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Declarations under Rule 4.17:

[Continued on next page]

(54) Title: AUTOMOBILE LOCATION BASED ADVERTISING

(57) Abstract: In accordance with embodiments of the present invention, systems and methods for providing targeted advertising content to a user in an automobile based on location are provided. More specifically, a computing device within the automobile receives advertising content from endpoints at various locations. The advertising content received may be an audio advertisement, a displayed advertisement presented on a display device associated with the computer, etc. Further, the advertising content may be from an entity associated with the endpoint, or may be from an entity not associated with the endpoint, that has dealt directly with the other entity in providing advertising content to the user.

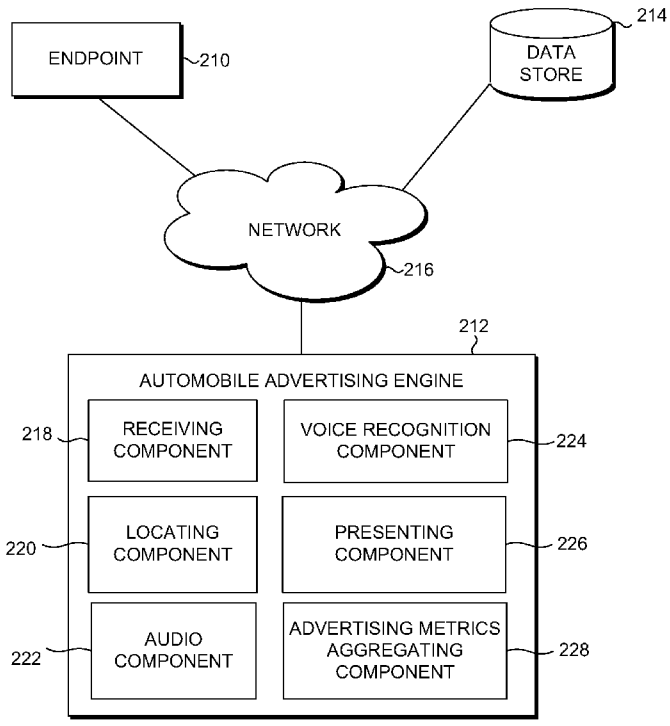

FIG. 2.

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— *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*

— *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))*

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