
Co-branding of Cards in Belgium, Italy, UK & other count

Posted by Marithe - 2004/11/03 15:28

I am looking for information/direction on co-branding cards. I know that each country within the EU have different banking rules. For your information, co-branding of CB Cards is prohibited by the GIE CB. we have a number of associations in France that have attracted and can attract consumers to a co-branded card that carry technical features not currently offered by any card, I would also like to get the same information from other banks in other countries.

I would like to know more about limitations of co-branding contracts, minimum requirements and other financial considerations. But most importantly, I would like to find out if a co-branding partner will be allowed to request, implement and pay for technical features related to issued co-branded cards. As a specific example, many consumers would like the ability to control the usage of their cards by enabling them to turn their cards ON or OFF for foreign card-present transactions as well as card-not-present transactions (i.e., internet, mail order, telephone order). Our company - CDCK Corporation has the technical expertise to make this happen. Additionally, we have filed a patent application for this technical feature with the USPTO. We have also filed a PCT in Europe. As of July this year, our patent application has been given status of 'allowance counted'. VISA actually filed a patent application covering the same art that our patent application claims 13-14 months after we did. Therefore, our patent application carries an earlier priority date. This priority date and the current status given to our patent application have placed us in a comfortable position as far as this technical feature is concerned.

I also found these important points stated in <http://www.mindbranch.com/listing/product/R162-042.html> and they are:

- Co-branding will become increasingly important in Belgium
- Co-branding of Cartes Bancaires cards is prohibited in France
- Co-branding is becoming increasingly popular in Italy
- Co-branding offers numerous advantages to issuers in the UK

If you are associated with issuers in Belgium, Italy or the UK, we would like to work with you on co-branding projects.

If you would like to respond directly to my post, my email is marithe@cdckcorp.com. Thank you.

Marithe Evangelista
VP Business Development
CDCK Corporation/CDCK France
23 rue jean de riouffe
NICASTRI
06400 Cannes (FRANCE)
tel.: (FR) +33 (0)4.92.96.98.88
fax: (FR) +33 (0)1.53.01.38.52
mobile: (FR) +33 (0)6.80.60.35.74

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