4

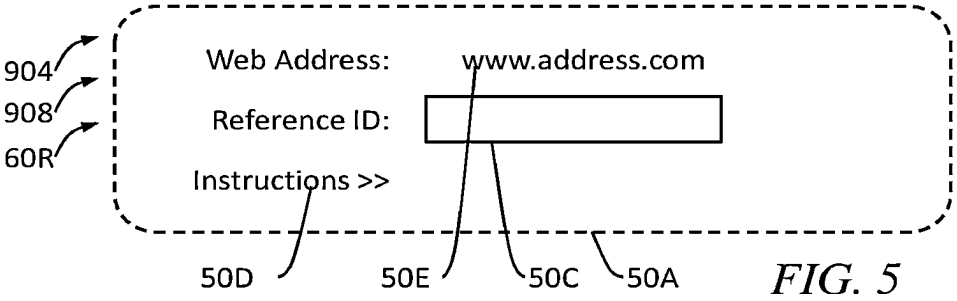


FIG. 5

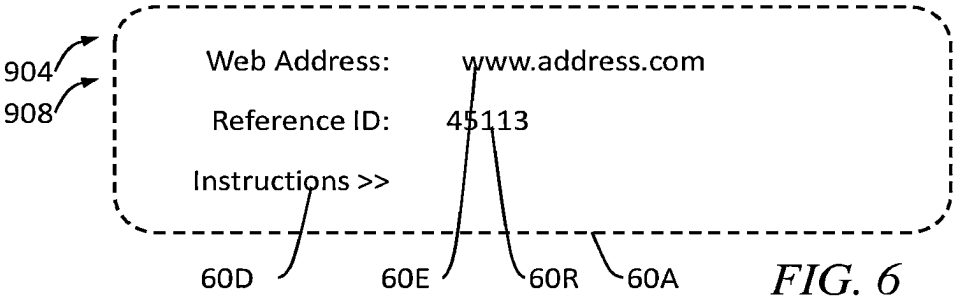


FIG. 6

FIG. 7

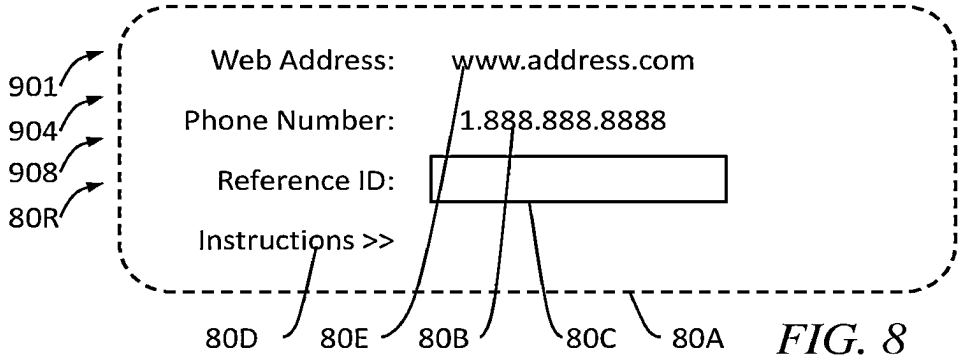


FIG. 8

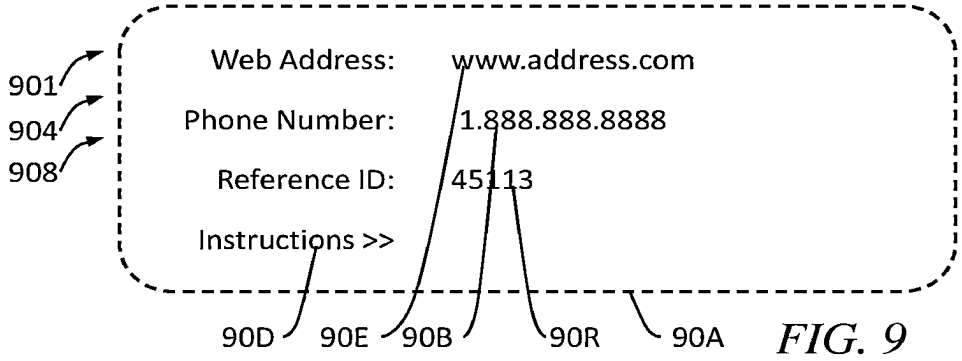
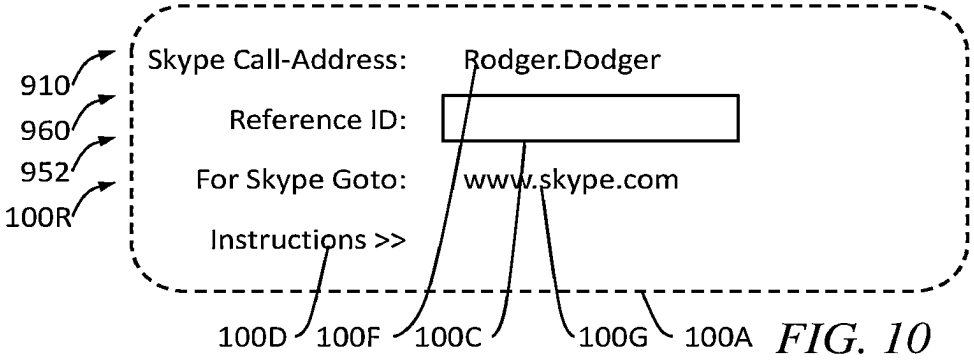


FIG. 9



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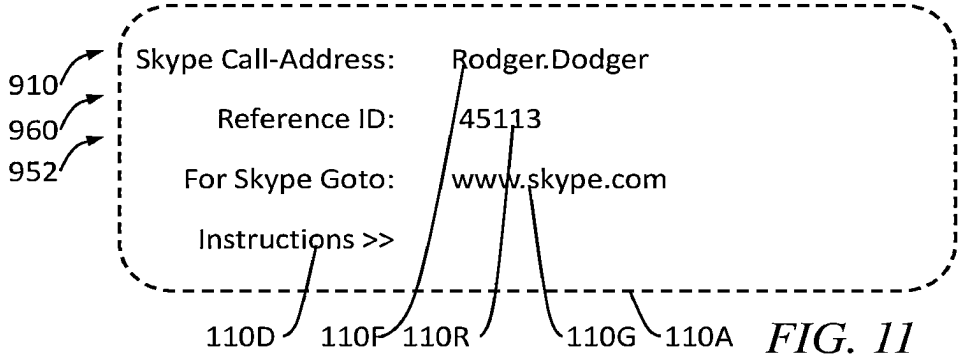

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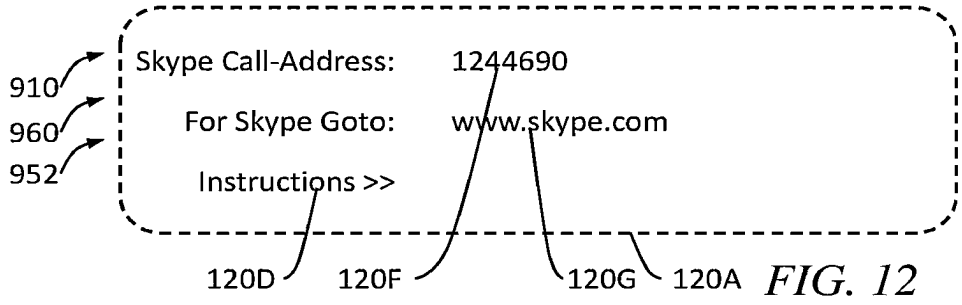

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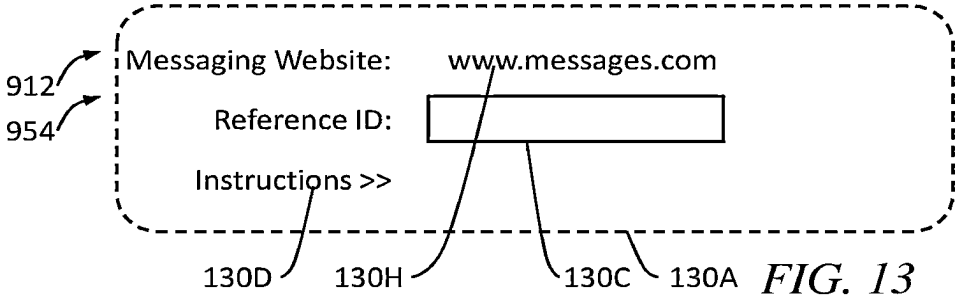
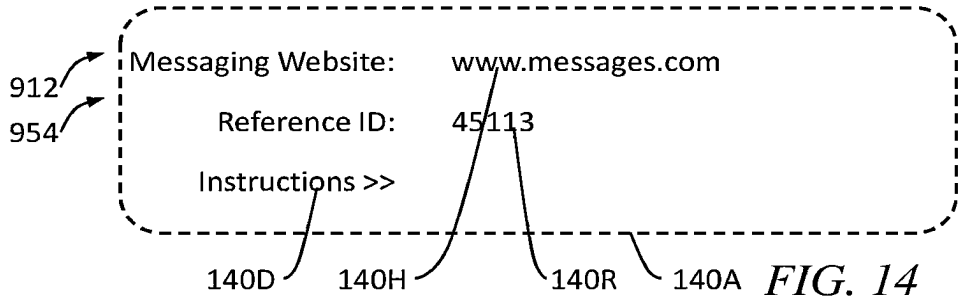


FIG. 13



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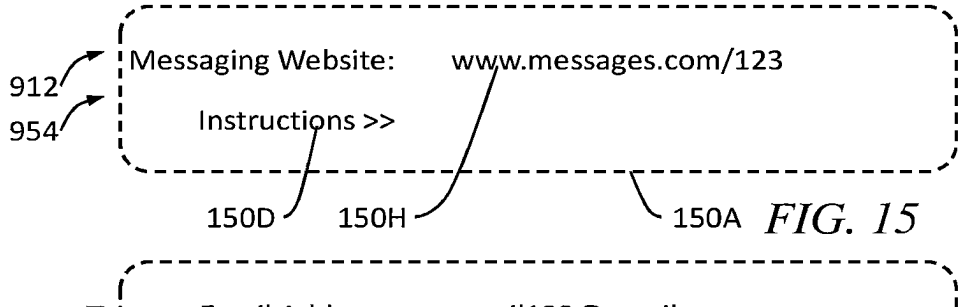

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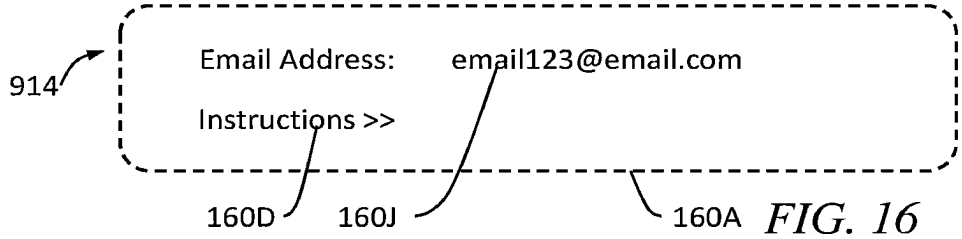

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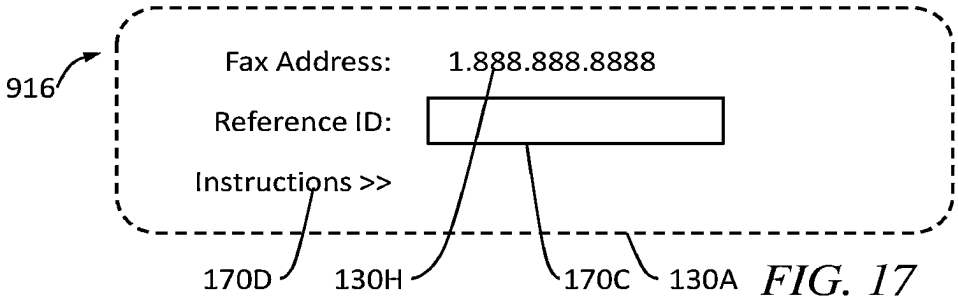


FIG. 17

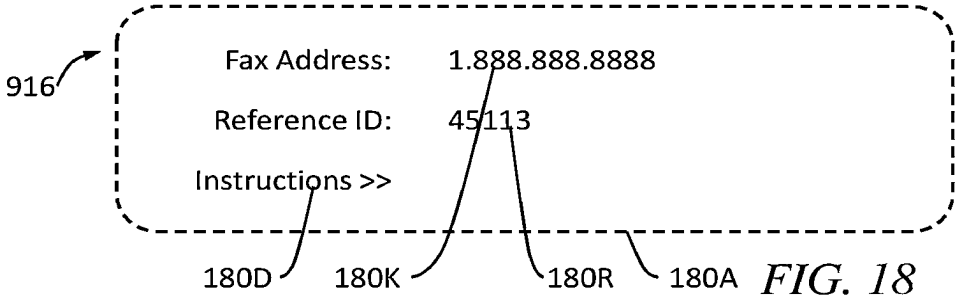


FIG. 18

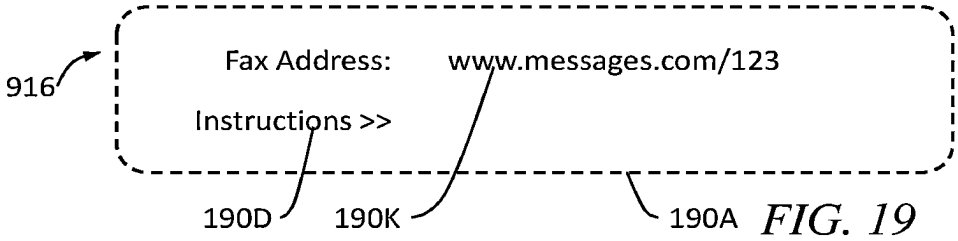
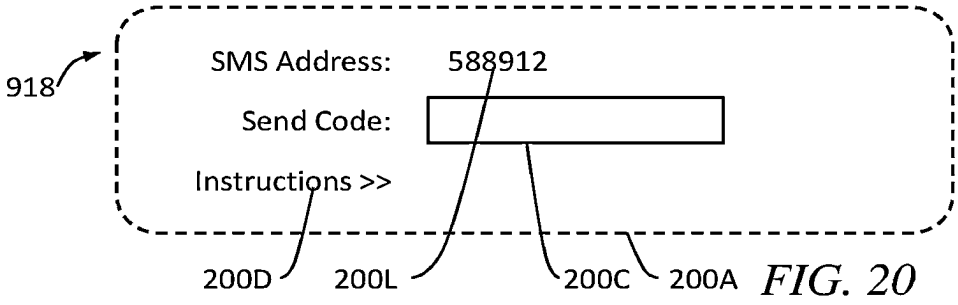


FIG. 19



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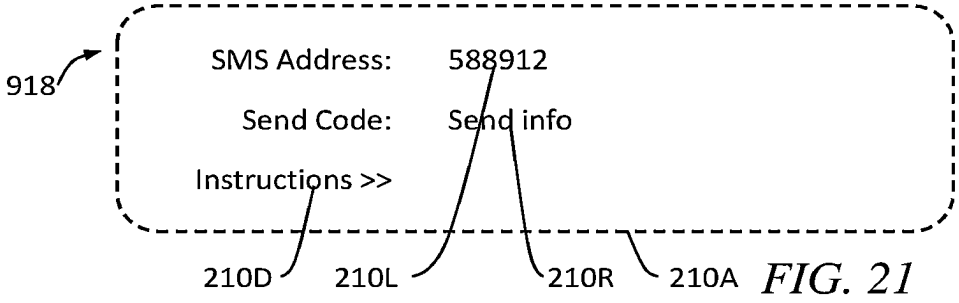

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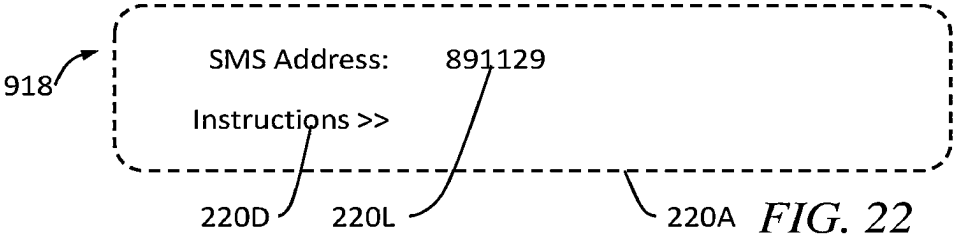

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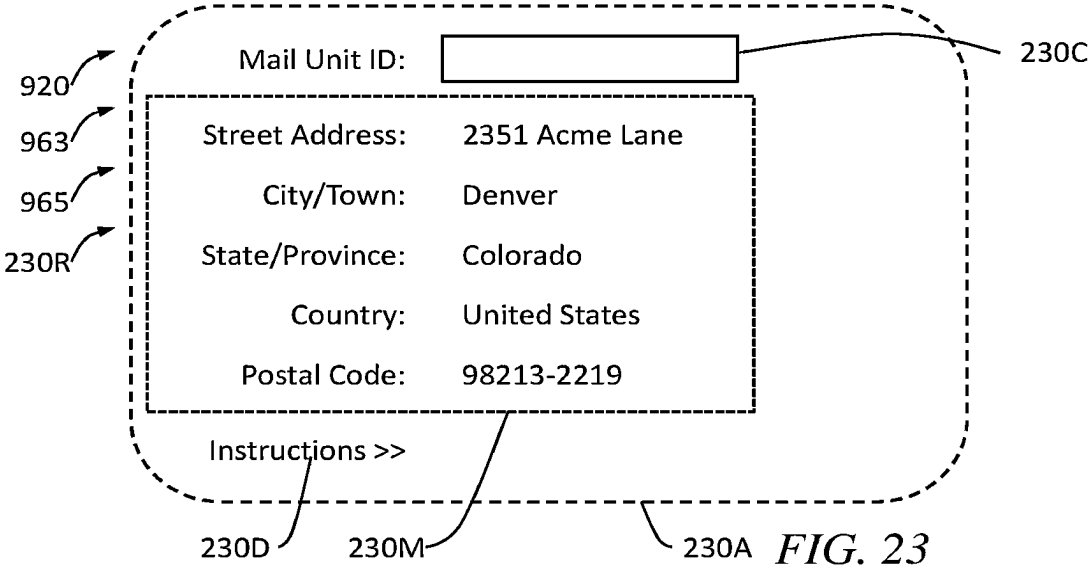


FIG. 23

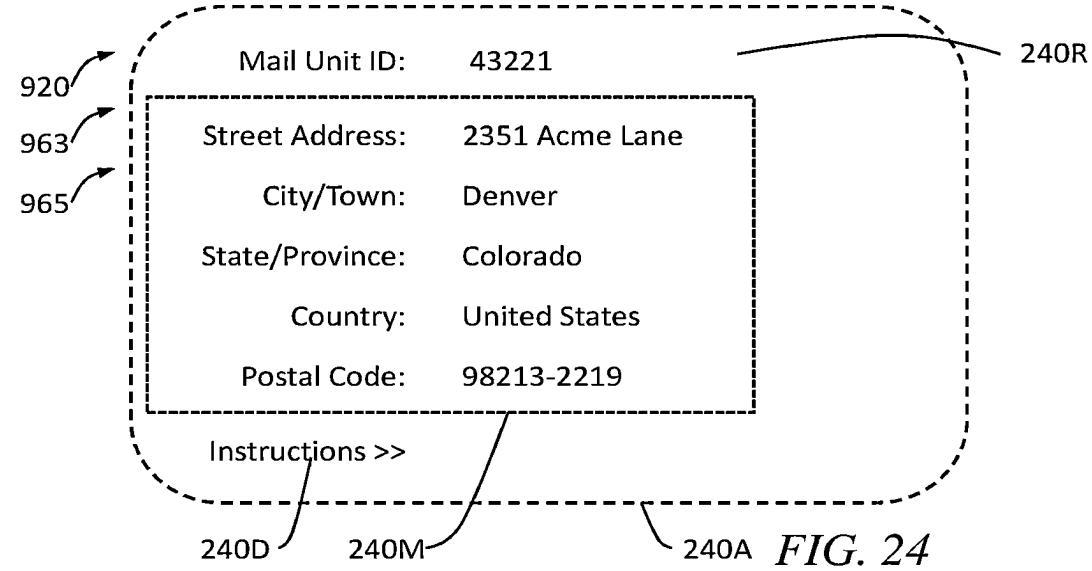
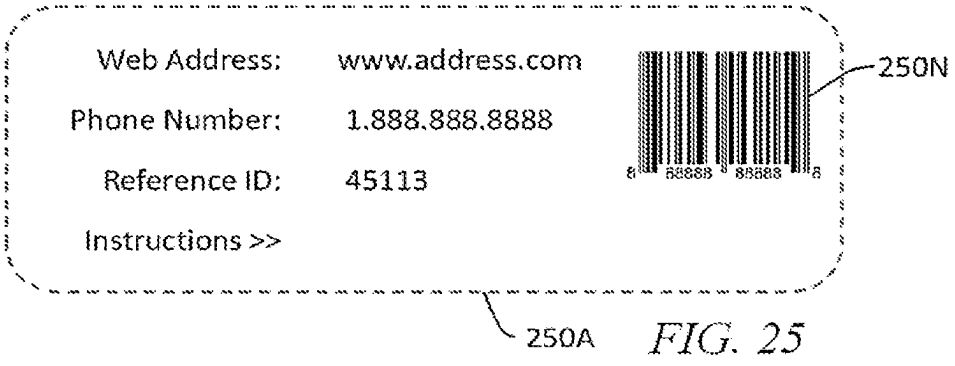


FIG. 24



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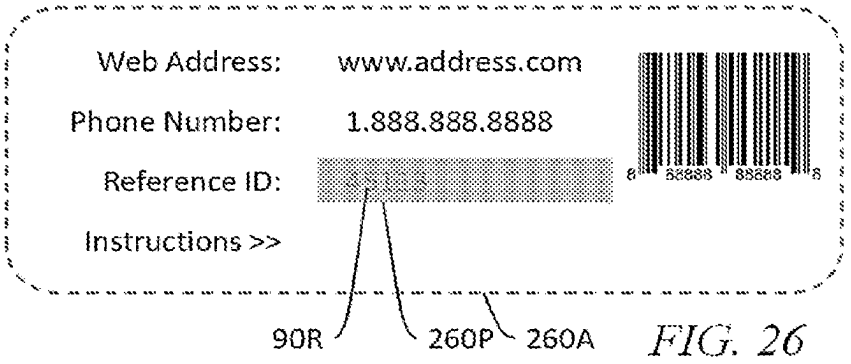
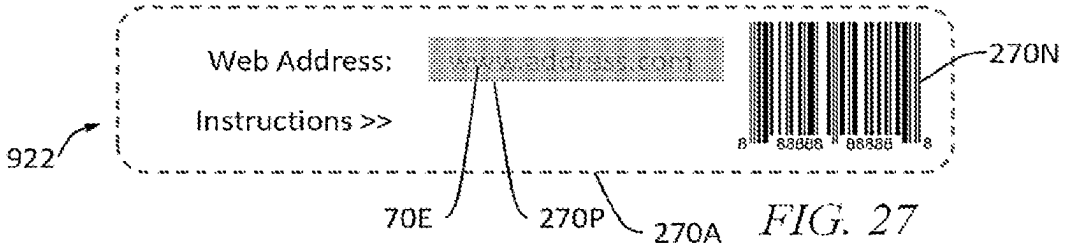


FIG. 26



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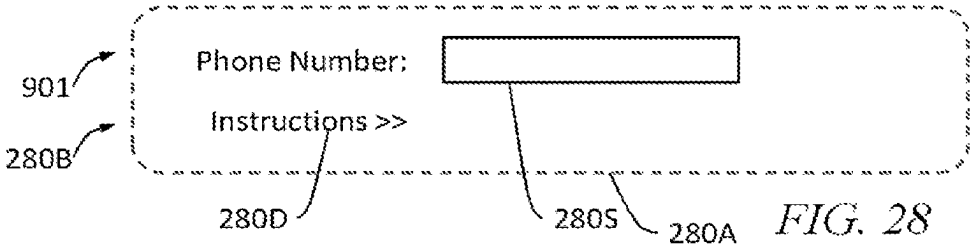
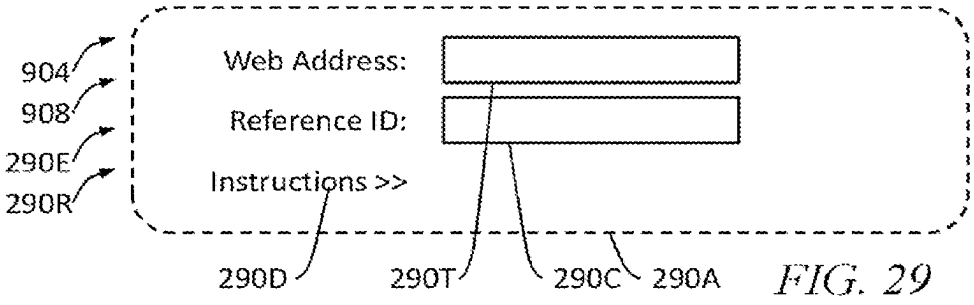


FIG. 28



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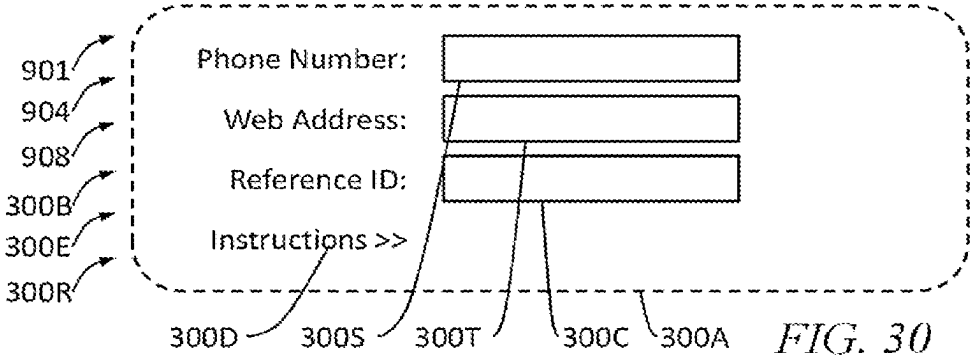


FIG. 30

FIG. 31

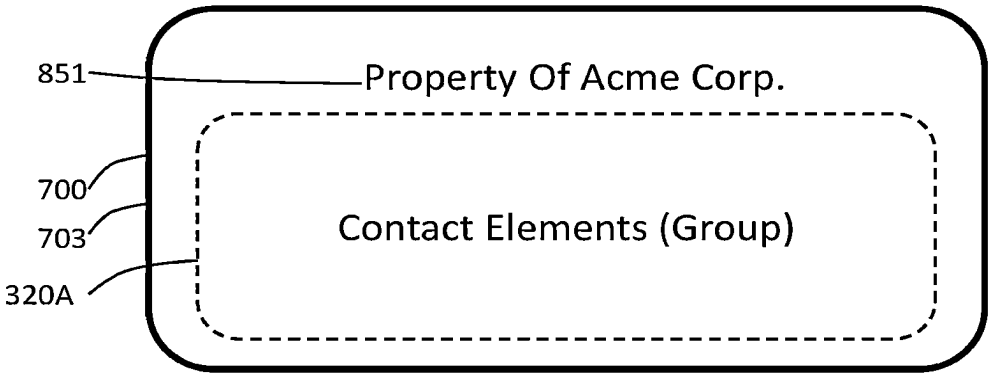


FIG. 32

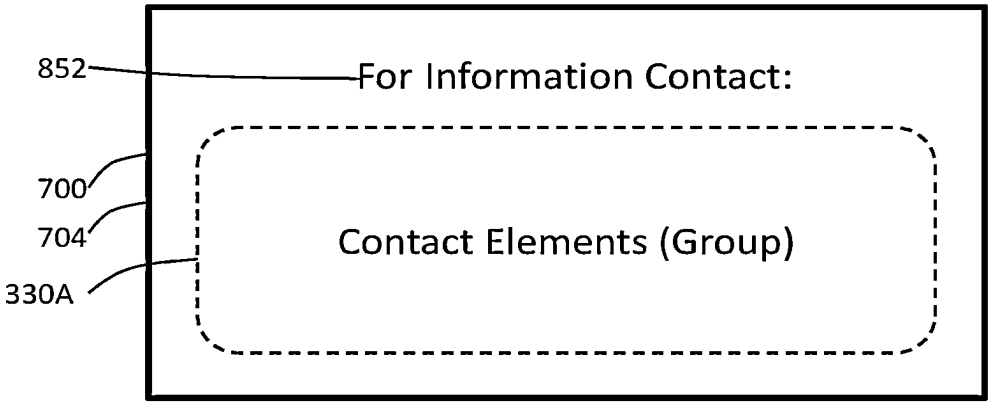


FIG. 33

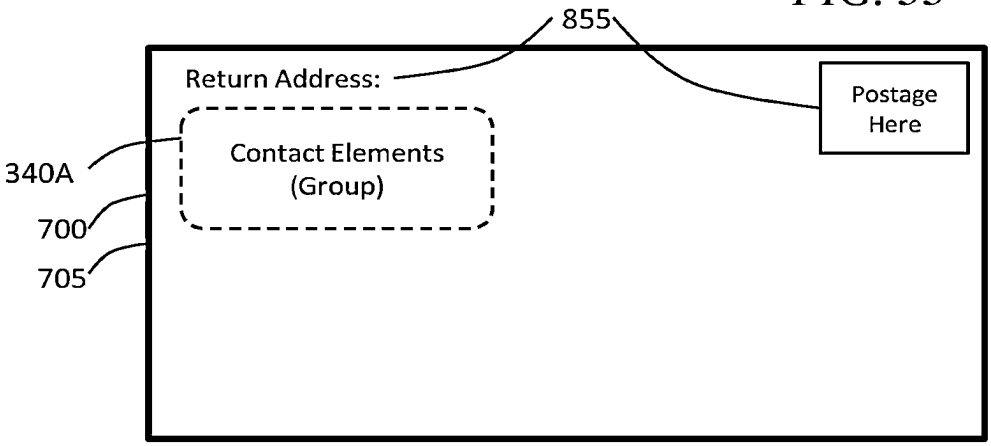
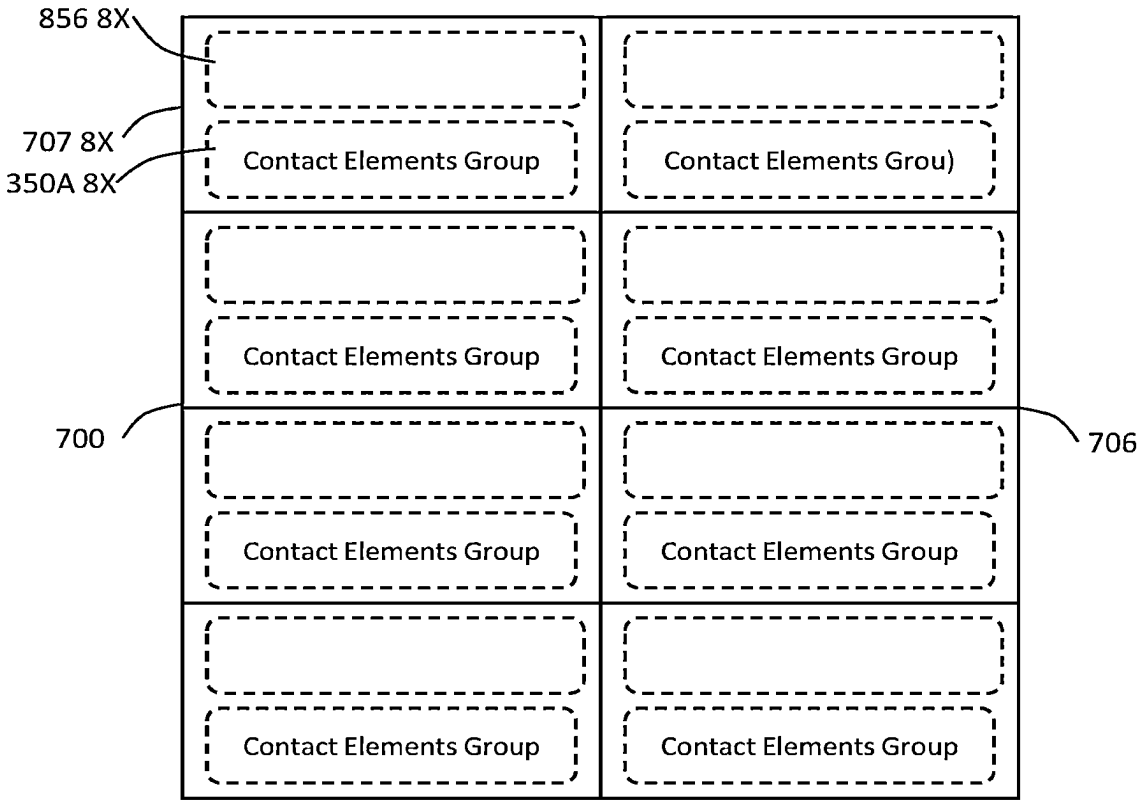


FIG. 34


856 8X
707 8X
350A 8X
Contact Elements Group
Contact Elements Grou)
Contact Elements Group
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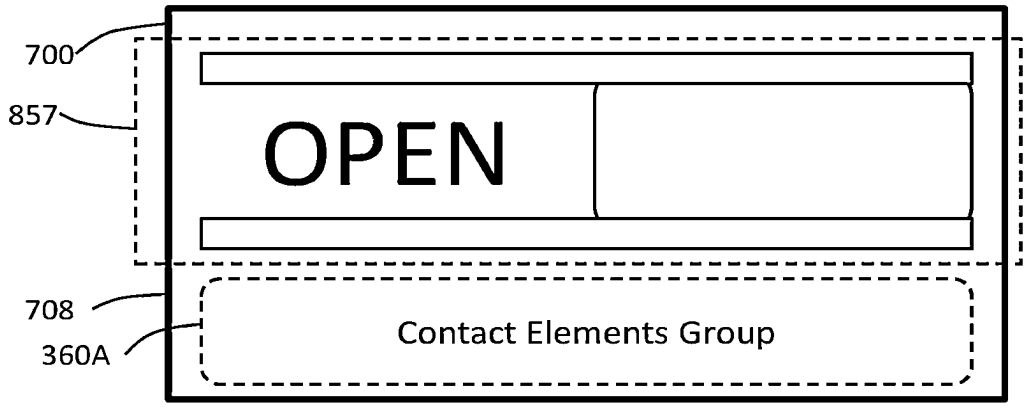
700
706
Contact Elements Group
Contact Elements Group
Contact Elements Group
Contact Elements Group

FIG. 35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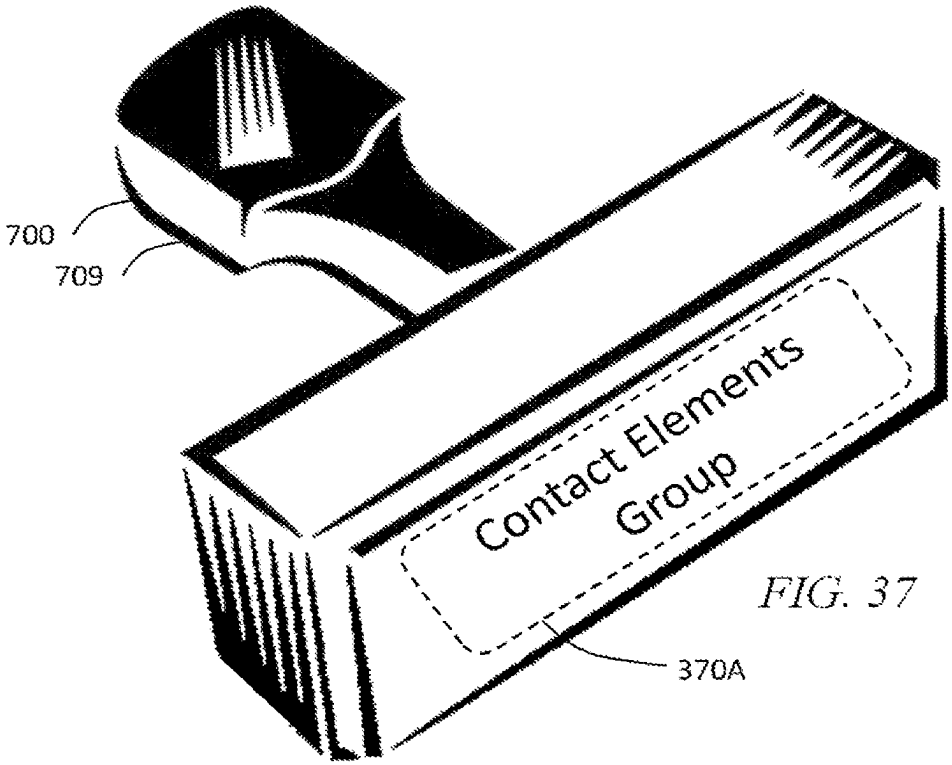
857
OPEN
708
360A
Contact Elements Group

FIG. 36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709
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370A

