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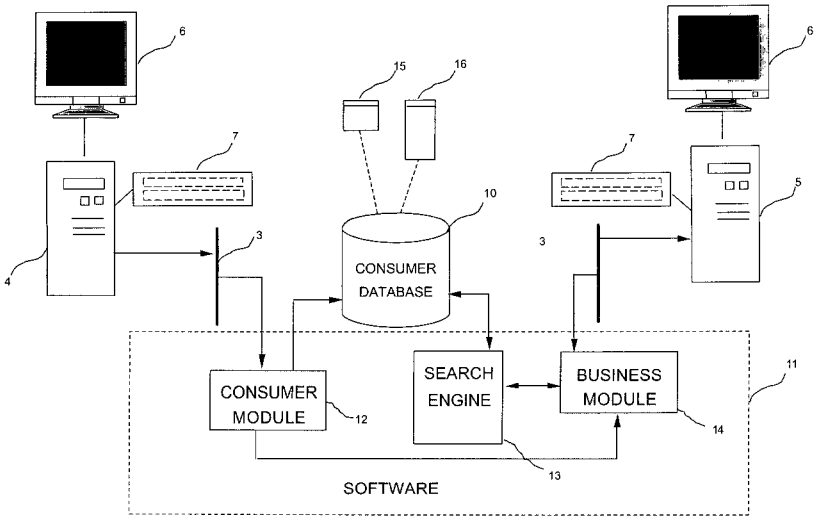
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(54) Title: SYSTEM FOR PERMISSION-BASED COMMUNICATION AND EXCHANGE OF INFORMATION



(57) Abstract: A method and system for permission-based communication and exchange of information by means of a neutral and unified database in which consumers remain anonymous. The method involves receiving and storing consumer information corresponding to a number of individual consumers via a consumer information receiver, the consumer information including both consumer-identifying information and consumer profile information for each consumer. The method also involves receiving a profile information search request which specifies at least one consumer profile criterion. The method also involves searching the consumer database to identify selected records which match the consumer profile criterion in order to obtain a search result. The method also involves providing the search result to the requestor via a search result provider, and wherein the search result does not include any consumer-identifying information.

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