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- (71) Applicant (for all designated States except US): **QUALCOMM INCORPORATED** [US/US]; Attn: International IP Administration, 5775 Morehouse Drive, San Diego, California 92121-1714 (US).
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): **CORSON, Mathew Scott** [US/US]; 5775 Morehouse Drive, San Diego, California 92121-1714 (US). **PARK, Vincent D.** [US/US]; 5775 Morehouse Drive, San Diego, California 92121-1714 (US). **STEPHENS, Arthur** [GB/US]; 5775 Morehouse Drive, San Diego, California 92121-1714 (US). **JAYARAM, Ranjith S.** [IN/US]; 5775 Morehouse Drive, San Diego, California 92121-1714 (US). **TSIRTISIS,**

Georgios [GB/GB]; 5775 Morehouse Drive, San Diego, California 92121-1714 (US). **CHILDRESS, Charles Cul-len** [US/US]; 5775 Morehouse Drive, San Diego, California 92121-1714 (US).

(74) Agent: **O'HARE, James, K.**; Attn: International IP Administration, 5775 Morehouse Drive, San Diego, California 92121-1714 (US).

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[Continued on next page]

(54) Title: METHODS AND APPARATUS FOR SELECTING ADVERTISEMENTS

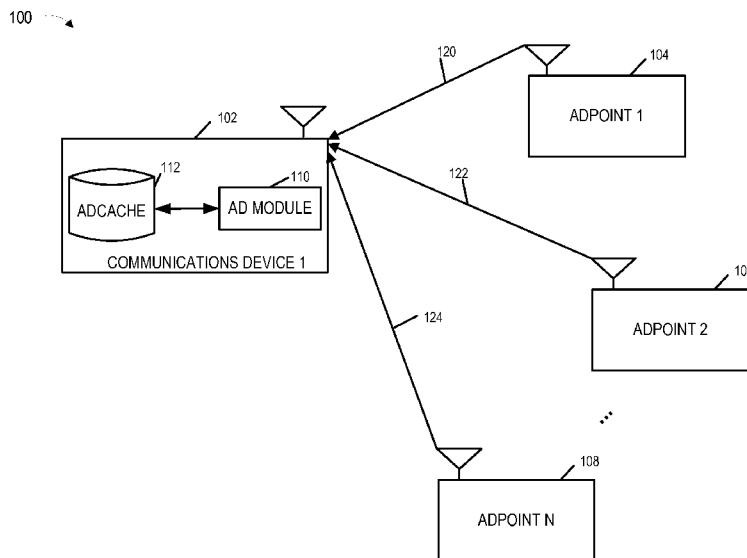


FIGURE 1

(57) Abstract: Methods and apparatus related to selecting advertisements for presentation based on, e.g., received signals from devices in the proximity to a user's communications device, are described. In various embodiments a mobile device monitors for signals, e.g., peer discovery or other signals, from other devices which transmit, e.g., broadcast, advertisement related information. In various embodiments a device receives advertising information from an advertising device, e.g., AdPoint. In the case of peer to peer signaling, the AdPoint may be in close proximity to the user device receiving the advertising information. Advertising information received from devices in proximity to the user device are used in selecting an advertisement for presentation. Distance from the user device to the AdPoint transmitting an advertisement or advertisement identifier, distance to a store to which an advertisement relates, and/or distance to a location to which an advertisement relates, are taken into consideration when selecting an advertisement for presentation.





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A. CLASSIFICATION OF SUBJECT MATTER

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USPC - 705/14.57

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)

IPC(8): G06Q 30/00 (2014.01)

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

IPC(8): G06Q 30/00 (2014.01)

USPC: 705/14.4 or 705/14.57 or 705/14.58

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

Patbase; Google (Scholar); Ad, proximity, close, threshold, vendor, merchant, store, vicinity, near, bid, ad, promotion, local, device, adpoint, distance, wireless, wi-fi, bluetooth, NFC, control bits

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X --- Y	US 2008/0109317 A1 (Singh) 08 May 2008 (08.05.2008) entire document (especially para [0039], [0047]-[0048], [0050]-[0051], [0065], [0094], [0101]-[0104])	1-6, 9-14, 17-20 ----- 7-8, 15-16
Y	US 2007/0244750 A1 (Grannan et al.) 18 October 2007 (18.10.2007) entire document (especially para [0082])	7-8, 15-16
A	US 2009/0171781 A1 (Allen et al.) 02 July 2009 (02.07.2009) entire document	1-20
A	US 2008/0300985 A1 (Shamp et al.) 04 December 2008 (04.12.2008) entire document	1-20
A	US 2011/0191177 A1 (Blackhurst et al.) 04 August 2011 (04.08.2011) entire document (especially para [0057]-[0058], [0095])	1-20
A	US 6,526,275 B1 (Calvert) 25 February 2003 (25.02.2003) entire document	1-20

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Name and mailing address of the ISA/US
 Mail Stop PCT, Attn: ISA/US, Commissioner for Patents
 P.O. Box 1450, Alexandria, Virginia 22313-1450
 Facsimile No. 571-273-3201

Authorized officer:
 Lee W. Young
 PCT Helpdesk: 571-272-4300
 PCT OSP: 571-272-7774