FIG. 37

FOR SALE
852
700
710
380A
Contact Elements Group

FIG. 38

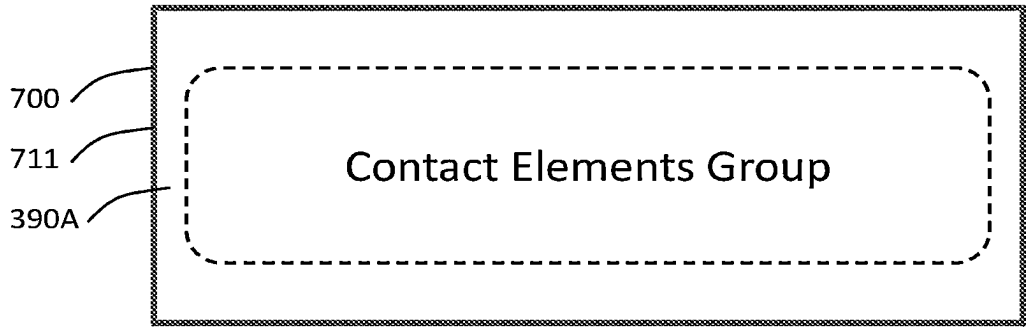


FIG. 39

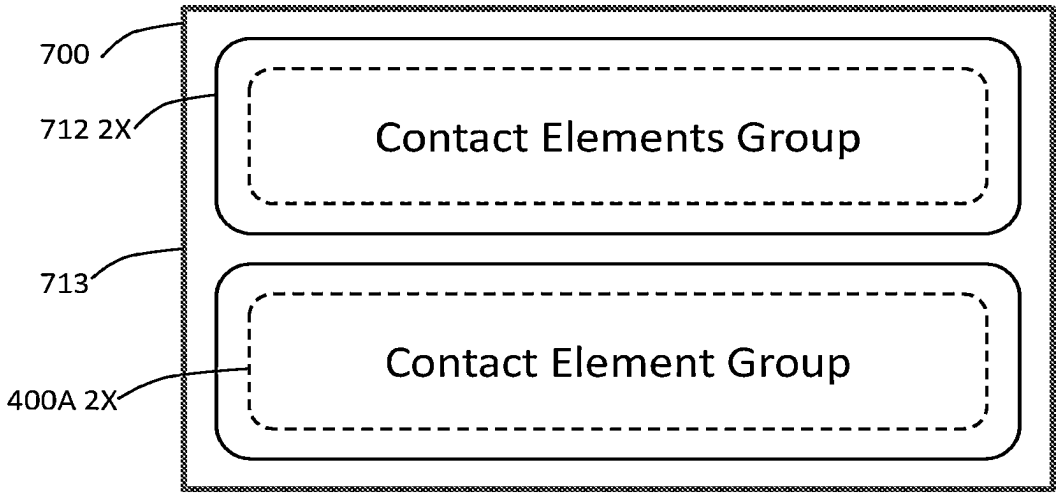


FIG. 40

FIG. 41

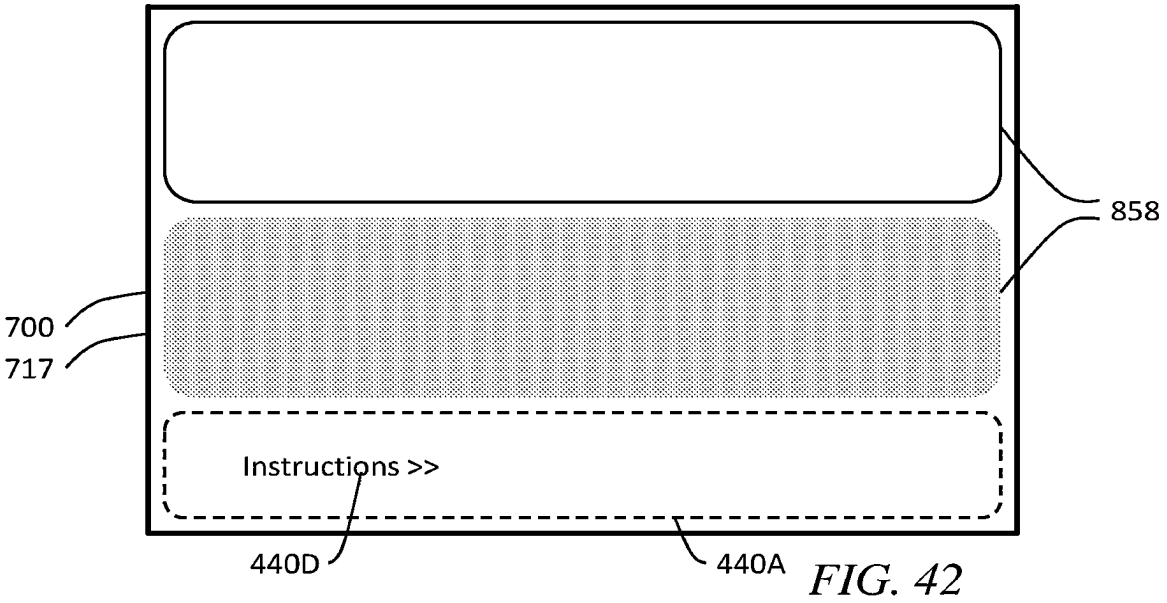


FIG. 42

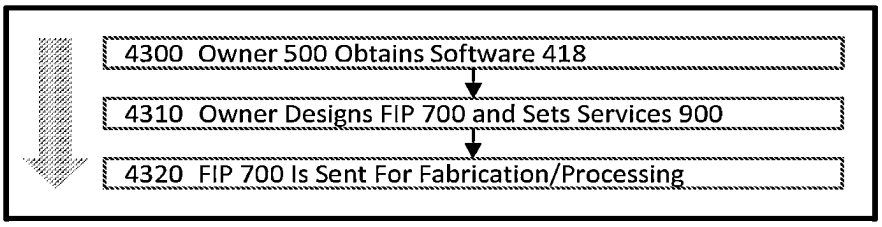


FIG. 43

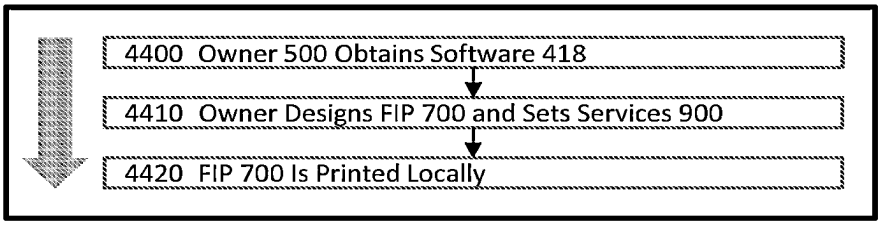
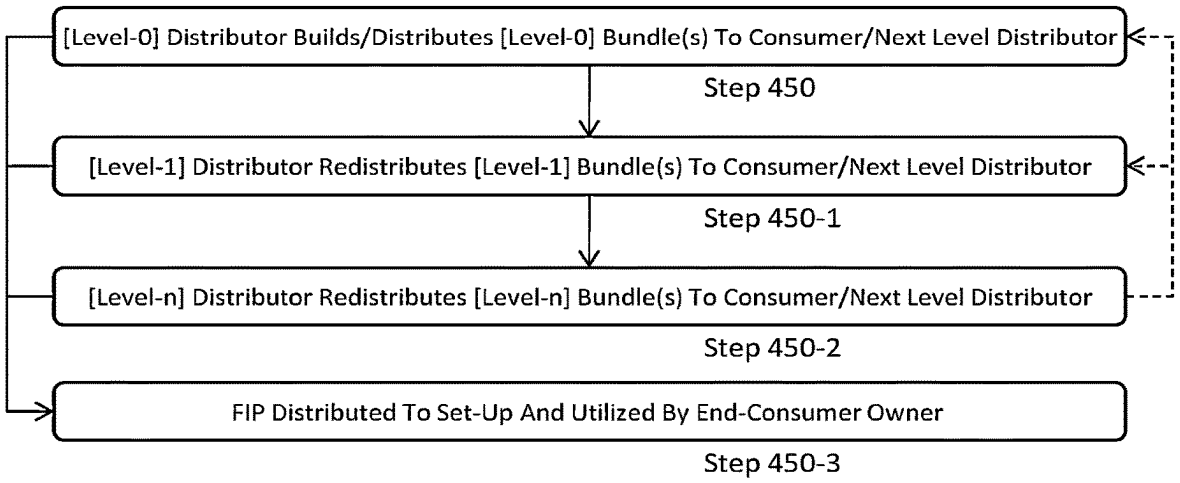


FIG. 44


[Level-0] Distributor Builds/Distributes [Level-0] Bundle(s) To Consumer/Next Level Distributor
Step 450
[Level-1] Distributor Redistributes [Level-1] Bundle(s) To Consumer/Next Level Distributor
Step 450-1
[Level-n] Distributor Redistributes [Level-n] Bundle(s) To Consumer/Next Level Distributor
Step 450-2
FIP Distributed To Set-Up And Utilized By End-Consumer Owner
Step 450-3

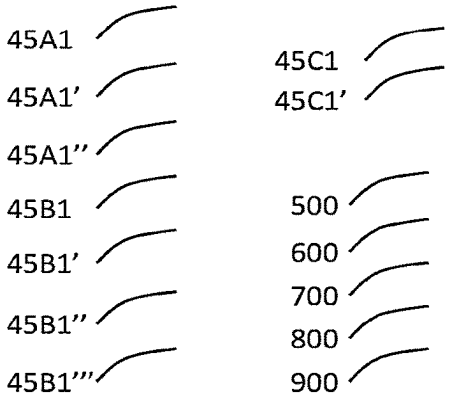

45A1
45A1'
45A1''
45B1
45B1'
45B1''
45B1'''
45C1
45C1'
500
600
700
800
900

FIG. 45

500
600
900
515
1000
700
FOR SALE
Call For Info: 1.333.333.3333 Enter AD-ID:
460A
SEE Reverse Side For Set-up Instructions >>
460D
(Sign Front Side)
460A
To Activate Sign:
460X(750)
• Goto www.activate-services-address.com to set sign related system services and when directed:
460Y(750)
• Enter Referral Code 89814
• During system services set-up process an AD-ID will be generated/provided.
460D
• Using a permanent marker or peel-n-paste letters neatly place the AD-ID in the sign placement-area provided.
• Your Sign Is Now Ready To Go! [Additional Service Fee(s) Apply]
(Sign Back Side)

FIG. 46

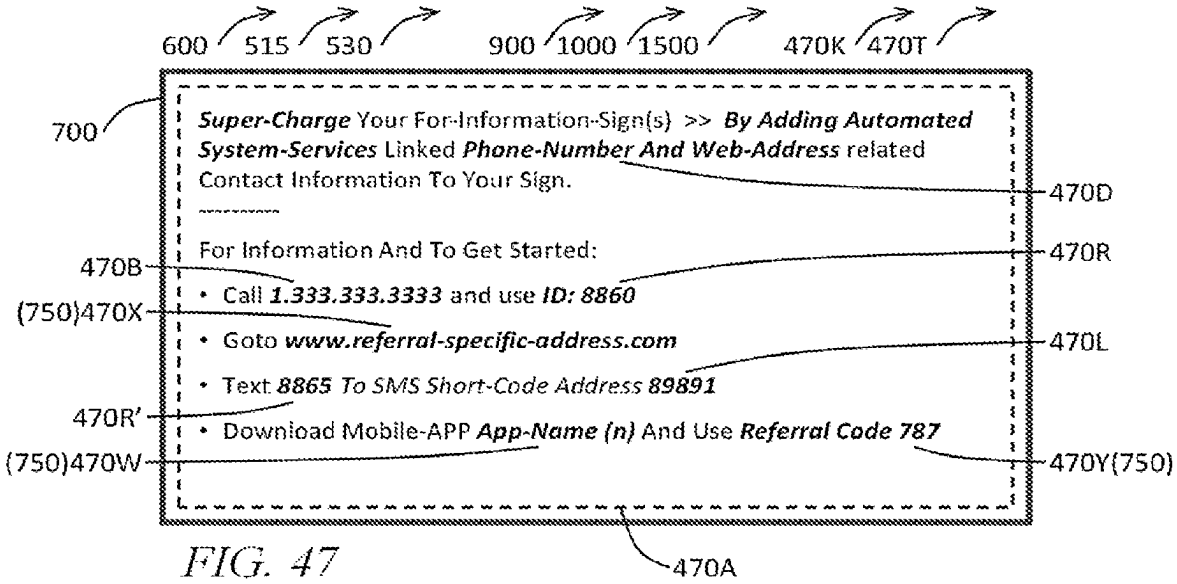

600
515
530
900
1000
1500
470K
470T
700
Super-Charge Your For-Information-Sign(s) >> By Adding Automated System-Services Linked Phone-Number And Web-Address related Contact Information To Your Sign.
470D
470B
For Information And To Get Started:
470R
(750)470X
• Call 1.333.333.3333 and use ID: 8860
• Goto www.referral-specific-address.com
470L
• Text 8865 To SMS Short-Code Address 89891
470R'
• Download Mobile-APP App-Name (n) And Use Referral Code 787
(750)470W
470Y(750)
470A

FIG. 47

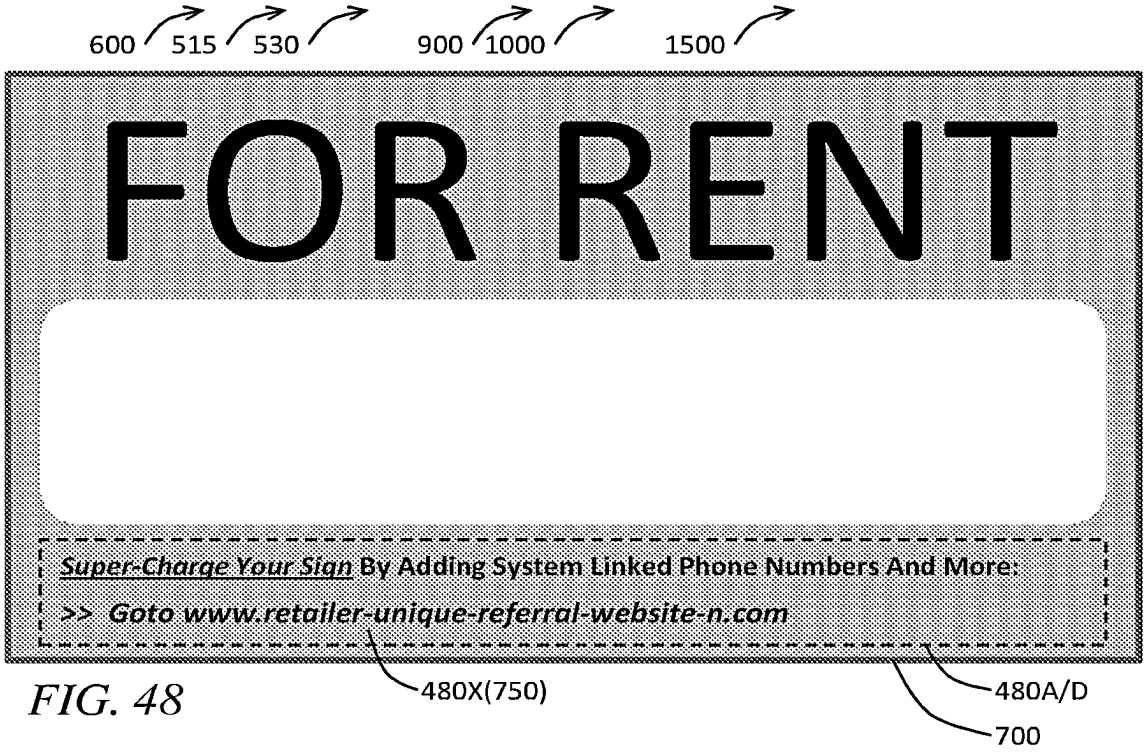

600
515
530
900
1000
1500
FOR RENT
Super-Charge Your Sign By Adding System Linked Phone Numbers And More:
>> Goto www.retailer-unique-referral-website-n.com
480X(750)
480A/D
700

FIG. 48

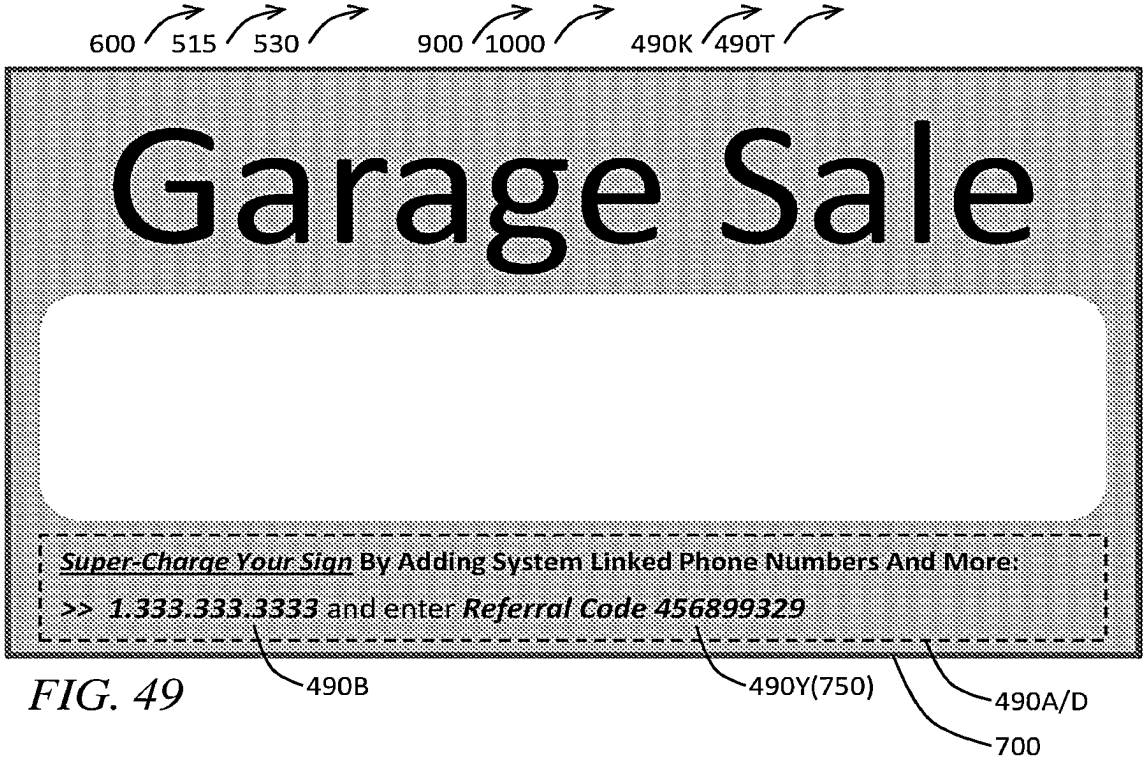

600
515
530
900
1000
490K
490T
Garage Sale
Super-Charge Your Sign By Adding System Linked Phone Numbers And More:
>> 1.333.333.3333 and enter Referral Code 456899329
490B
490Y(750)
490A/D
700

FIG. 49

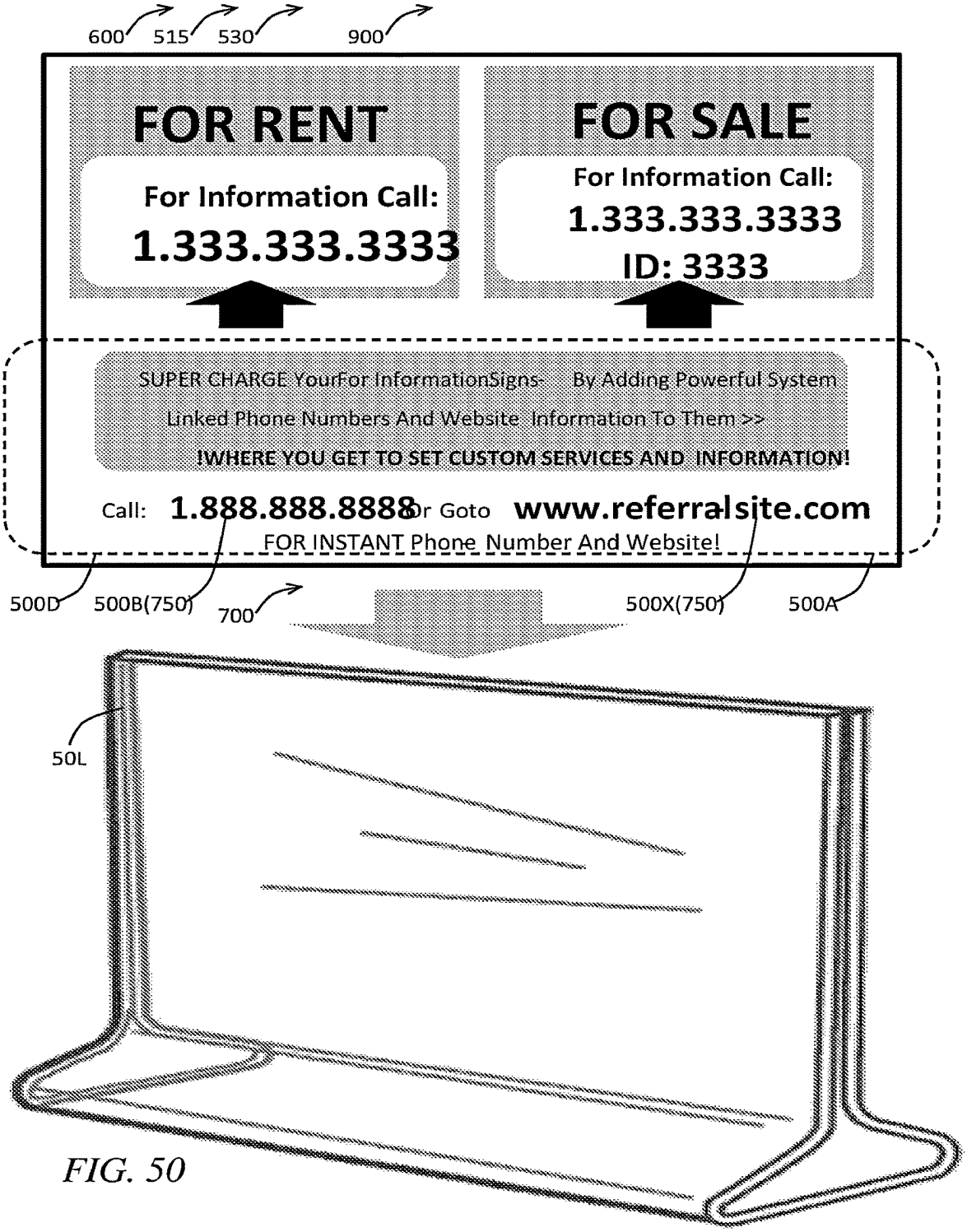

600
515
530
900
FOR RENT
For Information Call:
1.333.333.3333
FOR SALE
For Information Call:
1.333.333.3333
ID: 3333
SUPER CHARGE YourFor InformationSigns- By Adding Powerful System
Linked Phone Numbers And Website Information To Them >>
!WHERE YOU GET TO SET CUSTOM SERVICES AND INFORMATION!
Call: 1.888.888.8888 Or Goto www.referralsite.com
FOR INSTANT Phone Number And Website!
500D
500B(750)
700
500X(750)
500A
50L

FIG. 50

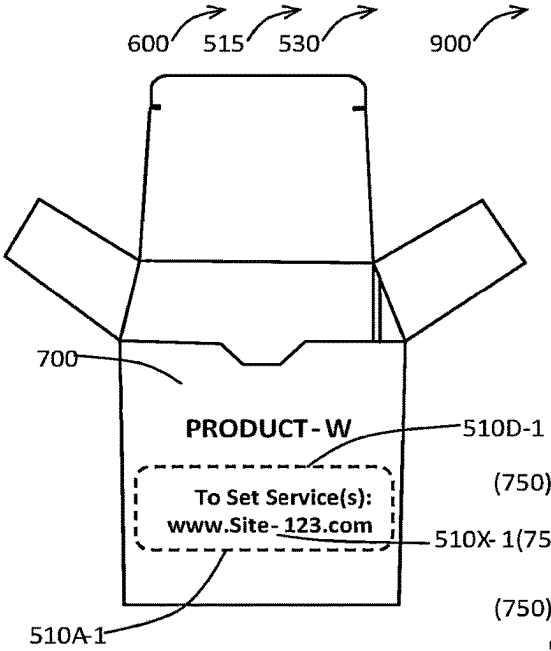


FIG. 51A

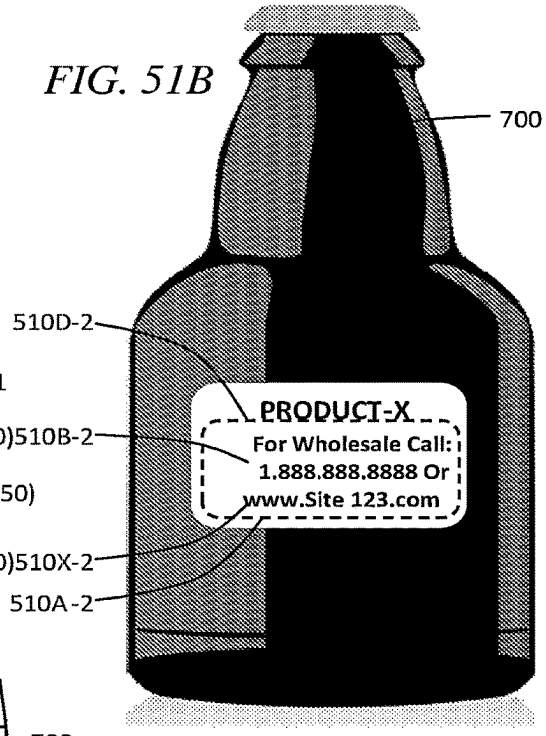


FIG. 51B

FIG. 51C

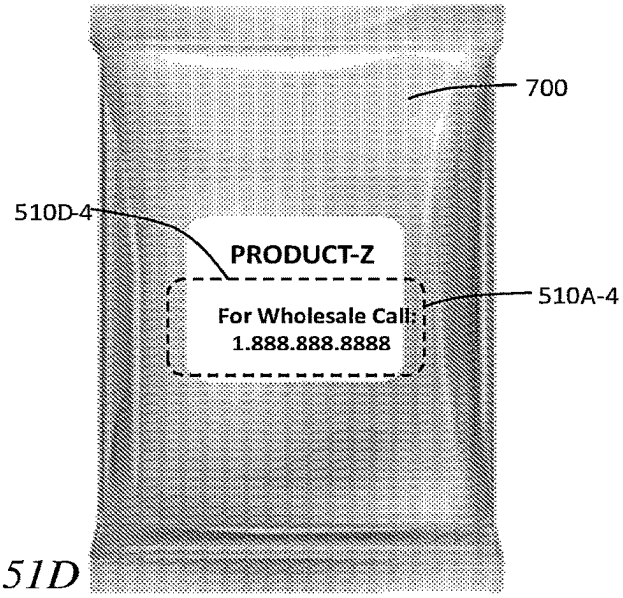


FIG. 51D

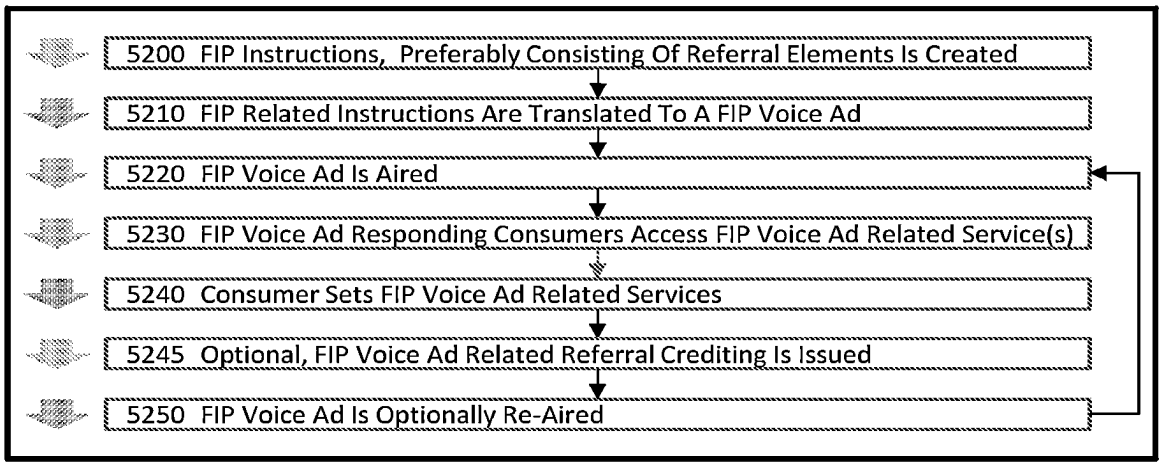


FIG. 52A

537 700 600

- Want a business call-system that sounds and functions like a big business call-system call Us at ***1.333.333.3333*** for instant call-system activation, including an instantly provided active phone number with extension.

520B(750)

FIG. 52B

- Want a business call-system that sounds and functions like a big business call-system call Us at ***1.333.333.3333*** or visit us as ***www.referalsite.com*** for instant call-system activation, including an instantly provided active phone number with extension.

520B(750)

520X(750)

FIG. 52C

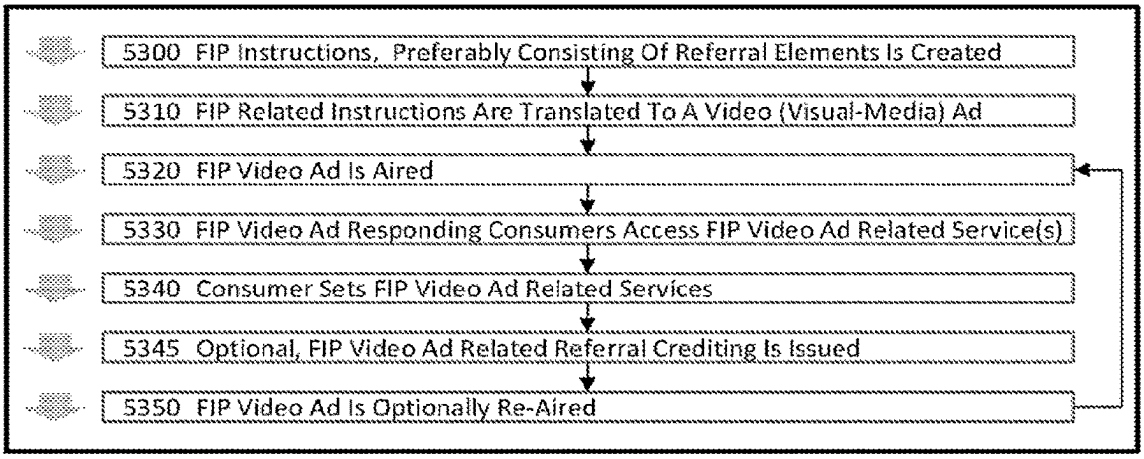


FIG. 53A

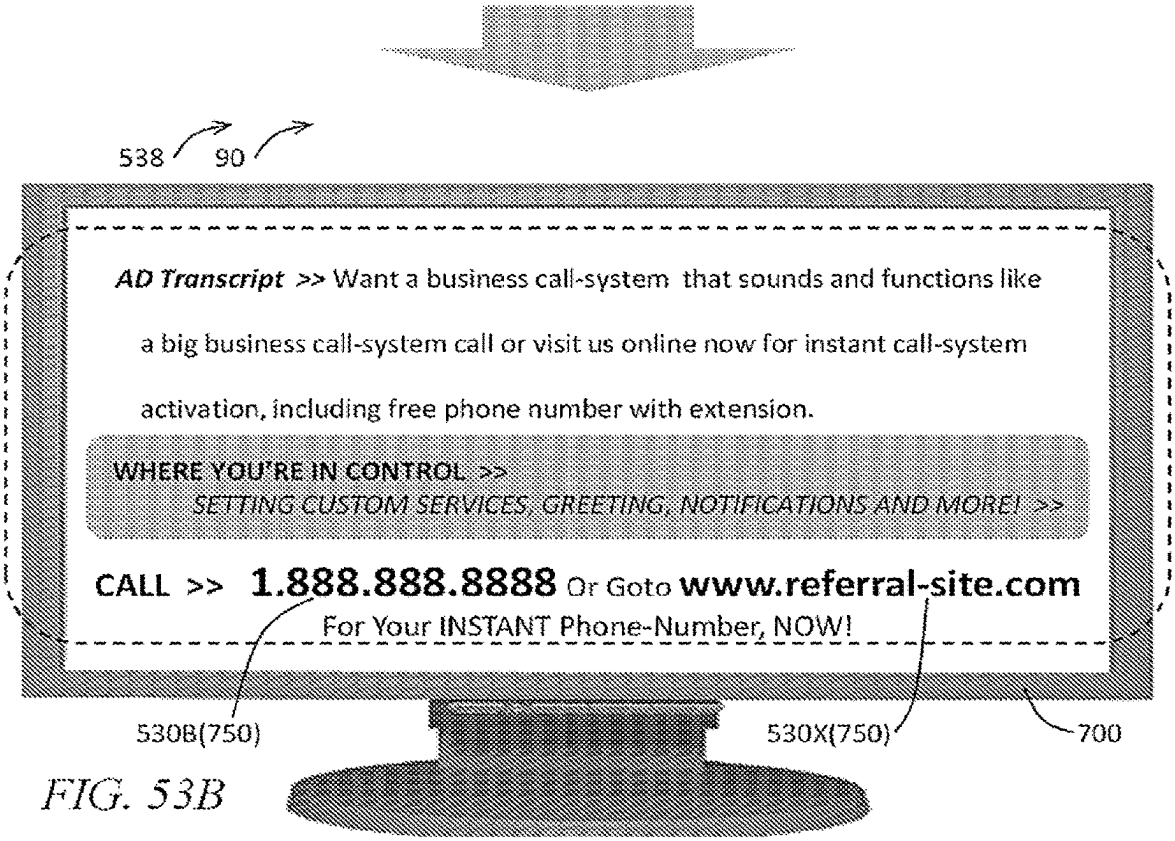


FIG. 53B

Introduction Prompt >>

- To request an instructional text-message be sent to your phone - Please enter or speak-in the Referral-ID as shown on the FIP followed by the Pound-Key.

Confirmation Prompt >>

- Your informational text-message has been sent.

FIG. 54A

Introduction Prompt (Primary Embodiment) >>

- An instructional text-message has been sent to your current phone.

Introduction Prompt -1 (Alternative Embodiment) >>

- To request an instructional text-message be sent to your phone – Press any key now.

Confirmation Prompt (Following Introduction Prompt-1) >>

- Your informational text-message has been sent.

FIG. 54B

Introduction Prompt >>

- Please enter the referral code for the product or service of which you'd like to receive information about.

Confirmation Prompt >>

- An informational text-message has been sent. You may now either hang-up or hold this line to enter another code.

FIG. 54C

For instructions on set /create your FIP, including information on how to retrieve your system linked contact elements and set related services visit ***www.webaddress.com*** and follow instructions using referral-ID: ***89BN9H4.***

FIG. 55A

For instructions on how to retrieve your system linked contact elements visit referral web-address ***www.referralwebaddress.com/23490*** and follow instructions.

FIG. 55B

Your system-linked phone-number is ***1.333.333.33333***; and your system-linked web-address is ***www.webaddress.com/23145***. To Set your contact-element(s) linked services visit referral website ***www.referralwebsite.com*** and follow instructions using access code ***899H98N.***

FIG. 55C

Your system-linked phone-number is ***1.333.333.33333***. To Set your contact-element(s) linked services visit referral website ***www.referralwebsite.com*** and follow instructions using password ***899H999.***

FIG. 55D

Your system-linked phone-number and lookup-ID are ***1.333.333.33333*** and ID ***89912***. To Set your contact-element(s) linked services visit referral website ***www.referralwebsite.com*** and follow instructions using pin ***8999.***

FIG. 55E

Your system-linked web-address is ***www.webaddress.com/2314***. To Set your contact-element(s) linked services visit referral website ***www.referralwebsite.com*** and follow instructions .

FIG. 55F

To access system-services visit ***www.website.com ,*** enter ***89912*** and follow instructions using pin ***8999.***

FIG. 55G

To access system-services (and/or initiate a <predefined> system response) visit ***www.website.com ,*** enter ***89912*** and follow instructions using pin ***8999***; and/or lookup referral website ***www.referralwebsite.com/89912***.

FIG. 55H

600 515 530

700

560A

Helpful Online Products

Software Products	**Referral Code**
• Small Business Accounting Software	45980
• Small Business Legal Forms	78912
Web Services Products	
• List Your Property	98012
• Create Advertisement Signs	57832
• Create Business Cards And More	98123
Wholesale Products	
• Buy Wholesale Office Supplies	87124
• Buy Discounted Office Furniture	91238
Other Category-n	
• Buy Wholesale Office Supplies	81281
• Buy Discounted Office Furniture	39012

For Access, Purchase And/Or General Information For Any Of The Online Products Shown Above You May Either:

- Call The Following Number Below To Enter Your Referral Code(s) Of Interest.
- Send A Text Message Containing Your Referral Code(s) Of Interest To The Number Below.

