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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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[Continued on next page]

(54) **Title**: MODEL FOR EARLY ADOPTION AND RETENTION OF SOURCES OF FUNDING TO FINANCE AWARD PROGRAM

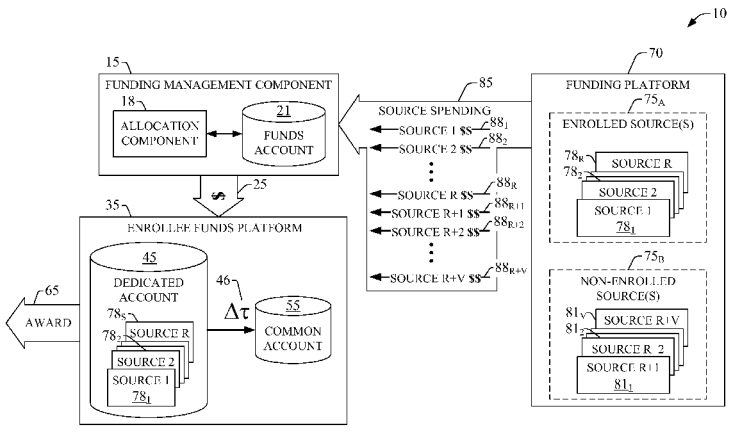

FIG. 1A

(57) **Abstract**: System(s) and method(s) are provided to drive early adoption and retention of disparate sources of funding and financing an award program, with application to a consumer compensation scheme subsidized through advertisement revenue. A component that manages advertisement revenue, or received funds, allocates a portion of revenue to subsidize a rebate program, or award program, for enrolled advertisers, or sources of funding, from a universe of advertisers. Rebate or award funds are provided to enrolled advertisers on an exclusivity based for a specific period of time, after which funds are transferred to a commonly accessible account. The subsidized nature of the awarded compensation funds and their time sensitivity drive advertiser enrollment and retention and ensures consumers are aggressively compensated. In an aspect, the subsidized rebate program can be exploited to directly compensate consumer online or offline in exchange for the consumer's intent in engaging with a service platform.

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