



- (51) International Patent Classification:
G06Q 30/02 (2012.01)
- (21) International Application Number:
PCT/US2016/066320
- (22) International Filing Date:
13 December 2016 (13.12.2016)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
14/968,356 14 December 2015 (14.12.2015) US
- (71) Applicant: GOOGLE INC. [US/US]; 1600 Amphitheatre Parkway, Mountain View, California 94043 (US).
- (72) Inventors: PRICE, Thomas; 1600 Amphitheatre Parkway, Mountain View, California 94043 (US). TOKSOZ, Tuna; 1600 Amphitheatre Parkway, Mountain View, California 94043 (US).
- (74) Agents: LANZA, John D. et al.; Foley & Lardner LLP, 3000 K Street N.W., Suite 600, Washington, District of Columbia 20007 (US).

- (81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DJ, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IR, IS, JP, KE, KG, KH, KN, KP, KR, KW, KZ, LA, LC, LK, LR, LS, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.
- (84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, ST, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG).

[Continued on next page]

(54) Title: STORE VISIT DATA CREATION AND MANAGEMENT

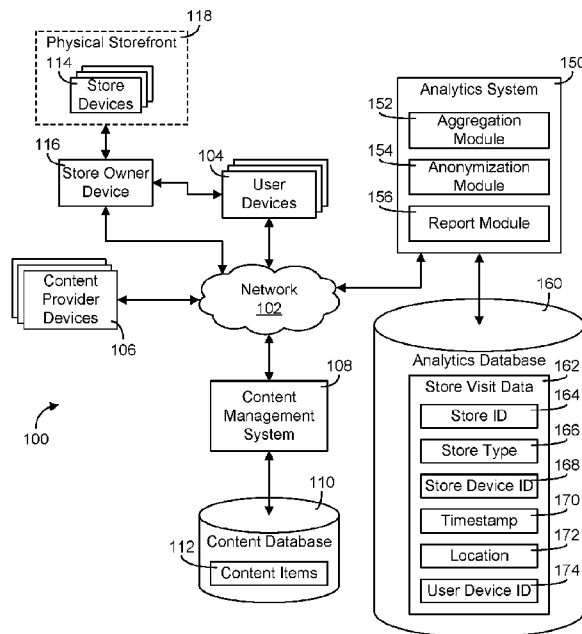


FIG. 1

(57) Abstract: A method includes receiving, at a user device, a plurality of signals pushed to the user device from a plurality of store devices located in a plurality of physical storefronts. Each signal includes a store identifier identifying the associated physical storefront. Store visit data is generated for each signal, the store visit data including the store identifiers and time data representing times associated with visits to the physical storefronts. Store visit data is aggregated for the plurality of signals pushed to the user device. Aggregated store visit data is transmitted to an analytics server configured to combine aggregated store visit data from a plurality of user devices and generate analytics data from the combined aggregated store visit data. At least a portion of the time data is removed from the aggregated store visit data before transmission to the analytics server.





Declarations under Rule 4.17:

- *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*
- *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))*
- *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))*

(88) Date of publication of the international search report:
10 August 2017

Published:

- *with international search report (Art. 21(3))*

INTERNATIONAL SEARCH REPORT

International application No
PCT/US2016/066320

A. CLASSIFICATION OF SUBJECT MATTER
INV. G06Q30/02
ADD.
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

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)
EPO-Internal, WPI Data

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 2015/009915 A2 (APPCARD INC [US]) 22 January 2015 (2015-01-22) abstract; figure 3 page 8, line 3 - line 26 page 9, line 11 - line 22 page 13, line 30 - page 14, line 5 page 19, line 12 - page 20, line 4 page 22, line 12 - line 22 page 26, line 2 - line 8 page 29, line 16 - line 22	1-20
X	US 2014/136312 A1 (SAKSENA ASHEESH [US] ET AL) 15 May 2014 (2014-05-15) abstract; figures 1b, 1c paragraph [0029] - paragraph [0037] paragraph [0054] paragraph [0065] - paragraph [0068] ----- -/--	1-20

Further documents are listed in the continuation of Box C.

See patent family annex.

* Special categories of cited documents :

- "A" document defining the general state of the art which is not considered to be of particular relevance
- "E" earlier application or patent but published on or after the international filing date
- "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
- "P" document published prior to the international filing date but later than the priority date claimed

- "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
- "X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
- "Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
- "&" document member of the same patent family

Date of the actual completion of the international search 26 June 2017	Date of mailing of the international search report 12/07/2017
Name and mailing address of the ISA/ European Patent Office, P.B. 5818 Patentlaan 2 NL - 2280 HV Rijswijk Tel. (+31-70) 340-2040, Fax: (+31-70) 340-3016	Authorized officer Lopes Margarido, C

INTERNATIONAL SEARCH REPORT

International application No
PCT/US2016/066320

C(Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2015/088612 A1 (PALAN VIVEK [US] ET AL) 26 March 2015 (2015-03-26) abstract paragraph [0013] - paragraph [0014] -----	1-20

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No

PCT/US2016/066320

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
WO 2015009915	A2	22-01-2015	
		EP 3022973 A2	25-05-2016
		PH 12016500098 A1	18-04-2016
		US 2016127872 A1	05-05-2016
		WO 2015009915 A2	22-01-2015

US 2014136312	A1	15-05-2014	NONE

US 2015088612	A1	26-03-2015	NONE
