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- (71) **Applicant (for all designated States except US):** OMNI-TRAIL [US/US]; 61 Eastern Parkway, Unit 1C, Brooklyn, NY 11238 (US).
- (72) **Inventor; and**
- (75) **Inventor/Applicant (for US only):** ULLAH, Shah [US/US]; 35 Battery Avenue, Brooklyn, NY 11228 (US).
- (74) **Agents:** NORTRUP, John, H. et al.; Strategic Patents, P.C., c/o Intellevate, P.O. Box 52050, Minneapolis, MN 55402 (US).
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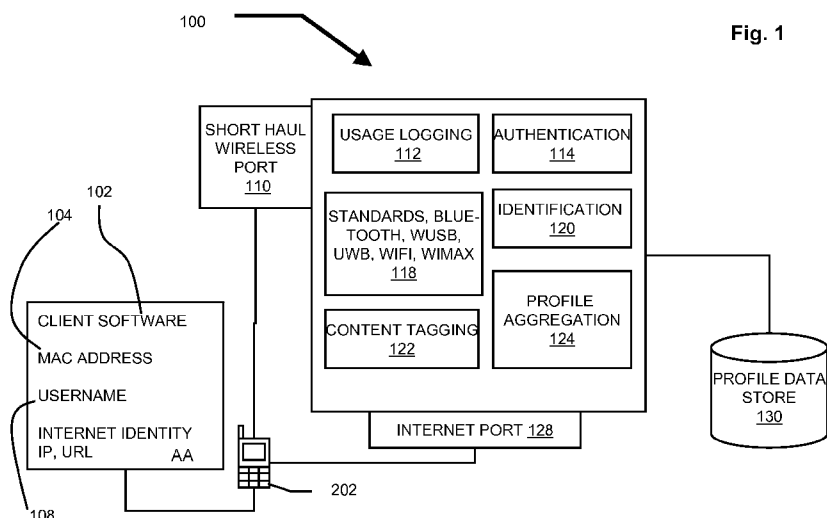
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(54) **Title:** REAL WORLD BEHAVIOR MEASUREMENT USING MOBILE DEVICE SPECIFIC IDENTIFIERS



(57) **Abstract:** Methods and systems are disclosed herein for determining real world behavior from proximity-time measurements of a user carrying a personal device and a wireless device identifier. Determining real world behavior and managing usage profiles associated with the real world behavior can be enhanced by the use of GPS location data derived from the personal device, another network enabled device, a wireless device identifier, and the like.

INTERNATIONAL SEARCH REPORT

International application No.
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A. CLASSIFICATION OF SUBJECT MATTER <i>H04W 8/18(2009.01)i, H04W 64/00(2009.01)i, H04W 84/18(2009.01)i</i> 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 H04B, H04W Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched Korean Utility models and applications for Utility Models since 1975 Japanese Utility models and applications for Utility Models since 1975 Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) eKIPASS(KIPO internal) & keywords : "proximity", "profile,behavior", "identifier"				
C. DOCUMENTS CONSIDERED TO BE RELEVANT				
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.		
X	KR 10-2006-0053214 A (RETAIL TECH CO., LTD. et al.) 19 May 2006 See abstract; figures 1,6,9; and claims 1,5-7,16,22.	1-36		
A	KR 10-2007-0006505 A (SK TELECOM CO., LTD.) 11 January 2007 See abstract; figures 1-3; and claims 1,3.	1-36		
A	US 2006-0277271 A1 (JASON MORSE et al.) 07 December 2006 See abstract; figures 4-5; claims 1,7,11,17; and their corresponding specifications.	1-36		
A	US 7039699 B1 (ATTILA NARIN et al.) 02 May 2006 See abstract; figure 5; and claims 1,15.	1-36		
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input checked="" type="checkbox"/> See patent family annex.				
<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; vertical-align: top; border: none;"> * Special categories of cited documents: "A" document defining the general state of the art which is not considered to be of particular relevance "E" earlier application or patent but published on or after the international filing date "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of citation or other special reason (as specified) "O" document referring to an oral disclosure, use, exhibition or other means "P" document published prior to the international filing date but later than the priority date claimed </td> <td style="width: 50%; vertical-align: top; border: none;"> "T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone "Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art "&" document member of the same patent family </td> </tr> </table>			* Special categories of cited documents: "A" document defining the general state of the art which is not considered to be of particular relevance "E" earlier application or patent but published on or after the international filing date "L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of citation or other special reason (as specified) "O" document referring to an oral disclosure, use, exhibition or other means "P" document published prior to the international filing date but later than the priority date claimed	"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone "Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art "&" document member of the same patent family
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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
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