

(51) International Patent Classification:  
*H04H 60/35* (2008.01)(21) International Application Number:  
PCT/US2012/063843(22) International Filing Date:  
7 November 2012 (07.11.2012)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:

|            |                               |    |
|------------|-------------------------------|----|
| 61/558,522 | 11 November 2011 (11.11.2011) | US |
| 61/569,217 | 9 December 2011 (09.12.2011)  | US |
| 61/576,963 | 16 December 2011 (16.12.2011) | US |
| 61/652,834 | 29 May 2012 (29.05.2012)      | US |
| 13/666,690 | 1 November 2012 (01.11.2012)  | US |
| 13/667,515 | 2 November 2012 (02.11.2012)  | US |
| 13/668,300 | 4 November 2012 (04.11.2012)  | US |

(71) Applicant: JUMPTAP, INC. [US/US]; 8th Floor, 155 Seaport Boulevard, Boston, Massachusetts 02210 (US).

(72) Inventors: DOUGHTY, Dennis, L.; 57 Perry Street, Brookline, Massachusetts 02446 (US). GORDON, Benjamin, M.; 22 Weathervane Court, Hingham, Massachusetts 02043 (US). MYSORE, Shrikanth, B.; 12 Cricket Lane, Littleton, Massachusetts 01460 (US). TENGLER, Matthew, A.; 12 Laurel Lane, Upton, Massachusetts 01568 (US).

(74) Agents: OLOSKY, Patricia, A. et al.; The Webb Law Firm, One Gateway Center, 420 Ft. Duquesne Blvd., Suite 1200, Pittsburgh, Pennsylvania 15222 (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, 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.

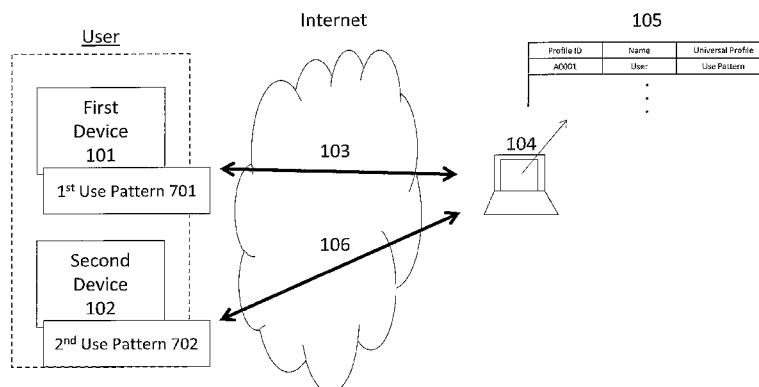
(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, 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).

**Published:**

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

(54) Title: IDENTIFYING A SAME USER OF MULTIPLE COMMUNICATION DEVICES BASED ON WEB PAGE VISITS, APPLICATION USAGE, LOCATION, OR ROUTE

FIG. 7



(57) Abstract: A system for identifying a same user of multiple communication devices is configured to perform the steps of: (a) receiving first data relating to a first device operated by a user; (b) receiving second data relating to a second device operated by a user; (c) determining that the user of the first device is the user of the second device based on identifying that the first data is substantially the same as the second data; and (d) selecting and transmitting a sponsored content to the second device for display thereon, wherein the sponsored content has a relevance to the first and second data and/or a user characteristic datum associated with the user.