Call Or Text >> 1.888.888.8888

560A

FIG. 56

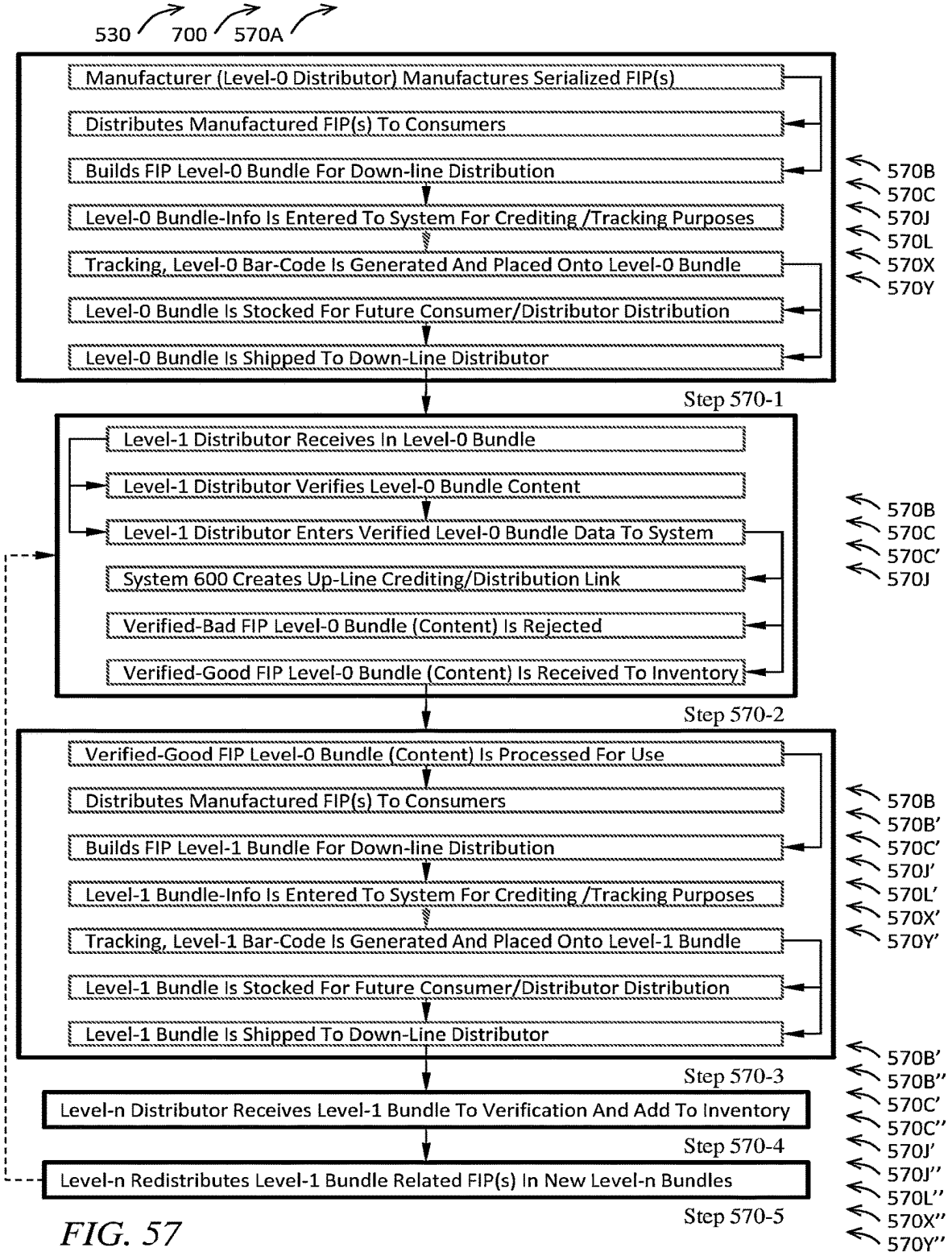

530
700
570A
Manufacturer (Level-0 Distributor) Manufactures Serialized FIP(s)
Distributes Manufactured FIP(s) To Consumers
Builds FIP Level-0 Bundle For Down-line Distribution
Level-0 Bundle-Info Is Entered To System For Crediting /Tracking Purposes
Tracking, Level-0 Bar-Code Is Generated And Placed Onto Level-0 Bundle
Level-0 Bundle Is Stocked For Future Consumer/Distributor Distribution
Level-0 Bundle Is Shipped To Down-Line Distributor
570B
570C
570J
570L
570X
570Y
Step 570-1
Level-1 Distributor Receives In Level-0 Bundle
Level-1 Distributor Verifies Level-0 Bundle Content
Level-1 Distributor Enters Verified Level-0 Bundle Data To System
System 600 Creates Up-Line Crediting/Distribution Link
Verified-Bad FIP Level-0 Bundle (Content) Is Rejected
Verified-Good FIP Level-0 Bundle (Content) Is Received To Inventory
570B
570C
570C'
570J
Step 570-2
Verified-Good FIP Level-0 Bundle (Content) Is Processed For Use
Distributes Manufactured FIP(s) To Consumers
Builds FIP Level-1 Bundle For Down-line Distribution
Level-1 Bundle-Info Is Entered To System For Crediting /Tracking Purposes
Tracking, Level-1 Bar-Code Is Generated And Placed Onto Level-1 Bundle
Level-1 Bundle Is Stocked For Future Consumer/Distributor Distribution
Level-1 Bundle Is Shipped To Down-Line Distributor
570B
570B'
570C'
570J'
570L'
570X'
570Y'
Step 570-3
Level-n Distributor Receives Level-1 Bundle To Verification And Add To Inventory
Step 570-4
Level-n Redistributes Level-1 Bundle Related FIP(s) In New Level-n Bundles
Step 570-5
570B'
570B''
570C'
570C''
570J'
570J''
570L''
570X''
570Y''

FIG. 57

530 600 900

To Get A ***System Services*** Linked ***Phone-Number*** *And* ***Web-Address***, Visit:

- **www.referral-site.com**

580B-1
580E-1
580A-1
580X-1(750)

FIG. 58a

To Get A ***System Services*** Linked ***Phone-Number***, Visit:

- **www.referral-site.com**

580B-2
580A-2
580X-2(750)

FIG. 58b

To Get A ***System Services*** Linked ***Phone-Number*** And ***Lookup ID***, Visit:

- **www.general-site.com** Use Referral Code **89245**

580B-3
580R-3
580Y-3(750)
580A-3
580X-3

FIG. 58c

To Get ***System Services*** Linked ***Unique Web-Address***, Visit:

- **www.retailer-1.distributor-n.com**

580E-4
580A-4
580X-4(750)

FIG. 58d

To Get ***System Services*** Linked ***Contact-Element(s)***, Visit:

- **www.referral-site/45598803.com**

580A-5
580X-5(750)

FIG. 58e

To Get ***System Services*** Linked ***Contact-Element(s)***, Visit:

- **www.referral-site.com** Use Referral Code **89245**

580Y-3(750)
580A-7
580X-7(750)

FIG. 58f

To Access ***System Services***, Visit:

- **www.referral-site.com**

580A-8
580X-8(750)

FIG. 58G

530 600 900

To Get A ***System Services*** Linked ***Phone-Number*** and ***Web-Address***, Call:

- **1.888.888.8888**

590B-1
590E-1
590A-1
590X-1(750)

FIG. 59a

To Get A ***System Services*** Linked ***Phone-Number***, Call:

- **1.333.333.3333**

530B-2
590A-2
590X-2(750)

FIG. 59b

To Get A ***System Services*** Linked ***Phone-Number*** And ***Lookup ID***, Call:

- **1.333.333.3333** and enter Referral Code **89245**

590B-3
590R-3
590Y-3(750)
590A-3
590X-3

FIG. 59c

To Get ***System Services*** Linked ***Unique Web-Address***, Call:

- **1.888.888.8888**

590E-4
590A-4
590X-4(750)

FIG. 59d

To Get ***System Services*** Linked ***Contact-Element(s)***, Call:

- **1.333.333.3333**

590A-5
590X-5(750)

FIG. 59e

To Get ***System Services*** Linked ***Contact-Element(s)***, Call:

- **1.888.888.8888** and enter Referral Code **99252**

590Y-7(750)
590A-7
590X-7(750)

FIG. 59f

To Access ***System Services*** , Call:

- **1.888.888.8888**

590A-8
590X-8(750)

FIG. 59G

530 600 900

To Get ***System Services*** Linked ***Contact-Element(s)***, Open Or Download And Open App Below:

APP Name: **General APP Name-n** Use Referral ID: **89245**

600Y-1(750)

600A-1

600X-1(750)

FIG. 60A

To Access ***System Services***, Open Or Download And Open App Below:

APP Name: **Referral APP Name-n**

600A-2

600X-2(750)

FIG. 60B

To Get ***System Services*** Linked ***Contact-Element(s)***, Text Referral ID To SMS Address Below (or Call):

SMS Long Code Address: **1.333.333.3333** Use Referral ID: **89245**

610Y-1(750)

610A-1

610X-1(750)

FIG. 61A

To Access/Initiate ***System Services***, Send <Blank> Text To:

SMS Short Code Address: **87445**

610A-2

610X-2(750)

FIG. 61B

To Get ***System Services*** Linked ***Contact-Element(s)***, Using SKYPE Call To:

SKYPE ID: **General** Use Referral ID: **89245**

620Y-1(750)

620A-1

620X-1(750)

FIG. 62A

To Access ***System Services***, Use SKYPE To Call:

SKYPE ID: **Referral.23**

620A-2

620X-2(750)

FIG. 62B

To Access ***System Services***, Send Email <With Specified Information> To:

Referral.23@email.com

630A-1

630X-1(750)

FIG. 63

530 600 900

To Access ***System Services***, Send Fax <With Specified Information> To:

1.333.333.3333

640X-1(750)

640A-1

FIG. 64

To Access ***System Services,*** Mail <Specified Information> To:

1234 Acme Lane **#198334**; Sundance, WY 82729 US

650X-1(750)

650A-1

FIG. 65

To Access ***System Services***, Using App Scan/Take Picture Of Code Below:

APP Name: **General**

660Y-1(750)

660X-1(750)

660A-1

FIG. 66

To Access ***System Services***, Using App Scan/Take Picture Of Code Below:

APP Name: **General**

670Y-1(750)

670X-1(750)

670A-1

FIG. 67

To Access ***System Services***, Using App Take Picture Including ID Below:

APP Name: **General** Referral ID: **45889**

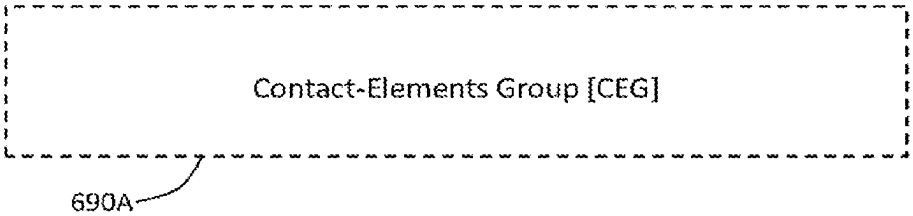
680Y-1(750)

680X-1(750)

680A-1

FIG. 68

FIG. 69A



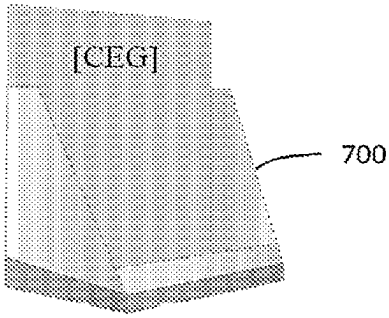


FIG. 69B

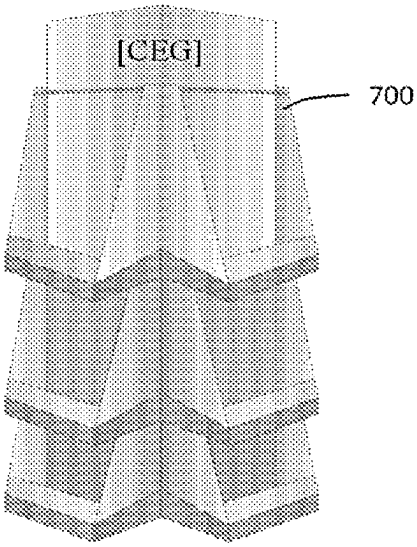


FIG. 69C

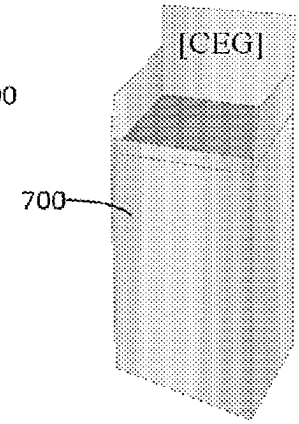


FIG. 69D

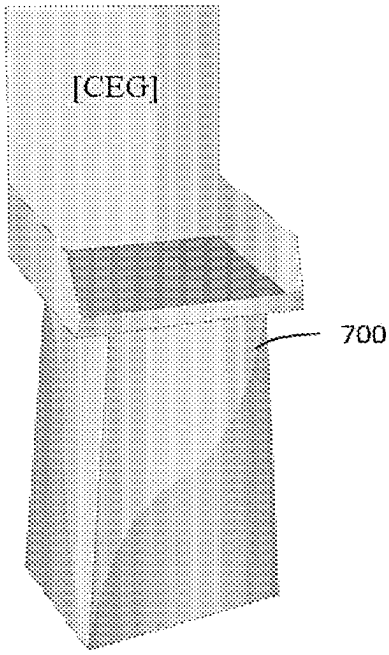


FIG. 69E

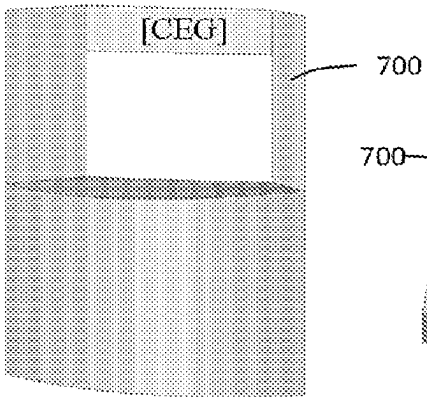


FIG. 69F

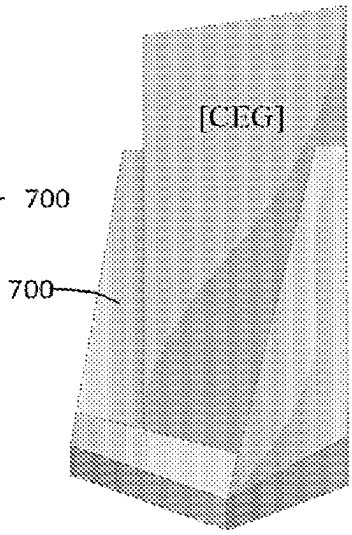


FIG. 69G

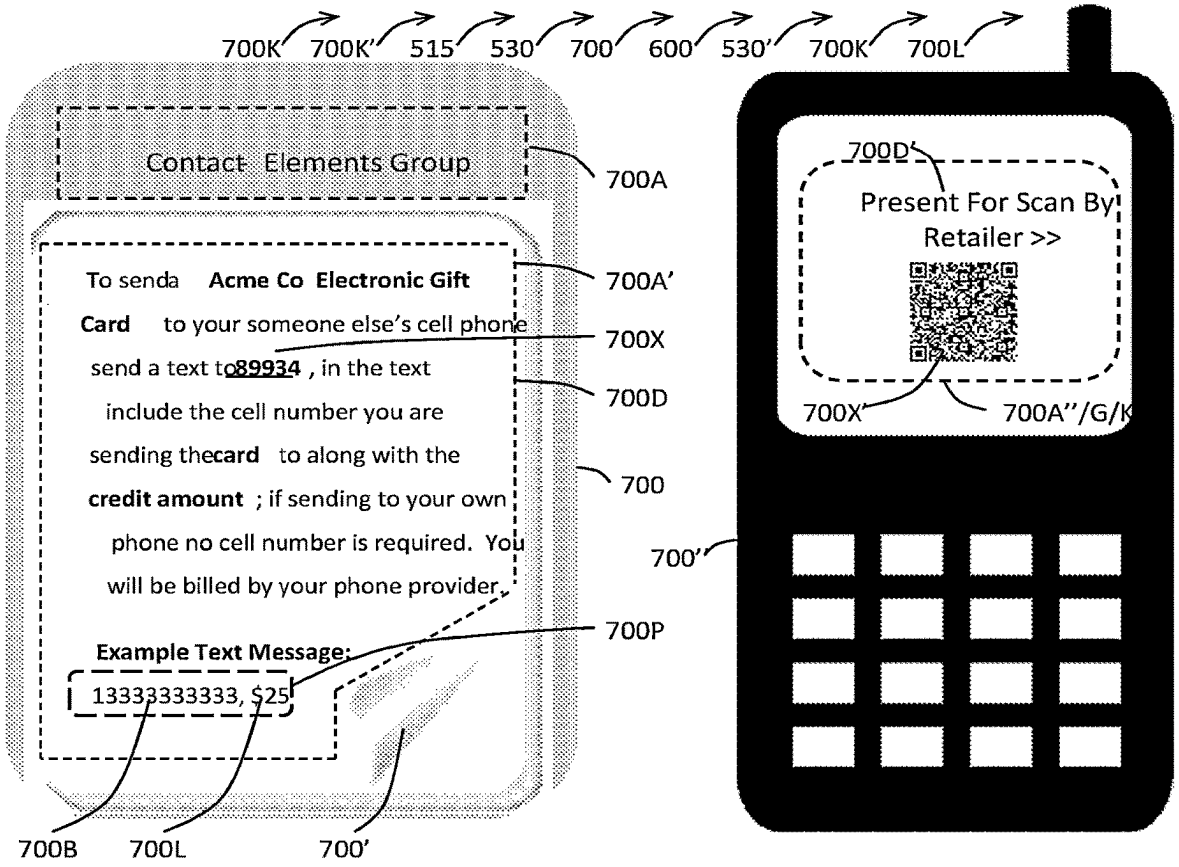

700K
700K'
515
530
700
600
530'
700K
700L
Contact Elements Group
700A
To send a Acme Co Electronic Gift Card to your someone else's cell phone send a text to 89934, in the text include the cell number you are sending the card to along with the credit amount; if sending to your own phone no cell number is required. You will be billed by your phone provider.
700A'
700X
700D
700
Example Text Message:
13333333333, $25
700P
700B
700L
700'
700D'
Present For Scan By Retailer >>
700X'
700A''/G/K
700'

FIG. 70

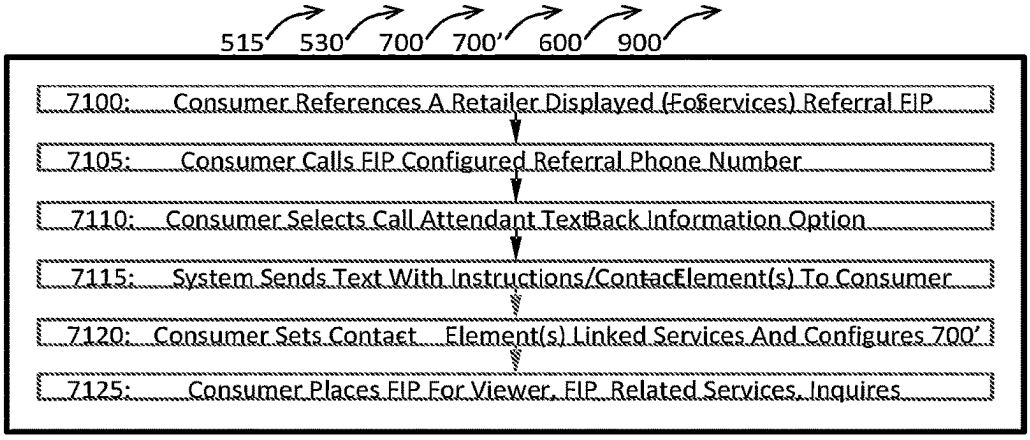

515
530
700
700'
600
900
7100: Consumer References A Retailer Displayed (For Services) Referral FIP
7105: Consumer Calls FIP Configured Referral Phone Number
7110: Consumer Selects Call Attendant Text Back Information Option
7115: System Sends Text With Instructions/Contact Element(s) To Consumer
7120: Consumer Sets Contact Element(s) Linked Services And Configures 700'
7125: Consumer Places FIP For Viewer, FIP Related Services, Inquires

FIG. 71

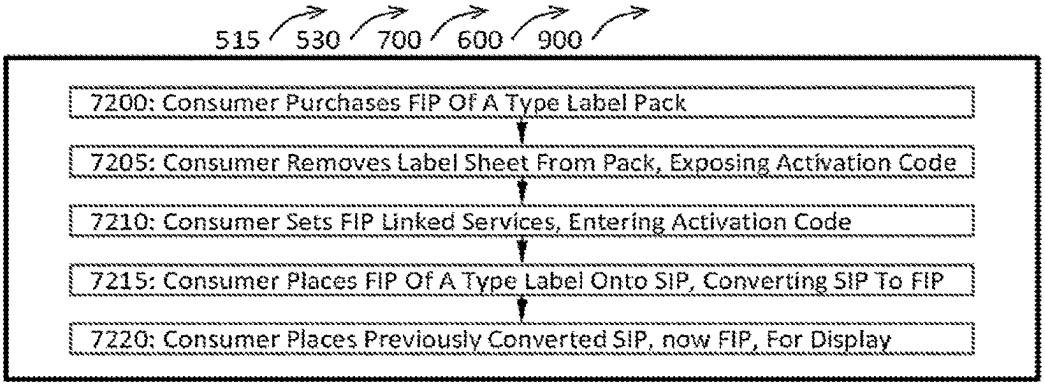


FIG. 72A

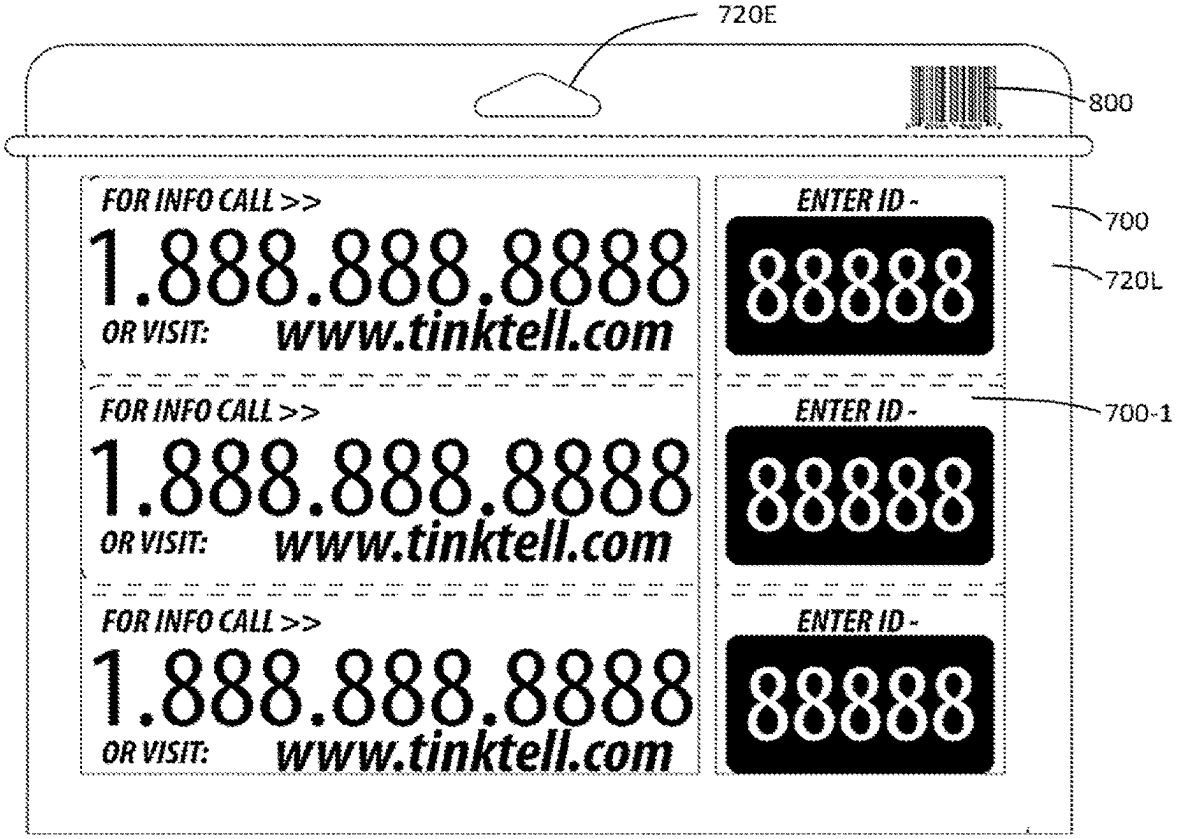


FIG. 72B

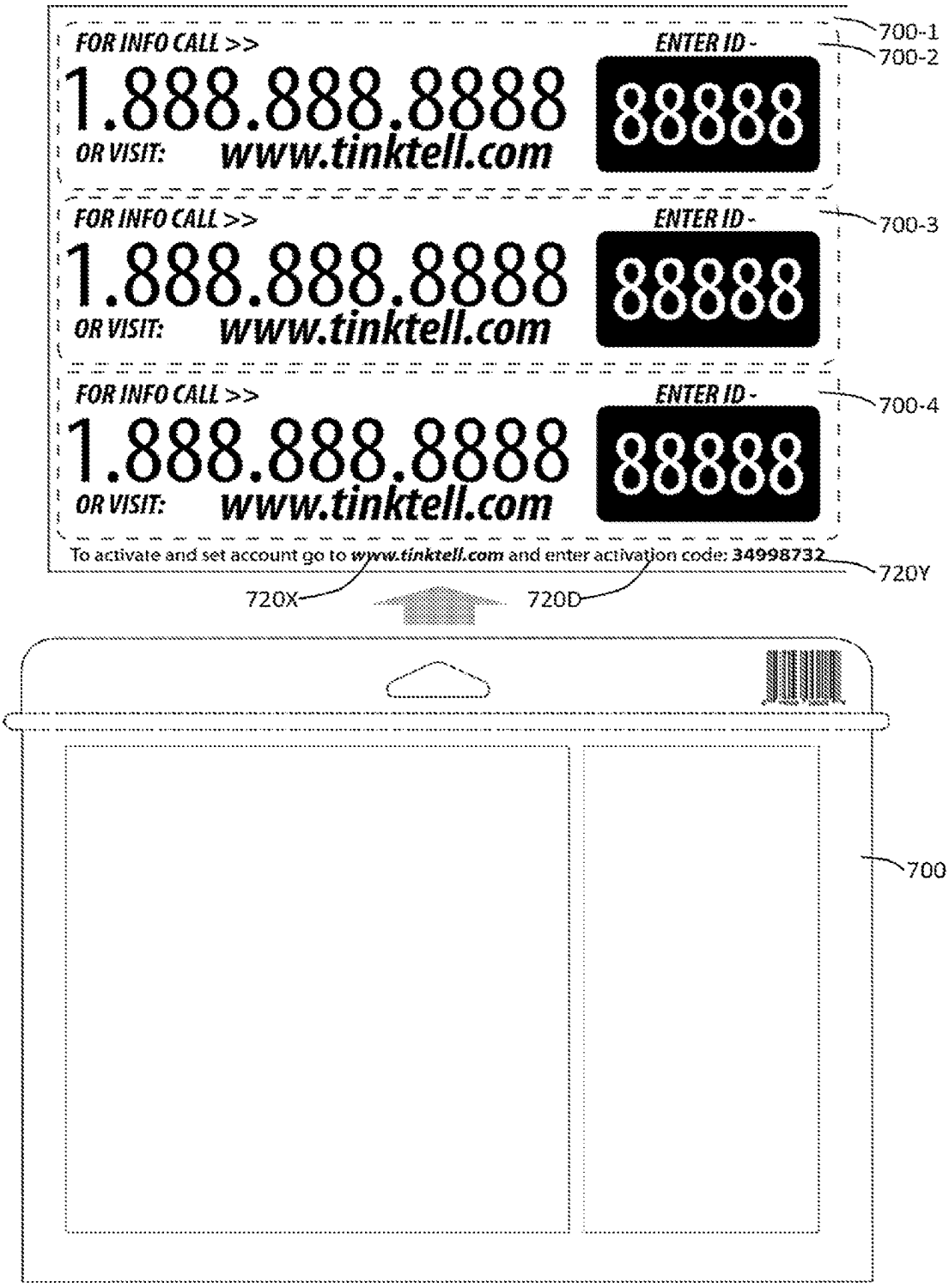

FOR INFO CALL >>
1.888.888.8888
OR VISIT: www.tinktell.com
ENTER ID -
88888
700-1
700-2
FOR INFO CALL >>
1.888.888.8888
OR VISIT: www.tinktell.com
ENTER ID -
88888
700-3
FOR INFO CALL >>
1.888.888.8888
OR VISIT: www.tinktell.com
ENTER ID -
88888
700-4
To activate and set account go to www.tinktell.com and enter activation code: 34998732
720Y
720X
720D
700

FIG. 72C

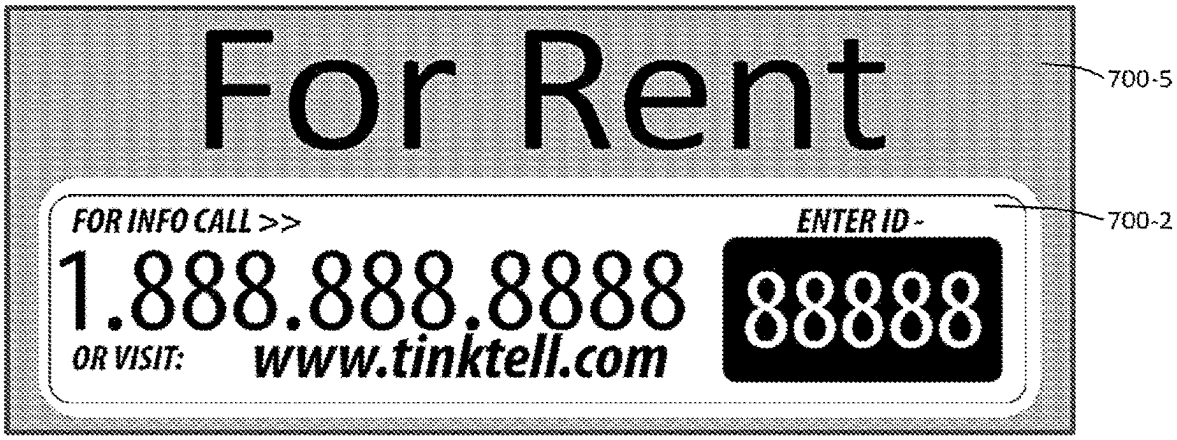


FIG. 72D

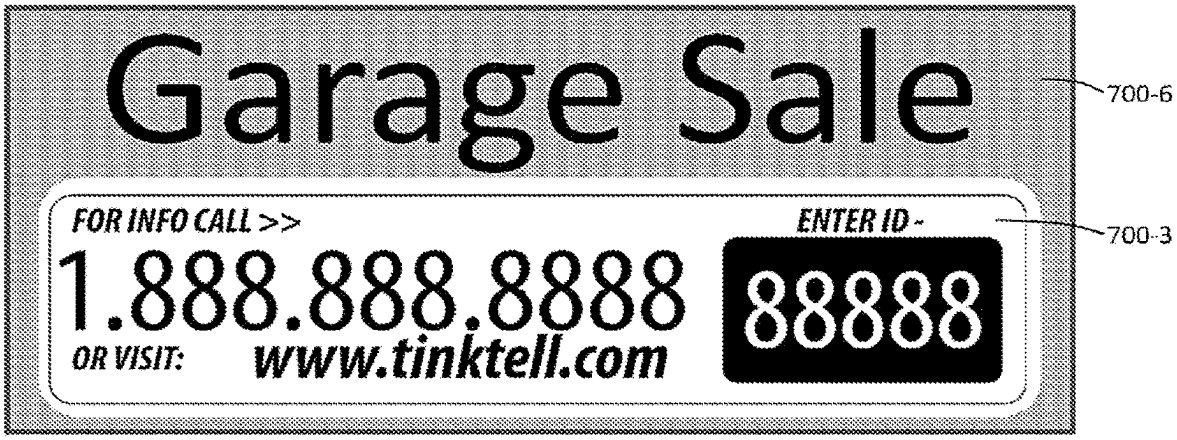


FIG. 72E

FIG. 72F

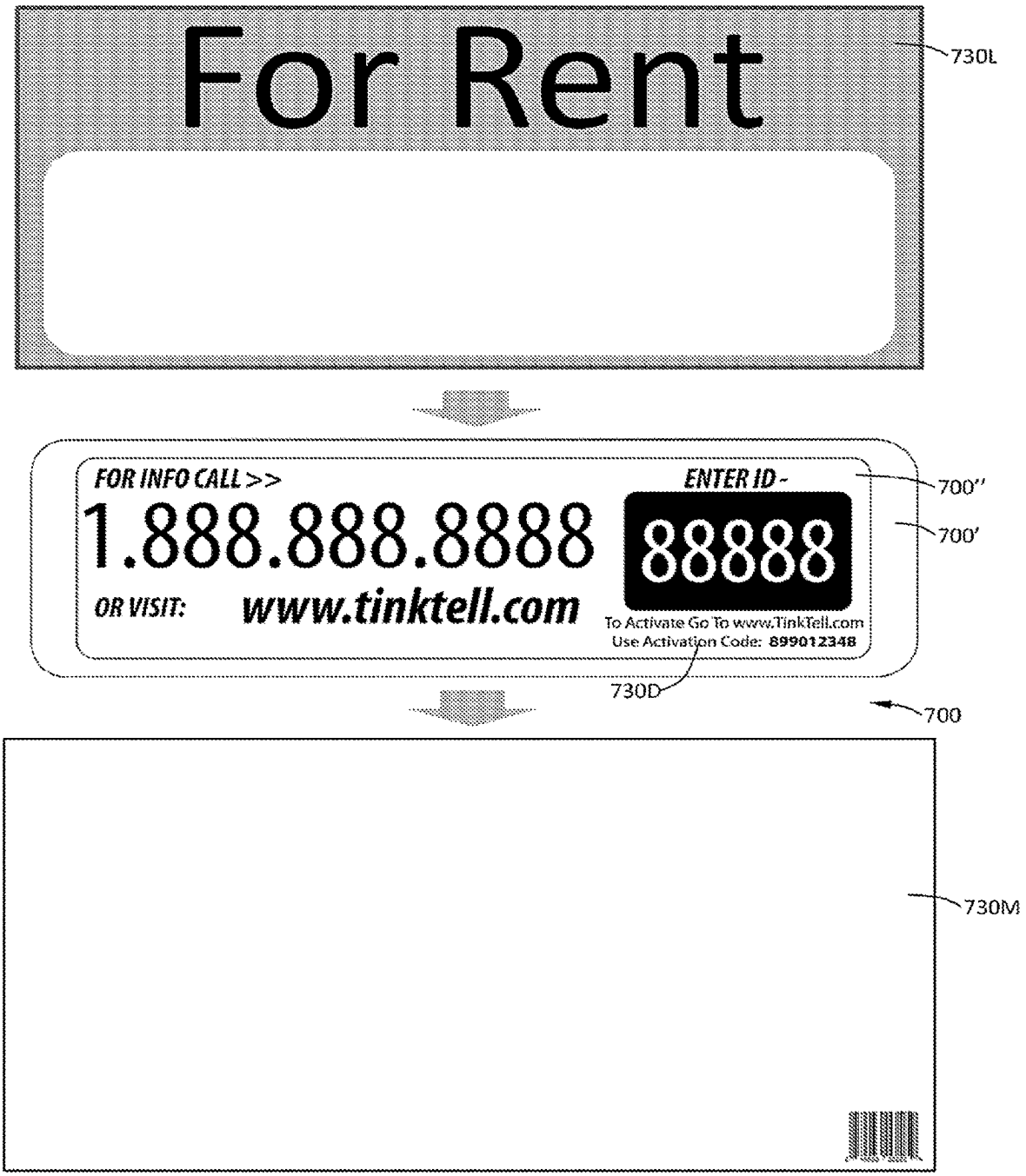

For Rent
730L
FOR INFO CALL >>
1.888.888.8888
OR VISIT:
www.tinktell.com
ENTER ID -
88888
To Activate Go To www.TinkTell.com
Use Activation Code: 899012348
700''
700'
730D
700
730M

FIG. 73

For Rent
FOR INFO CALL >>
1.888.888.8888
OR VISIT:
www.tinktell.com
ENTER ID -
88888
To Activate Call 1.855.TinkTell
Use Activation Code: 899012348
700'
740D
700
740M

FIG. 74

FOR INFO CALL >>
1.888.888.8888
OR VISIT:
www.tinktell.com
ENTER ID -
88888
To Activate Go To www.TinkTell.com
Use Activation Code: 899012348
700
700'

