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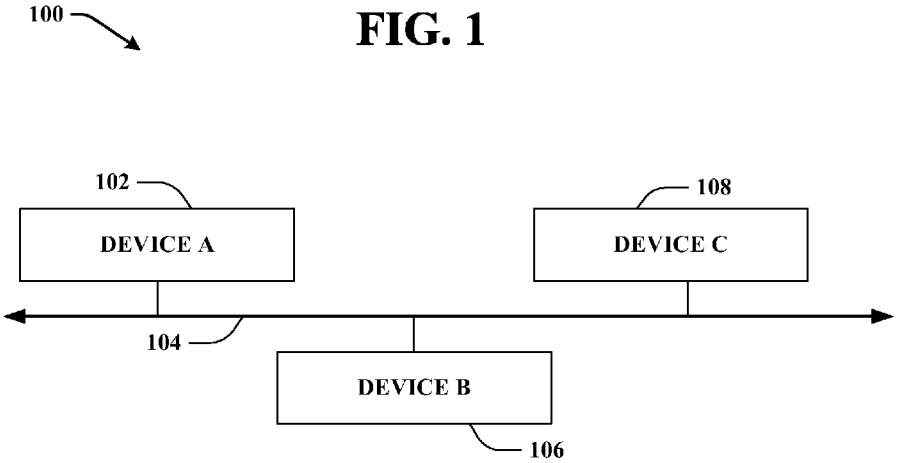
— *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*

— *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))*

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(54) Title: VIRAL ADVERTISEMENTS



(57) Abstract: The claimed subject matter provides systems and/or methods for propagating viral advertising content to multiple mobile devices without utilizing an intermediary interposing hosting and/or distribution service. The system includes devices that receive viral advertising content on a mobile device, modify the viral advertising content with further viral advertising content previously received from a disparate mobile device, determine sets of recipients to whom the modified viral advertising content can be perceived as compelling, and disseminates the modified viral advertising content to the sets of recipients each of whom can be associated with a disparate mobile device.

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