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(54) Title: ANALYZING CONSUMER BEHAVIOR USING ELECTRONICALLY-CAPTURED CONSUMER LOCATION DATA

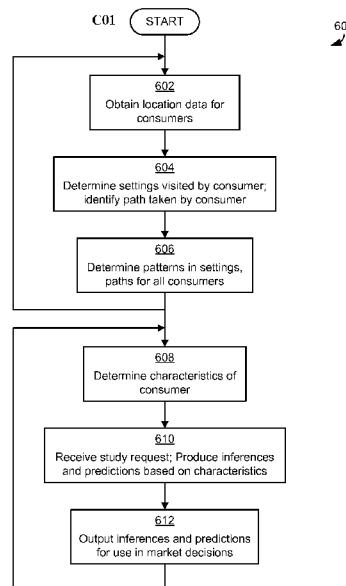


FIG. 6

(57) **Abstract:** In embodiments, methods and systems for consumer behavior analysis using electronically-captured consumer location data may be provided. The location data may be gathered for one or more consumers. The gathered data may be analyzed to determine behavior patterns or other characteristics of the one or more consumers. Further, inferences or predictions about consumers may be derived based on the characteristics. The inferences and predictions may be the basis of consumer analytics supplied to a business or other entity.

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A. CLASSIFICATION OF SUBJECT MATTER

G06Q 10/04(2012.01)i, G06Q 30/02(2012.01)i, G06Q 30/06(2012.01)i, G06Q 50/10(2012.01)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)

G06Q 10/04; G06F 15/16; H04M 11/04; G06F 17/00; G06Q 30/00; G06F 17/30; H04Q 7/20; H04W 4/00; G06Q 30/02; G06Q 30/06; G06Q 50/10

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
Japanese utility models and applications for utility modelsElectronic data base consulted during the international search (name of data base and, where practicable, search terms used)
eKOMPASS(KIPO internal) & Keywords: consumer, location, interval, predict, advertisement, competitor, profile

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category [¶]	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2002-0111172 A1 (FREDERIK M. DEWOLF et al.) 15 August 2002 See abstract, paragraphs [0006], [0049], [0067], [0072], [0077H0078], [0081]-[0082], [0088], [0096]-[0099], claims 1,7,11-14 and figure 5.	24-32
Y		1-23
Y	US 2007-0298757 A1 (BYUNGIK AHN) 27 December 2007 See abstract, claims 9,22-27, and figures 6-7.	1-11
A		12-32
Y	US 2009-0197582 A1 (ROBERT C. LEWIS et al.) 06 August 2009 See abstract, paragraph [0032], claims 1-2,16,37 and figures 1,7-8.	12-23
A		1-11,24-32
A	US 2009-0125396 A1 (JONATHAN OTTO et al.) 14 May 2009 See abstract, claims 1-2,7-8 and figure 2.	1-32
A	US 2008-0125959 A1 (SEAN T. DOHERTY et al.) 29 May 2008 See abstract, claims 1-5 and figures 1,3.	1-32

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

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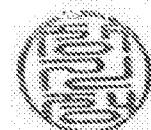
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Information on patent family members

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