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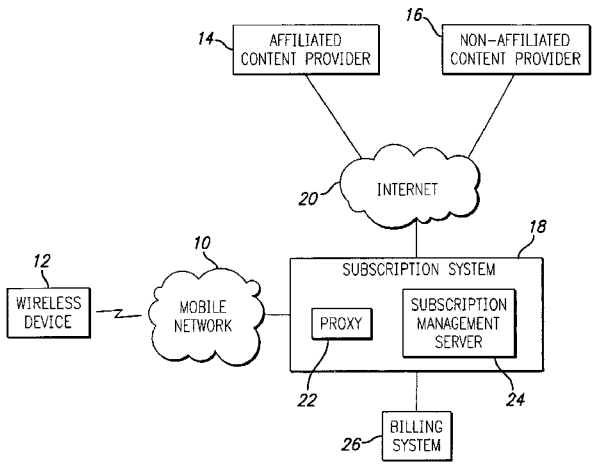
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(54) Title: SYSTEM AND METHOD FOR PROVIDING SUBSCRIPTION CONTENT SERVICES TO MOBILE DEVICES



(57) Abstract: The present invention relates to a method and system for providing content services to mobile devices while ensuring user privacy. The method and system allows one or more content providers (14, 16) that provide the content services (18) to collect payment (26). A user makes a request for content from an affiliated content provider (14). The request travels from the wireless device (12) thru one or more wireless infrastructure devices (10) until it arrives as a Hypertext Transfer Protocol (HTTP) request over an Ethernet to a proxy server (22). The proxy server (22) then requests the source Internet Protocol (IP) address of the wireless device (12). The proxy server then sends the IP address to an identity agent and is given a user identifier (UID) to that IP address. The proxy server (22) then looks at the HTTP request to determine IP address for the content provider. A unique content provider-specific identifier (SUBNYM) is calculated as the UID and the service ID. The subnym is attached to the HTTP request by means of inserting an additional header to the request. The affiliated content provider uses the subnym to determine the identity of the user.

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