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(71) Applicant: RESEARCH FOUNDATION OF THE CITY UNIVERSITY OF NEW YORK [US/US]; 230 West 41st Street, 7th Fl., New York, NY 10036 (US).

(72) Inventors: PARRA, Lucas, C.; 430 Clinton Ave., Apt. 6C, Brooklyn, NY 11238 (US). MADSEN, Jens; 230 West 41 Street, 7th Fl., New York, NY 10036 (US).

(74) Agent: MIKESELL, Peter, J. et al.; Schmeiser, Olsen & Watts, LLP, 11 Schoen Place, 7th Floor, Pittsford, NY 14534 (US).

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(54) Title: METHOD FOR ASSESSMENT OF AUDIENCE ATTENTION

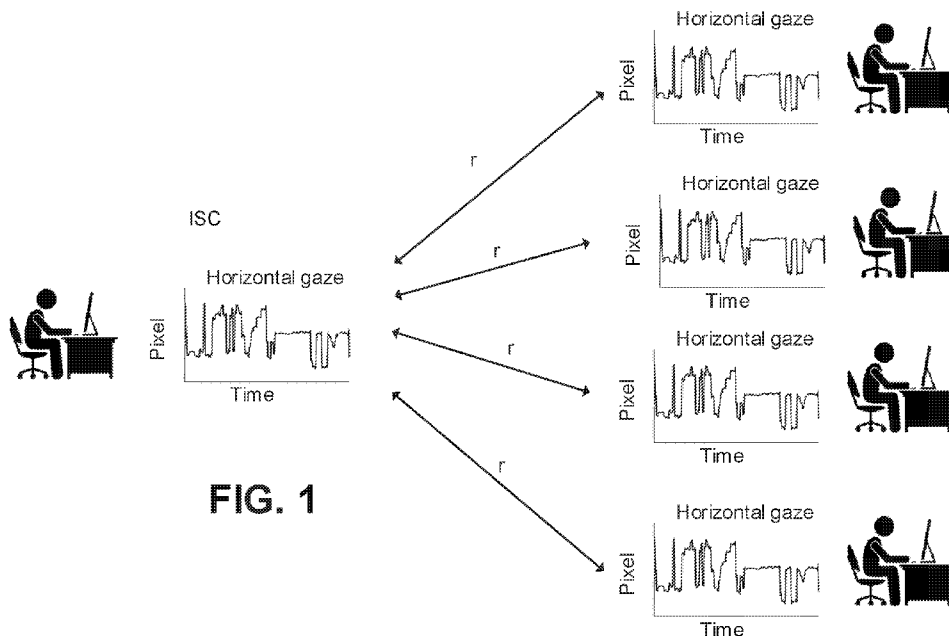


FIG. 1

(57) Abstract: A method to assess a human subject's attention while experiencing dynamic media. An attention-predictive response (e.g. time course of gaze position, or pupil size, or heart- rate, etc.) is monitored while the subject watches the media. Similarity of the time course of this response to the time course of a predicted response provides a quantitative measure of the subject's attention to the media



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A. CLASSIFICATION OF SUBJECT MATTER

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CPC - G06K 9/00335; A61B 5/16; A61B 5/162; A61B 5/163; A61B 5/165; A61B 5/168; H04H 60/33

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B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

See Search History document

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

See Search History document

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

See Search History document

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 2014/0214335 A1 (INNERSCOPE RESEARCH INC) 31 July 2014; paragraphs [0055], [0081], [0120], [0139]-[0140]	1-11, 13-19 --- 12
X	WO 2010/105034 A2 (CORVENTIS INC) 16 September 2010; paragraphs [0072], [0189]-[0190], [0236]	20
Y	WO 2017/152215 A1 (DARLING, MATTHEW) 14 September 2017; abstract; paragraph [0106]	12
X	WO 2011/031932 A1 (HOME BOX OFFICE INC) 17 March 2011; entire document	1
A	US 2016/0366203 A1 (VERIZON PATENT AND LICENSING INC) 15 December 2016; entire document	1-20

Further documents are listed in the continuation of Box C.

See patent family annex.

* 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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"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	
"O" document referring to an oral disclosure, use, exhibition or other means	
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Name and mailing address of the ISA/US

Mail Stop PCT, Attn: ISA/US, Commissioner for Patents
P.O. Box 1450, Alexandria, Virginia 22313-1450
Facsimile No. 571-273-8300

Authorized officer

Shane Thomas

Telephone No. PCT Helpdesk: 571-272-4300