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Declarations under Rule 4.17:

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

[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR AUDIENCE TARGETING

(57) Abstract: A method and system for audience targeting is disclosed. According to one embodiment, a computer-implemented method comprises logging content consumed by a first group of users. The content is categorized into a set of topics. The set of topics are mapped to a plurality of users in a trade zone. Based on profile matching and according to a topic of an advertisement campaign, a second group of users are identified from the plurality of users.

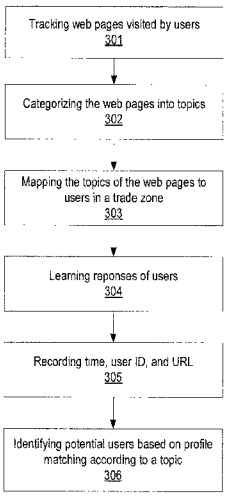


Fig. 3

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

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