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(71) Applicant: **MADHIVE, INC.** [US/US]; 208 West 30th Street, New York, NY 10001 (US).

(72) Inventors: **BOLLIICH, Tom**; 208 West 30th Street, Apt 801, New York, NY 10001 (US). **HELFGOTT, Adam**; 208 West 30th Street, Apt 802, New York, NY 10001 (US). **LEARNER, Rebecca**; 11740 Darlington Ave., Apt 4, Los Angeles, CA 90049 (US). **PRENDERGAST, Hunter**; 8354 Morningdew Drive, Reynoldsburg, OH 43068 (US). **PANIKOLAOU, Nikolaos Melissaris**; 107 E Broad Street, Westfield, NJ 07090 (US). **BROWN, Aaron**; 201 E 28th Street Apt 12b, New York, NY 10016 (US).

(74) Agent: **FAHEY, Derek**; The Plus IP Firm, 101 NE 3rd Avenue Suite 1500, Fort Lauderdale, FL 33301 (US).

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(54) Title: METHODS AND SYSTEM FOR SERVING TARGETED ADVERTISEMENTS TO A CONSUMER DEVICE

(57) Abstract: A system and methods are disclosed that enable advertisers, publishers, and consumers to interact to provide well-targeted advertisement impressions, while preserving consumer privacy. Particularly, the system and methods enable accurate and reliable targeting of advertisements without the need for privacy-invasive tracking and collection of consumer information by advertisers or publishers. Instead, the consumer retains complete control of his or her own private information, even while that private information is used for programmatic targeting of advertisements. The system and methods disclosed herein advantageously utilize blockchain as a tool for arbitrating data, which accounts for and helps to eliminate fraud, costly arbitrage, and brand safety concerns by providing the programmatic advertising ecosystem with trust, permanence, transparency, and auditability.



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