FIG. 75

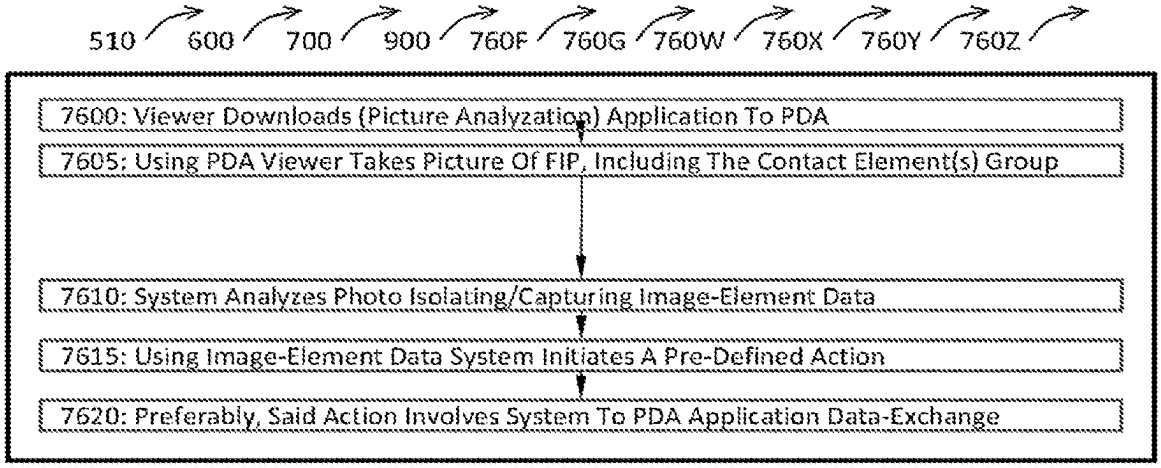


FIG. 76A

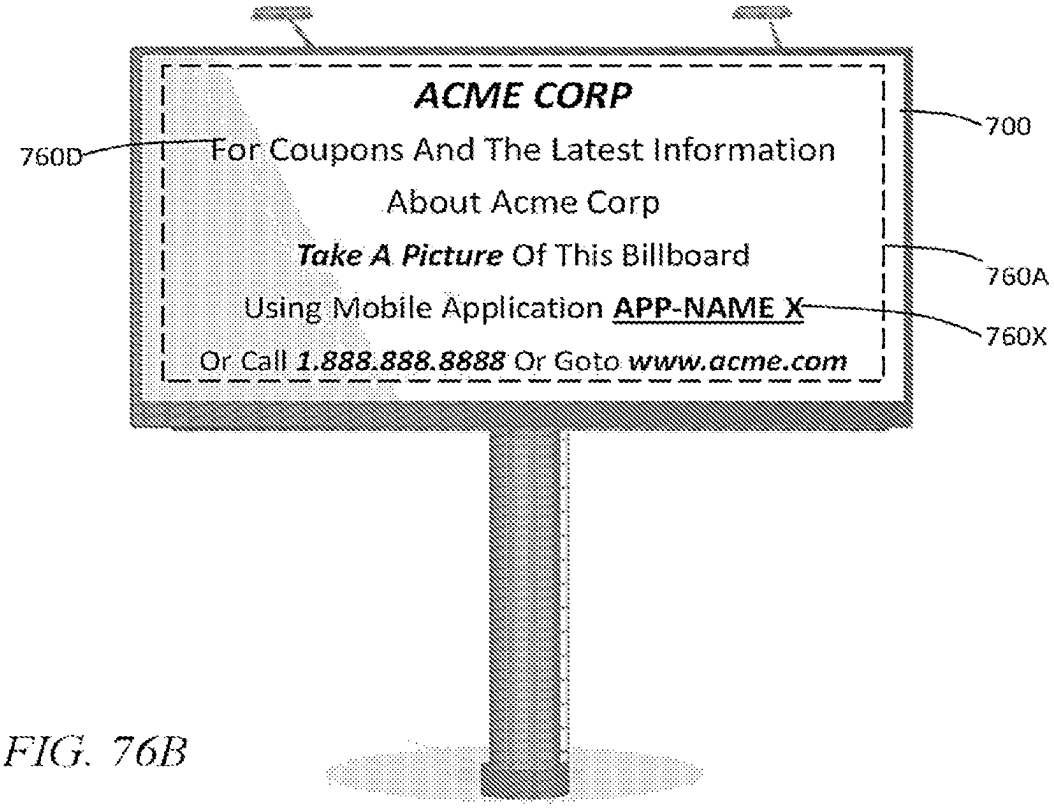


FIG. 76B

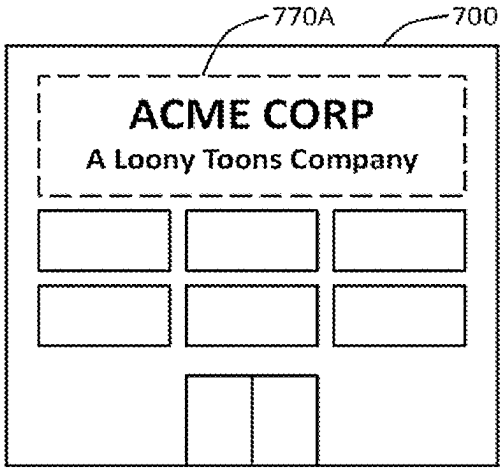


FIG. 77

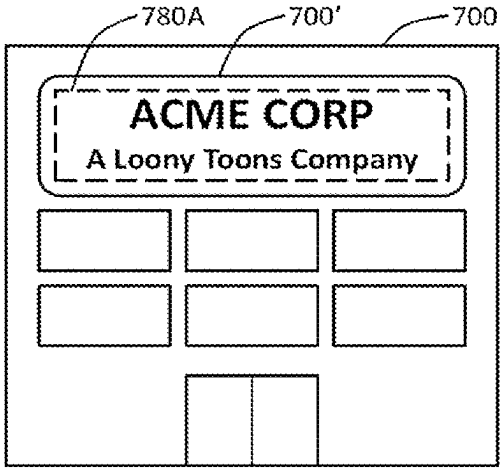


FIG. 78

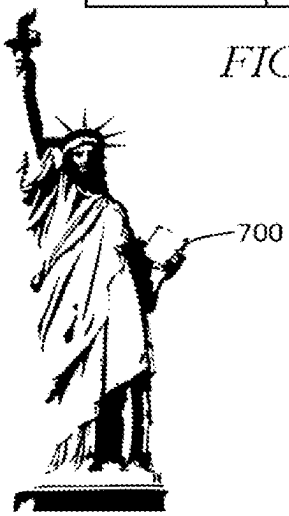


FIG. 79

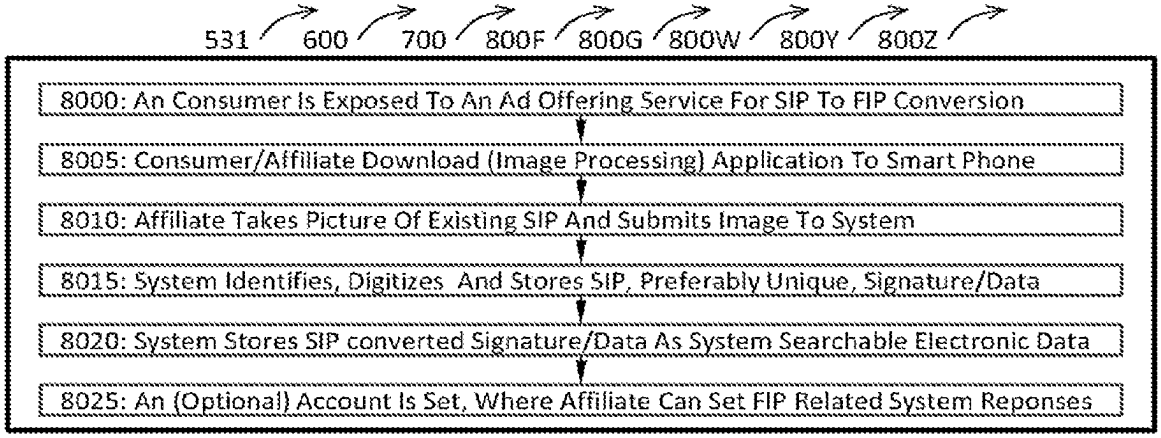


FIG. 80

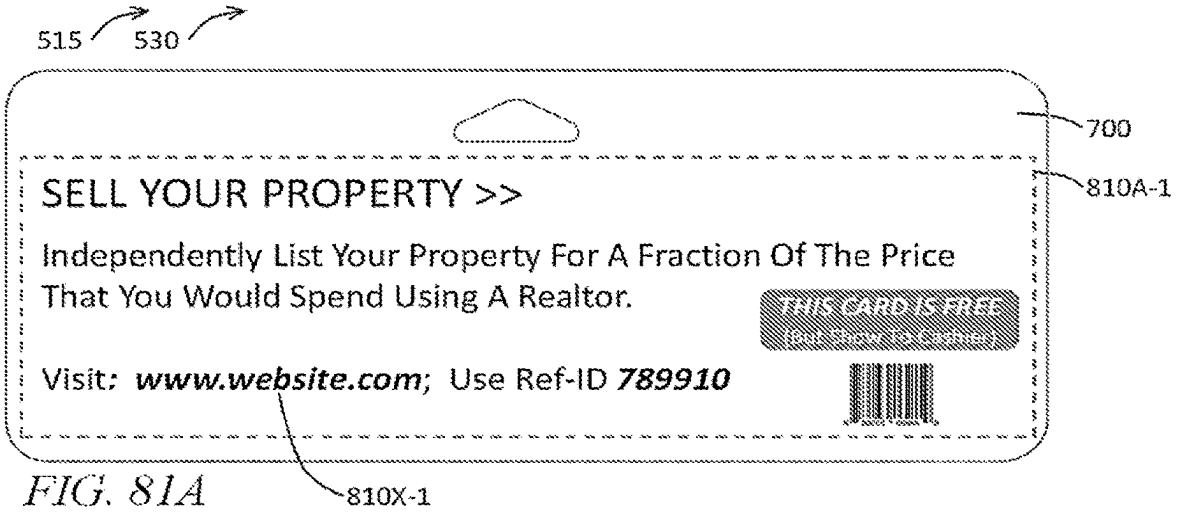


FIG. 81A

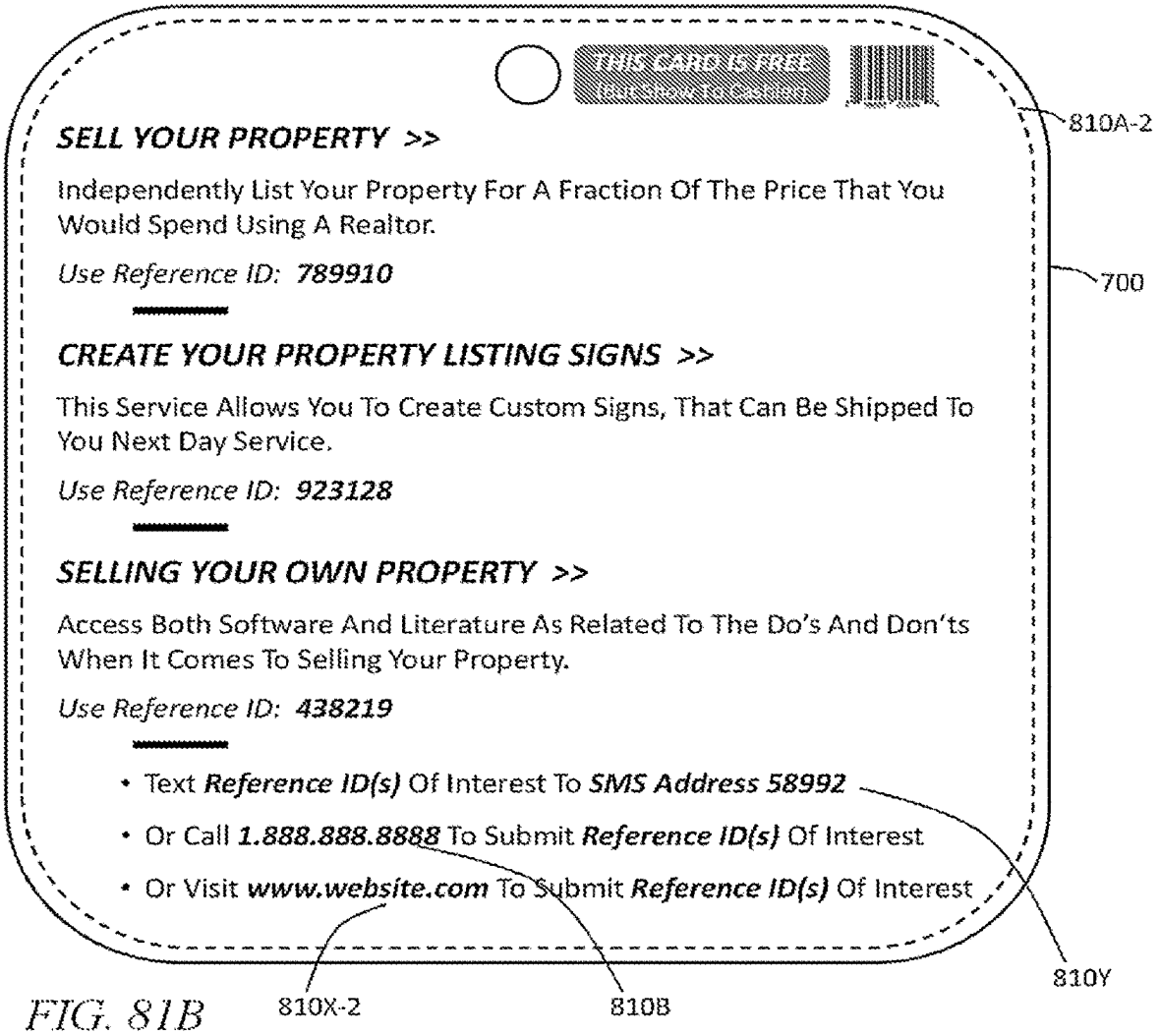


FIG. 81B

SYSTEM LINKED ITEM INCLUDING READABLE CODE

CROSS-REFERENCE TO RELATED APPLICATIONS

The present application is a continuation of U.S. patent application Ser. No. 18/777,185, filed on Jul. 18, 2024, titled "System Linked Item," which is a continuation of U.S. patent application Ser. No. 18/363,696, filed on Aug. 1, 2023, titled "System Linked Item," which is a continuation of U.S. patent application Ser. No. 18/169,777, filed on Feb. 15, 2023, titled "System Linked Item," which is a continuation of U.S. patent application Ser. No. 17/492,464, filed on Oct. 1, 2021, titled "System Linked Item," which issued on Apr. 18, 2023 as U.S. Pat. No. 11,630,976, which is a continuation of U.S. patent application Ser. No. 17/063,653, filed on Oct. 5, 2020, titled "System Linked Item," which issued on Nov. 2, 2021 as U.S. Pat. No. 11,164,054, which is a continuation of U.S. patent application Ser. No. 16/717,365, filed on Dec. 17, 2019, titled "A For-Display Advertisement Product and Related Method", which is a continuation of U.S. patent application Ser. No. 13/652,446, filed on Oct. 15, 2012, titled "Personalized Printed Product and Related Method", which issued on Feb. 4, 2020 as U.S. Pat. No. 10,552,715, which claims the benefit of U.S. Provisional Application No. 61/589,387, filed on Jan. 22, 2012, titled "A For-Display Advertisement Product and Method", and U.S. Provisional Application No. 61/632,397, filed on Oct. 15, 2011, titled "System-Linked for Information Product Including Distribution, Marketing and Advertising Methods". The foregoing are incorporated by reference as though set forth herein in their entirety.

FIELD OF THE DISCLOSURE

The present disclosure is in the field of advertisement products and networked computer systems, more specifically the disclosure relates to advertisement products that are linked to networked computer systems.

BACKGROUND

Traditional and often mass produced advertising products require that the owner configure said product with contact and sometimes advertising specific information. Mass produced advertising products are usually intended for display. These standard-information-products or SIP(s) typically consist of advertisement oriented products such as, information label products, information literature products, information sign products, information object related products and/or objects that contain information-areas.

As standard process SIP(s) are usually purchased from online or location-based retail stores, with both retailers and retail-distributors being limited on the money they can make from the sale of SIP(s), usually only making a onetime small profit with each SIP unit sold, in a competitive industry "retail" where every penny made counts.

Some typical SIP(s) categories include: 1. Information label products which can include peel and stick labels, peel and stick stamps, magnetic labels, static labels, non-adhesive backed labels, tags and/or other label similar type of products; 2. Information literature products which can include personal contact cards, business contact cards, information cards, books, post cards, fliers, pamphlets, booklets and/or other literature similar type products; 3. Information sign products which can include signs such as for sale, for rent, yard sale, lease signs and/or other sign similar type of products; 4. Information object related products which can include objects such as envelopes, cases, bulletin boards, post boards, billboards, certain signs, advertising magnets, banners, table displays, window/viewing displays, display stands, tagged key chains and/or other advertisement oriented objects/products.

SIP(s) are usually configured with size-limited blank information areas, typically designated for end-consumer customized advertisement information.

SIP(s) are typically obtained and/or purchased from a distributor, including retail stores. Usually these products are size constrained, limiting the amount of information that can be directly placed onto them by the associated consumer or product owner, creating a situation that forces the SIP owner and/or designee(s) to field, process and/or organize all SIP related viewer of the advertisement information related inquires, furthermore SIP(s) are generally used once for a specific advertising purpose and then are typically discarded and/or they are marked up (creating an non-professional look) to update outdated information contained thereon, especially contact information.

Phone and web application systems can be extremely helpful in such areas as providing advertisement and fielding inquiring caller needs. Currently when someone buys an SIP (standard-information-product) product, for advertisement purposes, such as a for sale sign and/or product display, and they want to apply contact information onto the SIP, such as a phone number and/or website, that point to said powerful/helpful application systems, there are many complicated steps. Some of these steps involve knowing how to obtain a phone-number/domain-name; developing said and useful phone/web application(s); and finally, pointing said phone-number/domain-name to the newly set application. So what often time happens is the SIP owner places their own contact information directly onto the SIP, in-turn forcing them to field all ad related calls.

The current disclosure provides a solution to the problems previously identified by seamlessly making available SIP(s) that are linked to powerful application systems.

DISCUSSION OF KNOWN ART

U.S. Pat. No. 7,269,837 to Peter M. Redling for INTERACTIVE TELEVISION ADVERTISING METHOD discusses an interactive advertising method involving interaction between global computer networks and interactive television advertisement.

U.S. Pat. No. 7,864,947 to Tom Weiss for CALL NOTIFICATION SYSTEM, METHOD, COMPUTER PROGRAM AND ADVERTISING METHOD discusses the use of networked call (IVR) systems to manage system generated advertising.

OBJECTS

It is an object to provide a mass producible and made for distribution system linked SIP, from here forward simply known as a for information product or FIP, which is preconfigured with system linked contact information, that seamlessly links/makes available powerful system networked applications, that help to manage as well as provide information to FIP related viewer inquires, system applications that would otherwise not be readily available to your typical FIP consumer. Upon referencing the FIP configured system linked contact information to call to said system, the applications would then provide the FIP viewer with (adver-

tised) information as it relates to the FIP and/or the FIP related/advertised object(s), thus minimizing/eliminating the need of the FIP owner having to: field repetitive FIP related viewer inquiry calls; track FIP viewer inquiry information, i.e. inquiry timestamps, contact information, call notes, etc.; field FIP viewer messages; personally provide FIP related information to every inquiring FIP viewer; and/or from having to perform any number of other services which the system applications could automatically manage to aid both the FIP viewer and owner alike, such as the distribution/management of information/services as they relate to any given FIP and/or the FIP advertised product; and/or other convenient services such as automatically connecting FIP viewer calls to FIP owner preset forward-call-to phone(s) or having system initiated text messages, containing FIP related information sent back to FIP related user phones, for use, storage and reference needs.

It is another object to show several 1-step process and other minimal step processes by which FIP related service(s)/account(s)/application(s)/transaction(s) can be initially set/triggered, providing optimized/convenient user to FIP services interactive experience.

It is yet another object to make available a mass produced and distributed FIP, configured with up-line distribution linkable referral-elements, that allow for up-line referral tracking for some pre-determined amount of credits/money, preferably credit in the form of money, as a percentage of money made from for-pay service-applications set by FIP end-owner-consumers, as a result of direct FIP referral; whereby FIP referral-elements are stored by said service systems and used to create up-line referral/crediting associations. The enclosed defined referral system, related elements and process, make available, highly valuable and alternative, revenue generation method(s) available to retailers, distributors, organizations, groups, etc. Furthermore as an alternative to said FIP being made for distribution purposes, it instead could be intended for in store (location) display, functioning as a referral tool that instructs end-consumers on how to access FIP related pay-for services, optionally credit provided to select FIP associated distributor(s)/retailer(s) for each FIP related and activated service.

It is another objective to make available a reusable FIP, because the FIP manufacturing applied and system linked contact information is permanently configured onto the FIP, with settable system-applications associated/point to said contact information, the need for a FIP owner to directly place contact/advertisement information directly onto said FIP can be eliminated, allowing the FIP to be repeatedly used, advertising different information (including contact information) for different FIP related occasions/products by simply updating said settable system-applications.

It is yet another objective to provide FIP system services that would allow FIP owners to advertise and receive FIP viewer related inquiries without having to reveal actual FIP owner contact information. Since FIP configured contact information is system-application related, the FIP owner is given the option of whether or not they want to make their contact information public via the settable system-application distributed advertised information.

Still it is another objective to make available several FIP embodiment design concepts/processes some of which detail how a FIP is created for mass production and distribution.

Furthermore, it is yet an objective to introduce the concept for FIP related software that aids in creating custom FIP.

Furthermore still, it is another objective to introduce the concept for a FIP related service website that aids in creating custom FIP(s).

It is still another objective to make a available a process by which a picture can be taken of FIP configured and system-linked contact data by a FIP viewer, said picture being sent to system(s) for processing and with results related data being returned to said viewer.

SUMMARY

One or more of the forgoing objects may be met by features in the present disclosure wherein a system linked for information product called FIP, including related methods, services and systems is now made available.

BRIEF DESCRIPTION OF THE DRAWINGS

The above and further objects, features and advantages will be more fully understood from the following description taken with the accompanying drawings in which several of the drawings represents an embodiment or a component of an embodiment.

FIG. **1** shows a FIP configured with a system linked contact information also known as a contact-element group.

FIG. **2** shows a FIP lifecycle flowchart for the FIP depicted in FIG. **1**.

FIG. **3** shows a FIP contact-element(s) group configuration alternative-**1**, depicting contact-element(s) associated with phone services.

FIG. **4** shows a FIP contact-element(s) group configuration alternative-**2**, depicting contact-element(s) associated with phone services.

FIG. **5** shows a FIP contact-element(s) group configuration alternative-**3**, depicting contact-element(s) associated with web services.

FIG. **6** shows a FIP contact-element(s) group configuration alternative-**4**, depicting contact-element(s) associated with web services.

FIG. **7** shows a FIP contact-element(s) group configuration alternative-**5**, depicting contact-element(s) associated with web services.

FIG. **8** shows a FIP contact-element(s) group configuration alternative-**6**, depicting contact-element(s) associated with phone and web services.

FIG. **9** shows a FIP contact-element(s) group configuration alternative-**7**, depicting contact-element(s) associated with phone and web services.

FIG. **10** shows a FIP contact-element(s) group configuration alternative-**8**, depicting contact-element(s) associated with internet initiated call services.

FIG. **11** shows a FIP contact-element(s) group configuration alternative-**9**, depicting contact-element(s) associated with internet initiated call services.

FIG. **12** shows a FIP contact-element(s) group configuration alternative-**10**, depicting contact-element(s) associated with internet initiated call services.

FIG. **13** shows a FIP contact-element(s) group configuration alternative-**11**, depicting contact-element(s) associated with messaging services.

FIG. **14** shows a FIP contact-element(s) group configuration alternative-**12**, depicting contact-element(s) associated with messaging services.

FIG. **15** shows a FIP contact-element(s) group configuration alternative-**13**, depicting contact-element(s) associated with messaging services.

FIG. **16** shows a FIP contact-element(s) group configuration alternative-**14**, depicting contact-element(s) associated with email services.

FIG. **17** shows a FIP contact-element(s) group configuration alternative-**15**, depicting contact-element(s) associated with faxing services.

FIG. **18** shows a FIP contact-element(s) group configuration alternative-**16**, depicting contact-element(s) associated with faxing services.

FIG. **19** shows a FIP contact-element(s) group configuration alternative-**17**, depicting contact-element(s) associated with faxing services.

FIG. **20** shows a FIP contact-element(s) group configuration alternative-**18**, depicting contact-element(s) associated with SMS services.

FIG. **21** shows a FIP contact-element(s) group configuration alternative-**19**, depicting contact-element(s) associated with SMS services.

FIG. **22** shows a FIP contact-element(s) group configuration alternative-**20**, depicting contact-element(s) associated with SMS services.

FIG. **23** shows a FIP contact-element(s) group configuration alternative-**21**, depicting contact-element(s) associated with mailing services.

FIG. **24** shows a FIP contact-element(s) group configuration alternative-**22**, depicting contact-element(s) associated with mailing services.

FIG. **25** shows a FIP contact-element(s) group configuration alternative-**23**, depicting contact-element(s) associated with phone and web services.

FIG. **26** shows a FIP contact-element(s) group configuration alternative-**24**, depicting contact-element(s) associated with phone and web services.

FIG. **27** shows a FIP contact-element(s) group configuration alternative-**25**, depicting contact-element(s) associated with web services.

FIG. **28** shows a FIP contact-element(s) group configuration alternative-**26**, depicting contact-element(s) associated with phone services.

FIG. **29** shows a FIP contact-element(s) group configuration alternative-**27**, depicting contact-element(s) associated with web services.

FIG. **30** shows a FIP contact-element(s) group configuration alternative-**28**, depicting contact-element(s) associated with phone and web services.

FIG. **31** shows a FIP of type bulletin board, configured with a contact-element(s) group.

FIG. **32** shows a FIP of type label/tag, configured with a contact-element(s) group.

FIG. **33** shows a FIP of type card, configured with a contact-element(s) group.

FIG. **34** shows a FIP of type envelope, configured with a contact-element(s) group.

FIG. **35** shows a FIP of type multi-card (generic print) card-stock with detachably attached cards, each configured with a contact-element(s) group.

FIG. **36** shows a FIP of type open/closed advertisement product, configured with a contact-element(s) group.

FIG. **37** shows a FIP of type stamping mechanism, stamp imprinting surface, configured with a contact-element(s) group.

FIG. **38** shows a FIP of type for sale sign, configured with a contact-element(s) group.

FIG. **39** shows a FIP of type for peel and stick label, configured with a contact-element(s) group.

FIG. **40** shows a FIP of type containing multiple peel and stick labels, each configured with a contact-element(s) group.

FIG. **41** shows a FIP of type containing multiple peel and stick labels, some configured with a contact-element(s) groups and others configured with graphics.

FIG. **42** shows a FIP of type sign, configured with a contact-element(s) group and label/graphics placement areas.

FIG. **43** is a simple method flow chart for an embodiment which depicts the main steps involved in using a FIP software product to produce, through the use of a fabricator services, customized FIP(s).

FIG. **44** is a simple method flow chart for an embodiment which depicts the main steps involved in using a FIP software product to produce, locally, customized FIP(s).

FIG. **45** is a simple flow chart showing a FIP typical distribution process, including distributor FIP sales crediting process.

FIG. **46** shows the front and back view of a FIP, type for-sale-sign, configured with a contact-element(s) group that includes system referral elements.

FIG. **47** shows the front view of a FIP, type (retailer/distributor) for-display advertisement sign or placard, configured with a contact-element(s) group that includes system referral elements.

FIG. **48** shows the front and back view of a FIP, type for-rent-sign, configured with a contact-element(s) group that includes system referral elements.

FIG. **49** shows the front and back view of a FIP, type garage-sale-sign, configured with a contact-element(s) group that includes system referral elements.

FIG. **50** shows a front view of a FIP of type display-insert, configured with a contact-element(s) group, including referral element information, being inserted into a plastic insert holder, assembled holder meant for in-location display.

FIGS. **51**A-D show several retailer available FIP product types, FIG. A being a box packaged product; FIG. B being a bottled food item; FIG. C being a poly-bag packaged product; FIG. D being any packaged product; whereby each product is configured with contact-element(s), including type referral elements.

FIG. **52**A depicts a flowchart for a broadcast FIP of a type radio, related process.

FIG. **52**B-**52**C depicts (2) audio-transcript samples of a broadcast via FIP of a type radio.

FIG. **53**A depicts a flowchart for a televised FIP of a type television, related process.

FIG. **53**B depicts a snapshot of televised FIP of a type television.

FIG. **54**A-**54**C depicts (3) sample voice-prompts similar to those that might be heard by a viewer/consumer/user who calls to access a system maintained call-services.

FIG. **55**A-**54**H depicts (8) user initiated and system sent text-message samples, each message providing system services related (access) information.

FIG. **56** depicts an FIP of a type service/products referral sign, a sign primarily intended for display in retail/service organization locations.

FIG. **57** depicts a flowchart showing a preferred FIP distribution process, including distributor related crediting process; whereas FIP(s) are configured with serialized referral codes.

FIG. **58**A-G show (6) FIP contact-element(s) group configuration alternatives **29**-**35**, each comprised of instructions embedded referral elements, of type website related data.

FIG. **59**A-G show (6) FIP contact-element(s) group configuration alternatives **36-42**, each comprised of instructions embedded referral elements, of type phone related data.

FIG. **60**A-B show (2) FIP contact-element(s) group configuration alternatives **43-44**, each comprised of instructions embedded referral elements, of type (mobile/downloadable) application related data.

FIG. **61**A-B show (2) FIP contact-element(s) group configuration alternatives **45-46**, each comprised of instructions embedded referral elements, of type SMS/text related data.

FIG. **62**A-B show (2) FIP contact-element(s) group configuration alternatives **47-48**, each comprised of instructions embedded referral elements, of type call-system related data.

FIG. **63** shows a FIP contact-element(s) group configuration alternative-**49**, comprised of instructions embedded referral elements, of a type email related data.

FIG. **64** shows a FIP contact-element(s) group configuration alternative-**50**, comprised of instructions embedded referral elements, of a type fax related data.

FIG. **65** shows a FIP contact-element(s) group configuration alternative-**51**, comprised of instructions embedded referral elements, of a type (physical) mail-address related data.

FIG. **66** shows a FIP contact-element(s) group configuration alternative-**52**, comprised of instructions embedded referral elements, of a type scanned-code related data.

FIG. **67** shows a FIP contact-element(s) group configuration alternative-**53**, comprised of instructions embedded referral elements, of type photo-recognition related data.

FIG. **68** shows a FIP contact-element(s) group configuration alternative-**54**, comprised of instructions embedded referral elements, of type photo-pattern-recognition related data.

FIG. **69**A-G show a contact-element group, not defined but assumed to be any one of the applicable contact-element group embodiment possibilities presented in the current application, configured onto (6) possible FIP(s), each FIP of a type product display.

FIG. **70** depicts a FIP of type PDA (mobile phone), displaying contact-element(s) group alternative-**54** on PDA screen.

FIG. **71** depicts process steps as related to FIG. **50** FIP of type display with insert.

FIG. **72**A-F depicts FIP-parts and processes as related to FIP of type package-envelope containing pre-scored FIP label stock; where FIG. **72**A shows related process steps, FIG. **72**B shows a packaged and consumer ready FIP retail label product, FIG. **72**C shows FIP label stock being removed from FIP retail label product related envelope, FIG. **72**D-F show FIP label stock related and removed FIP labels adhered to standard information signs.

FIG. **73** depicts a standard information sign of type for-rent-sign being placed along with FIP label stock into a (retail) plastic bag, preferably to be made available for retail sale.

FIG. **74** depicts a FIP of type for-rent-sign being placed into a (retail) plastic bag, preferably to be made available for retail sale.

FIG. **75** depicts a retail ready FIP of type label-stock with peel away FIP of type label, typically intended for placement onto SIP(s)/FIP(s). FIG. **75** could also be depicted as a retail ready FIP of type label-stock located in a (retail) packaging envelope, preferably to be made available for retail sale.

FIG. **76**A depicts a picture-submission process which initiates system response(s), preferably, response(s) as related to FIP of a type billboard, as shown in FIG. **76**B.

FIG. **77** depicts a FIP of a type building configured with stencil lettering of said building related organization name and slogan.

FIG. **78** depicts a FIP of a type building configured with a sign, sign configured with lettering of said building related organization name and slogan.

FIG. **79** depicts a FIP of a type landmark (Statue of Liberty).

FIG. **80** depicts a picture-submission process by which an organization authorized affiliate converts an existing SIP (standard information product) into an FIP, were said FIP related system responses can be triggered by pictures of said FIP being submitted to said system for processing by FIP viewers.

FIG. **81**A-B depicts an FIP of a type hang-ready card configured with referral reference information, card primarily meant for retail/service location display and consumer consumption.

DETAILED DESCRIPTION

An information product, such as a for sale sign, configured with contact information and/or elements that link the advertisement/information product to, globally networked system, related services, called a for information product or FIP, is discussed herein. These services make available powerful applications such as phone and web application that are extremely helpful in providing an additional advertisement mechanism/electronic-media as it relates to the FIP and/or any FIP related product/object/item. These services aid the FIP owner in fielding, FIP related, viewer called in inquires while providing the FIP viewer with more options when researching FIP related/advertised item information, upon calling to said system services. The FIP seamlessly makes available linked and powerful application system services to the FIP owner, who in most cases would not know how to link such services. Also disclosed is a method of crediting up-line distributors for end-consumer owner distributed FIP related new system services setup, crediting preferably monetary as related with for-pay system services.

Still Further disclosed is a method by which pictures taking of FIPs can be system submitted to initiate predefined system responses, one such response being the send of data as related to said FIP and/or said FIP advertised item.

Furthermore disclosed is a method involving the retail/service location display of FIPs configured with item(s) referral references information; whereby viewers reference said FIP configured information to access said FIP related and linked services in order to obtain access to said item(s); whereby credit as related to item(s) obtained/purchased, credit preferably monetary, would be paid to the referring said retail/service location owner/organization.

FIG. **1** depicts a mass produced for retail and/or wholesale distribution system-linked for information product or FIP **700**, configured with optional text/graphics artwork **850**, implied not shown, and contact-element(s) group **10**A information, consisting of product barcode **800**, system phone number **10**B, labeled reference-id area **10**C, and FIP instructions **10**D; whereby system phone number **10**B a type of call address **950**, points to system **600** maintained phone-services **901**, a type of system service **900**; wherein system **600**, using phone number **10**B, can be called-to, using a call device **620**. Call address **950** is defined as any call-id, phone-number, phone-ip, etc., used to place an audio call to system **600**, via a calling device such as a phone, PDA, call-enable computer, etc. System services **900** when

accessed, distribute/capture FIP **700** related, and typically FIP owner **500** set, information/data to viewer(s) **510** and other users.

System service **900** types can include phone services **901**, web services **904**, call services **910**, messaging services **912**, email services **914**, fax services **916**, SMS services **918**, mail services **920**, Electronic Services **930** and variations and combinations thereof. Electronic Services **930** include any non-physical related services elements, such as physical-mailing services and can encompass phone services, web services, messaging services, email services, electronic fax services, SMS services, any other electronic based services and/or variations and/or combinations thereof.

FIG. **2** depicts a lifecycle flowchart for FIP **700** depicted in FIG. **1**, from the manufacturing process thru owner **500** operational use step **1000**, where system **600** maintained phone services **901** are made ready for activation and use by FIP related users, process detailed by, sub-step **1001**, phone number **10**B is pointed at system **600** maintained phone services **901**.

Step **2000**, FIP **700** is mass produced by manufacturer **505** and distributed, process detailed by, sub-step **2001**, manufacturer **505** applies contact-element(s) group **10**A to FIP **700**; sub-step **2002**, FIP **700** is replicated and grouped by manufacture **505**, forming FIP **700** batch, made available for distribution; sub-step **2003**, FIP batch is assigned to a specific distributor **508** and then sent/shipped for distribution. Step **3000**, distributor **508** receives FIP **700** batch to inventory, whereby batch related FIP **700** units are staged for end-consumer (FIP owner **500**) distribution, process detailed by, sub-step **3001**, distributor **508** supplies/makes available FIP **700** individual units for end-consumer, preferably setting product on shelves for purchase. Step **4000**, FIP owner **500** prepares FIP **700** for display, process detailed by, sub-step **4001**, owner **500** reviews FIP-instructions **10**D, preferably configured directly on FIP **700**, in order to receive instruction on how/where to set FIP **700** linked system **600** services. Preferably instructions **10**D would refer owner **500** to some specified website to set said and FIP **700** related services; sub-step **4002**, owner **500** sets FIP **700** linked and system **600** maintained phone services **901** as related to FIP **700** advertised item **880** and/or to FIP **700** itself. Phone services **901** settings are set via an owner **500** accessible networked computing device **620**, such as a networked computer and/or PDA. During the phone services **901** setup process system **600** generates to provide a phone services **901** linked reference id **10**R to owner **500** for placement onto FIP **700**; sub-step **4003**, owner **500** preferably scribes newly generated reference id **10**R directly onto FIP **700** in reference id area **10**C, making FIP **700** ready for use; sub-step **4004**, owner **500** displays and/or otherwise makes FIP **700** available for viewer **510** viewing, reference and use. Step **5000**, viewer **510**, calls to connect with system **600** using call device **610** and calling to system phone number **10**B, process detailed by, sub-step **5001**, viewer **510**, using phone device **610** is prompted by phone service **901** to enter reference-id **10**R, using either by touch-tone and/or voice input commands, upon viewer **510** entry, visitor access to owner **500** set phone services **901** is granted; sub-step **5002**, owner **500** would then access a phone services **901** related and designated systems **600** area, preferably an account, to review/respond to any viewer **510** phone services **901** visitor access related activity/requests; and/or retrieve any viewer **510** submitted data, e.g. voice messages, translated voice-messages, action requests, etc.; sub-step **5003**, preferably, viewer **510** and/or owner **500** phone services **901** (pre-designated) session-activity including any-to-all system **600** data-exchanges would be processed and/or stored onto system **600** in the form of transaction-logs and/or files, allowing system **600** administrators and/or owner **500** and/or viewers **510** access to all or some pre-defined portion of said pre-designated log/data/file/information.

