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(54) **EXCLUSIVE DELIVERY OF CONTENT WITHIN GEOGRAPHIC AREAS**

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(57) **ABSTRACT**

Application developers can request to have their applications registered for use with a content delivery platform. The operator of the content delivery platform establishes perimeters defining geographic areas, and maintains records reserving particular areas for delivery of content associated with particular sponsors. Registered applications running on mobile devices can request content from the content delivery platform. Based at least in part on the request, the content delivery platform can identify a target location, which may be the location of the mobile device, or some other location indicated in the request. A mobile device can be provided content based on the relationship of the target location to the geographic areas, so that a registered application running on a mobile device with a target location contained within a geographic area assigned to a particular sponsor will receive content related to that sponsor.
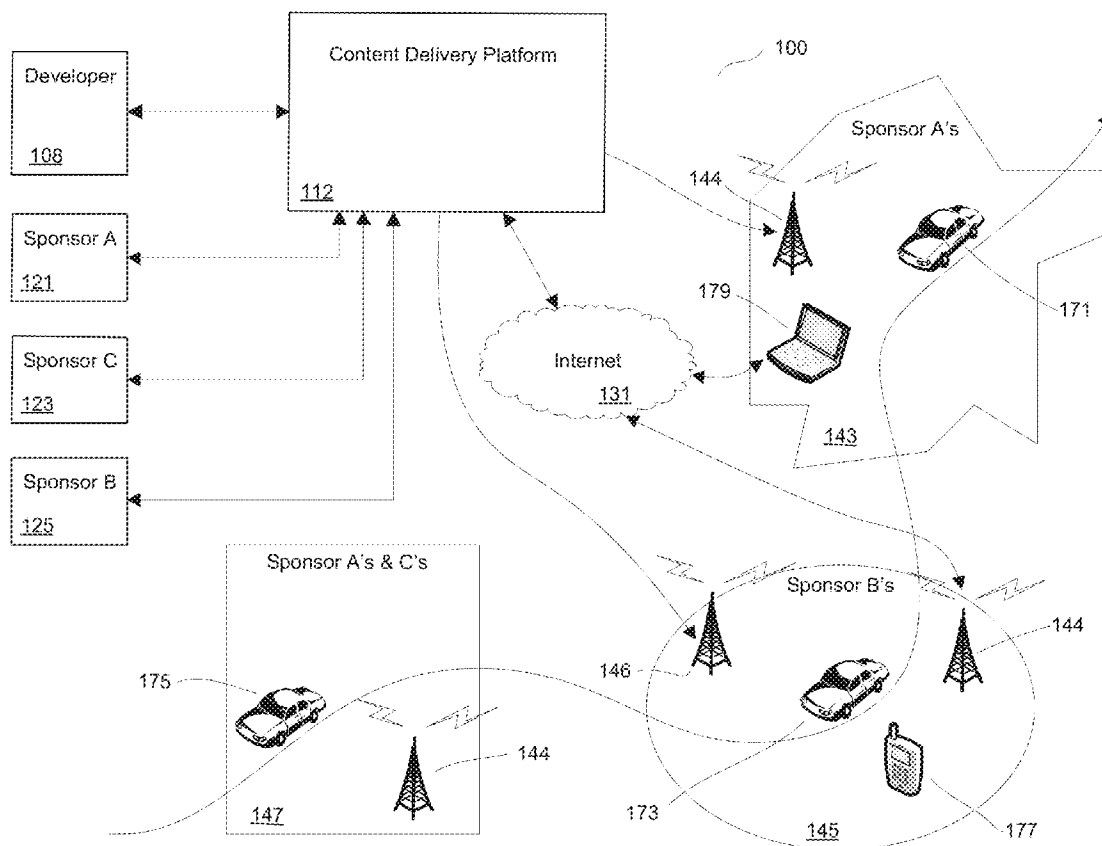
FIG. 1

