**49**. An apparatus comprising:

at least one processor; and

at least one memory including computer program code for one or more programs,

the at least one memory and the computer program code configured to, with the at least one processor, cause the apparatus to perform at least the following,

determine a first offer information associated with at least one first coupon;

process and/or facilitate a processing of the first offer information against one or more negotiation rules to determine at least one second coupon; and

cause, at least in part, a presentation of the at least one second coupon, second offer information associated with the at least one second coupon, or a combination thereof.

**50**. The apparatus of claim **49**, wherein the apparatus is further caused to:

process and/or facilitate a processing of the second offer information against one or more renegotiation rules associated with the at least one first coupon to determine at least one third coupon associated with at least one first vendor, at least one first user, or a combination thereof associated with the at least one first coupon.

**51**. The apparatus of claim **49**, wherein the apparatus is further caused to:

process and/or facilitate a processing of the first offer information to determine a first offer value associated with the at least one first coupon; and

process and/or facilitate a processing of the second offer information to determine a second offer value with the at least one second coupon,

wherein the processing of the first offer information against the one or more negotiation rules to determine the at least one second coupon is based, at least in part, on the first offer value, the second offer value, or a combination thereof.

**52**. The apparatus of claim **49**, wherein the apparatus is further caused to:

determine at least one category associated with the at least one first coupon,

wherein the determination of the at least one second coupon is further based, at least in part, on the at least one category.

**53**. The apparatus of claim **49**, wherein the apparatus is further caused to:

determine contextual information, user preference information, profile information, or a combination thereof associated with a device, a user of the device, or a combination thereof that is presenting the at least one first coupon,

wherein the determination of the at least one second coupon is further based, at least in part, on the contextual information, the user preference information, the profile information, or a combination thereof.

**54**. The apparatus of claim **49**, wherein the apparatus is further caused to:

cause, at least in part, an invalidation of the at least one first coupon based, at least in part, on the one or more negotiation rules, an acceptance of the at least one second coupon, or a combination thereof.

**55**. The apparatus of claim **49**, wherein the one or more negotiation rules are specified by at least one second vendor, at least one second user, or a combination thereof associated with the at least one second coupon.

**56**. The apparatus of claim **49**, wherein the apparatus is further caused to:

determine one or more codes, one or more identifiers, or a combination thereof associated with the at least one first coupon, the at least one second coupon, or a combination thereof; and

cause, at least in part, an authentication of the at least one first coupon, the at least one second coupon, or a combination thereof based, at least in part, on the one or more codes, the one or more identifiers, or a combination thereof.

**57**. The apparatus of claim **56**, wherein the apparatus is further caused to:

cause, at least in part, an initiation of the authentication based, at least in part, on at least one request to redeem the at least one first coupon, the at least one second coupon, or a combination thereof.

**58**. The apparatus of claim **57**, wherein the at least one request to redeem the at least one first coupon, the at least one second coupon, or a combination thereof is from at least one vendor, at least one user, or a combination thereof that is presented with the at least one first coupon, the at least one second coupon, or a combination thereof.

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