As defined in the current application, a FIP or for information product, is a product that is configured with and/or supplied with system **600** linked contact-element(s) group data; whereas a SIP or standard information product is defined as a product that is NOT configured with and/or supplied with system **600** linked contact-element(s) group data.

FIP(s) similar to that depicted in FIG. **1**, can be of any type as selected from the following group, for information label product; for information literature product; for information sign product; for information object product; or it could be a for information area located in, on or around a SIP (standard-information-product) and/or any applicable object. More specifically FIP **700** could be a for information label product selected from a group consisting of peel and stick labels, peel and stick stamps, magnetic labels, static labels, non-adhesive backed labels, pre-scored label stock, bundled pre-scored label stock, bundled labels, labels, tags, various types of cards, any other applicable label product type and/or any variation and/or combinations thereof; and/or FIP **700** could be a for information literature product selected from a group consisting of spec-sheets/documents, data-sheets/documents, sales-literature/documents/sheets/fliers, tear-away-page booklets, containers, personal contact cards, business contact cards, information cards, books, post cards, fliers, pamphlets, booklets, bundled documents, documents, magazines, paper products, card stock, perforated card stock, pre-configured paper products, menus, pamphlets, business cards, any card, mailers, post cards, gift cards, coupons, lab notebooks, notebooks, planners, any other applicable literature product type and/or any variation and/or combinations thereof; and/or FIP **700** could be a for information sign product selected from a group consisting of information signs, for sale signs, for rent signs, for lease signs, yard sale signs, organization informational signs, event information signs, service information signs, product information signs, hiring information signs, space available signs, no trespassing signs, private road signs, vacancy information signs, general information signs, location information signs, generic signs, advertisement signs, any other applicable sign type and/or any variation and/or combinations thereof; and/or FIP **700** could be a for information object product selected from a group consisting of boxes, moving boxes, packaging, product packaging, products, luggage, envelopes, briefcases, backpacks, purses, wallets, garnet bags, gym bags, personal bags, any bag, document containers, product cases, PDAs, phones, mobile computers, electronic books, tablet computers, music players, protective cases, any other container type, bulletin boards, passports, birth certificates, social security cards, credit cards, charge cards, any card, key chains, dog collars, kid bracelets, jewelry, any display boards, floor/counter displays, sign holders, counter display sign holders, floor display sign holders, hanging sign holders, insert signs intended for placement into sign holders, any product display, any services/information/event display, any display, personal accessories, skates, roller blades, sporting equipment, electronic equipment, mobile electronic equipment, tools, motorized tools, home furnishings, furniture, kitchen items, desk/office items, sales items, items that could be lost or stolen, motorized vehicles, bikes, scooters, non-motorized vehicles, any advertisement related object/item, any other applicable

object type and/or any variation and/or combinations thereof; or instead of FIP **700** being a product type it could be a for information area located on any of the previously mentioned or unmentioned FIP(s). Furthermore, some to every page and/or piece in FIP **700** item(s) containing multiple pages and/or pieces could be a FIP **700** duplicate, i.e. said tear-away-page booklets could be comprised of FIP **700** duplicates, each page meant for tear-away, preferably by a user/consumer; furthermore, each page/piece or FIP **700** copy could contain same and/or different contact-element data. Still, FIP(s) of a type container could be designed to hold at least one other FIP, optionally in addition to other items, objects, SIP(s), etc.; similarly as depicted in FIG. **69**.

As a FIGS. **1** and **2** alternative to using a networked computing device **620** to access system **600** in order to set system services **900**, owner **500** could instead use a phone to set system services **900** ideally using IVR type call-applications.

FIP **700** depicted in FIG. **2**, sub-step **2002**, alternatively could be configured with at least one and/or any combination of the following, a unique code and/or id; a serialized barcode, similar to those depicted in FIGS. **25-27**; a serialized reference id; a human and/or device readable (serialized) code; a unique call-address; any applicable contact-element; any applicable serialized contact-element; and/or variations thereof; whereas each FIP**700** batch (similarly referred to as a bundle in current application) could be configured with at least one and/or any combination of the following, a unique code and/or id; a serialized code and/or id; a serialized barcode; a human and/or device readable (serialized) code; any applicable contact-element; any applicable serialized contact-element; and/or variations thereof.

FIG. **2**, applicable, FIP **700** contact-element(s), serialized contact-element(s) and/or FIP batch/bundle/lot codes can be unique at a call address **950**, system services **900**, system **600**, manufacturer, distributer, retailer and/or any other predetermined grouping-level. Serialization of FIP(s) and/or FIP batches allows for up-line distribution tracking of any FIP related and set system services **900**, allowing for predetermined up-line distributor crediting for each new FIP related system service **900** set, optional monetary crediting when for-pay services **900** are set, similar process/concept depicted in FIG. **51** Paid up-line distributor crediting incents distributors to move/distribute FIP product. Serialization of contact-element(s), including reference ids, defined at any grouping level, assures uniqueness of said serialize contact-element within said grouping level, thus avoiding FIP to system service set-up activation related duplication errors.

As appropriate, any of the alternatives as they relate to FIGS. **1** and **2** can similarly be applied to any embodiment depicted in the current application. Furthermore it is to be understood that the steps depicted in FIG. **2** and as appropriate, could be re arranged, collapsed, expanded, removed and/or have other steps added without deviating from the main process concept(s).

FIG. **3** shows (FIG. **1**) contact-element(s) group **30**A alternative-**1**, consisting of a system phone number **30**B, reference id **30**R and FIP-instructions **30**D; whereas FIP-instructions **30**D instruct owner **500** on how/where to set phone services **901**. Next, owner **500** would set phone services **901**; whereas during the phone services **901** setup process system **600** would activate phone number **30**B and reference id **30**R by pointing them at activated phone services **901**; at this point FIP **700** would be placed (made available) for display, whereby an inquiring viewer **510** could then call to system phone number **30**B and, when prompted, provide/submit reference id **30**R to system **600** to access FIP **700** and/or FIP **700** advertised item **880** related phone services **901**.

FIG. **4** shows (FIG. **1**) contact-element(s) group **40**A alternative-**2**, consisting of a, FIP **700** unique, phone number **40**B and FIP-instructions **40**D; whereas FIP-instructions **40**D instruct owner **500** on how/where to set phone services **901**. Next, owner **500** would set phone services **901**; whereas during the phone services **901** setup process system **600** would activate phone number **40**B by pointing it at activated phone services **901**; at this point FIP **700** would be placed (made available) for display, whereby an inquiring viewer **510** could then call system phone number **40**B to access FIP **700** and/or FIP **700** advertised item **880** related phone services **901**.

FIG. **5** shows (FIG. **1**) contact-element(s) group **50**A alternative-**3**, consisting of a general system web address **50**E, reference id area **50**C and FIP-instructions **50**D; whereas FIP-instructions **50**D instruct owner **500** on how/where to set system **600** maintained and owner **500** settable web services **904**; whereas during the web services **904** setup process system **600** would generate-to-provide a web services **904** related reference id **50**R to owner **500** for placement into reference id area **50**C; at this point FIP **700** would then be placed (made available) for display, whereby an inquiring viewer **510** could then lookup general system web address **50**E to display services website **908**, through which inquiring viewer **510** would then provide/submit reference id **50**R to system **600** to access FIP **700** and/or FIP **700** advertised item **880** related web services **904**.

FIG. **6** shows (FIG. **1**) contact-element(s) group **60**A alternative-**4**, consisting of a general system web address **60**E, reference id **60**R and FIP-instructions **60**D; whereas FIP-instructions **60**D instruct owner **500** on how/where to set web services **904**. Next, owner **500** would set web services **904**; whereas during the web services **904** setup process system **600** activates web address **60**E related reference id **60**R by pointing it at web services **904**; at this point FIP **700** would then be placed (made available) for display whereby an inquiring viewer **510** could then lookup general system web address **60**E to display service website **908**, through which inquiring viewer **510** would then provide/submit reference id **60**R to system **600** to access FIP **700** and/or FIP **700** advertised item **880** related web services **904**.

FIG. **7** shows (FIG. **1**) contact-element(s) group **70**A alternative-**5**, consisting of a direct system web address **70**E and FIP-instructions **70**D; whereas FIP-instructions **70**D instruct owner **500** on how/where to set web services **904**. Next, owner **500** would set web services **904**; whereas during the web services **904** setup process system **600** would generate/activate direct system web address **70**E, related services website **908** and website **908** displayed/activated web services **904**; at this point FIP **700** would then be placed (made available) for display whereby an inquiring viewer **510** could then lookup direct system web address **70**E to display services website **908** though which inquiring viewer **510** would then access FIP **700** and/or FIP **700** advertised item **880** related web services **904**.

FIG. **8** shows (FIG. **1**) contact-element(s) group **80**A alternative-**6**, consisting of a general system web address **80**E, general system phone number **80**B, reference id area **80**C and FIP-instructions **80**D; whereas FIP-instructions **80**D instruct owner **500** on how/where to set system **600** maintained and owner **500** settable web services **904** and phone services **901**. Next, owner **500** would set web services **904** and phone services **901**; whereas during the web services **904** and phone services **901** setup process system **600**

would provide a web services **904** and phone services **901** related reference id **80**R to owner **500** for placement into reference id area **80**C; at this point FIP **700** would then be placed (made available) for display, whereby an inquiring viewer **510** could then lookup general system web address **80**E to display service website **908** through which inquiring viewer **510** would then provide/submit reference id **80**R to system **600** to access FIP **700** and/or FIP **700** advertised item **880** related web services **904**; or an inquiring viewer **510** could then lookup direct system phone number **80**B and, when prompted, provide/submit reference id **80**R to system **600** to access FIP **700** and/or FIP **700** advertised item **880** related phone services **901**.

FIG. **9** shows (FIG. **1**) contact-element(s) group **90**A alternative-**7**, consisting of a general system web address **90**E, general system phone number **90**B, reference id **90**R and FIP-instructions **90**D; whereas FIP-instructions **90**D instruct owner **500** on how/where to set system **600** maintained and owner **500** settable web services **904** and phone services **901**. Next, owner **500** would set web services **904** and phone services **901**; whereas during the web services **904** and/or phone services **901** setup process system **600** activates web services **904** and phone services **901** related reference id **90**R; at this point FIP **700** would then be placed (made available) for display, whereby an inquiring viewer **510** could then lookup general system web address **90**E and associated services website **904** through which inquiring viewer **510** would then provide/submit reference id **90**R to system **600** to access FIP **700** and/or FIP **700** advertised item **880** related web services **904**; or an inquiring viewer **510** could then call to general system phone number **90**B and, when prompted, provide/submit reference id **90**R to system **600** to access FIP **700** and/or FIP **700** advertised item **880** related phone services **901**.

FIG. **10** shows (FIG. **1**) contact-element(s) group **100**A alternative-**8**, consisting of a general call id **100**F, reference id area **100**C and FIP-instructions **100**D; and whereas FIP-instructions **100**D instruct owner **500** on how/where to set system **600** maintained and owner **500** settable call services **910**. Next, owner **500** would set call services **910**; whereas during the call services **910** setup process system **600** would provide a system **600** unique and call services **910** related reference id **100**R to owner **500** for placement into reference id area **100**C; at this point FIP **700** would then be placed (made available) for display, whereby an inquiring viewer **510** could access call services website **952** (or related and said software application) to place a phone call to general call id **100**F and then, when prompted, provide/submit reference id **100**R to system **600** to access FIP **700** and/or FIP **700** advertised item **880** related call services **910**. General call id **100**F would be maintained by a third party provider **960** (such as SKYPE™ or similar online communication services).

FIG. **11** shows (FIG. **1**) contact-element(s) group **110**A alternative-**9**, consisting of a general call id **110**F, reference id **110**C and FIP-instructions **110**D; whereas FIP-instructions **110**D instruct owner **500** on how/where to set FIG. **10** defined call services **910**. Next, owner **500** would set call services **910**; whereas during the call services **910** setup process system **600** would activate call services **910** related reference id **110**R; at this point for sale sign **100** would then be placed (made available) for display, whereby an inquiring viewer **510** could access FIG. **10** defined call services website **952** (or related and said software) to place a phone call to general call id **110**F and then, when prompted, provide/submit reference id **110**R to system **600** to access FIP **700** and or FIP **700** advertised item **880** related call services **910**. Call web address **110**G is the service provider website where a viewer **510** would go to access call-applications and software for local computer install. General call id **101**F would be maintained by a third party provider **960** (such as SKYPE™ or similar online communication services).

FIG. **12** shows (FIG. **1**) contact-element(s) group **120**A alternative-**10**, consisting of a direct-call id **120**F and FIP-instructions **120**D; whereas FIP-instructions **120**D instruct owner **500** on how/where to set FIG. **10** defined call services **910**. Next, owner **500** would set call services **910**; whereas during the call services **910** setup process system **600** would point direct call id **120**F to call services **910**; at this point FIP **700** would be placed (made available) for display, whereby an inquiring viewer **510** could access FIG. **10** defined call services website **952** (or related and said software) to place a phone call to direct call id **120**F to access FIP **700** and/or FIP **700** advertised item **880** related call services **910**. General call id **120**F would be maintained by a third party provider **960** (such as SKYPE™ or similar online communication services). Call web address **120**G is the service provider website where a viewer **510** would go to access call-applications and software for a local computer install.

In FIGS. **10-12**, call web address **110**G is a provider **960** operated website, accessible by viewer **510**, to either run communication-applications via site services and/or to download communication-application(s) to install/run computer local. In addition to and in order to share call services **910** related data, provider **960** systems would preferably be networked with system **600**. Alternatively call web address could be optionally configured directly onto or provided with FIP **700**.

FIG. **13** shows (FIG. **1**) contact-element(s) group **130**A alternative-**11**, consisting of a general messaging web address **130**H, a reference id area **130**C and FIP-instructions **130**D; whereas FIP-instructions **130**D instruct owner **500** on how/where to set FIG. **10** defined call services **912**. Next, owner **500** would set messaging services **912**; whereas during the messaging services **912** setup process system **600** would provide a system **600** unique and messaging services **912** related reference id **130**R to owner **500** for placement into reference area **130**C; at this point FIP **700** would be placed (made available) for display, whereby an inquiring viewer **510** could send a message to owner **500** by accessing general messaging web address **130**H related message initiation website **954**, whereby an inquiring viewer **510** would enter/submit reference id **130**R and an electronic message **955** to send electronic message **955** to owner **500**, whereby owner **500** would preferably receive electronic message **955** via a message services **912** related electronic message **955** retrieval/review service/mechanism/process.

FIG. **14** shows (FIG. **1**) contact-element(s) group **140**A alternative-**12**, consisting of a general messaging web address **140**H, a reference id area **140**R and FIP-instructions **140**D; whereas FIP-instructions **140**D instruct owner **500** on how/where to set FIG. **10** defined messaging services **912**. Next, owner **500** would set messaging services **912**; whereas during the messaging services **912** setup process system **600** would activate messaging services **912** related reference id **140**R; at this point FIP **700** would be placed (made available) for display, whereby an inquiring viewer **510** could send a message to owner **500** by accessing a general messaging web address **140**H related message initiation website **954**, through which inquiring viewer **510** could access messaging services **912** to enter/submit reference id **140**R and an electronic message **955** to send electronic message **955** to owner **500**, whereby owner **500** would

preferably receive electronic message **955** via a message services **912** related electronic message **955** retrieval/review service/mechanism/process. Alternatively messaging services **912** via message initiation website **954** could allow for any form of communication to be sent/processed; said communications could include but are not limited to faxes, pages, calls, all types of messages (including voice, text, email, etc.).

FIG. **15** shows (FIG. **1**) contact-element(s) group **150**A alternative-**13**, consisting of a direct messaging web address **150**H and FIP-instructions **150**D; whereas FIP-instructions **150**D instruct owner **500** on how/where to set messaging services **912**. Next, owner **500** would set messaging services **912**; whereas during the messaging services **912** setup process system **600** would generate/activate direct messaging web address **150**H and related message initiation website **954** which in turn would present newly set messaging services **912**; at this point FIP **700** would be placed (made available) for display, whereby an inquiring viewer **510** could send a message to owner **500** by accessing a general messaging web address **150**H related message initiation website **954**, through which inquiring viewer **510** could access messaging services **912** to prepare/submit an electronic message **955** for send to owner **500** who would then receive electronic message **955** via a message services **912** related electronic message **955** retrieval/review service/mechanism/process.

FIG. **16** shows (FIG. **1**) contact-element(s) group **160**A alternative-**14**, consisting of a direct system email address **160**J and FIP-instructions **160**D; whereas FIP-instructions **160**D instruct owner **500** on how/where to set email services **914**. Next, owner **500** would set email services **914**; whereas during the email services **912** setup process system **600** would generate/activate system email address **160**H; at this point FIP **700** would be placed (made available) for display, whereby an inquiring viewer **510** could send an email **957** to system email address **160**H for distribution/processing by email services **914** for owner **500** retrieval/review/other purposes.

FIG. **17** shows (FIG. **1**) contact-element(s) group **170**A alternative-**15**, consisting of a general fax number **170**K, a reference id area **170**C and FIP-instructions **170**D; whereas FIP-instructions **170**D instruct owner **500** on how/where to set fax services **916**. Next, owner **500** would set fax services **916**; whereas during the fax services **916** setup process system **600** would provide a system **600** unique and fax services **916** related reference id **170**R to owner **500** for placement into reference id area **170**C; at this point FIP **700** would be placed (made available) for display, whereby an inquiring viewer **510** could send fax **959** by calling to general fax number **170**K and, when prompted, entering/submitting reference id **170**R to start processing fax **959** for distribution/processing to/by fax services **916** for owner **500** retrieval/review/other purposes.

FIG. **18** shows (FIG. **1**) contact-element(s) group **180**A alternative-**16**, consisting of a general fax number **180**K, a reference id area **180**R and FIP-instructions **180**D; whereas FIP-instructions **180**D instruct owner **500** on how/where to set fax services **916**. Next, owner **500** would set fax services **916**; whereas during the fax services **916** setup process system **600** would activate faxing services **916** related reference id **180**R; at this point FIP **700** would be placed (made available) for display, whereby an inquiring viewer **510** could send fax **959** by calling to general fax number **180**K and, when prompted, entering/submitting reference id **180**R to start processing fax **959** for distribution/processing to/by fax services **916** for owner **500** retrieval/review/other purposes.

FIG. **19** shows (FIG. **1**) contact-element(s) group **190**A alternative-**17**, consisting of a general fax number **190**K, and FIP-instructions **190**D; whereas FIP-instructions **190**D instruct owner **500** on how/where to set fax services **916**. Next, owner **500** would set fax services **916**; whereas during the fax services **916** setup process system **600** would assign/activate system **600** unique direct fax number **190**K and point it to fax services **916**; at this point FIP **700** would be placed (made available) for display, whereby an inquiring viewer **510** could send fax **959** by calling to general fax number **190**K for distribution/processing to/by fax services **916** for owner **500** retrieval/review/other purposes.

FIG. **20** shows (FIG. **1**) contact-element(s) group **200**A alternative-**18**, consisting of a general SMS address **200**L (short code), a reference id area **200**C and FIP-instructions **200**D; whereas FIP-instructions **200**D instruct owner **500** on how/where to set SMS services **918**. Next, owner **500** would set SMS services **918**; whereas during the SMS services **918** setup process system **600** would provide a system **600** unique and SMS services **918** related reference id **200**R to owner **500** for placement into reference id area **200**C; at this point FIP **700** would be placed (made available) for display, whereby an inquiring viewer **510** could send a SMS message **961** containing reference id **200**R to general SMS address **200**L to access/request/initiate system **600** available and owner **500** set SMS services **918**.

FIG. **21** shows (FIG. **1**) contact-element(s) group **210**A alternative-**19**, consisting of a general SMS address **210**L, a reference id **210**R and FIP-instructions **210**D; whereas FIP-instructions **210**D instruct owner **500** on how/where to set SMS services **918**. Next, owner **500** would set SMS services **918**, whereas during the SMS services **918** setup process system **600** would activate SMS services **918** related reference id **210**R; at this point FIP **700** would be placed (made available) for display whereby an inquiring viewer **510** could send a SMS message **961** containing reference ID **210**R to general SMS address **200**L to access/request/initiate system **600** available and owner **500** set SMS services **918**.

In FIG. **20-21**, as an alternative, FIP-instructions could request viewer to send additional/specific information/data, along with said reference id to system **600** for more advanced processing purposes. Optionally, SMS short code addresses could instead be long-code address (or standard phone-id/number) and called to gain access.

FIG. **22** shows (FIG. **1**) contact-element(s) group **220**A alternative-**20**, consisting of a direct SMS address **220**L and FIP-instructions **220**D; whereas FIP-instructions **220**D instruct owner **500** on how/where to set SMS services **918**. Next, owner **500** would set SMS services **918**; whereas during the SMS services **918** setup process system **600** would assign/activate system **600** unique SMS address **22**L and point it to SMS services **918**; at this point FIP **700** would be placed (made available) for display whereby an inquiring viewer **510** could send a SMS message **961** to SMS services **918** to access/request/initiate system **600** available and owner **500** set SMS services **918**. Alternatively, FIP-instructions **220**D could also request viewer **510** to send specific information/data in SMS message **961** to system **600** for more advanced processing purposes.

FIG. **23** shows (FIG. **1**) contact-element(s) group **230**A alternative-**21**, consisting of a reference id area **230**C, system street address **230**M and FIP-instructions **230**D, whereas system street address **230**M points to (or is addressed to) a system **600** related mail processing provider

963. Initially, owner 500 preferably reads FIP-instructions 230D, to learn how/where to set mail services 920; Next, owner 500 would set mail services 920; whereas during the mail services 920 setup process system 600 would provide a system 600 unique and mail services 920 related reference id 230R to owner 500 for placement into reference id area 230C; at this point FIP 700 would be placed (made available) for displayed, whereby an inquiring viewer 510 using a mailing address consisting of reference id 230R and system street address 230M can send mail 963 to mail services 920 related mail processing provider 965; whereby mail processing provider 965 would reference mail 963 contained reference id 230R and related mail services 920 instructions/directions/comments to process mail 963 per owner 500 set mail services 920 instruction/directions/commands.

FIG. 24 shows (FIG. 1) contact-element(s) group 240A alternative-22, consisting of a reference id area 240R, system street address 240M and FIP-instructions 240D, whereas system street address 240M points to (or is addressed to) a system 600 related mail processing provider 963. Initially, owner 500 preferably reads FIP-instructions 240D, to learn how/where to set mail services 920; Next, owner 500 would set mail services 920; whereas during the mail services 920 setup process system 600 would activate mail services 920 related reference id 240R; at this point FIP 700 would be placed (made available) for displayed, whereby an inquiring viewer 510 using a mailing address consisting of reference id 240R and system street address 240M can send mail 963 to mail services 920 related mail processing provider 965; whereby mail processing provider 965 would reference mail 963 contained reference id 240R and related mail services 920 instructions/directions/comments to process mail 963 per owner 500 set mail services 920 instruction/directions/commands.

In FIGS. 23-24, system street address could instead be a single, mail distribution provider(s) recognized, location id; whereas the location id when scanned would provide to the mail distribution provider(s) routing information/instructions; furthermore a handling id could be used in place of both the location and reference id; whereas the handling id when scanned would provide to the mail distribution provider(s) routing/handling information/instructions. A primary advantage to using a process like this is flexibility in routing of mail parcels, as routing could be change (and optionally billed) real time per owner 500 and/or qualified designee inputs to system services 900. The following generally describes said previous alternative mail services process: 1. mail parcels would be received by a mail distribution provider such as the US Postal Service, Fed-Ex, UPS and/or similar; 2. given the mail distribution provider systems are networked with system 600 the mail distribution provider would then scan mail parcel location and/or handling ID to fulfill parcel routing/handling instruction, including possible delivery of parcel to mail processing provider or other designation; 3. in a case where mail parcel is (addressed to via physical address and/or location-id) sent to a mail processing provider they would then preferably scan a handling ID to fulfill owner 500 system services 900 inputted request/commands.

FIG. 25 shows (FIG. 1) contact-element(s) group 250A alternative-23, consisting of the same contact-element(s) group 90A shown in FIG. 9 with the addition of a system 600 related and FIP 700 unique activation barcode 250N; whereas unique activation barcode 250N is scanned by a system 600 networked scanner 922 which in turn activates reference id 250R making it available to system 600 for owner 500 setup and activation process as described in FIG. 9. Reference id 250R can be unique at either a system 600 or a call-address 950 level. Alternatively, an activation barcode such as the one depicted in FIG. 25, can be set as such, to activate multiple contact-element(s), as related with any given FIP.

FIG. 26 shows (FIG. 1) contact-element(s) group 260A alternative-24, consisting of a similar contact-element(s) group 250A as that depicted in FIG. 25 with the addition of a opaque rub away covering material 160P (in figure it is shown as translucent for depiction purposes) which is initially covering reference id 250R (depicted in FIG. 25) so as to keep in private until such point an owner 500 obtains/purchases FIP 700 and activates reference id 250R per setup and activation process described in FIG. 25. Alternatively, activation barcode 250N could be omitted from FIP 700 and covering material 260P could initially conceal reference id 250R.

FIG. 27 shows (FIG. 1) contact-element(s) group 270A alternative-25, consisting of a similar contact-element(s) group 70A as that depicted in FIG. 7 with the addition of a opaque rub away covering material 270P (in figure it is shown as translucent for depiction purposes) which is initially covering direct system web address 70E (depicted in FIG. 7); and activation barcode 270N which when scanned by a system 600 networked scanner 922 activates direct system web address 70E making it available to system 600 for the continuation of the owner 500 setup and activation process as described in FIG. 7. In FIGS. 26 and 27, alternatively covering material 260P could also include peel-away tape; peel-away film; packaging materials; any other temporary (printed/written) information concealing type of method and combination thereof.

FIG. 28 shows (FIG. 1) contact-element(s) group 280A alternative-26, consisting of contact-element (placement) area phone number area 280S and FIP-instructions 280D; whereas FIP-instructions 280D instruct owner 500 on how/where to retrieve direct system phone number 280B and set system 600 maintained and owner 500 settable phone services 901. Next, owner 500 would set phone services 901; whereas during the phone services 901 setup process system 600 would assign/point direct system id 280B to phone services 901; system 600 would also distribute a direct system phone number 280B to owner 500 for placement into phone number area 280C; at this point FIP 700 would be placed (made available) for display, whereby an inquiring viewer 510 could then call to direct system phone number 280B to access FIP 700 advertised item 880 related phone services 901. In some cases, the FIP-Instructions could be the only contact-element located on FIP 700, simply intended to provide owner 500 on how to set system services 900 as they relate to FIP 700.

FIG. 29 shows (FIG. 1) contact-element(s) group 290A alternative-27, consisting of web address area 290T, reference id area 290C and FIP-instructions 290D; whereas FIP-instructions 290D instruct owner 500 on how/where to retrieve general system web address 290E and set system 600 maintained and owner 500 settable web services 904. Next, owner 500 would set web services 904; whereas during the web services 904 setup process system 600 would provide both web address 290E and reference id 290R to owner 500 placement into web address area 290T and reference id area 290C, respectively; at this point FIP 700 would be placed (made available) for display, whereby an inquiring viewer 510 could then lookup general system web address 290E to access services website 908 through which inquiring viewer 510 would then provide/submit reference

id **50**R to system **600** to access FIP **700** advertised/related item **880** related web services **904**.

FIG. **30** shows (FIG. **1**) contact-element(s) group **300**A alternative-**28**, consisting of web address area **300**T, phone number area **300**S, reference id area **300**C and FIP-instructions **300**D; whereas FIP-instructions **300**D instruct owner **500** on how/where to set system **600** maintained and owner **500** settable web services **904** and phone services **901**. Next, owner **500** would set web services **904** and phone services **901**; whereas during the web services **904** and phone services **901** setup process system **600** would provide a web services **904** and phone services **901** related general system web address **300**B, phone address **300**E and reference id **80**R to owner **500** for placement into web address area **300**T, phone number area **300**S and reference id area **300**C, respectively; at this point FIP **700** would be placed (made available) for display, whereby an inquiring viewer **510** could then lookup general system web address **300**B to access a service website **908** through which inquiring viewer **510** could then provide/submit reference id **300**R to system **600** to access FIP **700** advertised/related item **880** related phone services **904**; and/or an inquiring viewer **510** could then call to general system phone number **300**E and, when prompted, provide/submit reference id **300**R to system **600** to access FIP **700** advertised/related item **880** related phone services **901**.

FIG. **31** shows a preferred embodiment of a manufactured, pre-configured, mass-produced and owner **500** obtainable FIP **700** of a type bulletin-advertisement board **702** which contains contact-element(s) group **310**A, a contacts elements group consisting of a general system phone number **310**B, direct system web address **310**E, activation barcode **310**N, product inventory barcode **801**, reference id(s) **310**R-**1** through **310**R-**5** and FIP-instructions **310**D; whereas when activation barcode **310**N is scanned (as described in FIG. **25**) reference id(s) **310**R-**1** through **310**R-**5** and direct system web address **310**E are made available to system **600** for owner **500** to set each reference id **310**R-**1** through **310**R-**5** related phone services (as per similar process described in FIG. **3**). The activation barcode **310**N activation would also activate direct system web address **310**E, making it available to system **600** for owner **500** to set related web services **904** (as per similar process described in FIG. **7**).

FIG. **32** shows a preferred embodiment of a manufactured, pre-configured, mass-produced, mass-distributed and owner **500** obtainable FIP **700** of a type tag **703**; whereas tag **703** can have an adhesive back and/or be assembled with/to a chain, ring, signs, containers and/or any other applicable device/object. Tag **703** is configured with a contacts elements group **320**A. Tag **703** could be attached to any item where-if said item was lost, any person, who found said item, could contact said item's owner by referencing tag **703** configured contact-element(s) group **320**A to contact said item owner. Tag **703** could be manufactured to be re-attachably attached to said device/object; it could also be intended to be detachably to said device/object.

FIG. **33** shows a preferred embodiment of a manufactured, pre-configured, mass-produced, mass-distributed and owner **500** obtainable FIP **700** of a type card **704**, configured with a contact-element(s) group **330**A; whereas card **704** could be a business, personal, service or any other type of (promotional/advertising) card. It could be made of plastic, paper, or any applicable/appropriate material; and could be configured with additional graphics **852**.

FIG. **34** shows a preferred embodiment of a manufactured, pre-configured, mass-produced, mass-distributed and owner **500** obtainable FIP **700** of a type envelope **705**, configured with a contact-element(s) group **340**A; whereas envelope **705** can be made from any material and could be configured with additional graphics **855**.

FIG. **35** shows a preferred embodiment of a manufactured, pre-configured, mass-produced, mass-distributed, print ready and owner **500** obtainable FIP **700** of a type multi-card stock **706** comprised from multiple individual and temporarily attached card(s) **707**; whereas each card **707** is configured with a contacts elements group **350**A along with some additional/optional graphics **856**. Preferably graphics **856** would include an outlined area for owner **500** to place custom information, such as business/service/other name information. Alternatively, designated area **856** could also contain manufacturing printed art or information.

FIG. **36** shows a preferred embodiment of a manufactured pre-printed, mass-produced, mass-distributed and owner **500** obtainable FIP **700** of a type advertisement product **708**, configured with a contact-element(s) group **360**A; whereas advertisement product **708** can be made from any material and any number/combination of parts. Advertisement product **708** is fabricated from simple mechanical parts **857** consisting of a sliding cover which is maintained by some guides, whereas said cover slides back and forth (preferably with a mechanism which can be accessed on the back side of Ad FIP **708**) to expose the word OPEN in one position and the word CLOSED in the other. Ad FIP **708** would be ideal for small shop owners, allowing them to provide additional shop information via the FIP **700** to system **600** information distribution process, including hours of operation.

FIG. **37** shows a manufacturing pre-printed, mass-produced, mass-distributed and owner **500** obtainable FIP **700** of a type stamping mechanism **709** configured with a contact-element(s) group **370**A imprinted on the stamping surface; whereas when stamp mechanism **709** is applied to any applicable object surface contact-element(s) group **370**A is printed/stamped to said object surface. Alternatively, stamp mechanism **709** instead of being constructed as such to leave ink stamps it could rather be constructed to leave indention or physical impression stamps.

FIG. **38** shows a preferred embodiment of a manufactured, pre-configured, mass-produced, mass-distributed and owner **500** obtainable FIP **700** of a type for sale sign **710** configured with a contact-element(s) group **380**A and artwork **852**.

FIG. **39** shows a preferred embodiment of a manufactured, pre-configured, mass-produced, mass-distributed and owner **500** obtainable FIP **700** of a type peel and stick label **711** configured with a contact-element(s) group **390**A.

FIG. **40** shows a preferred embodiment of a manufactured, pre-configured, mass-produced, mass-distributed and owner **500** obtainable FIP **700** of a type label stock **713** with (2) peel and stick labels **712** each configured with a contact-element(s) group **400**A. Alternatively, there could be more then (2) labels per label stock sheet configured with varying and/or identical contact-element(s) groups.

FIG. **41** shows a preferred embodiment of a manufactured, pre-configured, mass-produced, mass-distributed and owner **500** obtainable FIP **700** of a type label stock **714** with (2) peel and stick labels, one regular label **715** and one for information label **716** configured, FIP label **716** configured with a contact-element(s) group **410**A.

FIG. **42** shows a preferred embodiment of a manufactured, pre-configured, mass-produced, mass-distributed and owner **500** obtainable FIP **700** of a type sign **717** with optional graphics **858**, configured with contacts elements groups **440**A. In this case the contact-element(s) group **440**A is defined as being FIP instructions **440**D only, indi-

cating that for this FIP **700** owner **500** would be instructed, using FIP instructions **440**D, on how to set up FIP **700** related system services **900**.

FIG. **43** depicts a method/process for creating a FIP using software **418**. In step **4300**: owner **500** would obtain FIP **700** creation software **418** by some means, such as, but not limited to, downloading it from the internet, purchasing it from a store and/or ordering it through the mail. Step **4310**: owner **500** would then utilize software **418** to design, arrange and/or configure (in a computer design format) any applicable/appropriate contact-element(s) group, as defined in this patent application, onto an applicable/appropriate/electronic-version FIP **700**; software **418** could also allow for owner **500** to design parts of and/or all of FIP **700**; ideally software **418** would directly allow owner **500** to set contact-element(s) group related system services **900**. Step **4320**: software **418** would then via the use of the internet allow for owner **500** to send the electronic version of FIP **700** to at least one fabricator for build. Upon FIP **700** physical build completion fabricator would then send/ship said physical FIP **700** version back to owner **500**. Alternative, to owner **500** using software **418** to design FIP **700** a software **418** equivalent service website could be made available to owner **500** which would fulfill the same functions as provided by software **418**.

FIG. **44** depicts a method/process for creating a FIP using software **428**. In step **4400**: owner **500** would obtain FIP **700** creation software **428** by some means, such as, but not limited to, downloading it from the internet, purchasing it from a store and/or ordering it through the mail. Step **4410**: owner **500** would then utilize software **428** to design, arrange and/or configure (in a computer design format) any applicable/appropriate contact-element(s) group, as defined in this patent application, onto an applicable/appropriate/electronic-version FIP **700**; software **428** could also allow for owner **500** to design parts of and/or all of FIP **700**; ideally software **428** would directly allow owner **500** to set contact-element(s) group related system services **900**. Step **4420**: software **428** would then allow owner **500** to print a physical FIP **700** version locally to a device such as a printer/plotter. Alternatively, to owner **500** using software **428** to design FIP **700** a software **428** equivalent service website could be made available to owner **500** which would fulfill the same functions as provided by software **428**.

FIG. **45** depicts a flowchart showing a general FIP distribution process, in the following steps:

FIG. **45**, step **450**, a level-**0** distributor **45**C**1** configures a predetermined number of optionally and previously manufactured FIP **700** units with batch code **45**A**1**, units bundled with other FIP units, preferably similar/same, into FIP level-**0** bundle **45**B**1**, also preferably configured with a bundle batch code, bundle information logged for distribution and tracking purposes. The preceding and said FIP bundling process can be repeated, using the same and/or different FIP types and bundle batch codes, any number FIP bundles can be created;

FIG. **45**, step(s) **450-1**, a predetermined number of FIP **700** units can be pulled from level-**0** bundle **45**B**1** by level-**0** distributor **45**C**1**, creating level-**1** bundle **45**B**1'**, which can then be distributed to level-**1** distributor **45**C**1'**, who can either distribute level-**1** bundle **45**B**1'** related FIP **700** units to FIP owners **500** (end consumers) and/or create a level-n bundle **45**B", pulling FIP **700** units from level-**1** bundle **45**B**1'**, bundle information logged for distribution and tracking purposes.

