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**Declarations under Rule 4.17 :**

- as to the identity of the inventor (Rule 4.1 7(i))
- as to applicant's entitlement to apply for and be granted a patent (Rule 4.1 7(H))
- as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.1 7(in))
- of inventorship (Rule 4.17(iv))

[Continued on nextpage]

(54) Title: A METHOD AND SYSTEM FOR IDENTIFYING A USER ACROSS MULTIPLE COMMUNICATION DEVICES

[Fig. 1A]

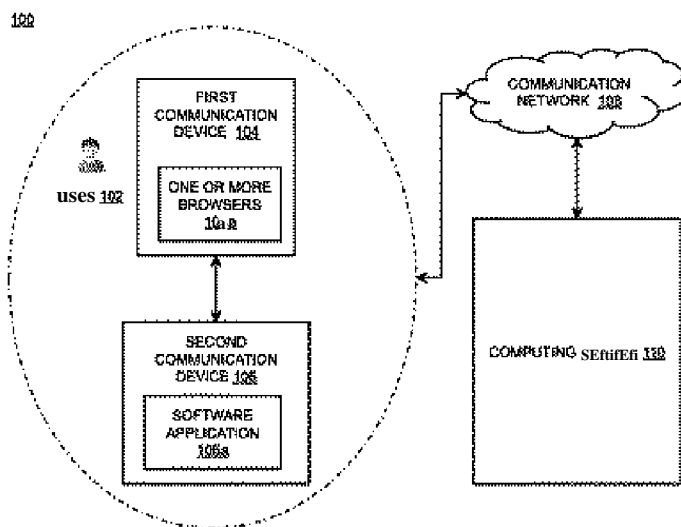


FIG. 1A

(57) Abstract: The present disclosure provides a method and system for determining an exposure of media content. The method includes identifying a first plurality of communication devices, enabling broadcasting the media content embedded with an audio data stream for each of the first plurality of communication devices, receiving a unique deciphered identification information and a communication device identification information from each of a second plurality of communication devices and determining the exposure for the media content based on a pre-defined criteria. Each of the first plurality of communication devices are identified via corresponding communication device identifier information. The audio data stream includes unique audio identification information for each of the first plurality of communication devices. Each of the second plurality of communication devices deciphers the unique audio identification information from the media content broadcasted on the first plurality of communication devices.

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## INTERNATIONAL SEARCH REPORT

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PCT/IN2015/050060

A. CLASSIFICATION OF SUBJECT MATTER  
G06Q30/02, G06F17/30 Version=2.016.01

According to International Patent Classification (IPC) or to both national classification and IPC

## B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

G06Q, 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)

Databases: PatSeer, IPO Internal

Search Terms: Online Advertisement, Communication device

## C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US20080109843A1 (ULLAH Shah), 08 May 2008 (08-05-2008) (Abstract; Figures 3-6 & 13; Paragraphs: -[0005], [0007], [0053], [0062], [0069]-[0080])	1-20
A	US20130325607A1 (AIRPUSH, INC.) 05 December 2013 (05-12-2013) (Abstract; Paragraphs: [0006], [0010])	1-20
A	US20130102241A1 (LAZER SPOTS, LLC.) 25 April 2013 (25-04-2013) (Paragraphs: - [0006], [0013], [0026]-[0040], [0065], [0070])	1-20

Further documents are listed in the continuation of Box C.

See patent family annex.

\* Special categories of cited documents:

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Citation	Pub. Date	Family	Pub. Date
US 20080109843 A1	08-05-2008	EP 2082591 A2	29-07-2009
		EP 2840544 A1	25-02-2015
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