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(71) Applicant: **REDBACK NETWORKS INC.** [US/US];
300 Holger Way, San Jose, CA 95134 (US).

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(72) Inventors: **KILFOYLE, Robert, Greg**; 388 Hatcher Court, Campbell, CA 95008 (US). **WILKERSON, Brian, S.**; 520 Nisene Meadows Court, Aptos, CA 95003 (US).

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(74) Agents: **MALLIE, Michael, J.** et al.; Blakely, Sokoloff, Taylor & Zafman LLP, 7th floor, 12400 Wilshire Boulevard, Los Angeles, CA 90025 (US).

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(54) Title: SUBSCRIBER SERVICE SELECTION OVER NON-CHANNELIZED MEDIA

(57) **Abstract:** In one embodiment, a method comprises receiving a request from a computing device for an address. The request is to include a unique value associated with the computing device. The method also comprises generating a username based on the unique value. The username is associated with the computing device. Additionally, the username is bound to a context within a network element. The method also comprises assigning an address to the computing device within the context. A circuit is generated between the computing device and the network element based on the address.



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