

**ABSTRACT****METHODS AND SYSTEMS TO USE DATA FAÇADE SUBSCRIPTION FILTERS  
FOR ADVERTISEMENT PURPOSES**

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A method and system for delivery of targeted mobile advertisement, the method: associating an advertising client with a data façade on a mobile device; passing subscription filters from the advertising client to the data façade; receiving at the mobile device, advertisements related to the subscription filters; communicating  
10 between an advertisement application and the advertising client to request an advertisement; selecting at the advertising client an advertisement for the advertising application; and returning the advertisement to the advertising application.

15 Fig. 1