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(71) **Applicant** *(for all designated States except US)*: **VISA INTERNATIONAL SERVICE ASSOCIATION** [US/US]; P.O. Box 8999, San Francisco, California 94128 (US).

(72) **Inventors; and**

(75) **Inventors/Applicants** *(for US only)*: **HAMMAD, Ayman** [US/US]; 6981 Corte Mercado, Pleasanton, California 94566 (US). **HARIRAMANI, Prakash** [US/US]; 333 Main Street, Unit C-4G, San Francisco, California 94105 (US).

(74) **Agents**: **BALUN, Matthew** et al.; Kilpatrick Townsend and Stockton LLP, 2 Embarcadero Center, 8th Floor, San Francisco, California 94111 (US).

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[Continued on next page]

(54) **Title**: MOBILE DATA MAPPING SYSTEM AND METHOD

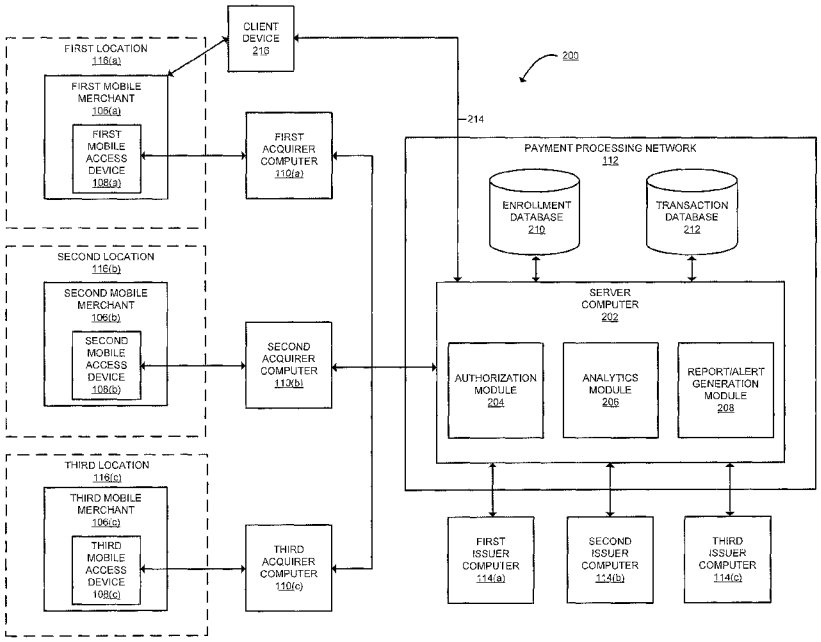


FIG. 2

(57) **Abstract**: Embodiments of the invention are related to systems and methods for analyzing transaction data for mobile merchant transactions, and generating a message based on the analysis. Transaction data for one or more transactions conducted at one or more mobile merchants is electronically received, the transaction data including a location for each of the one or more transactions. The transaction data is analyzed by a server computer which generates a message based on the analysis, the message being transmitted to a client device.

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