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[Continued on next page]

(54) Title: APPARATUS AND METHOD FOR ENHANCED IN-STORE SHOPPING SERVICES USING MOBILE DEVICE

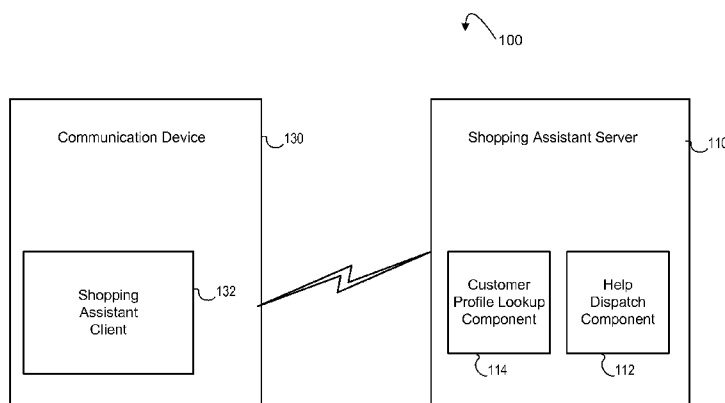


FIG. 1

(57) Abstract: Apparatus and methods are provided for offering shopping assistance tools. The tools may be used by developers to create enhanced in-store customer shopping applications. The shopping assistance tools provide in-store navigation, customer assistance, and inventory management services.

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

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 12/40869

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06Q 30/00 (2012.01)

USPC - 705/14.64

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)

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

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USPC: 705/14.66, 705/16.1, 705/27.1, 705/14.64, 705/14.73, 705/26.41, 705/26.62 (keyword limited; terms below)

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

PatBase(All); pubWEST(PGPB, USPT, USOC, EPAB, JPAB); Google(Web); Search terms used: in store portable hand-held mobile shopping aisle location proximity vicinity shelf geo-fence map location direction searching finding competing complementary targeted product items brands profile history behavior tracking recommendation coordinate interface layout

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 2008/0189170 A1 (Ramachandra) 07 August 2008 (07.08.2008), entire document especially para [0005], [0083]-[0087], [0106]-[0119], [0205], [0214]	1-5, 7-30, 32-48 ----- 6, 31
X	US 2004/0222302 A1 (Matsumori) 11 November 2004 (11.11.2004) entire document especially para [0028], [0042]-[0045], [0055]-[0066]	1, 24, 25, 26
Y	US 2006/0177030 A1 (Rajagopalan et al.) 10 August 2006 (10.08.2006), para [0098], [0122]	6, 31
A	US 2011/0119132 A1 (Morton et al.) 19 May 2011 (19.05.2011), entire document	1-48
A	US 2008/0238615 A1 (Carpenter) 02 October 2008 (02.10.2008), entire document	1-48
A	US 2010/0299224 A1 (Borom et al.) 25 November 2010 (25.11.2010), entire document	1-48
A	US 2005/0040230 A1 (Swartz et al.) 24 February 2005 (24.02.2005), entire document	1-48

Further documents are listed in the continuation of Box C.

* Special categories of cited documents:	"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
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"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	

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