



(51) International Patent Classification:  
*H04W 4/02* (2009.01)

(21) International Application Number:

PCT/US2013/040629

(22) International Filing Date:

10 May 2013 (10.05.2013)

(25) Filing Language:

English

(26) Publication Language:

English

(30) Priority Data:

61/645,549 10 May 2012 (10.05.2012) US

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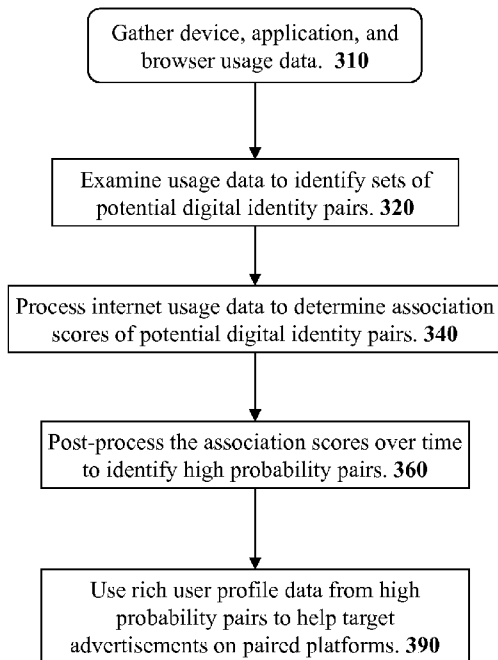
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(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, 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, 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, SZ, TZ,

[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR DETERMINING RELATED DIGITAL IDENTITIES



(57) Abstract: Internet advertising to users of web browser personal computer systems is a very large and mature industry. However, many new digital devices such as cellular telephones, table computer systems, and video game console are now presenting an even larger internet advertising market. Although the techniques used for targeting advertisements to web browsers on personal computers are sophisticated, the techniques for accurately targeting internet advertisements to these new digital devices are limited. To improve the quality of targeting advertisements on new digital devices a set of techniques for accurately pairing digital identities is disclosed. Once various digital identities are linked, all of the accumulated digital profile information from these linked digital identities may be used to accurately select advertisements for all of the linked digital devices.

Figure 3

WO 2013/170198 A3



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, ML, MR, NE, SN, TD, TG).

— *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:**

23 January 2014

**Published:**

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

## INTERNATIONAL SEARCH REPORT

International application No.

PCT/US2013/040629

<b>A. CLASSIFICATION OF SUBJECT MATTER</b> IPC(8) - H04W 4/02 (2013.01) USPC - 705/14.49 According to International Patent Classification (IPC) or to both national classification and IPC																						
<b>B. FIELDS SEARCHED</b> Minimum documentation searched (classification system followed by classification symbols) IPC(8) - H04W 4/02, H04W 4/04, H04W 48/04 (2013.01) USPC - 705/14.49, 14.58, 14.66; 707/737 Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched CPC - H04W 8/00, H04W 8/18, H04W 8/183 (2013.01) Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) PatBase, Orbit, Google Patents, Google Scholar																						
<b>C. DOCUMENTS CONSIDERED TO BE RELEVANT</b>																						
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