
U.S. Patent No. 6,771,970

Location Determination System

Accused Products (Google Mobile Search)¹

Claim 14: A method of determining the location of mobile platforms, said mobile platforms between them being locatable by a plurality of remote tracking systems, each which is adapted to determine the location of a respective mobile platform according to a property that is predetermined for each mobile platform, the method comprising:

Claim 14

Google Mobile Search

Alternatively or additionally, the method of claim 14 is performed when an advertiser on www.google.com (“subscriber”) determines the location of persons who view and/or click on his/her ad (“mobile platforms”) via any mobile device (e.g., mobile phones, tablets, laptops, etc.) (“remote tracking systems”) each such person uses, e.g., whenever each such person conducts a Google Search on a mobile device (e.g., via the Search website on a web browser, via a Search toolbar or omnibox, or via the Mobile Search application) that results in the display and/or clicking of the advertiser’s ad. For example, each of the mobile devices is adapted to determine a person’s location according to whether or not he/she has a Gaia ID (“a property that is predetermined”), e.g., whether said person is or is not logged/signed into Google on said device.

For example, a mobile phone or tablet is adapted to determine the person’s location according to his/her Gaia ID (and all demographics identifiers linked therewith) whenever the person is logged into Google and uses the mobile Search application to generate a search on said phone/tablet that includes the advertiser’s ad and/or clicks on said ad. When the person so uses the mobile Search application or Search on a mobile web browser, the phone/tablet calculates the person’s location (e.g., via GPS, cell tower, or WiFi access point locators) and transmits it to Google to be stored (i) according to the person’s Gaia ID (e.g., when the person has Location Reporting enabled for said phone/tablet) and (ii) in the Google AdWords servers (e.g., according to the ads viewed and/or clicked). (<https://support.google.com/gmm/answer/3118687?hl=en>; see *also* <https://support.google.com/adwords/answer/2580383?hl=en>.) The Google AdWords servers in turn transmits the location of the person to the advertiser by way of an AdWords report, e.g., a “Where your users were” report.

Claim 15: a method according to claim 14, wherein transmitting the location of each mobile platform further comprises correlating the location of each mobile platform with a map database and transmitting a map having marked said mobile platform location(s) to said subscriber.

Claim 15

Google Mobile Search

- content/browser/geolocation/location_arbitrator.h (970CW00623423)
- content/browser/geolocation/network_location_provider.cc (970CW00623675)
- content/browser/geolocation/network_location_provider.h (970CW00623685)
- content/browser/geolocation/network_location_request.cc (970CW00623690)
- content/browser/geolocation/network_location_request.h (970CW00623704)
- chrome/Android/java/src/org/chromium/chrome/browser/omnibox/geo/GeolocationHeader.java (970CW00623645)
- chrome/android/java/src/org/chromium/chrome/browser/omnibox/geo/GeolocationSnackBarController.java (970CW00623652)
- chrome/android/java/src/org/chromium/chrome/browser/omnibox/geo/GeolocationTracker.java (970CW00623658).

Alternatively or additionally, the advertiser (“subscriber”) can use Google Analytics in conjunction with Google AdWords to generate a report including a map marked with the geographical locations of each impression of the advertiser’s ad, thereby transmitting the location of each of the persons who viewed the ad (“mobile platforms”) to the advertiser (“subscriber”) and also (necessarily) correlating the locations with a map database.

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Claim 15: a method according to claim 14, wherein transmitting the location of each mobile platform further comprises correlating the location of each mobile platform with a map database and transmitting a map having marked said mobile platform location(s) to said subscriber.

Claim 15 Google Mobile Search

Locations
19 active cities

Right now
26
active visitors on site

100% UNITED STATES

Pageviews Per minute Per second Show all Pageviews [Create Sheetlet](#)

City	Active Visitors
1. Cedar Falls	4 15.38%
2. Waterloo	3 11.54%
3. Muskegon	2 7.69%
4. Moline	2 7.69%
5. New Hampton	2 7.69%
6. Cedar Rapids	1 3.85%
7. Columbia	1 3.85%
8. De Soto	1 3.85%
9. Grinnell	1 3.85%

(See, <https://web.archive.org/web/20150924181022/http://www.farreachinc.com/images/default-source/default-album/real-time-analytics-locations.png>)

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