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[Continued on next page]

(54) Title: DETERMINING UNIQUE VISITORS TO A NETWORK LOCATION

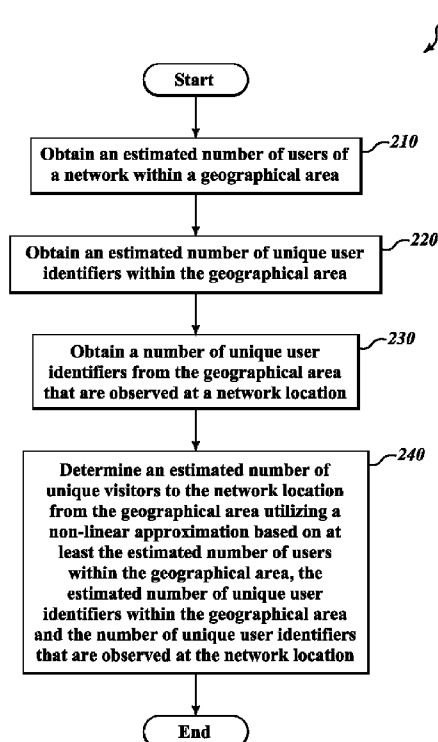


FIG.4

(57) Abstract: A system and computer-implemented method for determining an estimated number of unique visitors to a network location from a geographical area. A non-linear approximation is utilized to determine the estimated number of unique visitors to the network location. The non-linear approximation is based on at least the estimated number of users within the geographical area, the estimated number of unique user identifiers within the geographical area, and the number of unique user identifiers from the geographical area that are observed at the network location.



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Declarations under Rule 4.17:

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

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B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
G06F

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)

EPO-Internal, COMPENDEX, INSPEC, IBM-TDB, WPI Data

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2010/228850 A1 (FOMITCHEV MAX [US]) 9 September 2010 (2010-09-09) abstract; figures 1-7 paragraph [0002] - paragraph [0024] -----	1-44



Further documents are listed in the continuation of Box C.



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INTERNATIONAL SEARCH REPORT

Information on patent family members

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Patent document cited in search report	Publication date	Patent family member(s)	Publication date
US 2010228850	A1	09-09-2010	NONE