200

Content Delivery Platform

212

217

Registered Application Info

Second Sponsor

225

213

Request (including Target Location(s))

214

Second Sponsor's Content

216

Registered
Application
231

Target Location

205

Second
Sponsor's
Reserved Area

Object of
Interest
233

207

First Sponsor's Reserved
Area

FIG. 2

FIG. 3

400

Start
401

Receive Sponsor Registration
403

Establish Perimeters
405

Receive Sponsor's request for selected area
407

Selected area occupied by another?
409

Yes

No

Reserve Geographic Area Selected by Sponsor
411

Notify Sponsor of Availability
413

Receive Content from Sponsor
415
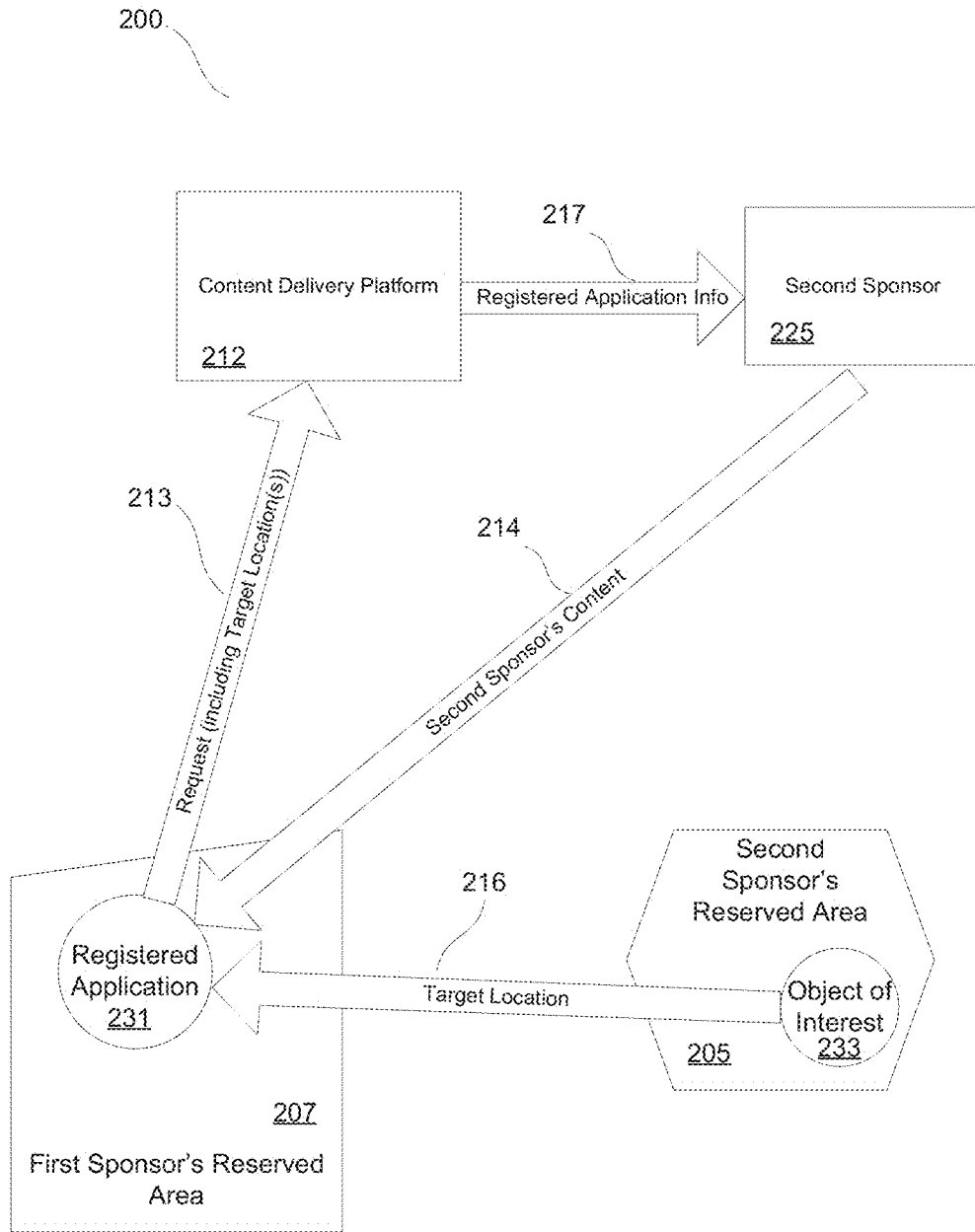
Store Content and Sponsor Information
417

