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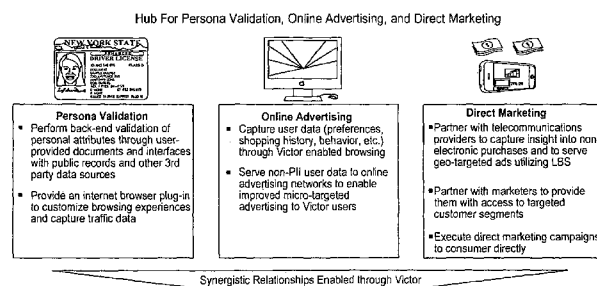
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(54) Title: SYSTEMS AND METHODS FOR PROVIDING AND COMMERCIALY EXPLOITING ONLINE PERSONA VALIDATION



The fundamental Victor concept is bringing these three business lines together in an integrated, seamless fashion and enables the anonymous transfer of data to achieve objectives that would not be possible through stand-alone businesses:

- Overcomes privacy constraints by ensuring anonymity while also providing users a compelling reason to opt-in
- Verifies and validates valuable demographic and other personal data that is currently difficult for marketers to reliably confirm
- Serves as a clearinghouse between consumers and marketers so that no PII is ever released or shared

FIG. 7

(57) Abstract: Providing and commercially exploiting online persona validation An online persona validation framework suitable for mass adoption including systems and methods to leverage such framework to create and exploit transactional opportunities, such as targeted marketing, trend spotting and tracking, and granular data mining Tiered (i.e., comprising various levels of financial, demographic, lifestyle and other information), opt-in identity validation systems and various methods that authenticate an individual in e-commerce, social networks, job searches and the like, can be implemented. Systems and methods can identify precise, granular, and hence, valuable, demographics for advertisers In comparison to conventional Internet based services, exemplary systems according to the present invention can provide multiuse Internet-wide trusted persona validation, micro-segment targeted ads and offers, and real time, location based, channel integrated ads and offers.