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(71) Applicant *(for all designated States except US)*: **MILLENIAL MEDIA** [US/US]; 2400 Boston Street, Suite 301, Baltimore, Maryland 21224 (US).

(72) Inventors; and

(75) Inventors/Applicants *(for US only)*: **GADHIA, Hemang, N.** [US/US]; 2418 14th Street N., Arlington, VA 22201 (US). **KUMAR, Rishi** [US/US]; 8615 Stone Landing Path, Laurel, MD 20723 (US). **ADOLPHS, Hellmut** [US/US]; 4210 19th Street, NE, Washington, DC 20018 (US). **SAUNDERS, Matthew, M.** [US/US]; 506 N. Alfred Street, Alexandria, VA 22314 (US).

(74) Agents: **GARRETT, Arthur, S.** et al.; Finnegan, Henderson, Farabow, Garrett &, Dunner, LLP, 901 New York Avenue, N.W., Washington, DC 20001-4313 (US).

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[Continued on next page]

(54) Title: MOBILE ADVERTISING USING DATA NETWORKS BASED ON INTELLIGENCE DATA ASSOCIATED WITH INTERNET-CONNECTABLE DEVICES DERIVED USING GRAPH MODELS

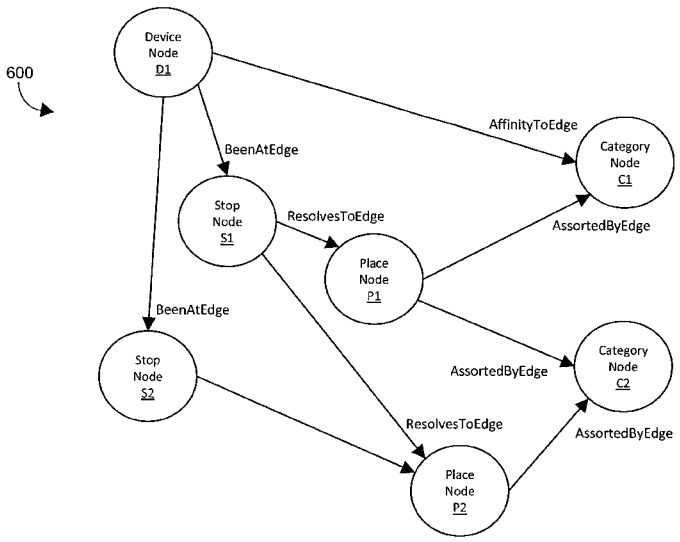


FIG. 6A

(57) Abstract: Computer systems and methods for providing mobile advertising using data networks based on intelligence data associated with Internet-connectable devices derived using graph data models are provided. In some embodiments, the computer systems and methods may comprise representing Internet-connectable device and associated data as nodes in a graph data model and relationships between the nodes as edges. In some embodiments, the nodes and edges may be traversed to help determine optimal ads to serve the Internet-connectable devices.

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