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(54) Title: SYSTEM AND METHOD FOR LOCATION BASED MOBILE COMMERCE

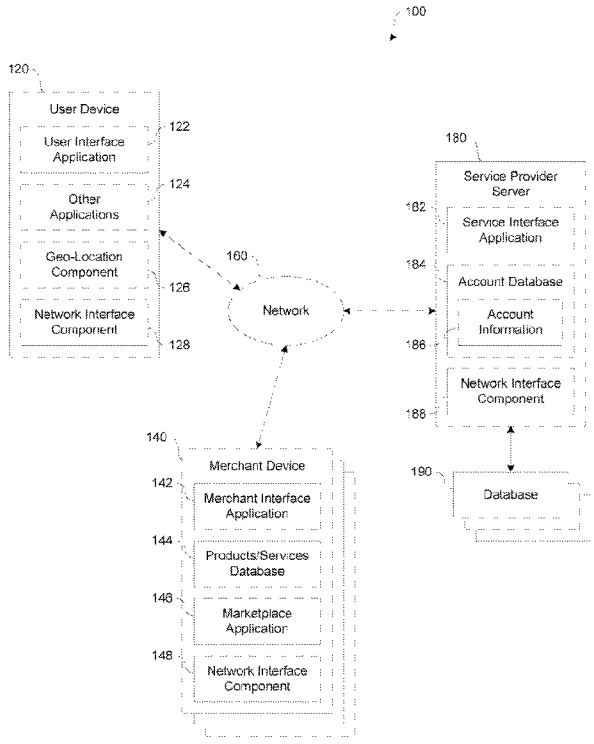


Fig. 1

(57) Abstract: In accordance with one or more embodiments of the present disclosure, a method for facilitating financial transactions over a network includes communicating with a user via a first mobile communication device over the network, obtaining a geo-location of the first mobile communication device, communicating with a merchant via a second mobile communication device over the network, obtaining a radius of coverage for the second mobile communication device, determining whether the geo-location of the first mobile communication device is within the radius of coverage of the second mobile communication device, and providing a listing to the first mobile communication device of one or more items for sale by the merchant when the first mobile communication device is within the radius of coverage of the second mobile communication device.

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