FIG. **45**, step(s) **450-2**, a predetermined number of FIP **700** units can be pulled from level-**1** bundle **45**B**1'** by level-**1** distributor **45**C**1'**, creating level-n bundle **45**B**1"**, which can then be distributed to level-n distributor **45**C**1'**, who can either distribute level-n bundle **45**B**1"** related FIP **700** units to FIP owners **500** (end consumers) and/or create a level-m bundle **45**B"', pulling FIP **700** units from level-n bundle **45**B**1"**, bundle information logged for distribution and tracking purposes.

FIG. **45**, step(s) **450-3**, a selected number of FIP **700** units, would be obtained by owner **500**, preferably through a retailer and by method of purchase; whereby owner **500** would then set said FIP **700** unit(s) related services **900**. Alternatively, each FIP **700** unit could be configured with a product bar-code **800**, scanned at purchased, deducting unit from inventory; furthermore, FIP **700** could also contain a system **600** linked activation code, such as those depicted in FIGS. **25-27**, that when scanned would activate FIP **700** related system **600** maintained services **900**, preferably making services **900** accessible to be set by owner **500**.

In FIG. **45**, Steps **450-1** to **450-2** can be repeated for as many down line distributors as required. Steps **450** to **450-3** can be repeated for any number of distributor(s) and/or distributor down-line(s), distributing any number of FIP bundles, containing any FIP type, each preferably configured with a batch code.

In FIG. **45**, as an alternative to each FIP **700** unit containing a batch-code instead they could contain a serialized referral code for crediting and tracking purposes, similar to that depicted in FIG. **57**.

FIG. **46** shows a front and back view of a retailer **515** referral code **460**Y related FIP **700** of a type for-sale-sign, configured with contact-element(s) group **460**A, similar to that depicted in FIG. **1**, but additionally comprised of contact-element(s) web address **460**X and referral code **460**Y, both also a types of referral element **750**, which are preferably configured directly on FIP **700** and are incorporated within FIP instructions **460**D; and whereas FIP **700** setup process is similar to that depicted in FIG. **1&2**, but additionally and more specifically include FIP instructions **460**D that instruct FIP owner **500** to go to web address **460**X related services **900** website, where services **900** can be set, during which referral code **460**Y is entered to system **600**, where referral code **460**Y is used to relate FIP owner **460** to newly activated services **900** to retailer **515**, creating a system **600** utilized and/or maintained referral association **1000**, preferably utilized for monetary credit-tracking purposes, where ideally some designated amount of money is paid to retailer **515** for each pre-designated services **900** activation referral, preferred paid money amount being some percentage of services **900** FIP owner **500** costs.

FIG. **47** depicts a retailer **515** referral code **470**Y related FIP **700** of a type display placard/sign, configured with contact-element(s) group **470**A; whereas FIP **700** is intended for display-only, for viewing by consumer **530**, who utilize contact-element(s) group **470**A applicable elements, to call-to system **600** to access services **900**, that either provide information on how to access services that help you create FIP(s) and/or provide access to services that help you create FIP(s). The following, details steps for a FIP **700** preferred embodiment.

FIG. **47**, Step **1**, FIP **700** is placed for display in at least one retailer **515** related store(s), intended for viewing by consumer **530**. Continue to Step **2**.

FIG. **47**, step **2**, an end consumer **530** shopping at a retailer **515** store notices and reads instructions **470**D, which inform on how/why consumer **530** can/should access services **900** to create a FIP. Continue to Step(s) **3***a*, **3***b* and/or **3***c*.

FIG. **47**, step **3***a*, upon end consumer **530** calling phone number **470**B via a call device to access system **600** related service **900**, when prompted (similar to that shown in FIG. **54**A) would enter referral id **470**R, entry triggering a system **600** message **470**K text-back, text sent to call device related and system **600** captured caller-id, message **470**K preferably containing instructions along with retailer **515** related referral elements **750** used to access services **900** (similar to that shown in FIG. **55**A), services preferably used to create and/or assist in creating FIP(s) and/or FIP related services; whereby consumer **530** using referral elements **750** to access services **900**, a consumer **530** to services **900** to retailer **515** referral association **1000** can be created. Alternatively, information **470**K could instead include any applicable linked contact-element or linked contact-element combination. Furthermore, services **900** would not be limited. Alternatives to system **600** initiated message text-back message could include, data sent via system **600** initiated, live person callbacks, phone based callbacks, web-services based callbacks, electronic messages, faxes, placement to website(s); placement to applicable electronic site(s); placement to mobile applications; placement to applications, physical courier services; via any other applicable way data can be sent between services and users. As yet another alternative, instead of text-back messages being text based it could be text, file and/or code based and/or variations thereof and/or combinations thereof. Continue to Step **4**.

FIG. **47**, step **3***b*, upon consumer **530** using an internet accessible device looks-up system **600** maintained and retailer **515** related referral web-address **470**X, which points to services website **1500**, a reference site to which system **600** navigates to upon a said lookup, and which provides access to services **900**, services preferably used to set/assist in creating FIP(s) and/or FIP related services; whereby when services **900** have been utilized/set/activated, and using consumer **530** to retailer **515** related and looked-up referral web-address **470**X data, system **600** can create, maintain and/or utilize a consumer **530** to services **900** to retailer **515** referral association **1000**. Unlike a standard web-address that simply point a user (consumer) to some predefined website; a referral web-address in addition to pointing said user to said website can also be system captured and utilized for referral and crediting purposes; for example, mass produced FIP units can each and/or at some grouping-level be configured with different referral web-address(s), that each point to said website; and that can be related to different distributors, retailers, organizations, groups, people, etc.; and can be utilized for referral and credit tracking purposes, as depicted in current step; furthermore, referral web-addresses can also be serialized, to be placed on FIP(s) and distributed for use, as similarly depicted in FIG. **57**.

FIG. **47**, step **3***c*, upon end consumer **530** using a text enabled device, to send a text message **470**T, containing referral code **470**R', to SMS short code **470**L, in order to access system **600** related service **900**, system **600** would trigger a system **600** message **470**K text-back; whereby remaining processes are similarly described in FIG. **47**, step **3***a*. As an alternatively, FIP instructions **470**D could additionally request consumer **530** to send specific information/data in place of or in addition to sent referral code **470**R', for more advanced processing purposes. Optionally, instead of SMS address being of a type short-code, it instead could be long-code (or standard phone-id/number). Furthermore, a text message **470**T could trigger an instant SMS billed service charge for any services provided. As yet another alternative, instead of initial sent text message **470**T being only text based, it could instead be text, file and/or code based and/or variations thereof and/or combinations thereof. Sec FIG. **47**, step-a, for additional, applicable alternative embodiments. Continue to Step **4**.

FIG. **47**, step **3***d*, if/when consumer **530** downloads (if not already downloaded) mobile application **470**W (preferably networked with system **600**) from a given network, accessing said application, a preferred application **470**W embodiment would at some point request entry of a retailer **515** uniquely related referral code **470**Y, where upon entry application **470**W would make available retailer **515** linked/referred services **900**, that ideally consumer **530** would access to assist in creating FIP(s) and/or setting FIP related services; whereby when services **900** have been utilized/set/activated, system **600** can create, maintain and/or utilize a consumer **530** to services **900** to retailer **515** referral association **1000**. Continue to Step **4**.

FIG. **47**, step **4**, consumer **530** upon setting and/or utilizing services **900** processes and/or services would then apply any system **600** generated/provided system-linked contact-element(s), as instructed and appropriate, onto an assumedly and separately obtained/purchased FIP (system linked, for information product) and/or SIP (standard information-product), in this case assumed to be a FIP type FIS (system linked, for information sign) and/or SIS (standard-information-sign), e.g. for-sale-sign, yard-sale-sign, garage-sale-sign, for-rent-sign, etc.; thus, in the case of FIP being a type SIS, by adding system-linked contact-element(s) it would be converted, by definition to a FIS. Continue to Step **5**.

FIG. **47**, step **5**, consumer **530** upon completing SIP to FIP conversion process, preferably places FIP for public access/viewing, whereby viewers **510** can access FIP related services **900**, but additionally system **600** can utilize stored referral association **1000** data to credit retailer **515** as well as optionally selected and applicable up-line distributors, for pre-designated services **900** use/activation/new-accounts referrals; whereas preferably for-pay services **900** related credit would be monetary with paid money amount being some percentage of services **900** (product purchase) related consumer **530** costs.

FIG. **47**, FIP **700** provides a potentially advantage to organizations that display it, in the fact that the FIP can offer another potentially significant revenue source; whereby and preferably, some amount of credits/monies are paid to said organization for consumer referrals to services, items, products, advertising etc., as a result of being referred via/through FIP **700** advertised and referral linked system services.

In FIG. **47** Steps **3***a* and **3***c*, as an alternative to system **600** sending a text-message upon consumer initiated request, system **600** could instead, unlock and/or provide access to certain services; initiate system **600** callback calls to provide service related access/information; send automated text-messages containing application(s), picture(s), video(s), other file(s), link(s) to website(s), variations thereof, combinations thereof, etc.; and/or system **600** could auto set services and/or subscriptions that consumer could preferably access/set later; etc. Furthermore, FIP **700** instead of being a placard, could be, a sign; poster; a tear-away-page booklet, comprised of duplicated FIP **700** similar pages; a brochure, preferably with multiple brochures presented in a holder; information cards, preferably with multiple cards presented in a holder; and/or any applicable FIP as provided in the current application. In addition, FIP **700** could contain referral elements and mass produced for distribution and display in multiple locations, preferably retail and/or service based locations.

FIG. **48** depicts retailer **515** referral web-address **480**X related FIP **700** of a type for-rent-sign, configured with contact-element(s) group **480**A, consisting only of instructions **480**D, infused with referral elements **750**; whereas FIP **700** is intended for display, by consumer **530**, who would presumably use an internet access device to looks-up system **600** maintained and retailer **515** related referral web-address **480**X, which points to services website **1500**, a reference site to which system **600** navigates to upon a said lookup, and of which provides access to services **900**, that would ideally allow consumer **530** to set FIP **700** related services and/or generate/provide pre-designated/applicable contact-element(s) information, intended for placement by consumer **530** onto FIP **700**, preferably into the advertisement space shown; whereby when services **900** have been utilized/set/active, and using consumer **530** to retailer **515** related and looked-up referral web-address **480**X data, system **600** can create, maintain and/or utilize a consumer **530** to services **900** to retailer **515** referral association **1000**, an association preferably used for crediting purposes, similar to that described in FIG. **46-47**.

FIG. **49** depicts retailer **515** referral code **490**Y related FIP **700** of a type garage-sale-sign, configured with contact-element(s) group **490**A, consisting only of instructions **490**D, infused with referral elements **750**; whereas FIP **700** is intended for display, by consumer **530**, who would call-to system **600** using phone number **490**B, where they would be prompted to enter referral code **490**Y, which in this case is uniquely related-to retailer **515**, and where upon said entry being made makes services **900** related information **490**K available, informing consumer **530** on how and preferably why to access system **600** maintained services **900**, services that would assumedly allow consumer **530** to set FIP **700** related services and/or generate/provide pre-designated/applicable contact-element(s) information, intended for placement by consumer **530** onto FIP **700**, preferably into the advertisement space shown; whereas information **490**K is preferably made available in the form of a system **600** initiated text message **490**T, and ideally sent to consumer **530** call-device or phone, from which initial call to system **600** was made; and where text information **490**K contains retailer **515** related referral elements **750**, which ideally would be entered into system **600** during the services **900** setup process at some future point when consumer **530**, referring back to text message **490**T provided information **490**K, has access to a network accessible device; whereby system **600** using select referral elements **750** data, could then create, maintain and/or utilize a consumer **530** to services **900** to retailer **515** referral association **1000**, an association preferably used for crediting purposes, similar to that described in FIG. **46-47**. It should be noted, that the current FIP embodiment related and configured referral code **490**Y, could be of a type serialized referral code, as depicted in FIG. **57**.

FIG. **50** shows a front view of a FIP **700** of type display-insert located in plastic holder, configured with contact-element(s) group **500**A, including instruction **500**D infused referral elements **750**; whereas shown insert is intended for insertion into a plastic insert holder **50**L, assembled holder or FIP **700** meant for retailer **515** in-store/location display; whereby consumer **530** can either call to system **600** using a call-device and referral phone number **500**B to access preset services **900** and/or lookup referral web address **500**X using an internet accessible device to access preset services **900** related website, either option making available custom phone-number and/or web-address related contact-element(s), that point to consumer **530** set-table, call-attendant and web-services applications; and whereas optionally, referral elements **750** could be used for referral and credit tracking purposes for all referred and set/activated, preferably for-pay, services **900**, similar to FIG. **46-47** referral tracking process. See FIG. **71** for steps detailing a preferred embodiment as related to current figure.

FIGS. **51**A-D show several retailer **515** available FIP **700** product types, FIG. **51**A being a FIP **700** of a type box packaged product, implied product requiring additional and separate services for use, services preferably being for-pay services; FIG. **51**B being a FIP **700** of a type bottled product; FIG. **51**C being a poly-bag packaged product; FIG. **51**D represent any retail packaged product; whereby FIGS. **51**B-D related product manufactures have the same and other products, including wholesale products available for purchase from other sources other than said and/or similar retailer **515**, said sources preferably being direct from manufacture and/or manufacturer associated distributor(s) in the form of phone, online, mail, fax, SMS-text, email, etc., placed orders.

FIG. **51**A depicted FIP **700** of a type packaged product is configured and/or supplied with manufacturing provided contact-element(s) group **510**A-**1** data, contact-element(s) including instruction **510**D-**1** infused referral elements **750**; whereas FIP **700** is preferably intended for retail distribution; where preferably upon consumer **530** conducted FIP **700** purchase and/or upon reading set (for-pay) services **900** instructions, consumer **530** can access system **600** to set FIP **700** related services **900**, in this case by looking-up referral web-address **500**X using an internet accessible device to access services **900** related website; and whereas optionally, referral elements **750** could be used for referral and credit tracking purposes for all referred and set/activated, preferably for-pay, services **900**, similar to FIG. **46-47** depicted tracking process.

FIG. **51**B depicted FIP **700** of a type bottle product is configured and/or supplied with manufacturing provided contact-element(s) group **510**A-**2** data, contact-element(s) including instruction **510**D-**2** infused referral elements **750**; whereas FIP **700** is preferably intended for retail distribution; and whereas preferably upon consumer **530** conducted FIP **700** purchase and/or upon reading instructions **510**D-**2**, in this case 'how to purchase' wholesale product instructions, consumer **530** can either call to system **600** using a call-device and referral phone number **510**B-**2** to access product ordering related services **900** and/or lookup referral web address **500**X-**2** using an internet accessible device to access said services **900** related website and whereas optionally, referral elements **750** could be used for referral and credit tracking purposes for all referred services **900** initiated product orders, similar to FIG. **46-47** depicted tracking process.

FIG. **51**C depicted FIP **700** of a type poly-bagged product is configured and/or supplied with manufacturing provided contact-element(s) group **510**A-**3** data, contact-element(s) including instruction **510**D-**3** infused referral elements **750**; whereas FIP **700** is intended for retail distribution and optional after purchase product ordering via service **900** with orders preferably referral tracked as similarly discussed in FIG. **51**B.

FIG. **51**D depicted FIP **700** representing any retail packaged product is configured and/or supplied with manufacturing provided contact-element(s) group **510**A-**4** data, contact-element(s) including instruction **510**D-**4** infused referral elements **750**; whereas FIP **700** is intended for retail distri-

bution and optional after purchase product ordering via service **900** with orders preferably referral tracked as similarly discussed in FIG. **51**B.

In FIG. **51**, services **900** could instead provide information related to FIP **700**; provide information about FIP **700** related manufacturer and/or distributors; set accounts related to FIP **700**; initiate re-occurring orders of FIP **700** unit(s) and/or related product/services; process one time orders of FIP **700** unit(s) and/or related product/services; set events and other alerts associated with FIP **700**; allow orders of other products as offered by FIP **700** manufacturer(s) and/or distributor(s); set services related to FIP **700**; etc. Where preferably referral elements **750** of said FIP **700** related (for-pay) service **900** transactions would be used for referral/credit tracking purposes, similar to FIG. **46-47** depicted tracking process. Where still, manufacturer(s) and/or distributor(s) could also credit retailer **515** for consumer **530** product related services **900** referrals, including, advertisement services, product/service related account setups, product/services related alerts setups, etc.

In FIG. **51** packaged products could include, apparel, baby, bakery, book and entertainment, dairy, deli, plant, frozen food, grocery, health-care and beauty, home and garden, meat, office/stationery/photo, organic/natural, paper/plastic/foil, pet food and supply, produce, candy, non-dairy drink, cleaning, food disinfecting, seafood, seasonal/holiday, special service, tobacco products, food, food accessory, art, toy, media, electronics, automotive, home furnishing, equipment, tool, hardware, outdoor, appliances and/or any other package product type; whereby product is preferable made available for retail sale. Alternatively, some products may not be packaged but still be configured with and/or be supplied with contact-element(s) group information/data. Furthermore, packages could be retailer **515** (end-consumer distributor) private brand labeled or manufacture and/or distributor brand labeled.

FIP configured contact-element(s) group data can also be made available in an electronic format such as: website advertised media; in the form of translated text-to-speech, made available via call-system/audio applications (as depicted in FIG. **52**); via mobile applications, making FIP available on a PDA or similar device screen (as depicted in FIG. **70**); in the body-of and/or attached-to a SMS text-message (as depicted in FIG. **55**); in the body-of or attached as a file to an email; on a faxed document; on mailed media; and/or variations thereof; and/or variations thereof; etc.

An FIP in addition to being any applicable product, object, item, etc. that is configured with and/or supplied with contact-element(s) group data, can also include devices like radios, PDAs, monitors, televisions, computers, laptops, etc., considered a FIP when broadcasting or display contacts-elements group data (as depicted in FIG. **53**).

FIG. **52**A depicts a flowchart for a broadcast commercial/advertisement as received by FIP **700** (of a type radio); whereas the radio is defined as an FIP because it is making available said broadcast translated contact-element information and wherein, step **5200**, a made for radio script including said contact-element(s) is developed; step **5210** said script is used to make a made for radio audio-file, such as a radio commercial; in step **5220**, the commercial is broadcast to be received and translated by FIP **700** (radio); in step **5230**, any given commercial listener **537**, preferably using a call-device, could then place a call-to system **600** using broadcasted phone number **520**B in order to access system services (a process similarly depicted in FIG. **54**B) and/or look-up referral web-address **520**X to access system services; in step **5245**, referral element **750** data can be used for referral and credit tracking purposes, similar to FIG. **47**; in step **5250**, said commercial could be re-aired. Alternatively, to said commercial being aired via broadcast radio it instead could be broadcast via internet radio, satellite radio, etc.

FIG. **52**B commercial script depicts/describes a unique and useful process, a process by which a listener **537** can call phone number **520**B and in doing so have instantly set a customizable call-system; wherein a preferred embodiment the listener **537** call to system **600** action, instantly (default) sets said custom call-system complete with listener **537** settable account settings and instantly makes available said call-system linked call-address related contact-element(s), with said call-address elements and call-system account settings information preferably made available in the form of a system **600** sent text message similar to the process depicted in FIG. **55**E but different in that the system-linked phone number and lookup-id (or extension as described FIG. **52**B) would point to said (default) set call-system and where pin (or password) would allow initial access to said settable call-system related account settings. To further clarify, said call-system is a system service of a type call-attendant application, one where callers to said call-application are greeted by a call-attendant, which makes available predefined call related options, e.g. connect calls to preset extension(s)/phone-numbers options, leave message options, provide information options, etc.; and where said call-system account settings can be accessed to custom set said call-attendant function/prompts/options/etc.; preferably additional said call-system linked (direct-access) phone/call ids/address/numbers related contact elements can be set via said account settings. In an alternative embodiment, instead of said listener **537** call action initiating said call-system setup process, system **600** could instead allow listener **537** to initiate/request said call-system setup process at some point during said initial system **600** call session. Instantly setting/activating a call-system (services) as previously described is a major advantage in that, listener **537** (or user) upon placing a call to system **600** in response to an (aired/televised) advertisement, instantly receives a newly activated (default set) call-system, complete with account settings access information and/or system linked call-address related contact elements, all of which listener **537** can immediately start using/evaluating; as opposed to listener **537** having to memorize advertisement related information, until such time they can access a networked computing device to then lookup and set said advertised services. Alternatively, said listener **537** system provided and linked phone-number with extension could be optionally provided; furthermore said instantly set call-system could instead be any other instantly set service and/or system-response, e.g. customizable website (with instructions sent on how to access said website settings), data generation (with instructions sent on how to access said generated data), auto-set web-services (with instructions sent on how to access said service settings), product/service purchases (with instructions sent on how to complete any outstanding order requirements), etc.; furthermore still, said commercial advertisement could include a referral web-address where listener **537** could also activate said call-system (services), similar to FIG. **52**C website activation processes. The preferred embodiment as described makes available a 1-step process by which, via a system placed phone call, a service (more specifically a call-system service) can instantly be set/activated/functioning; and more generally FIG. **52** makes available a process by which system services/responses can be instantly set/activated via a (phone) call action/session.

FIG. **52**C shows a commercial script similar to that depicted in FIG. **52**B but different in that listener **537** is also presented with the option to set/activate said call-system via a website located at referral web-address **520**X; and like FIG. **52**B upon listener **537** looking up said advertised referral web-address **520**X, system **600** could auto (default) set and activate said call-system (including account settings access information), again allowing for an instant 1-step web-service activation, where the said look-up action (default) sets an active (ready for use) service and/or initiates some system response.

In FIG. **52**B-C advertised phone and web addresses could instead not be referral elements but instead a general phone and web addresses; furthermore, a referral/reference code/id could be included in said advertisement(s), said code intended for entry when upon first accessing said advertised phone and/or web address related site, said code preferably used for referral and credit tracking purposes.

FIG. **53**A depicts a process similar to that described in FIG. **52**A but different in that said advertisement is televised as opposed to radio broadcasted and FIP **700** is a television as opposed to a radio. In step **5300**, a made for TV script including said contact-element(s) is developed; step **5310** said script is used to make a made for TV media-file, such as a TV commercial; in step **5320**, the commercial is televised to be received and translated by FIP **700** (TV); in step **5330**, any given commercial viewer **538**, preferably using a call-device, could then place a call-to system **600** using televised phone number **530**B in order to access system services (a process similarly depicted in FIG. **54**B) and/or look-up referral web-address **530**X (a process similarly depicted in FIG. **56**) to access system services; in step **5345**, referral element **750** data can be used for referral and credit tracking purposes, similar to FIG. **47**; in step **5350**, said commercial could be re-televises. Alternatively, to said commercial being aired via TV broadcast it instead could be broadcast via web, mobile-web, closed circuit monitor/television, etc.

FIG. **53**B depicts a TV monitor on which said commercial, including referral phone number **530**B and referral web address **530**X, is being televised; and where said processes are similar to those depicted in FIG. **52**C.

FIG. **54**A-C depict (3) sample voice-prompts similar to those that might be heard by a viewer/consumer/user who calls to access system **600** related call-services. In FIG. **54**A the introduction prompt asks caller to enter a referral-id in order to initiate a system response, in this case a response in the form of a sent instructional text message back to said caller's phone/call device; wherein so doing an optional conformation prompt would be played. In FIG. **54**B, in a preferred embodiment it is assumed that the calling action itself initiated a system sent text message to said caller's phone/call device, where an introduction prompt optionally notifies said caller that a text message was sent; in an alternative embodiment the caller would be prompted before the system would initiate send of said informational text message, similar to FIG. **54**A. In FIG. **54**C the introduction prompt asks caller to enter a referral-code in order to receive product and/or service information, information that in this case is sent as an instructional text message back to said caller's phone/call device; wherein so doing an optional conformation prompt would be played. As an alternative or in addition to said system sending a text message, any number of other predefined system responses, some as described in the current application, could be triggered and/or initiated. Although FIG. **54** figures only show prompt options as related to requesting informational text-messages it should be understood that other call-system related requests/options, some as mentioned in the current application, could also be made available; furthermore call-system provided information could instruct caller on where/how/why/etc. to access system services, said call-system announced information could further include contact-element(s) information, e.g. access website(s), id(s), pin(s), etc., similar to those shown in FIG. **55**. In the case where the call itself triggers the system response(s), it should be noted that this is a 1-step process with the advantage of saving time while minimizing caller to call-system interactions, interactions that can be frustrating to callers.

FIG. **55**A-**55**H depict examples of system-services sent text information, as referenced in FIG. **59**; whereby said text message data as related to current figure include at least one contact-element, and more specifically at least one contact element of a type referral-element. Alternative to said information being presented in the form of a text message the information could instead be presented in via an application, website, email, fax, letter, voice message, text-to-speech translated data, etc.; furthermore said information could be presented by/via call-systems, web-systems, fax-systems, email-systems, mail-services, etc.

FIG. **56** shows a FIP **700** (of a type sign, preferably mass manufactured and intended for placement into retail/service oriented customer centers/locations) configured with contact-element(s) group **560**A. FIP **700** and related processes can provide an alternative revenue source for the service/product provider **515** in the form of (monetary) credit for every consumer **530** who purchases an online product/service through a FIP **700** related referral. In a preferred embodiment the referral codes are preferably unique at a provider **515** level, so as to allow for provider level referral/credit tracking processes, a process similarly depicted in FIG. **47**; and involves a process where a consumer **530**, referring to FIP **700**, would submit referral codes, as related to product(s)/service(s) of interest, to system **600** for processing; whereas and preferably said consumer **530** submittal would either be sent via text message and/or via a placed call to a system **600** related call-application; wherein the case of a text message being sent, consumer **530** would select at least one service/product related referral code and text send code to system linked phone number **560**B for system **600** processing; and wherein the case of a submittal via a call being placed, consumer **530**, using a call device, would place a call to phone number **560**B and when prompted (a prompt similarly depicted in FIG. **54**C) would enter at least one service/product related referral code to system **600** for processing; whereupon said referral code processing, system **600** would send instructional information, preferably to consumer **530**, and more specifically to consumer **530** call (smart phone) device, and more specifically still to consumer **530** call device in the form of a text-message, a similar process depicted in FIG. **55**.

As related to FIG. **56**, said FIP could be configured with information located on each side; said FIP related SKU could include mounting hardware, displays, other parts, etc., for use in mounting for display said FIP; said FIP configured phone number **560**B could instead be a referral phone number, a number unique to the provider level and optionally used for referral/credit tracking purposes; said FIP configured referral codes could alternatively be only reference codes, not used for referral tracking processes; said FIP referral elements could be used for referral/credit tracking at any defined (sub) group level; said FIP configured referral related product(s)/service(s)/instruction(s) are not limited in number, type, arrangement, location, naming conventions,

etc. Furthermore, data-exchange method(s) from consumer **530** to system **600** and/or vice-versa can vary, including data-exchange methods as mentioned in the current application. Also, additional information/data besides said referral code could be requested and/or required for send/submittal to system **600** for processing, additional data alternatives as mentioned in the current application. Furthermore still, there could be more than one data (or request for data) exchange between system **600** and consumer **530** and/or vice-versa. In another alternative, the product/service information sent by system **600** to consumer **530** could include any one of and/or combination of, instructions, code(s), fax number(s), email address(s), web address(s), contact name(s), account(s), phone number(s) (with or without extensions), contact information, any contact element, file(s) etc., all data that could be used to obtain/purchase services/products, initiate system responses, etc. Yet another alternative includes a process by which a picture of said FIP could be taken and submitted to system **600** for processing, a process similar to those described in FIGS. **66-68**, **76-80**, and/or a process which upon completion of said picture processing occurring would then allow consumer **530**, preferably via an application loaded on said call-device, to then select the service(s)/product(s) of interest, whereupon making a selection consumer **530** could preferably then retrieve related data, information, services, account signup options, mailing list sign-up options, membership options, purchasing options, etc. From a manufacturing perspective referral elements could be tracked as similarly depicted in FIG. **57** for distribution related crediting/tracking purposes, the signs (FIPs) could be mass manufactured then distributed/tracked/related-to various distributors, retailers and/or service-providers, etc.

FIG. **57** depicts a flowchart showing a preferred FIP distribution embodiment, detailing a preferred referral and credit tracking process/system:

FIG. **57**, Step **570-1**: Manufacture or L**0**_distributor **570**C manufactures a predetermined number of FIP **700** units, assumedly each unit uniquely configured with a serialized referral code **570**A. Next, L**0**_distributor **570**C would now either make some or all of said manufactured FIP **700** units available, preferably for sale, to end consumer(s) **530**, for FIP **700** setup and activation, similar to that depicted in FIG. **46-48**; and/or build a new L**0**_bundle **570**B by bundling together a predetermined number of referral code sequenced FIP **700** units, pulling from said manufactured FIP **700** units. Next, L**0**_bundle **570**B related L**0**_bundle-info **570**J is entered to system **600**; whereas L**0**_bundle-info **570**J preferably includes, L**0**_bundle **570**B related and sequentially serialized FIP referral code L**0**_data-range **570**X data, i.e. if the serialized referral code configured on the first counted FIP unit was **5000** and the last **8000** then L**0**_data-range **570**X would be **5000** to **8000**; and L**0**_distributor **570**C, referral-tracking pertinent and related, L**0**_distributor-info **570**Y, e.g. contact information, banking information, etc.; and FIP **700** descriptive data, including FIP descriptions, FIP types, manufacturing information, shipping information, etc. Next, a system **600** generated barcode L**0**_label **570**L would be preferably applied to L**0**_bundle **570**B for quick-scan, inventorying and referral/credit tracking purposes, L**0**_lable **570**L barcode data being related to system **600** maintained L**0**_bundle-info **570**J data. Next, L**0**_bundle **570**B would be stored for future distribution and/or sent to a down-line distributor.

FIG. **57**, Step **570-2**: L**1**_distributor **570**C' would receive and preferably verify L**0**_bundle **570**B against system **600** stored L**0**_bundle-info **570**J; whereby either rejecting a bad bundle, rejecting bad bundle related FIP units, receiving to inventory a good bundle, receiving to inventory good bundle related FIP units and/or a combination and/or variation thereof; whereas verified bundle related information would preferably be entered to and tracked by system **600**, including data obtained by scanning bundle configured barcode L**0**_label **570**L and/or any affected FIP **700** unit(s) configured serialize referral code **570**A data; whereby, good LO-bundle **570**B content would be received to L**1**_distributor **570**C' inventory and bad bundle content would preferably be rejected, assumedly for reprocessing and/or disposal; and whereas, said captured bundle verification data could then be used to create a L**0**_distributor**570**C to L**1**_distributor**570**C' distribution link, preferably used for credit and referral tracking purposes.

FIG. **57**, Step **570-3**: L**1**_distributor **570**C' would now either make some or all L**0**_bundle **570**B related FIP **700** units available, preferably for sale, to end consumer(s) **530**, for FIP **700** setup and activation, similar to that depicted in FIG. **46-48**; and/or build a new L**1**_bundle **570**B' by bundling together a predetermined number of referral code sequenced FIP **700** units, pulling from L**0**_bundle **570**B. Next, L**1**_bundle **570**B' related L**1**_bundle-info **570**J' would be preferably entered to system **600**; whereas L**1**_bundle-info **570**J' preferably includes, L**1**_bundle **570**B' related and sequentially serialized FIP referral code L**1**_data-range **570**X' data; and L**1**_distributor **570**C', referral-tracking pertinent and related, L**1**_distributor-Info **570**Y'; and FIP **700** descriptive data. Next, a system **600** generated barcode L**1**_label **570**L' would be preferably applied to L**1**_bundle **570**B' for quick-scan, inventorying and referral/credit tracking purposes, L**1**_lable **570**L' barcode data being related to system **600** stored L**1**_bundle-info **570**J' data. Next, L**1**_bundle **570**B' would be stored for future distribution and/or sent to a down-line distributor.

FIG. **57**, Step **570-4**: Ln_distributor **570**C" would receive and preferably verify L**1**_bundle **570**B' against system **600** stored L**1**_bundle-info **570**J'; whereby either rejecting a bad bundle, rejecting bad bundle related FIP units, receiving to inventory a good bundle, receiving to inventory good bundle related FIP units and/or a combination and/or variation thereof; whereas verified bundle related information would preferably be entered to and tracked by system **600**, including data obtained by scanning bundle configured barcode L**1**_label **570**L' and/or any affected FIP **700** unit(s) configured serialize referral code **570**A data; whereby, good LI-bundle **570**B' content would be received to Ln_distributor **570**C" inventory and bad bundle content would preferably be rejected, assumedly for reprocessing and/or disposal; and whereas, said captured bundle verification data could then be used to create L**1**_distributor **570**C'to Ln_distributor**570**C" distribution link, preferably used for credit and referral tracking purposes.

FIG. **57**, Step **570-5**: Ln_distributor **570**C" would now either make some or all L**1**_bundle **570**B' related FIP **700** units available, preferably for sale, to end consumer(s) **530**, for FIP **700** setup and activation, similar to that depicted in FIG. **46-48**; and/or build a new Ln_bundle **570**B" by bundling together a predetermined number of referral code sequenced FIP **700** units, pulling from L**1**_bundle **570**B'. Next, Ln_bundle **570**B" related Ln_bundle-info **570**J" would be preferably entered to system **600**; whereas Ln_bundle-info **570**J" preferably includes, Ln_bundle **570**B" related and sequentially serialized FIP referral code Ln_data-range **570**X" data; and Ln_distributor **570**C", referral-tracking pertinent and related, Ln_distributor-Info **570**Y"; and FIP **700** descriptive data. Next, a system **600**

generated barcode Ln_label **570**L" would be preferably applied to Ln_bundle **570**B" for quick-scan, inventorying and referral/credit tracking purposes, Ln_lable **570**L" barcode data being related to system **600** stored Ln_bundle-info **570**J" data. Next, Ln_bundle **570**B" would be stored for future distribution and/or sent to a down-line distributor.

In FIG. **57**, Steps **570-3** to **570-5** can be repeated for as many down line distributors as required. Steps **570-1** to **570-5** can be repeated for any number of distributor(s) and/or distributor down-line(s), distributing any number of FIP bundles, containing any FIP type, each preferably configured with unique serialized referral code.

In FIG. **57**, since down-line distributor bundle inventory is always pulled from up-line available bundle inventory, with exception to manufacturer or top-level distributor, crediting referral tracking for crediting purposed is simple maintained. When an end consumer **530** sets FIP **700** related services **900**, as similarly depicted in FIGS. **46-48**, said set services can be up-line distributor related, preferably using system **600** resources, to utilize distributor bundle-info data, most importantly sequential data-range information, to determine which distributor up-line available bundle inventory said FIP **700** was distributed through, this information along related distributor-info data defines said FIP **700** distributor up-line. Optionally, for-pay services **900** credit could be applied to some or all of said up-line distributors, preferably said credit being monetary with money paid being some percentage of services **900** related consumer **530** costs.

In FIG. **57**, alternative to barcode-label being placed onto bundle for tracking purposes, instead data-range placed, where once entered to system **600** could be combined with previously stored distributor-info to create FIP up-line distributor relationship for tracking and crediting purposes. Also, instead of a referral tracking barcode-label containing barcode data being applied to bundle, said barcode and/or similar data, with or without human readable information, can be directly configured onto bundle. Still, any barcode equivalent code could instead be used. More still, any code could be system linked to distributor info and configured directly on/with bundle, preferably for referral and credit tracking purposes. Furthermore, depending on predetermined conditions, system **600** could make available all or any predefined subset of bundle-info made available to any given distributor, third parties and/or third party systems. Bundle-info can vary in content, content-type, etc. Even more generally, all or any predefined subset of system **600** maintained distribution activities and/or processes can be shared with any given distributor, third parties and/or third party systems. Still yet, serialized FIP referral code(s) could instead be unique codes, preferably maintained by system **600** for organization, FIP-tracking, distribution tracking, etc.; whereby in this alternative and due to the large number of individually tracked FIP units, it would also be preferred that system **600** automatically (or in combination with limited manual interaction) manufacture, bundle, label and/or track the individual FIP referral codes as related to current-level distributors. Also alternatively, FIP bundles could contain other FIP bundles.

In FIG. **57**, alternatively the following areas could vary, distribution steps, referral tracking procedures; referral logging procedures (including who or which organization logs FIP bundle/distributor information); referral information to systems entry procedures (including automated and/or manual systems); referral tracking systems and procedures (including automated and/or manual systems); FIP bundle counts; referral tracking information and/or data; FIP bundle label information; distributed FIP types; distribution processes; distribution payment methods; distributor crediting processes; distributor(s) credited; credit types, monetary payment types (e.g. onetime payment, reoccurring payment, delayed payments, etc.; referral tracking procedures in general. As a general alternative, when information such as a referral id is sent to system **600** for processing other information such as, payment, appointment, file data, data etc. could also be sent, preferable used for advanced system-services processing purposes. Furthermore, auto-billing could be initiated upon a consumer **530** data send to system **600** with billing information already available to system **600** an/or sent to the consumer call-device provider from with said data sent occurred.