End
419
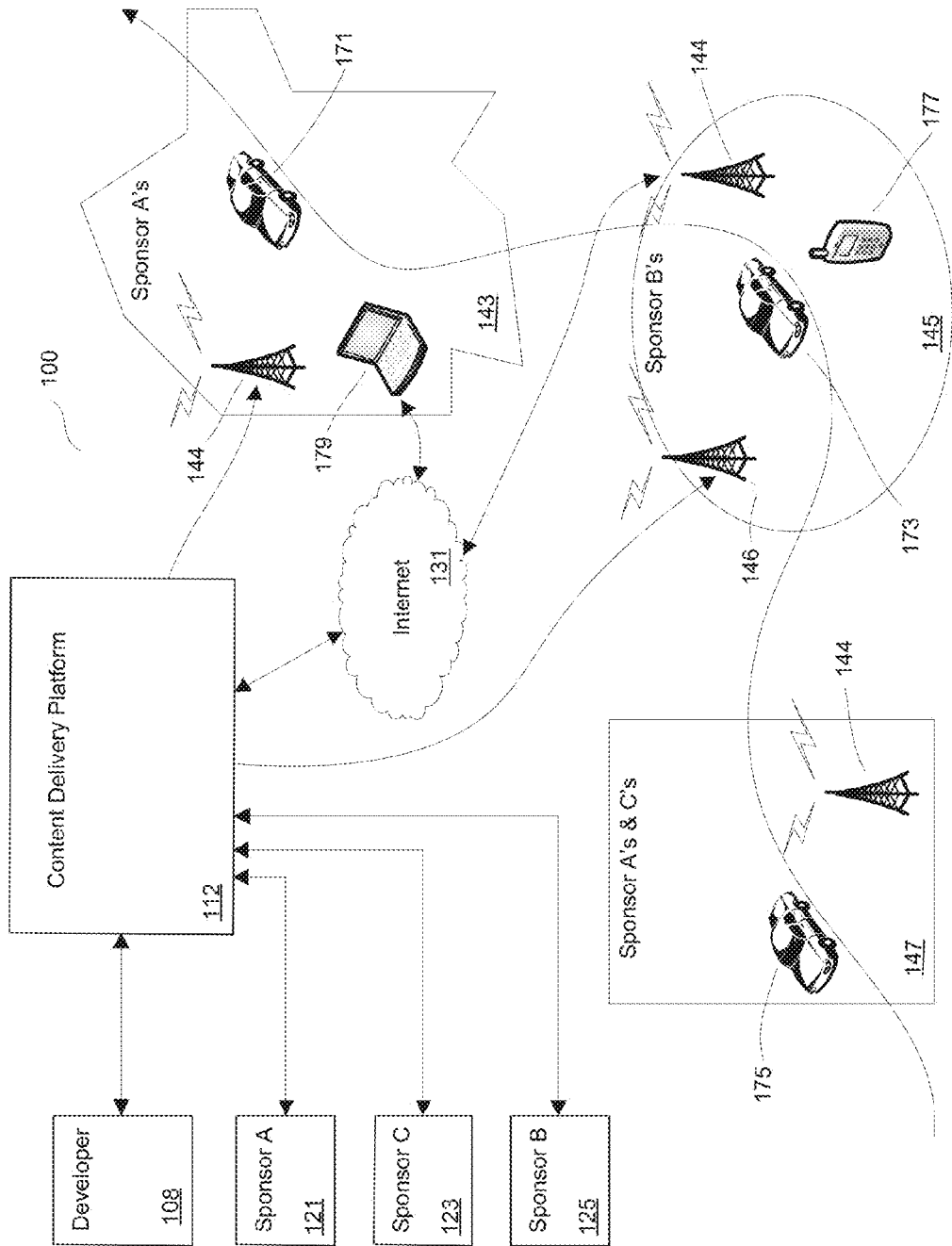
FIG. 4

DOCKET ALARM
