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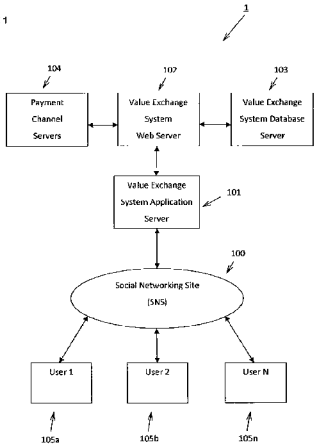
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(54) Title: VALUE EXCHANGE SYSTEM FOR USE WITHIN AN INTERNET-BASED SOCIAL NETWORK

FIGURE 1



(57) Abstract: A computer-implemented method of enabling a value exchange between users of a SNS which functions within the confines of the SNS according to the present invention, employs a system that comprises an application which creates an interface to the value exchange system, a means for registration to enable users to register with the value exchange system, wherein a user is assigned an account with the value exchange system after registration, a means for receiving at the value exchange system, a value exchange transaction between a first user and a second user, wherein the users are members of a same internet-based social network and the value exchange system makes use of the internet-based social network account identifiers of the respective users to enable the communication of value exchange transactions between the users, a notification means for computer generation of notifications of the value exchange transactions between the first and second users, and for the electronic transmission of the said notifications, and a value exchange means for debiting from or crediting to the value exchange system account of the first user the value to be exchanged in a value exchange transaction, and correspondingly crediting to or debiting from the value exchange system account of the second user the value to be exchanged.

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