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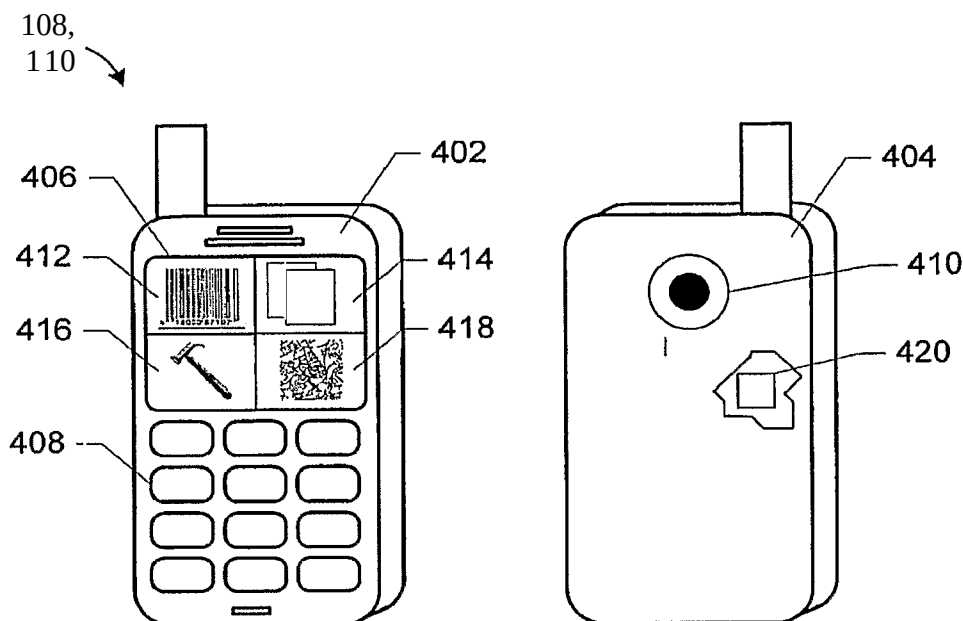
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(54) Title: METHODS AND SYSTEMS TO METER POINT-OF-PURCHASE CONDUCT WITH A WIRELESS COMMUNICATION DEVICE EQUIPPED WITH A CAMERA



(57) Abstract: Methods and systems to meter point-of-purchase conduct with a wireless communication device (108, 110) equipped with a camera (410). An example method includes receiving purchased product information from a camera-enabled telephone (108, 110) and receiving at least one of user demographics or user identification information from the camera-enabled telephone (108, 110). The example method also includes receiving point-of-purchase information from the camera-enabled telephone (108, 110).

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A. CLASSIFICATION OF SUBJECT MATTER

IPC. **G06F 17/00(2006.01),G06K 15/00(2006.01),7/10(2006.01),9/36(2006.01),9/80(2006.01)**

USPC 235/375,378,462.01

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)

U.S. : 235/375, 378, 462.01

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)
EAST

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No
X	US 2003/001 1153 1 A1 (WILLIAMS) 19 June 2003 (19.06 2003), Paragraph [0044], lines 15-19; Paragraph [0095], lines 2-3; Paragraph [0096], lines 6-18.	1-95

☐ Further documents are listed in the continuation of Box C.☐ See patent family annex.

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document member of the same patent family

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