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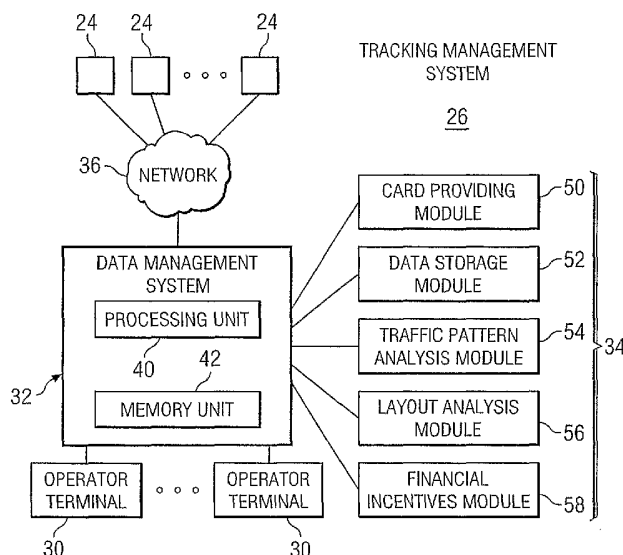
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Declarations under Rule 4.17:

— as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii)) for all designations

[Continued on next page]

(54) Title: SYSTEM AND METHOD OF USING RFID DEVICES TO ANALYZE CUSTOMER TRAFFIC PATTERNS IN ORDER TO IMPROVE A MERCHANT'S LAYOUT



(57) Abstract: According to one embodiment, a method for managing a merchant layout is provided. A card having an enabled RFID device coupled to the first card may be provided to a customer. Demographic data regarding the customer may be obtained. The traffic pattern of the customer within a merchant location may be determined by automatically tracking the position of the RFID device over time using a plurality of RFID detection devices. The demographic data and the traffic pattern of the first customer may be analyzed and a modification of a merchant layout associated with the merchant location may be determined based at least on the analysis of the demographic data and the traffic pattern of the first customer. The determined modification to the merchant layout may then be made.



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

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

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B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
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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 practical, search terms used)

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C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category °	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2002/116274 A1 (HIND JOHN R ET AL) 22 August 2002 (2002-08-22) paragraph '0035! - paragraph '0037!; figure 3 paragraph '0043! - paragraph '0045! -----	1-20

☐ Further documents are listed in the continuation of box C.

☒ Patent family members are listed in annex.

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