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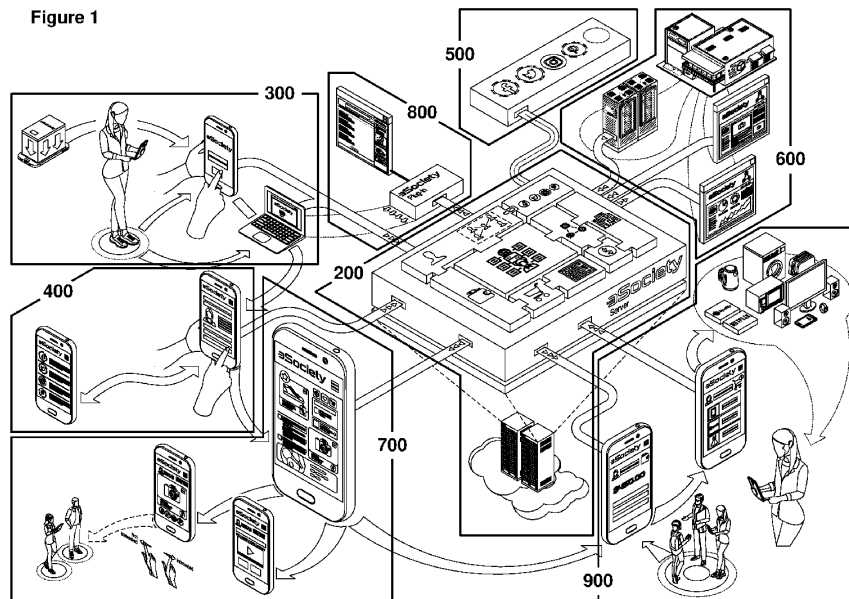
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(54) Title: SYSTEM AND METHOD OF REWARDING RECIPIENTS FOR RECEIVING DISTRIBUTED INFORMATION

Figure 1



(57) Abstract: A method of rewarding recipients for the resources devoted to reviewing and/or responding to a requestor's data, the method comprising: a database administrator administering a database pertaining to potential recipients including data relating to identification details and profiles of the potential recipients, separating identification details from the potential recipients' profile data, enabling access to potential recipients' profile data in accordance with a request thereby enabling the requestor to analyse the profile data of potential recipients without access to corresponding identification details of the potential recipients, receiving a request to transmit the requestor's data to potential recipients relevant to a data query resulting from analysis of the profile data; and the database administrator transmitting the requestor's data to the selected recipients who satisfy the analysis profile on behalf of the requestor, the requestor's data requiring a response from selected recipients whereby those selected recipients receive a reward for providing the response.

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