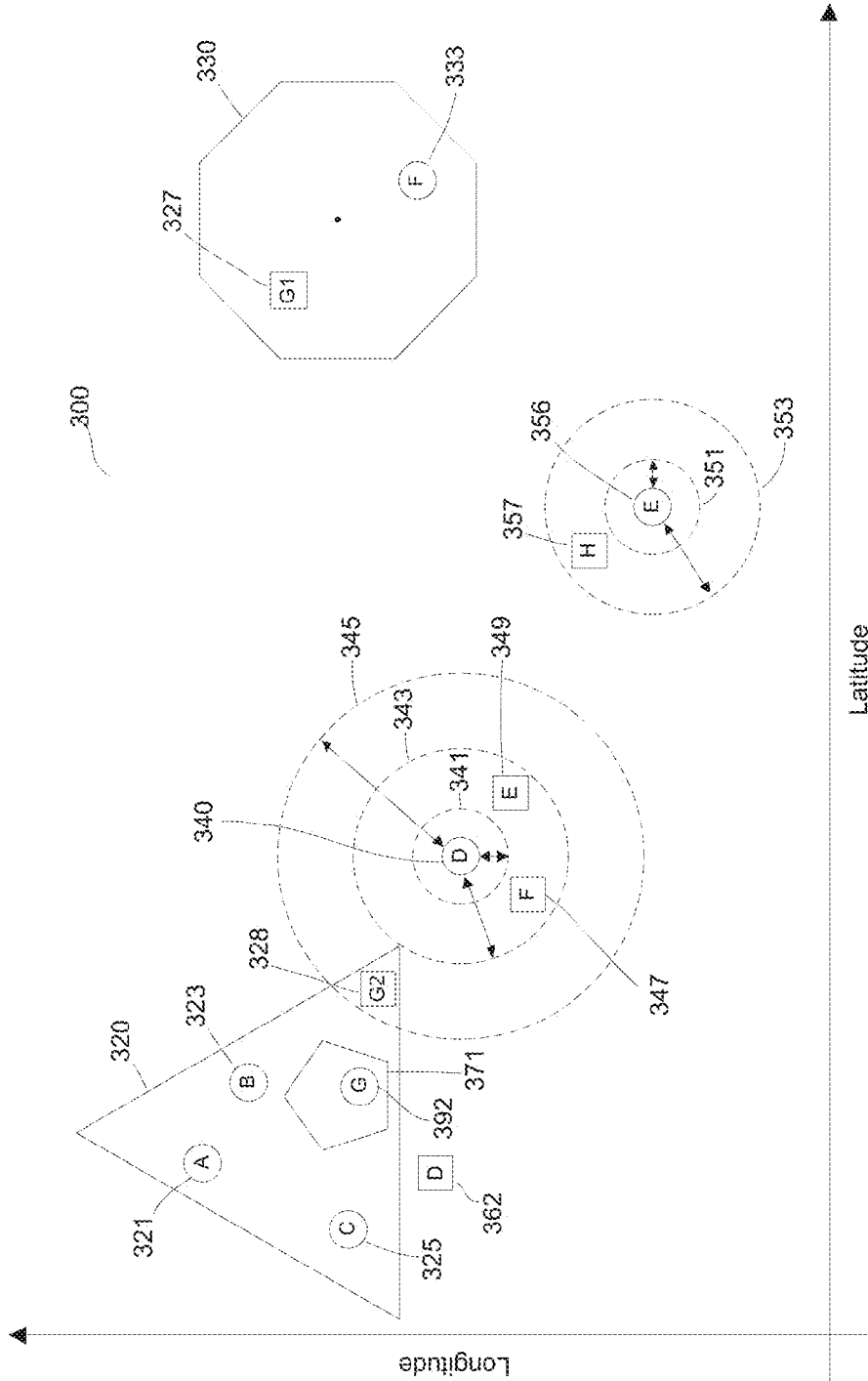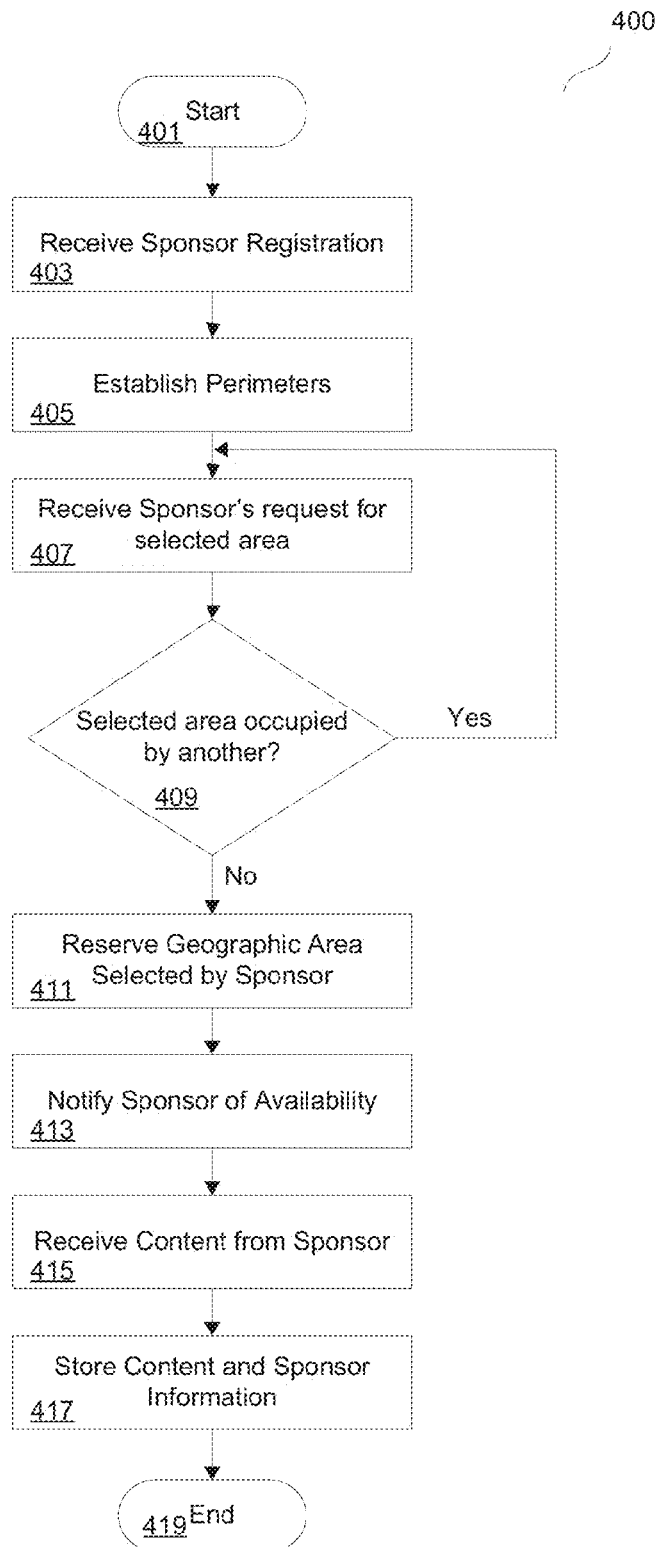
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