FIGS. **58-68** depict several FIG. **1** contact-element(s) group alternatives, each containing at least one instructions infused referral element **750**. As related to each figure, it can be assumed that consumer **530** has already acquired or will acquire a FIP or SIP, unto which any system **600** additionally provided contact-element(s) assumedly would be placed. To reiterate, a SIP or standard information product, is a product that is not configured with and/or supplied with system **600** linked contact-element(s) group data; whereas a FIP or for information product, is a product that is configured with and/or supplied with system **600** linked contact-element(s) group data; thus an SIP is converted in definition to a FIP when system linked contact-element(s) are configured to and/or supplied with a previously defined SIP. Also, the figured related referral elements **750** depicted in these figures would ideally be used for referral and crediting processes, similar to FIG. **46-47**, **57** depicted crediting processes. Furthermore, alternatively or in addition to any system **600** generated contact-element(s) being intended for placement onto a FIP and/or SIP, they could be used for televised or broadcast FIP purposes, similar to FIGS. **52-53**.

FIG. **58**A shows contact-element(s) group **580**A-**1** alternative-**29**, instructing consumer **530** to lookup referral web address **580**X-**8** (using a web enable device), which upon doing, said device navigates to present said address linked website that allows access to services **900**; whereat at least one system **600** linked unique phone-number **580**-B**1** and/or unique web address **580**E-**1** is generated/provided; whereas web address **580**E-**1** preferably/initially points to a system **600** created and unique services website, preferably including access to a related services-account that is consumer **530** settable and/or changeable, allowing for modifications to said and optionally public services website; and whereas phone number **580**B-**1** points to a system **600** created and unique IVR call application service, including access to a related services-account, preferably consumer **530** settable and/or changeable, allowing for modifications to said and optionally public IVR call application service; and whereas phone number **580**B-**1** and/or web address **580**E-**1** can be preferably placed onto applicable FIP(s)/SIP(s); whereby FIP viewers can either call-to system **600** using phone number **580**B-**1** to access consumer **530** previously set IVR call application services account data, or viewers can lookup web-address **580**E-**1**, navigating consumer **530** previously set unique services website. In a preferred embodiment, upon web address **580**E-**1** and phone number **580**B-**1** initial activation, said website and/or IVR application service-account(s) would be default set, making related IVR application and/or services website active and immediately available said FIP inquiring viewers. In another embodiment consumer **530** would be allowed to modify said IVR application service related services-account via said services website related services-account.

FIG. **58**B shows contact-element(s) group **580**A-**2** alternative-**30**, instructing consumer **530** to lookup referral web address **580**X-**2** (using a web enable device), which upon doing, said device navigates to present said address linked website that allows access to services **900**; whereat at least one system **600** linked unique phone-number **580**B-**2** is generated/provided, pointing to a system **600** created and unique IVR call application service, including access to a related services-account, preferably consumer **530** settable and/or changeable, allowing for modifications to said and optionally public IVR call application service; whereas phone number **580**B-**2** can be preferably placed onto applicable FIP(s)/SIP(s); whereby FIP viewers can call-to system **600** using phone number **580**B-**3**, can access consumer **530** previously set IVR call application services account data. In a preferred embodiment, upon phone number **580**B-**2** initial activation, related services-account would be default set, making related IVR applications service active and immediately available to said FIP inquiring viewers. In another embodiment consumer **530** would be allowed to modify said IVR application service related services-account via said services website related services-account.

FIG. **58**C shows contact-element(s) group **580**A-**3** alternative-**31**, instructing consumer **530** to lookup referral web address **580**X-**3** (using a web enable device), which upon doing, said device navigates to present said address linked website that upon entry of referral code **580**Y-**3** when prompted, allows access to services **900**; whereat at least one system **600** linked unique phone-number **580**B-**3** with related lookup ID **580**R-**3** is generated/provided, combined pointing to a system **600** created and unique IVR call application service, including access to a related services-account, preferably consumer **530** settable and/or changeable, allowing for modifications to said and optionally public IVR call application service; whereas phone number **580**B-**3** and/or lookup ID **580**R-**3** can be preferably placed onto applicable FIP(s)/SIP(s); whereby FIP viewers can call-to system **600** using phone number **580**B-**3**, when prompted entering lookup ID **580**R-**3**, to access consumer **530** previously set IVR call application services account data. In a preferred embodiment, upon phone number **580**B-**3** and lookup ID **580**R-**3** initial activation, related services-account would be default set, making related IVR applications service active and immediately available to said FIP inquiring viewers. In another embodiment consumer **530** would be allowed to modify said IVR application service related services-account via said services website related services-account.

FIG. **58**D shows contact-element(s) group **580**A-**4** alternative-**32**, instructing consumer **530** to lookup referral web address **580**X-**4** (using a web enable device), which upon doing, said device navigates to present said address linked website that allows access to services **900**; whereat at least one unique web address **580**E-**4** is generated/provided, initially pointing to a system **600** created and unique services website, preferably including access to a related services-account that is consumer **530** settable and/or changeable, allowing for modifications to said and optionally public services website; whereas web address **580**E-**4** can be preferably placed onto applicable FIP(s)/SIP(s); whereby FIP viewers can lookup web-address **580**E-**4**, navigating to consumer **530** previously set unique services website. In a preferred embodiment, upon web address **580**E-**4** initial activation, related services-account would be default set, making related services website active and immediately available to said FIP inquiring viewers.

FIG. **58**E shows contact-element(s) group **580**A-**5** alternative-**33**, instructing consumer **530** to lookup referral web address **580**X-**5** (using a web enable device), which upon doing, said device navigates to present said address linked website that allows access to services **900**; whereat at least one unique contact-element is generated/provided, initially relating to system **600** system-service(s), preferably including access to a related services-account that is consumer **530** settable and/or changeable; whereas applicable contact-element(s) can be preferably placed onto applicable FIP(s)/SIP(s); whereby FIP viewers can reference said contact-element(s) to preferably access consumer **530** previously set and said system-service(s). In a preferred embodiment, upon said contact-element(s) initial activation, related services-account would be default set, making related system-services active and immediately available to said FIP inquiring viewers. Alternatively, referral web-address **580**X-**5** could also be classified as a serialized referral web-address, with serialization preferably occurring in said referral web-address numeric data-string; furthermore, a serialized referral web-address could instead be used in place of FIG. **57** depicted serialized referral code **570**A.

FIG. **58**F shows contact-element(s) group **580**A-**7** alternative-**34**, instructing consumer **530** to lookup referral web address **580**X-**7** (using a web enable device), which upon doing, said device navigates to present said address linked website that upon entry of referral code **580**Y-**7** when prompted, allows access to services **900**; whereat at least one unique contact-element is generated/provided, initially relating to system **600** system-service(s), preferably including access to a related services-account that is consumer **530** settable and/or changeable; whereas applicable contact-element(s) can be preferably placed onto applicable FIP(s)/SIP(s); whereby FIP viewers can reference said contact-element(s) to preferably access consumer **530** previously set and said system-service(s). In a preferred embodiment, upon said contact-element(s) initial activation, related services-account would be default set, making related system-services active and immediately available to said FIP inquiring viewers. It is noted, that web-address **580**X-**7** and referral code **580**Y-**7** allow for referral tracking down to 2-levels, i.e. referral web-address **580**X-**7** could relate to a retailer **515** organization and referral code **580**Y-**7** could relate to some specified division of said organization, division ideally being one of several stores/locations.

FIG. **58**G shows contact-element(s) group **580**A-**8** alternative-**35**, instructing consumer **530** to lookup referral web address **580**X-**8** (using a web enable device), which upon doing, said device navigates to present a related services **900** access website; or in a preferred embodiment-1, and upon first navigating to services **900** the related services-account would be auto/default set, making predefined services **900** active and immediately available. In another similar embodiment-2, a referral code, similar to that depicted in FIG. **58**C, could be provided, for entry to said web-address **580**X-**8** related and said website, to gain access to services **900** (also establishing a referral line); whereby optionally and upon said referral code entry predefined services **900** would be activated and made immediately available. Services **900** are not limited and can include any applicable alternatives as discussed in the current application.

FIG. **59**A, shows contact-element(s) group **590**A-**1** alternative-**36**, instructing consumer **530** to call referral phone number **590**X-**1** (using a call capable device), which upon doing, consumer **530** would be connected to system **600** (IVR script similar to FIG. **54**B), allowing for an option to initiate a system **600** text-back message, preferably back to

said call-device using previously stored and related caller-id data. In a preferred embodiment-1, said text-back message preferably contains instructions (similar to that shown in FIG. **55**B) and a referral web-address (as similarly described in FIG. **58**A). In a preferred embodiment-2, said text-back message preferably contains instructions (similar to that shown in FIG. **55**C); and at least one services **900** linked unique phone-number and/or unique web-address (as similarly, described in FIG. **58**A and shown in FIG. **55**C); and a referral web-address (as similarly, described in FIG. **58**A and shown in FIG. **55**C); and/or an optional access code (similar to that shown in FIG. **55**C). Alternatively, upon system **600** answering said call device placed call said text-back could be automatically initiated, preferably followed by a system **600** prompt explaining the action. Sec FIG. **47**, step-a, for additional, applicable alternative embodiments.

FIG. **59**B, shows contact-element(s) group **590**A-**2** alternative-**37**, instructing consumer **530** to call referral phone number **590**X-**2** (using a call capable device), which upon doing, consumer **530** would be connected to system **600** (IVR script similar to FIG. **54**B), allowing for an option to initiate a system **600** text-back message. In a preferred embodiment-1, said text-back message preferably contains instructions (similar to that shown in FIG. **55**B) and a referral web-address (as similarly described in FIG. **58**B). In a preferred embodiment-2, said text-back message preferably contains instructions (similar to that shown in FIG. **55**D); and at least one services **900** linked unique phone-number (as similarly, described in FIG. **58**B and shown in FIG. **55**D); and a referral web-address (as similarly, described in FIG. **58**B and shown in FIG. **55**D); and/or an optional password (similar to that shown in FIG. **55**D).

FIG. **59**C, shows contact-element(s) group **590**A-**3** alternative-**38**, instructing consumer **530** to call referral phone number **590**X-**3** (using a call capable device), which upon doing, consumer **530** would be connected to system **600** (IVR script similar to FIG. **54**A) and prompted to enter referral id **590**Y-**3**, allowing for an option to initiate a system **600** text-back message. In a preferred embodiment-1, said text-back message preferably contains instructions (similar to that shown in FIG. **55**B) and a referral web-address (as similarly described in FIG. **58**C). In a preferred embodiment-2, said text-back message preferably contains instructions (as shown in FIG. **55**E); and at least one services **900** linked unique phone-number with lookup ID (as similarly, described in FIG. **58**C and shown in FIG. **55**E); and a referral web-address (as similarly, described in FIG. **58**C and shown in FIG. **55**E); and/or an optional pin (similar to that shown in FIG. **55**E).

FIG. **59**D, shows contact-element(s) group **590**A-**4** alternative-**39**, instructing consumer **530** to call referral phone number **590**X-**1** (using a call capable device), which upon doing, consumer **530** would be connected to system **600** (IVR script similar to FIG. **54**B), allowing for an option to initiate a system **600** text-back message. In a preferred embodiment-1, said text-back message preferably contains instructions (similar to that shown in FIG. **55**B). In a preferred embodiment-2, said text-back message preferably contains instructions (similar to that shown in FIG. **55**F); and at least one services **900** generated/linked unique web address (as similarly, described in FIG. **58**D and shown in FIG. **55**F); and a referral web-address (as similarly, described in FIG. **58**D and shown in FIG. **55**F); and/or an optional pin. Optionally, referral phone number could be with lookup ID.

FIG. **59**E, shows contact-element(s) group **590**A-**5** alternative-**40**, instructing consumer **530** to call referral phone number **590**X-**1** (using a call capable device), which upon doing, consumer **530** would be connected to system **600** (IVR script similar to FIG. **54**B), allowing for an option to initiate a system **600** text-back message, preferably back to said call-device using previously stored and related caller-id data. In a preferred embodiment-1, said text-back message preferably contains instructions (similar to that shown in FIG. **55**B) and a referral web-address (as similarly described in FIG. **58**E). In a preferred embodiment-2, said text-back message preferably contains instructions (similar to that shown in FIG. **55**C); and a contact-element group (similar to that shown in FIG. **55**C); and a referral web-address (as similarly, described in FIG. **58**E and shown in FIG. **55**C); and/or an optional pin.

FIG. **59**F, shows contact-element(s) group **590**A-**7** alternative-**41**, instructing consumer **530** to call referral phone number **590**X-**1** (using a call capable device), which upon doing, consumer **530** would be connected to system **600** (IVR script similar to FIG. **54**A) and prompted to enter referral id **590**Y-**7**, allowing for an option to initiate a system **600** text-back message, preferably back to said call-device using previously stored and related caller-id data. In a preferred embodiment-1, said text-back message preferably contains instructions (similar to that shown in FIG. **55**B) and a referral web-address (as similarly described in FIG. **58**F). In a preferred embodiment-2, said text-back message preferably contains instructions (similar to that shown in FIG. **55**C); and a contact-element group (similar to that shown in FIG. **55**C); and a referral web-address (as similarly, described in FIG. **58**F and shown in FIG. **55**C); and/or an optional pin.

FIG. **59**G, shows contact-element(s) group **590**A-**8** alternative-**42**, instructing consumer **530** to call referral phone number **590**X-**1** (using a call capable device), which so upon doing, consumer **530** would be connected to system **600** either establishing access to services **900** or in a preferred embodiment, consumer **530** could request system **600** to send services **900** related data. Optionally, referral phone number could include related lookup ID. Furthermore, instead of consumer **530** requesting system **600** to send data, data instead could be auto-sent upon call being first detected by system **600**, data preferably sent back to the system captured caller-id related and said call-device.

In applicable FIG. **59**A-G, instead of the referral web-address(s) and/or referral-id(s) being used for referral/crediting tracking purposes the pins (passwords, access-codes, etc.) could in addition to functioning as a unique access code also function as a referral-element; and/or alternatively the referral web-address and/or referral-id in addition to functioning as a referral-element could also function as a unique access code. Furthermore, the alternative embodiments as discussed in FIG. **59**A could (where applicable) be applied as related to any of the FIG. **59** and other applicable figures.

FIG. **60**A, is contact-element(s) group **600**A-**1** alternative-**43**, instructing consumer **530** to download and open a (mobile) general application **600**X-**1**, which upon doing so and when prompted, consumer **530** would then enter referral id **600**Y-**1**, to access application referred services; whereby in a preferred embodiment-1, application **600**X-**1** would make available services **900** linked contact-element(s) data, for consumer **530** use(s); and whereby in an embodiment-2, application **600**X-**1** would send (using any of several methods described in current application) instructions to consumer **530**; and whereby in an embodiment-3, application **600**X-**1** would either allow direct service access to retrieve

contact-element(s) data and/or send information explaining how to retrieve contact-element(s) data.

FIG. **60**B, is contact-element(s) group **600**A-**2** alternative-**44**, instructing consumer **530** to download and open a (mobile) referral application **600**X-**2**, which upon doing so, consumer **530** would gain access to application referred services; whereby in a preferred embodiment-1, application **600**X-**2** would allow consumer **530** access to services **900**, either as an administrator, user or both; and whereby in an embodiment-2, application **600**X-**2** when prompted, would send instructions.

FIG. **61**A, is contact-element(s) group **610**A-**1** alternative-**45**, instructing consumer **530** to send referral code **610**Y-**1**, via long-code SMS address **610**X-**1** (using a text capable device), to system **600** in order to retrieve contact-element(s) data; whereby in a preferred embodiment-1, system **600** would respond by sending (using any of several methods described in current application) ready-for-use linked contact-element(s) data and/or instructions; and whereby in an embodiment-2, system **600** would respond by sending instructions. Alternatively, instead of consumer **530** sending SMS text message to long-code SMS address a user could instead call said SMS address to access system services.

FIG. **61**B, is contact-element(s) group **610**A-**2** alternative-**46**, instructing consumer **530** to send a blank text, via short-code SMS address **610**X-**2** (using a text capable device), in order to access system services **900**; whereby in a preferred embodiment, system **600** would respond by sending instructions.

In FIGS. **61**A-B and similar embodiments where a SMS text message is sent to system **600** to initiate a system service related action, specific information could be sent in said text message that triggers different system **600** actions, e.g. sent payment information could initiate a payment transaction, sent appointment information could set an appointment, sent product id could initiate the return of product related data, sent event id could trigger reservation to said event, etc.; furthermore system **600** SMS text message sent requests involving for-pay services, billing could occur automatically via SMS text service provider with bill being passed on to said SMS message sender, FIP viewer/consumer.

FIG. **62**A, is contact-element(s) group **620**A-**1** alternative-**47**, instructing consumer **530** to call call-id **620**X-**1**, via a call application such as SKYPE™ call-system (using a call capable device), which upon doing, consumer **530** would be connected to system **600** and prompted to enter referral id **620**Y-**1** in order to retrieve contact-element(s) data; whereby in a preferred embodiment-1, system **600** would respond by sending (using any of several methods described in current application) system linked contact-element(s) data and/or instructions; and whereby in an embodiment-2, system **600** would respond by sending instructions. Alternatively, any (web/ip) call application providers could be used.

FIG. **62**B, is contact-element(s) group **620**A-**2** alternative-**48**, instructing consumer **530** to call call-id **620**X-**2**, via a call application such as SKYPE™ call-system (using a call capable device), which upon doing, consumer **530** would be connected to system **600** either establishing access to services **900** or in a preferred embodiment, consumer **530** could request system **600** to send services **900** related data.

In FIGS. **62**A-B and similar embodiments where a call is placed via a call application, related FIP call access instructions could include information on where/how to download/retrieve said call-application related software, i.e. instructions could tell viewer to go to a specific website or in the case of a mobile device to download a specific application, in order to retrieve said call application.

FIG. **63** shows a (FIG. **1**) contact-element(s) group **630**A alternative-**49**, instructing consumer **530** to send a blank email to SMS address **630**X-**1** (using an email capable device), in order to access system services **900**; whereby in a preferred embodiment, system **600** would respond by sending instructions, optionally with links to services **900** related website(s).

FIG. **64** shows a (FIG. **1**) contact-element(s) group **640**A alternative-**50**, instructing consumer **530** to send a blank fax to SMS address **640**X-**1** (using an fax capable device/service), in order to access system services **900**.

FIG. **65** shows a (FIG. **1**) contact-element(s) group **650**A alternative-**51**, instructing consumer **530** to send <specified information/item(s)> to mailing address **650**X-**1** (using a mail processing services/providers), in order to access (request access to) system services **900**.

FIG. **66** shows a (FIG. **1**) contact-element(s) group **660**A alternative-**52**, instructing consumer **530** to scan barcode **660**Y-**1** (using a scan capable device), in order to access system services **900** and/or receive information on how to access services **900**. More specifically an (mobile) application **660**X-**1** could initiate, process, send, receive, etc. making available services **900** related information available to both consumer **530** (users) and system **600**.

FIG. **67** shows a (FIG. **1**) contact-element(s) group **670**A alternative-**53**, instructing consumer **530** to scan QR-code **670**Y-**1** (using a scan capable device), in order to access system services **900** and/or receive information on how to access services **900**. More specifically an (mobile) application **670**X-**1** could initiate, process, send, receive, etc. making available services **900** related information available to both consumer **530** (users) and system **600**.

FIG. **68** shows a (FIG. **1**) contact-element(s) group **680**A alternative-**54**, instructing consumer **530** to take a picture **680**M of said contact-element(s) group, including referral id **680**Y-**1**; whereby upon taking picture **680**M using application name **680**Y associated application **680**W via a system networked and mobile picture enabled device **680**N (PDA, smart phone etc.) picture **680**M would then be sent to system **600** for analyzing/processing; where during said picture **680**M analyzing process image data, preferably analyzed using image recognition system(s)/service(s)/application(s)/software, identifies/isolates referral id **680**Y-**1**, which it would then translate to system readable electronic-data, electronic data that triggers a system **600** (service) response, preferably to/thru/using device **680**N. In a preferred embodiment system services would provide consumer **530** with linked contact-element(s) intended for placement onto a SIP/FIP; and/or said system response would allow access to an account (or accounts) where consumer **530** or affiliate(s) could set [contact-element(s) linked] system-services. Alternatively, said system response could provide data, service(s), application(s) and/or perform action(s), preferably via device **680**N. Preferably application **680**W and/or device **680**N would allow for a consumer **530** one-step point-and-click picture **680**N submittal and resultant return system response process; or a process utilizing as few consumer **530** steps as possible. FIG. **68** processes, none to all, could be shared between application **680**Y and system **600**.

In FIGS. **66**-**67**, alternative to scanning process being used to send code data to related system-services, a picture of the codes could instead be sent for processing using a process similar to that depicted in FIG. **68**.

In FIGS. **68**, instead of or in addition to said picture of referral code being translated to electronic-data for process-

ing, any code and/or combinations of codes could be used, including, human readable code, any non-human-readable code and/or variations thereof and/or combinations thereof. Furthermore, instead of or in addition to said codes being translated to electronic-data for processing, pattern recognition data could be used, such as data derived from data/word patterns, data/word associations, data/word spacing associations, data/word definitions, data/word meaning, data-strings, data/word/phrases/character types and/or variations thereof and/or combinations thereof, i.e. food product nutritional value(s). Furthermore still, instead of or in addition to pattern recognition data being translated to electronic-data for processing, material composition data could be used, such as composition data related to radio-active signature, ingredient(s), aroma, etc. Yet furthermore, instead of or in addition to material composition data being translated to electronic-data for processing, frequency data could be used, such as data captured from rf-tags etc. Yet furthermore still, any one and/or combination of codes, pattern recognition data, material composition data, frequency data and variations thereof and combinations thereof could be translated to electronic-data for processing.

In FIGS. **66-68**, the data being analyzed for translation could be analyzed and checked against information previously made available to system **600** and/or check against third party system data and/or checked against data looked-up via a network and/or checked against real-time data obtained/looked via the worldwide web or similar network. Also, said data processing/analyzing could occur local to said scan/picture device (smart phone), system remote, variations thereof, combinations thereof, etc.

FIG. **69**A-G show a contact-element group **690**A, not defined but could assumedly be any one of the applicable contact-element(s) group embodiment possibilities as presented in the current application; whereas said contact-element(s) group is configured onto the header of related FIP **700**, FIP(s) **700** being a type of display.

FIG. **70** depicts a process by which a consumer **530** references a retailer **515** displayed FIP **700** in order to request an electronic gift card **700**G be sent to a FIP **700"** (text enabled device) belonging to either consumer **530** or another consumer **530'**; whereby the recipient of electronic gift card **700**G can present said card to participating service provider(s), to be scanned for credit towards the purchase of product(s), item(s), service(s), etc. FIP **700"** (text enabled device) is defined as a FIP when broadcasting, televising, and displaying and/or otherwise making available system-linked contact-element data.

FIG. **70** shows an intended for retailer **515** display FIP **700** (of a type tear-out-page booklet with header), comprising an optional header configured with contact-element(s) group **700**A and a multi-page booklet, each FIP **700'** (booklet page) intended for removal by consumer **530**, for future referencing purposes; wherein, each FIP **700'** (booklet page) is configured with a contact-element(s) group **700**A', consisting of instructions **700**D with infused referral SMS address **700**X; whereby instructions **700**D instruct consumer **530** on how to send a text message **700**K containing specific text information **700**P to system **600** for service related processing. More specifically, instructions **700**D instruct consumer **530** to send a text message **700**K, containing at least one cell phone number **700**B to which the electronic gift card **700**G is to be sent along with the gift card **700**G related (crediting) dollar amount **700**C, to system **600** for service related processing; where upon text-message **700**K being received, system **600**, using cell phone number **700**B, generates and sends contact-element(s) group **700**A", also defined as electronic gift card **700**G, in the form of SMS text message **700**L, consisting of instructions and a message attached dollar amount **700**C credit linked QR code **700**X', to FIP **700"** (text enabled device). The preferred payment method for electronic gift card **700**G is auto-billing, processed by the FIP **700"** (text enabled device) related communications service provider and submitted-to/paid-for by consumer **530**. Alternatively and as indicated in instructions **700**D, phone number **700**B could instead be omitted from sent text information **700**P; whereby system **600** could use the caller-id information captured during the initial text-message **700**K to send electronic gift card **700**G back to the consumer **530** related FIP **700"** (text enabled device).

Upon FIG. **70** text message **700**L being received and displayed on FIP **700"** (text enabled device), as shown in FIG. **70**, the electronic gift card recipient **515'** could then present the electronic gift card **700**G to a participating service provider **530'** for scan of QR code **700**X' and resultant credit towards any recipient **515'** qualifying purchases; whereby upon said scan and resultant crediting activity being complete system **600** would preferably generate and send a text message receipt to recipient **515'**, via FIP **700"** (text enabled device), said receipt containing information such as remaining credits data, no credit remaining notification, online access information to view past transactions, etc.

As related to FIG. **70**, referral SMS address **700**X and/or related QR code **700**X' could be used for referral and credit tracking purposes similar to the process depicted in FIGS. **46-47**. Alternatively, instead of FIP **700** (of a type tear out page booklet with header) the FIP electronic gift card ad could instead be broadcast (as in FIG. **53**A-C), televised (as in FIG. **52**A-B), presented on a website (optionally with hyperlink to electronic gift card service site) and/or presented-with/configured-onto any SIP/FIP, preferably meant for display; whereby optionally, transactions completed via said advertiser placed FIP gift card ad(s) would be tracked for crediting and referral purposes as similarly depicted in FIGS. **46-47**. Also, as an alternative to the electronic gift card having credit applied to it once, it could be associated to an account, allowing for credit refills; and/or instead of billing related to a sent gift card being auto-bill processed by the text enabled device related communications provider, consumer **530** could (be instructed to) include credit card information as part of the sent text information **700**P, credit card information processed by system **600**; furthermore an electronic gift card could be linked to bank account and/or credit card information, preferably via an online account, where upon depletion of electronic gift card credit an auto-recharge (using said bank/credit-card) could occur or upon an electronic gift card transaction occurring a direct debut (using said bank/credit-card) could occur, replenishing the related electronic gift card credit. Furthermore, instead of or in addition to the electronic gift card being sent via SMS text message it could be sent via email (intended for printout and use), presented on a site (intended for printout and use), faxed and/or any other applicable way, some as described in the current application, that data can be sent by system **600** to the electronic gift card recipient. Furthermore still, instead of all text information **700**P being sent in the initial text message request for an electronic gift card, there could be a system **600** to consumer **530** exchange of information, i.e. user could send some data and system **600** could respond by requesting more data; and/or if bad text information **700**P is sent system **600** could respond by requesting correct(ed) data, etc. In place of a QR code the electronic gift card could consist of any code, to be used by

said gift card related services/products provider for crediting purposes. Alternatively the electronic gift card could instead be an electronic ticket, money transfer, money card, etc.; furthermore the electronic card could be intended for scan by a related provider to track points, e.g. mileage points, reward points, credits towards purchase of products/services/items, etc. Yet as another alternative, instead of the electronic gift card being sent in a text message to said recipient it could instead be made available/managed via a (mobile) application.

FIG. **71**A are steps associated with FIG. **50**, wherein step **7100**, consumer **530** references a retailer **515** displayed FIP **700** (of a type service referral sign). In step **7105**, consumer preferably calls referral phone number **500**B, accessing system services. In step **7110**, while interacting with system **600** call-attendant services (script similar to FIG. **54**B), consumer **530** would initiate a text-back request, to have sent (via text message) services **900** linked information (similar to any of the FIGS. **55**A-H). In step **7115**, upon receiving said step **7110** system **600** sent text-message consumer **530**, referencing said text information, would then preferably access a services website through which they could custom set contact-element(s) linked system services. In step **7120**, upon completing step **7115** system-services set-up process, consumer **530** could then scribe contact-element(s) onto FIP **700'** (similar to FIPs shown in FIG. **48**, **49**), said contact-element(s) consisting of a services linked phone number and related referral code (similar to that depicted in the sample-sign shown on the FIG. **50** service referral FIP insert). In step **7125**, consumer **530** displays the FIP **700'** configured in step **7120**, for viewer inquiry options, consisting of many options as presented in the current application. Alternative to consumer **530** calling to system **600** to retrieve said contact-element(s), as indicated in FIG. **50**, they could instead look-up referral web address **500**X to be navigated to a services website from which to set/receive said contact-element(s) and related services.

FIG. **72**A-F depict the steps and FIP parts involved to use a retail available FIP **700** (of a type window envelope containing FIP **700-1** of a type pre-scored label stock sheet); whereby FIP **700** can be hung for display by product hang-hole **720**E and/or placed in a display, intended for consumer purchase.

In step **7200** as related to an embodiment, consumer **530** purchases FIP **700**, before which product barcode **800** would be scanned for inventory related purposes. In step **7205** as depicted in FIG. **72**C, consumer **530** removes FIP **700'** (label sheet) from packaging envelope **720**L, exposing previously hidden referral activation code **720**Y. In step **7210**, following instructions **720**D, consumer **530**, via web address **720**X related service website, sets FIP **700'** linked services, during which activation code **720**Y is entered, after which FIP **700'**configured contact-element(s) are made system **600** active, contact-element(s) pointing to services **900**. In step **7215** as depicted in FIGS. **72**D-F, consumer **530** places FIP **700-2** thru FIP **700-4** (contact-element(s) configured labels) onto FIP **700-5** (system-linked for rent sign), FIP **700-6** (system-linked garage sale sign) and FIP **700-7** (system-linked for sale sign); whereby it can be assumed that each said FIP (contact-element(s) configured label) contains a different reference-id, each pointing to different services as related to each sign type and related advertised item(s). In step **7220**, consumer **530** place newly activated FIP **700-5** thru FIP **700-7** signs for display. Item to note, FIP **700-5** thru FIP **700-7** (system-linked signs) prior to FIP **700-2** thru FIP **700-4** (contact-element(s) configured labels) being placed onto them were defined as SIS(s) or standard information signs because they did not contain system **600** linked contact-element(s). Furthermore and preferably, said FIP (contact-element(s) configured labels) as described in step **715** would be identical, allowing for placement onto multiple SIS (standard information signs) of the same type, related services **900** advertising the same object(s). As in FIG. **46-47**, referral activation code **720**Y is preferably used for distribution and credit tracking purposes; alternatively, referral activation code **720**Y could be used for distribution tracking purposes as depicted in FIG. **57**, activation code **720**Y used in place of referral code **570**A.

FIG. **73** depicts a SIS **730**L (standard information sign, of type for rent sign) and FIP **700'** (label stock with peel away FIP **700"** contact-element(s) configured label) optionally being placed into bag **730**M, with resultant assembly preferably being made available for retail purchase; whereby upon purchase of FIP **700** (of a type bag containing SIS **730**L and FIP **700'**) consumer can optionally set FIP **700"** (contact-element(s) configured label) related services, placing activated FIP **700"** label onto SIS **730**L. The instructions **730**D infused activation code as related to this embodiment would be entered during the FIP **700** linked services, via website, set-up process, as explained by instructions **730**D. By bundling FIP (label stock or similar) with SIS/FIP for retail products it provides another possible source of revenue to the retailer (end-consumer distributing organization); in that, if the FIP consumer decides to set the said FIP related and preferably for-pay and referral tracked services, then said retailer could be paid monetary credit for activate services referral as similarly depicted in FIGS. **46-47**.

FIG. **74** depicts a FIP **700'** (system-linked for rent sign) optionally being placed into bag **740**M, with resultant assembly FIP **700** (of a type FIP **700'** in retail bag **740**M) preferably being made available for retail purchase by a FIP consumer. The instructions **740**D infused activation code as related to this embodiment would be entered during the FIP **700** linked services, via phone, set-up process, as explained by instructions **740**D.

FIG. **75** depicts a FIP **700** (of a type label stock with FIP **700'** peel-away label), preferably made available for retail purchase. Alternatively, FIG. **75** could also be viewed as a FIP **700** (of a type label stock with FIP **700'** of a type peel-away label), located in a (retail) package envelope, preferably made available for retail purchase.

Retail available FIP labels that adhere to FIP(s)/SIP(s), as in FIGS. **39-41**, **72-75** have numerous advantages, with a primary advantage being optimization of valuable retail space; possible, because FIP labels allow the consumer the option of applying said label to existing FIP(s)/SIP(s) thus providing the retailer the option of not having to stock both SIP(s) and SIP equivalent FIP(s), i.e. in the case of the for information signs (such as a for sale sign), instead of a retailer having to stock both the SIS (standard information signs) and FIS (system-linked for information signs a type of FIP) version of said sign, which can take up lots of retail space, said retailer could instead stock FIP labels intended for placement onto said SIS(s) and in doing so eliminate the need to stock contact-element(s) pre-configured FIS(s). As related to FIGS. **72-75** FIP embodiments along with any other referral tracked, for-pay services linked FIP(s), another primary advantage is that these products can offer a potentially significant additional source of income to the end-consumer distributor (or retailer) in the form of monetary credits applied as a result of activated services referrals, similar to that depicted in FIGS. **46-47**.

The referral activation code as depicted in FIGS. **72-75**, allow for credit/distribution/referral tracking as related to

FIP linked services, similar to that depicted in FIGS. **46-47**, **57**; it allows for a fast FIP related services setup process, in that (1) referral activation code as related to distribution tracking data and system-services linked contact-element(s) data, can be entered to system **600**, instantly activating related service account(s); said activation code could instead be a unique activation referral web-address, that when looked up could automatically navigate a user to a services webpage through which services could be accessed; said activation code could be a unique referral phone number (or call/ip address, e.g. Skype™ call-id, etc.), that when called could access services; said activation code could be any activation id intended for entry via a call-application, that when looked up could automatically access services; said activation code could be a unique referral email-address, that when emailed to could automatically reply with an email providing access, via link(s), to services; said activation code could be any activation id intended to be sent via email to system **600**, an email that when sent triggers a system **600** automatic email reply, said reply email preferably providing access, via link(s), to services; said activation code could be a unique referral fax number (fax id), that when faxed could automatically set/activate services, where upon completion system **600** would preferably fax-back a confirmation notice (optionally including services access instructions, information, etc.); said activation code could be a unique referral SMS short/long code address, that when texted to could automatically set/activate services, where upon completion system **600** would preferably fax-back a confirmation notice (optionally including services access instructions, information, etc.); said activation code could be any activation id intended for send via SMS short/long code address to system **600** to set/activate services, where upon completion system **600** would preferably text-back a confirmation notice (optionally including services access instructions, information, etc.); activation codes could be scan (picture translation, as depicted in FIGS. **66-68**) based, that when scanned could automatically set services; activation codes, could be non-referral (data) related. Alternatively, an activation code upon system entry, could automatically default-set (service) accounts; trigger system processes that could make (specific, custom, general, settable, customizable, etc.) site(s), website(s), application(s), etc. available; trigger system processes that make system-services linked contact-element(s) available; trigger system processes that make data/information available, such as information intended to instruct a user on how to access/set FIP related services; and/or trigger any (system **600**) applicable action and/or process. Alternatively, said email based referral activation code could be used to set/access/activate/review applicable FIP related information/data/account(s)/service(s)/item(s); more generally, any activation code could be used to set/access/activate/review related and maintained system information/data/account(s)/service(s)/item(s). Furthermore FIP(s) related contact-element(s) group could consist of only an activation code and an (optional but recommended) address/application through which to enter it, preferably for credit tracking purposed.

In FIGS. **72-75**, the label count, size, packing method/configuration (including no packaging), layout, method of intended display, etc. can vary; furthermore the referral activation code and/or related instructions could be made visible or they could be hidden by retail packaging/marketing materials, located on a hidden portion of related FIP, concealed by rub/peel away material, obscurely supplied with FIP, etc.

FIG. **76**A-B depicts a FIP **700** (of a type billboard) configured with contact-element(s) group **760**A, said elements including FIP instructions **760**D infused with (mobile) application name **760**X; wherein step **7600**, a FIP **700** related viewer **510**, would install application name **760**X related application **760**Y onto their PDA **760**W (a type of mobile networked computing and/or communication device), if not already installed; wherein step **7605**, (consumer) viewer **510**, using PDA **760**W, takes an electronic picture **760**Z of FIP **700** including contact-element(s) group **760**A; wherein step **7610**, application **760**Y sends picture **760**Z to system **600** for photo analysis, similar to processes depicted in FIG. **68**; wherein step **7615**, during said photo analysis, system **600** digitizes/translates contact-element(s) group **760**A photo data into searchable electronic data **760**F, using image recognition/analysis/type(s) of software(s)/application(s)/process(s); wherein step **7620**, system **600** cross-references searchable electronic data **760**F against system available data **760**G; wherein step **7625**, when qualifying said cross-referenced results, as related to system **600** maintained/predefined criteria(s), are met system **600** responds by executing predefined service(s), command(s), action(s), etc., e.g. sending data, requesting data, performing an instant action, setting a future action, making services available, sending/requesting information/data via application **760**Y, making services available via application **760**Y, etc. The searchable electronic data **760**F in FIG. **76** would most likely be the company website and/or phone number data-elements, advertised on FIP **700**.

