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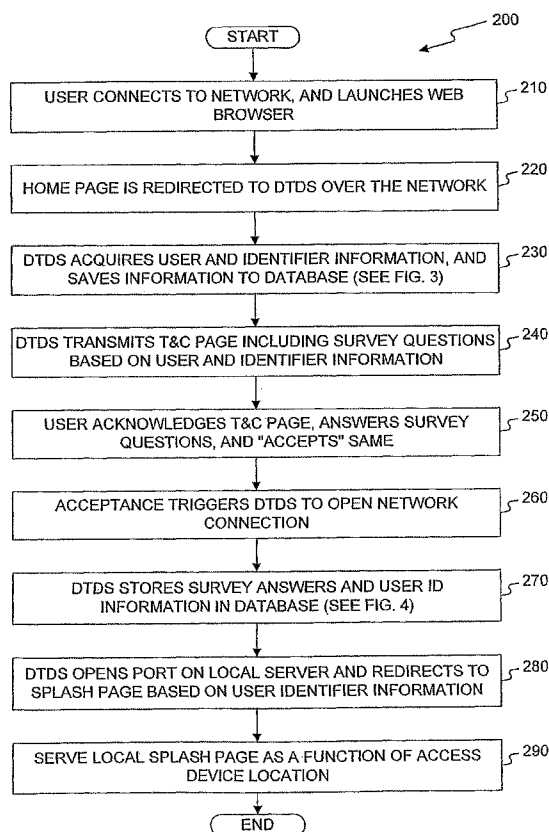
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(54) Title: APPARATUS, SYSTEMS AND METHODS FOR TARGETED CONTENT DELIVERY



(57) Abstract: According to some embodiments of the present invention, a system, apparatus and method for targeted content delivery is presented. In some embodiments, the method comprises registering users logging-on to a computer network and gathering user-related information from users. Location-centric information for each user logged-on to the network is relayed to a server, and user-profile information for each user is retrieved from a database. User-profile and location-centric information for each user is processed to get targeting information for each user and the targeting information is sent to a content-provider wherein the content-provider uses the targeting information to select content to be displayed to each user. In some embodiments, user-profile and location-centric information may be gathered from wireless access points to which users log-on in order to access the Internet.



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B. FIELDS SEARCHED

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U.S. : 709/219

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2002/0010759 A1 (HITSON ET AL) 24 JANUARY 2002 (24.01.2002)	I-18

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