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(54) **Title**: SYSTEMS AND METHODS FOR IDENTIFYING MERCHANT LOCATIONS BASED ON TRANSACTION RECORDS

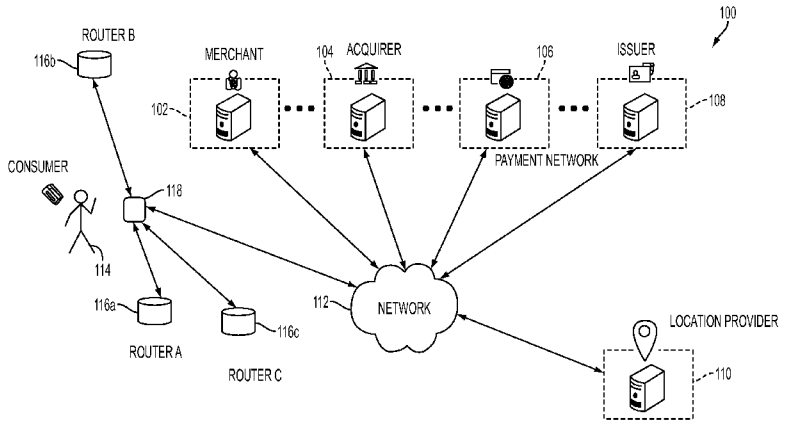


FIG. 1

(57) **Abstract**: Disclosed are exemplary embodiments of systems and methods for identifying a merchant location based on transaction records for the merchant. In an exemplary embodiment, a method generally includes accessing multiple router records. Each router record is assigned to one of multiple cells of a grid structure indicative of geographic location. Each router record is associated with a target merchant. The method further includes, for each of the multiple router records, searching for a match between the router record and at least one of multiple transactions at the target merchant, based on time, and reporting one or more of the multiple cells as a location associated with the target merchant, when a number of matching router records assigned to said one or more of the multiple cells exceeds a predetermined threshold.

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