FIG. **77** depicts a FIP **700** (of a type organization building) configured with contact-element(s) group **770**A, said elements consisting stencil lettering spelling out name of said organization and related slogan; wherein a viewer following processes similar to those depicted in FIG. **76**A would trigger system response; with the searchable electronic data most likely being a combination of the organization name and slogan, or parts thereof.

FIG. **78** depicts a FIP **700** (of a type organization building configured with FIP **700'** of a type sign) configured with contact-element(s) group **780**A, said elements consisting of said organization name and related slogan; wherein a viewer following processes similar to those depicted in FIG. **76**A would trigger system response; with the searchable electronic data most likely being a combination of the organization name and slogan, or parts thereof.

FIG. **79** depicts a FIP **700** (of a type recognizable landmark, Statue of Liberty); wherein the FIP **700** related contact-element(s) data is in and of itself also FIP **700**, element(s) being the unique and distinguishable attributes of the Statue of Liberty, said attributes that can be translated-to/used-as system searchable electronic data as referenced in FIG. **76**; wherein a viewer taking a picture of the Statue of Liberty and following processes similar to those depicted in FIG. **76**A would trigger predefined system response(s). Other photo captured contact (data) element(s) that could be translated for use a searchable electronic data could further include, general shape(s) of FIP **700** (in this case said statue) areas/in-total as taken by photo from different vantage points; and/or feature(s) to feature(s) relative distance(s) as taken by photo from different vantage points; and/or use of global-positioning data as provided by said picture device to system; and/or variations thereof; and/or combinations thereof; etc.

In FIGS. **76-79** said system triggered response could include but is not limited to, sending (said organization related) data to said viewer, e.g. information, promotions, sales, products-offered, services-offered, products-accepted, services accepted, hiring information, contact information, personnel information, website information, hours-of-opera-

tions, etc.; and/or said action(s) could include adding said viewer (via said PDA system captured information) to membership and/or mailing lists; and/or said response could auto-set (said organization related) accounts/services; and/or said actions could make available (said organization related) services, website services, website calling services, website faxing services, SMS services, email services; and/or action(s) could initiate system initiated call-backs, text-backs, fax-backs, emails, etc.; and/or actions could send requests for said viewer information; and/or in the case of text based FIP(s) submitted pictures, said system response could be to playback text-to-speech translations of said text to said viewer, preferably via said viewer PDA or similar device; and/or variations and/or combinations thereof. Alternative to a system response of sending textual based data for viewer review, system could instead send audio/visual/text translated versions of said text and/or predefined audio/visual/text data for review; whereby said audio portion and/or subtitled video portion of sent data could alternatively be translated into any language or dialect thereof, including language and/or language deciphering processes used by the hearing/seeing/physically impaired (people).

FIGS. **76-79** introduce a new method of marketing/advertising, a field where every advantage counts, a method that allows users/consumers to take pictures of FIP(s) around them for instant feedback, FIP(s) that said users are already ready use to seeing and understand, FIP(s) such as, signs, labels, billboards, product-packaging, service center locations, sales signs, newspaper stories/ads, magazine stories/ads, book covers (titles), literature (titles), landmarks, license plates, cards, business cards, objects, items, landmarks any FIP as mentioned in the current application, any item that can be uniquely identified and cross-referenced with system obtainable information; the method turns practically/applicably everything in the real world into a potential FIP, where when said picture of real-world item is sent to system, said system responds. A primary advantage of FIP(s) configured contact-element(s) group(s) that consist of non-code/address based elements is, it allows for a natural looking/feeling FIP, one viewers thereof are already use to seeing; some said non-code/address based elements include images, graphics, text, titles, names, slogans, descriptions etc.

In FIGS. **76-79**, system available data, could be data as related to real-time lookup, system stored data, previously entered system data, system calculated data, system decoded data, system arranged data, combined data, variations thereof, combinations thereof, etc.; whereby searchable electronic data could comprise address(s), web-addresses(s), phone-id(s), email-address(s), street address(s), call-id(s), encoded graphic(s), codes, id(s), special font(s), slogans, title(s), organization name(s), name(s), contact-element(s) data, contact-element(s) spacing data, contact-element(s) arrangement data, contact-element(s) orientation data, logos, data-string(s), embedded code(s), human readable code(s), machine readable code(s), artwork, image(s), variations thereof, combinations thereof, etc.

As related to embodiments as described in FIGS. **76-79** and similar, the said call-device installed (picture processing) application name/download-location, and/or instructions detailing the method by which said picture should be submitted to said system for processing, could be configured directly onto and/or supplied with said FIP; alternatively and/or in addition to said picture processing related information being supplied-with/configured-onto said FIP, some portion-of or all of said information could also be provided on related/referred electronic/physical media(s). Furthermore instead-of or in addition to electronic picture data being submitted for processing, video data, multi-media data, audio data, and/or variations thereof, and/or combinations, etc., could be submitted for processing.

FIG. **80**B depicts a SIP **800**G (Standard Information product, of a type NON system-linked existing organization billboard); wherein step **8000**, a said organization authorized affiliate **531** obtains information on how to convert said existing SIP **800**G into a FIP **700** (of a type system linked organization billboard), preferably communicated to them by way of a text/televised/broadcast/web-presented/etc. advertisement/message; wherein step **8005**, authorized affiliate **531**, if not already downloaded, downloads a (mobile) application **800**Y to a PDA **800**W or similar device; wherein step **8010**, using application **800**Y via PDA **800**W, takes a picture of said SIP **800**G, thus in so doing sending SIP **800**G captured image **800**Z to system **600** for processing; wherein step **8015**, system **600** digitizes and extrapolates (using image recognition type of software/application/services/etc.) SIP **800**G specific and preferably (system) unique image **800**Z signature/data; wherein step **8020**, system **600** stores said signature as searchable electronic data **800**F, as similarly described in FIG. **76**, to be used as similarly described in FIG. **76**, and in so doing converting SIP **800**G into a FIP **700**; wherein step **8025**, preferably some level of access to system **600** services as related to searchable electronic data **800**F is provided to affiliate **531**, services where system **600** responses/actions can be set, said responses triggered when a photo of said FIP **700** is submitted to system **600** for processing by a viewer, as similarly described in FIG. **76**. As related to affiliate **531** set-up and use of said SIP to FIP conversion method, membership(s), account(s), payment(s)-for-use thereof, confirmation notice(s), requests for additional information after/before/with initial picture **800**Z submittal, variations thereof, combinations thereof, etc., could be incorporated into the set-up and/or ongoing processes as related to said method. Information/data exchange between system **600** and affiliate **531** as related to said method, e.g. successful/unsuccessful picture submittal confirmation(s), service setup/access/information, future setup required instructions, etc. could occur by any of the data-exchange methods as described in the current application. Alternatively, affiliate could provide picture **800**Z and/or any other required data to system **600** by any applicable (physical/electronic) delivery method, many as described in the current application. Another alternative could involve affiliate entering data as related to SIP(s) to system **600** for processing, preferably submitted using a networked computing device via the web. Still, instead of affiliate(s) providing information to system **600** to convert existing SIP(s) to FIP(s), system **600** could use previously provided, presorted, looked-up data, etc. to automatically convert SIP signature information to searchable electronic data; whereby automatically convert data would be optionally reviewed for correctness; and where preferably business methods/processes/programs would connect FIP (previously defined as said SIP) authorized affiliates to accounts, where said FIP related services could be managed.

As related in FIGS. **68**, **76-80**, said photos sent to system(s) for processing/analysis, could be sent using any applicable and available method to send data (electronic/physical), some as described in the current application, including, via application(s), by-text-send, by-email-send, by-mail-send, by-fax-send, variations thereof, combinations thereof, etc.; and/or photo could be placed (uploaded) to a site for system retrieval and processing; furthermore picture could be a physical picture mailed to a system **600** autho-

rized administrator for processing. As related to picture(s) and/or related information/data sent to system for processing that is/are bad, missing, incomplete, unrecognizable, not-unique, invalid, improper type, not detailed enough, of insufficient quality, variations thereof, combinations thereof, etc., system **600** could return error messages, deny access, request better/missing data, variations thereof, combinations thereof, etc.; and/or it could return a list of likely matches from which a user could make a selection, in order to initiate system responses as related to said selected match.

As related to FIGS. **68**, **76-80** and in place of and/or in addition to FIP related contact-elements picture data being processed by system **600** for use, global positioning data as related to the FIP, device (used to submit picture of FIP elements, such as a PDA) and/or both could also be used to create rules as related to said electronic searchable data, preferably rules that make/set/affect said system actions based on geographical location; whereby fixed FIP related global-positioning data could be captured during initial set-up; and whereby said PDA global-positioning data would be dynamic, dependent on said device current location, said PDA location data provided to system, preferably via said picture processing related (mobile) application.

As related to FIGS. **68**, **76-80**, system **600** could query information from other systems for use as system available data, for example, upon an image of a business location sign being submitted for analysis, the system could use a combination of data-elements to automatically return information as it relates to said sign associated business. Said data-elements could include, said sign relative global positioning data (GPS-data as provided by picture taking smart phone location); (third party) system(s) searched/retrieved (organization) street address data (converted to global positioning data) located in the approximate same vicinity as said smart-phone location; and/or image data isolated during said image analysis, image data in this case most likely being said (digitized, image-text converted to digitized-text) business location name, slogan and/or logo, as located on said sign; wherein system using this data-elements could make available a list of the most likely business/organization names to said smart phone user for selection or if absolute, make available system responses as related to said absolute returned business/organization result. Said and searched third party systems could include the web and/or specific sites/databases, e.g. trademark sites (used in this case to find registered business names, slogans, logos, addresses, etc.), secretary of state site (to retrieve registered business names, addresses, website-info, etc.), etc. Alternatively, instead of said and analyzed image being that of an organization location sign, it could instead be of a non-landmark, etc.; furthermore said system response and/or returned information could be publicly available information such as advertised sales, promotions, services, products, etc., and/or related contact and website address information, and/or previously set said system services, preferable set by a said organization authorized affiliate.

The invention is not limited in that FIP(s) can be configured and/or supplied with multiple contact-element(s) group; whereby contact-element(s) groups can be comprised of multiple contact-element(s); and whereby contact-element(s) can be any element that is linked/associated to (FIP) related administrator(s) settable services.

In FIGS. **46-75**, depicted referral elements could be used for referral tracking/crediting purposes, similar to that depicted in FIGS. **46-47**; furthermore, any applicable contact-element associated to any given and applicable FIP could be used for referral tracking/crediting purposes similar to those depicted in FIGS. **46-47**.

FIGS. **46-75** depicted referral elements can act as a reference-id, pointing to specific system services (areas); referral elements can function as a referral tracking contact-element, a line of distribution and credit tracking contact element and/or referencing contact-element; referral elements can be alpha, numeric, alpha-numeric, human readable code, electronic readable code, code/id, frequency and/or material signature-composition based and/or variations and/or combinations thereof, and are not limited in number of characters, configuration, arrangement, etc. They can be comprised of one or more data strings and can be optionally integrated into/with FIP related instructions, advertising/marketing info, graphics, text, objects/documents, etc. Furthermore, referral element(s) descriptive title (s)/heading(s) can vary, e.g. referral code, referral id, referral website, referral phone, etc. In addition to referral elements being related to distributors and/or retailers, they can also be related to manufactures, groups, people, items, entities and/or variations and/or combinations thereof. Additionally, any referral element related credit rates could vary or not be applied, as associated to distributor(s), retailer(s), entity(s), etc.; whereas monetary based credits could be variable, re-occurring, structured, onetime, milestones based/initiated, etc. Referral element based credit(s) could be applied to the purchase and/or obtainment-of and/or discount-on item(s) such as products, services, etc., of which providers of said item(s) are preferably affiliated with system **600** and/or system **600** related programs and/or services. Optionally, said crediting as related to (for-pay) services can vary both in amount and length of time. Additionally, said crediting could be extended to include credit (preferably monetary) for consumers who obtainment/purchase services, products, item(s), etc., as a result of being referred via initially set and credit tracked services. Yet still, instead of said credit being applied as related to consumer newly activated services, credit (preferably monetary) could also be applied/paid-for by providers, such as advertisers, service providers, product providers, organizations, groups, etc., as a result of FIP related referrals to said provider related services/advertisements/products/etc.

FIG. **81**A depicts a FIP **700** (of a type hang-ready card configured with a single service reference, card primarily meant for retail/service location display and consumer consumption) configured with contact-element(s) group **810**A-**1**; whereby several FIP**700** cards are supplied to provider **515** with said cards intended for display in provider **515** service/retail location; wherein a preferred embodiment an interested consumer **530** while visiting a service/product provider **515** store/location would obtain FIP **700** for future reference in order to access services/products/software/etc. as referred to and configured on FIP **700**; whereby consumer **530** referring to FIP **700** would lookup web-address **810**X-**1** related website services (in this case a services that allows property owners to list and market properties), where preferably during said website user-session consumer **530** would enter FIP **700** configured reference-id, establishing a consumer **530** said services to provider **515** credit/referral tracking link, a link whereby provider **515** could be credited for said services referrals, credit preferably being monetary as similarly depicted in FIG. **47**.

FIG. **81**B depicts a FIP **700** (of a type hang-ready card configured with multiple service/product/software references, card primarily meant for retail/service location display and consumer consumption); where similar to FIG. **81**A several cards are supplied to provider **515** for display

intended for consumption and future reference by consumer **530**; whereby to either gain access and/or receive data on how to gain access to FIP **700** referenced item(s), consumer **530** would either look-up web-address **810**X-**2** as similarly depicted in FIG. **81**C and/or send a text-message containing at least one FIP **700** reference id of interest to SMS address **810**Y as similarly depicted in FIG. **56** and/or call-to phone number **810**B providing at least one FIP **700** reference id of interest as also similarly depicted in FIG. **56**.

The process depicted in FIG. **81**A-B offers a great opportunity and advantage to both provider **515** and consumer **530** alike; where for provider **515** it makes available another revenue stream previously not available, revenue stream being (monetary) referral credits as related to (online) software/product(s)/service(s)/item(s) sold as a result of a direct referral from a provider **515** to consumer **530** distributed FIP; and where for consumer **530** the process exposes helpful, and preferably proven and tested, software/product(s)/service(s)/item(s) that they might otherwise not be exposed to, in a familiar retail//service location setting. Furthermore, the process provides another revenue stream previously not available to the providers of the FIP referenced software/product(s)/service(s)/item(s), revenue stream being sales of said software/product(s)/service(s)/item(s) as a direct result of FIP related referrals.

In FIG. **81**A-B alternatively, the FIP configured look-up web-address related service website could be a third party website; whereby consumer **530** would enter FIP **700** reference id(s) of interest to said third party website, and where said third party website related services could make available access information (e.g. passwords, pins, codes, login names, website-addresses, addresses, contact information, codes, etc.) as related to acquiring said entered FIP **700** reference id(s) related item(s); furthermore and preferably, said third party services would also maintain said entered reference id(s) and related said item(s) access data for crediting and/or referral tracking purposes, tracking processes as similarly described in FIG. **47**; furthermore still, FIP **700** distribution tracking processes as similarly described in FIG. **57** could also be applied, where anyone or combination of FIP **700** configured and applicable contact-element(s) could be used for down-line distribution tracking purposes. It is preferred that said third party services be linked with and/or provided with data from said FIP **700** referenced item(s) provider systems, the most important data being said access related data; furthermore, at the time consumer **530** is submitting said reference id data to said third party systems said third party services could obtain/confirm other consumer **530** data (e.g. email addresses, phone numbers, addresses, contact information, names, profile pictures, other information, other files etc.), additional consumer **530** data that could be shared with said item(s) provider system(s), where said shared data would preferably be used for said item(s) access/obtainment purposes (i.e. setting up a service account). As an alternative to (and/or in addition to) said consumer **530** submitting data, including said reference id, to said third party system via said third party website in order to receive access data, instead upon consumer **530** said data submittal, third party system could navigate to a related (activated) service account webpage and/or to online store webpage and/or to any predestinated/applicable (services) webpage; wherein pertinent consumer **530** web-session activity, including purchase/obtainment of said item(s), data would be provided to said third party systems for credit/referral tracking purposes. In the case where said third party system makes available said access information to consumer **530**, it is preferred that pertinent consumer **530** data as related to the purchase/obtainment of said item(s) be made available to said third party system for credit/referral tracking purposes. Third party systems in yet another alternative could conduct the transaction and the (optional) delivery of said and entered reference id related item(s).

In FIG. **81**A-B, FIP **700** could be configured with any applicable contact-element(s) group arrangement, including the number of advertised item(s); FIP **700** could instead be any other applicable FIP type; various FIP **700** (cards) configured with varying information (offering various software, products, services, items, etc.) could be displayed for consumer consumption; FIP **700** configured reference ids could further function as discount codes, incenting users to enter code when requested; the reference id system submittal process/method could vary; product barcodes shown are optional and would preferably be used for inventory tracking purposes; a picture processing method as similarly described in FIG. **56** could be used to access FIP **700** referenced item(s).

As related to FIGS. **2**, **43**-**45**, **47**, **52**-**53**, **57**, **71**-**72**, **76** and/or any other process related FIG(s) as presented in the current application, it is noted and as appropriate, the steps described could be re arranged, collapsed, expanded, removed, occur concurrently, occur simultaneously, have other steps added, be further broken down into sub-steps, etc., to achieve the same generally intended process and/or outcome.

FIP(s), as appropriate, alternatively:

1) Could be constructed from a single part.
2) Could be constructed from multiple parts and assembled during the manufacturing process and/or bundled intended for assembly by owner **500**.
3) Could be comprised of many packaged/bundled parts intended for assembly and/or include part(s) intended for use separately.
4) Could be bundled with other FIP(s), whereas FIP **700** could be designed to function either independently and/or in conjunction with other FIP and/or non FIP related products and/or objects. FIP(s) could be designed to allow for attachment with other FIP(s) in a permanent, temporary or re-attachable fashion.
5) Could consist of at least one part and be fabricated from paper-based product, plastics, metals, composites, chemicals/compounds, furthermore and variations and combinations thereof. More specifically at least one part could be fabricated from polymers, rubbers, magnets, magnetic strips, Velcro®, static film material, peel-away adhesive backed materials, Dry Erase® pen-erasable and erase-durable materials, pen-erasable and erase-durable materials, pen writable and durable material, software media in the form of software and variations and combinations thereof.
6) Could consist of at least one component as selected from a group of mechanical components, electric components, computing components, chemical components and variations and combinations.
7) Could have associated graphics, which includes text, configured directly onto preferably bundled labels, tags and/or other objects; whereas objects would be preferably intended for placement onto the FIP preferably identified/designated placement areas; furthermore said labels/tags could be blank or partially blank to allow for placement of additional owner **500** placed customizable graphics; furthermore still objects meant for attachment to FIP(s) could be made for permanent, temporary and/or re-attachable placement onto/with

FIP, more specifically said objects could be applied to FIP(s) by means of adhesives, tapes, fastening hardware, snap-fits, Velcro® and/or any other applicable attachment method.

8) Could contain multiple contact-element(s) groups.

9) Could additionally be configured with any arrangement of complementary graphics, including art, attached objects, marketing/advertising information, information, instructions, text and/or variations and/or combinations thereof.

10) Could be bundled with accessory parts such as, alpha-numeric characters, labels and/or tags that could either be permanently, temporarily or re-attachably applied; alpha-numeric stencils; various packaging related materials; writing utensils, such as Dry Erase® pens; software, such as label creation software; print ready label stock; pre-printed label stock; mounting and displaying materials; tools, equipment and/or hardware; other accessories; other bundles and variations and combinations thereof.

11) Could have product barcodes located on FIP associate packaging and/or on FIP bundles; or product barcode could be omitted all together.

12) Rather than be intended for public display it could be intended for private or limited use display for a targeted person, people or audience.

13) Could be made on demand through use of service website(s) and/or software; furthermore FIP(s) could be printed and/or assembled locally by an owner **500** and/or manufactured remotely by a fabricator and then sent to owner **500**; furthermore this software could be distributed similar to the mass manufactured for distribution FIP products, including serialized tracking for distributor crediting purposes; furthermore still, service website referral and instructional information could be placed/configured on applicable media for mass manufacture and distribution.

14) Could be an information packet containing contact-element FIP-instructions only; whereas FIP-instructions would be placed on any form of applicable media and optionally packaged.

15) Could be configured with graphics and dedicated areas for owner **500** to include custom graphics, including text.

16) Could contain placement areas intended for placement of system generated and/or non-system generated, non-contact related elements, i.e. custom titles, graphics, text, headings, objects etc.; whereby non-contact related and applicable elements could be configured onto labels or similar, intended for application into said placement area(s).

Contact-element(s) groups, as appropriate, alternatively:

1) Could contain at least one contact-element as selected from phone numbers, mobile application names, application names, web addresses; ip addresses; fax numbers; email addresses, soft-phone ip-addresses, internet call service (e.g. Skype) addresses, SMS addresses, mailing addresses, any electronic-call address, any reference ids, pins, passwords, codes, temporary pins, temporary passwords, any pins, any passwords, code words, discount code, discount id, promotional id, promotional code, serialized barcodes, serialized code, QR codes, any system **600** linked data-strings/codes/ids, any contact-element (placement) areas, FIP-instructions, encoded graphics, encoded elements/data, encoded element/data arrangements, encoded data/element spacing, encoded data/element type, encoded features, encoded feature arrangements, encoded feature spacing, encoded feature type, encoded FIP incorporated features, encoded FIP incorporated feature arrangements, encoded FIP incorporated feature spacing, encoded FIP incorporated feature type, encoded related FIP shape, encoded FIP area shapes; any referral elements and/or any variations and/or combinations thereof. Referral elements are used for FIP related credit and referral tracking purposes (as depicted in FIGS. **46-70**) and include referral phone numbers, referral web addresses, referral codes, referral ids, referral serialized codes, referral address, referral barcodes, referral QR codes, etc.

2) Could place contact-element FIP-instructions onto FIP associated packaging; and/or onto a separated/applicable media that could then be bundled with the FIP; and/or FIP instructions could reside on system **600** and be presented to owner **500** upon first access when setting services **900**. FIP-instructions could also instruct viewer **510** on how to use FIP. In addition, FIP-instructions could incorporate marketing, advertising and/or promotional elements as well; another undesirable alternative would be to omit FIP-instructions all together. FIP-Instructions could be placed on any applicable area on and/or in FIP as one area/block of information and/or as multiple smaller areas/blocks of information.

3) Could vary in arrangement and/or graphics/text layout as it relates to identifying and/or the labeling of contact-element(s) within the contact-element group; furthermore contact-element(s) related graphics/text could be omitted all together.

4) Could have at least one contact-element which is referenced by/in at least one other contact-element(s) group.

5) Could be configured with at least one call address and multiple call address related reference ids and/or contact-element (placement) areas for system **600** generated reference ids; furthermore reference ids could point to the same or different system services **900** and/or all/any combinations thereof.

6) Could be configured onto FIP related objects, such as labels that are intended for placement onto FIP, preferably pre-designated placement areas; furthermore and more specifically contact-element(s) or contact-element parts could also or instead of be configured onto said objects.

7) Could be configured with at least one temporarily concealed contact-element as depicted in FIGS. **26** and **27**.

8) Could contain contact-element(s) which initially point to preset system services **900**, services of which none to all could be set by owner **500**.

9) The activation barcodes also referred to as serialized barcodes, as depicted in FIGS. **25-27** could be placed/located on the FIP related packaging and/or placed on some applicable media and bundled with FIP. The activation of a FIP related barcode could activate one to all of the contact-element(s) groups contained on a single FIP or contained within a multiple FIP bundle. Furthermore, said activation barcode would preferably contain human readable and directly translated code, human readable code that could be manually entered to system **600** and/or system **600** related systems should a scanner and/or similar device become unavailable. Furthermore still, as an alternative to standard barcode(s) being used any number of other scan-able methods/

processes including the use of other scan-able codes/patterns, frequency, special material and any other viable scan based methods could be used.

10) Could consist of parts configured onto different label(s), object(s), item(s) etc.

System Services **900**, as appropriate:

1. Can be pointed to by one or many contact-element(s).
2. Can be maintained on a single system or multiple systems.
3. Can be displayed over many sites, web-based or otherwise
4. Can consist of at least one service.
5. Can consist of at least one service-application.
6. Can be turned on/off by FIP related users.
7. Can be comprised of applications that can be turn/on, initiated by FIP users.
8. Can contain various user/people/groups/organizations/system/services/applications access-level permission settings.
9. Can include pay-for, free and/or a combination of pay/free services.
10. Can be credit/referral tracked/traced back to FIP through up-line distribution.
11. Could provide instructions, more specifically they could provide FIP related instruction on how/where/why to design, build, order, custom-order, etc. various kinds of FIP(s).

Contact-element(s), (including call addresses), as appropriate and applicable, alternatively, could be alpha based; numeric based; scan readable; frequency based; any other readable format based and/or any variation and/or combination thereof.

An FIP reference id, as appropriate and applicable, alternatively, could be unique at a FIP, call address, system service, system, manufacturer, distributor, any definable group and/or combinations thereof defined level.

An FIP call address, as appropriate and applicable, alternatively, could be unique at a FIP, call address, system service, system, manufacturer, distributor, any definable group and/or combinations thereof defined level.

An FIP product barcode, as appropriate and applicable, alternatively, could be unique at a FIP, call address, system service, system, manufacturer, distributor, any definable group and/or combinations thereof defined level.

An FIP activation barcode, as appropriate and applicable, alternatively, could be unique at a FIP, call address, system service, system, manufacturer, distributor, any definable group and/or combinations thereof defined level.

Any FIP contact-element, as appropriate and applicable, alternatively, could be unique at a FIP, call address, system service, system, manufacturer, distributor, any definable group and/or combinations thereof defined level.

As an alternative to system **600** generating to send contact-element data for user placement onto FIP(s), the system could instead send previously entered/stored and maintained contact-element(s) to owner **500** (user) for placement onto FIP. Furthermore, system **600** method of contact-element send could be completed via IVR voice applications; IM/SMS/Text applications; web/internet applications; request to physical have mail containing data sent; by fax; by email and/or combinations and/or variations thereof and/or by any other method by which data/information could be sent to owner **500**.

When a FIP viewer/consumer calls to system **600** to access services and/or to set services system **600** could capture call related data during the call session, e.g. caller-id, service(s) accessed, system **600** area(s) accessed, call initiation time, call disconnection time, etc. so at a future time said viewer/consumer could access said call session related information either when calling back to system **600** and/or via a services website and/or via any other applicable method by which call session related information/data could be retrieved. Optionally, a pin/password/transaction-id/etc. could be provided to said viewer during the call session, for use to securely access said session information at some future point.

As an alternative to System **600** generating to send/provide system services related data to FIP viewer **510**, the system could instead send data via, IVR voice applications; im/SMS/text applications; web/internet applications; request to physical have mail containing data sent; by fax; by email and/or combinations and/or variations thereof and/or by any other method by which data/information could be sent to viewer **510**.

An alternative for system **600** received data is, when system **600** first detects inbound data, the sent-from device data, i.e. caller-id, ip-address, etc. along with/without system-address data, also known as the address used to call-to/send said system **600** inbound data to, can be used to initiate/activate any applicable services **900** related and/or system **600** related unique and/or general auto-response. This alternative provides the advantage of speed providing the minimal number of steps to set system-services, in this case for the most part, involving 1-step.

System **600** should not be considered limited in, functionality and/or capability(s); compatibility and/or access to/with third party system(s) and/or network(s).

In order to process mail related services as depicted in FIGS. **23-24**, system **600** could be integrated with physical mail processing related assets/organizations/processes/services/etc., that would fulfill physical mail related system services requests.

System **600** generated contact-element(s) could be scribed and/or applied to FIP(s) in any number of ways, including the use of stencils, adhesively attached characters, mechanically attached characters, removably attached characters, pre-configured labels, etc.

System services **900** can be any service and/or combination of services that can be modified/set by FIP related administrators/owners; whereon and typically an administrator, preferably through a services **900** related administrator account, could set data, information and services related settings, preferably as they relate to a FIP and/or FIP related and/or advertised object, product, service, event, information, item, etc.

FIP inquiring users, e.g. viewers, consumers, owners, etc. can interact with system-services in a variety of ways, in both sending and/or receiving information, files, data, objects, items, etc., simply called item(s). Item(s) exchange/interaction methods can include but are not limited to, system-to user sent/received, calls, SMS (text) messages, electronic messages, faxes, scanned data, website placed item(s), any electronic-site placed item(s), application provided item(s), physical courier services mailed item(s), and/or any applicable way to send/receive item(s), and/or variations thereof and/or combinations thereof; whereas said interactions can be fully automated, live person involved or both automated and live person involved; and whereas initiation sources to send said item(s) can include, but are not limited to, people, services, applications, web services, web applications, systems, system **600**, computers, user devices, user communication devices, mobile electronic devices, any applicable device/service/application; and/or variations thereof and/or combinations thereof; and whereas

processing of said item(s) can occur at/by/in, systems, services, applications, physical service providers, electronic service providers, providers, people, machines, any applicable item processor, any applicable method by which to process said item(s) and/or variations thereof and/or combinations thereof; and whereas said item exchange requests, by system(s) to FIP user(s) or by FIP user(s) to system(s), are not limited, including at least one said exchange.

Services related data that can be exchanged between system-services and FIP users can include, but are not limited to, data sets/categories related to ANY contact element, any non-system linked contact-element equivalent element, payments, credit-cards, personal information, medical information, files, appointments, receipts, advertisings, marketing, specifications, dates/times, names, titles, headings, short descriptions, descriptions, statistics, scores, gaming information, profile names, login names, picture files, wave files, video files, media files, document files, any-files, account information, profile information, online service information, physical services information, financial information, financial stock codes, abbreviated names, faxes, instructions, directions, comments, requests, SKUs, product-ids, program-ids, department names/ids, organization information, product information, visual-media services data, audio-media services data, print-media services data, other-media services data, any applicable data, and/or variations thereof, and/or combination thereof.

Services related function(s) can include, but are not limited to, performing calculations; management/processing/storage/distribution/calculation of contact-element(s), data/item(s), etc.; analyzing contact-element(s), patterns, user behaviors, behaviors, data/item(s), etc.; management of contact-element(s), products, services, addresses, IDs, IPs, web-addresses, websites, financials, statistics, logs, data/item(s), etc.; auto creation/maintenance/generation of contact-element(s), accounts, services, sites, memberships, transactions, online products, products, data/item(s), etc.; (auto) translations/conversion of contact-element(s), codes, languages, currencies, rates, data/item(s), etc.; processing contact-element(s), alerts, notifications, calls, emails, faxes, texts, pictures, files, data/item(s), etc.; searching/searching-for contact-element(s) data/item(s), etc.; manipulation of contact-element(s), data/item(s), etc.; making data/item(s), etc. available to users, systems, services, applications, sites, locations, entities, organizations, groups, people, etc.; and/or variations thereof and/or combinations thereof.

More specifically, call services are not limited in their type, capability and/or scope, but generally serve as a call attendant, either processing FIP viewer incoming calls or providing FIP administrators access to set system **600** maintained and related services. The following are call service example(s) and as such should not be considered limiting; they can be comprised of a single to any combination of (applicable) service(s), including the service(s) described below:

Call service (**1-1**) named, Notification and review call service

[Version-**1**] Is a call service whereby a FIP administrator can set at least one recorded notification, assumedly related to an FIP related advertised item; whereby a FIP viewer upon connecting with said call service would have the option to review said administrator previously set notification(s).

Call service (**2-1**) named, Leave a message call service

[Version-**1**] Is a call service whereby a FIP administrator could preferably set a custom message greeting, whereby FIP viewer upon connecting with said call service would have the option to leave said administrator a message, for future retrieval and/or review.

Call service (**3-1**) named, Call action request

[Version-**1**] Is a call service whereby a FIP viewer would be given the option of sending an action request to related FIP administrator, e.g. call back request, etc. Preferably, said call service would collect to make available said viewer call related data to said owner.

Call service (**4-1**) named, Call connection service

[Version-**1**] Is a call service whereby a FIP administrator could set at least one call forwarding extension (or call address); whereby a FIP viewer upon connecting with said call service would review-to-select a said administrator previously set extension or call address, at which point system **600** could place and connect the call. Alternatively, call service could auto-place calls to said administrator preset call address(s).

Call service (**5-1**) named, Call to retrieve texted back data

[Version-**1**] Is a call service, whereby a FIP administrator could store at least one text, picture, video, audio, file and/or variations/combinations thereof (data) onto system **600**; and whereas viewer upon connecting with said call service, via a text enabled phone, could request that at least one said file be sent, via SMS/text-message, back to said viewer text enabled phone. Alternatively, instead of said FIP administrator data being texted back, system **600** generated/available data could be texted back, e.g. system linked contact-element data, etc.

More specifically, SMS services are not limited in their type, capability and/or scope, and typically involve processing FIP viewer sent SMS-text messages, triggering a system **600** initiated action. The following are SMS services example(s) and as such should not be considered limiting; they can be comprised of a single to any combination of (applicable) service(s), including the service(s) described below:

SMS service (**1-1**) named, Send text to retrieve texted back data

Is a SMS service, whereby a FIP administrator could store at least one text, picture, video, audio, file and/or variations/combinations thereof (data) onto system **600**; and whereas upon a FIP viewer sending a SMS text-message to system **600**, said system would send a text containing said data back to said viewer text enabled phone. Alternatively, a said sent text could include a code, word, phrase, etc. requesting specific FIP administrator data be sent. Furthermore, instead of said FIP administrator data being texted back, system **600** generated/available data could be texted back, e.g. system linked contact-element data, etc.

The invention may be embodied and practiced in other specific forms without departing from the spirit and essential characteristics thereof. The present embodiments are therefore to be considered in all respects as illustrative and not restrictive, the scope of the invention being indicated by the appended claims rather than by the foregoing description; and all variations, substitutions and changes which come within the meaning and range of equivalency of the claims are therefore intended to be embraced therein.

The invention claimed is:

1. A system comprising:

an item comprising a system-linked readable code associated with an action setting;

a computer system configured to: receive a customized information; generate the action setting relating to the customized information; generate the system-linked readable code configured to be associated with the action setting; associate the receiving of the system-

linked readable code with a computerized response; and activate the computerized response responsive to a computerized device receiving the system-linked readable code; and

wherein the computerized response activated by the action setting comprises one or more computerized actions, the one or more computerized actions comprising generating information derived from the customized information, wherein the information derived from the customized information is not the same as the customized information.

2. The system of claim **1**, wherein the system-linked readable code is a QR code.

3. The system of claim **1**, wherein the system-linked readable code comprises data input.

4. The system of claim **1**, wherein the item comprises a physical item.

5. The system of claim **1**, wherein the item comprises a display on a display device.

6. The system of claim **1**, wherein the one or more computerized actions further comprises the computer system generating a display relating to an executable transaction.

7. The system of claim **6**, wherein the display relating to the executable transaction includes the information derived from the customized information.

8. The system of claim **1**, wherein the system-linked readable code is configured to be associated with the action setting subsequent to being generated by the computer system.

9. The system of claim **1**, wherein the system-linked readable code is configured to be associated with the action setting upon being generated by the computer system.

10. The system of claim **1**, wherein the one or more computerized actions further comprises the computer system generating a display relating to an executed transaction.

11. The system of claim **10**, wherein the display relating to the executed transaction includes the information derived from the customized information.

12. The system of claim **1**, wherein the one or more computerized actions further comprises the computerized device generating a display of information.

13. The system of claim **12**, wherein the display of information includes the information derived from the customized information.

14. A system comprising:

a display on a display device comprising a system-linked readable code associated with an action setting;

a computer system configured to: receive a customized information; generate the action setting relating to the customized information; generate the system-linked readable code configured to be associated with the action setting; associate the receiving of the system-linked readable code with a computerized response; and activate the computerized response responsive to a computerized device scanning the display on the display device comprising the system-linked readable code; and

wherein the computerized response activated by the action setting comprises one or more computerized actions, the one or more computerized actions comprising generating information derived from the customized information, wherein the information derived from the customized information is not the same as the customized information.

15. The system of claim **14**, wherein the system-linked readable code is a QR code.

16. The system of claim **14**, wherein the display on the display device comprises a digital communication.

17. The system of claim **16**, wherein the digital presented item comprises an email communication.

18. The system of claim **14**, wherein the one or more computerized actions further comprises the computerized device displaying the information derived from the customized information.

19. The system of claim **14**, wherein the one or more computerized actions further comprises the computerized device generating a display of information.

20. The system of claim **19**, wherein the display of information includes the information derived from the customized information.

21. A method comprising the steps of:

displaying a system-linked readable code on a display device associated with an action setting; and

by a computer system:

receiving a customized information;

generating the action setting relating to receiving the customized information;

generating the system-linked readable code configured to be associated with the action setting;

associating the receiving of the system-linked readable code with a computerized response; and

activating the computerized response responsive to a computerized device scanning the display on the display device comprising the system-linked readable code;

wherein the preset computerized response activated by the action setting comprises one or more computerized actions, the one or more computerized actions comprising generating information derived from the customized information, wherein the information derived from the customized information is not the same as the customized information.

22. The method of claim **21**, wherein the one or more computerized actions further comprises the computerized device generating a display of information.

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