

CLAIMS

1. A computing device to mask an identification of a network-enabled device comprising:
 - an input/output circuit;
 - a processor in communication with the input/output circuit;
 - a memory in communication with the processor and storing a plurality of instructions that, when executed by the processor, cause the processor to:
 - dynamically assign a unique generic identification to the network-enabled device based on an identification received at the input/output circuit from the network-enabled device;
 - relate the received identification and the unique generic identification to each other;
 - store the related received identification and the unique generic identification;
 - cause the unique generic identification to be communicated outside the network-enabled device; and
 - intercept a plurality of device identifications from HyperText Transfer Protocol traffic on a network and replace each of the plurality of device identifications with a unique generic device identification.
2. The computing device of claim 1, wherein the received identification is a Unique Device Identifier (UDID).
3. The computing device of claim 2, wherein the generic identification is in the form of a Unique Device Identifier.
4. The computing device of claim 1, wherein the memory includes further instructions that, when executed by the processor, cause the input/output circuit to:
 - (a) receive a communication directed to the generic identification,
 - (b) communicate the generic identification to the memory, and
 - (c) match the generic identification to the received identification to create a matched identification.

5. The computing device of claim 2, wherein the memory includes further instructions that, when executed by the processor cause the input/output circuit to communicate with a plurality of electronic devices each with a unique Unique Device Identifier.
6. The computing device of claim 5, wherein the memory includes further instructions that, when executed by the processor, cause the received identification and the unique generic identification for each of the electronic devices to be stored in a database.
7. The computing device of claim 1, wherein the input/output circuit is further configured to communicate wirelessly.
8. The computing device of claim 1, wherein the input/output circuit is further configured to communicate additional identification data of the computing device.
9. The computing device of claim 1, wherein the input/output circuit, memory, and processor are integrated within a router.
10. The computing device of claim 9, wherein a single generic identification is used for a plurality of network devices.
11. The computing device of claim 1, wherein the generic identification comprises a plurality of random bytes.
12. The computing device of claim 1, wherein the generic identification comprises bits which represent a device manufacturer and additional random bits.
13. The computing device of claim 1, wherein the memory includes further instructions that, when executed by the processor cause the processor to simulate a factory reset process to assign a generic identification to the network-enabled device.

14. The computing device of claim 1, wherein the memory includes further instructions that, when executed by the processor, cause the processor to filter encrypted secure socket layer data from one or more computing devices and replace a received Unique Device Identifier with a generic identification.

15. A method of creating a generic identification for a network-enabled computing device comprising:

(a) receiving an identification from the network-enabled device at an input/output circuit of a masking device;

(b) communicating the received identification to a processor of the masking device where the processor is physically configured to dynamically assign a unique generic identification to the network-enabled computing device;

(c) storing the received identification and the unique generic identification in a memory of the masking device as being related;

(d) communicating, with the input/output circuit, the unique generic identification for the network-enabled device to one or more other network-enabled devices; and

(e) intercepting, at the input/output circuit, a plurality of device identifications from HyperText Transfer Protocol traffic on a network and replacing each of the plurality of device identifications with a unique generic device identification.

16. The method of claim 15, further comprising simulating a factory reset process to assign a generic identification to the network-enabled device.

17. The method of claim 15, further comprising filtering encrypted secure socket layer data from one or more computing devices and replacing a Unique Device Identifier from the encrypted secure socket layer data with a generic identification.