

PATENT COOPERATION TREATY

PCT

INTERNATIONAL SEARCH REPORT

(PCT Article 18 and Rules 43 and 44)

Applicant's or agent's file reference AVIAP00IPC	<b>FOR FURTHER ACTION</b>	see Form PCT/ISA/220 as well as, where applicable, item 5 below.
International application No. PCT/US2017/043405	International filing date ( <i>day/month/year</i> ) 21 Jul 2017	(Earliest) Priority Date ( <i>day/month/year</i> ) 21 Jul 2016
Applicant AIVIA, INC.		

This international search report has been prepared by this International Searching Authority and is transmitted to the applicant according to Article 18. A copy is being transmitted to the International Bureau.

This international search report consists of a total of 4 sheets.

It is also accompanied by a copy of each prior art document cited in this report.

1. Basis of the report

a. With regard to the **language**, the international search was carried out on the basis of:

the international application in the language in which it was filed.

a translation of the international application into \_\_\_\_\_ which is the language of a translation furnished for the purposes of international search (Rules 12.3(a) and 23.1(b)).

b.  This international search report has been established taking into account the **rectification of an obvious mistake** authorized by or notified to this Authority under Rule 91 (Rule 43.6bis(a)).

c.  With regard to any **nucleotide and/or amino acid sequence** disclosed in the international application, see Box No. I.

2.  **Certain claims were found unsearchable** (see Box No. II).

3.  **Unity of invention is lacking** (see Box No. III).

4. With regard to the **title**,

the text is approved as submitted by the applicant.

the text has been established by this Authority to read as follows:

5. With regard to the **abstract**,

the text is approved as submitted by the applicant.

the text has been established, according to Rule 38.2, by this Authority as it appears in Box No. IV. The applicant may, within one month from the date of mailing of this international search report, submit comments to this Authority.

6. With regard to the **drawings**,

a. the figure of the **drawings** to be published with the abstract is Figure No. 4

as suggested by the applicant.

as selected by this Authority, because the applicant failed to suggest a figure.

as selected by this Authority, because this figure better characterizes the invention.

b.  none of the figures is to be published with the abstract.

**INTERNATIONAL SEARCH REPORT**

International application No.

PCT/US2017/043405

**A. CLASSIFICATION OF SUBJECT MATTER**  
 IPC (2017.01) G06T 7/00, G06F 3/01, G06Q 30/02

According to International Patent Classification (IPC) or to both national classification and IPC

**B. FIELDS SEARCHED**

Minimum documentation searched (classification system followed by classification symbols)  
 IPC (2017.01) G06T 7/00, G06F 3/01, G06Q 30/02

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

Databases consulted: THOMSON INNOVATION, Esp@cenet, Google Patents, Google Scholar  
 Search terms used: image, face, eyes, gaze, recognition, detect, attention, respective, advertize

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	A Design Space for Pervasive Advertising on Public Displays Florian Alt Munchen 2013  Prof. Dr. Albrecht Schmidt, Prof. Nigel Davies, PhD 07 Dec 2012 (2012/12/07) The whole document	1-16,18
Y	The whole document	17
A	Page 263	19
X	WO 2008132741 A2 TRU-MEDIA TECHNOLOGIES INC. 06 Nov 2008 (2008/11/06) The whole document	1
A	The whole document	2-19
Y	US 2014316543 A1 SHARMA et al. 23 Oct 2014 (2014/10/23) The whole document	17

Further documents are listed in the continuation of Box C.

See patent family annex.

\* Special categories of cited documents:

“A” document defining the general state of the art which is not considered to be of particular relevance

“E” earlier application or patent but published on or after the international filing date

“L” document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

“O” document referring to an oral disclosure, use, exhibition or other means

“P” document published prior to the international filing date but later than the priority date claimed

“T” later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

“X” document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

“Y” document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art

“&” document member of the same patent family

Date of the actual completion of the international search

31 Oct 2017

Date of mailing of the international search report

01 Nov 2017

Name and mailing address of the ISA:

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## INTERNATIONAL SEARCH REPORT

International application No.

PCT/US2017/043405

C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2015015479 A1 CHO 15 Jan 2015 (2015/01/15) The whole document	17
A	US 2013201105 A1 Ptucha et al. 08 Aug 2013 (2013/08/08) The whole document	1-19
A	US 2015055821 A1 Fotland 26 Feb 2015 (2015/02/26) The whole document	1-19

**INTERNATIONAL SEARCH REPORT**  
Information on patent family members

International application No. PCT/US2017/043405
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Patent document cited search report	Publication date	Patent family member(s)	Publication Date
US 2013201105 A1	08 Aug 2013	US 2013201105 A1	08 Aug 2013
		US 8810513 B2	19 Aug 2014
WO 2008132741 A2	06 Nov 2008	WO 2008132741 A2	06 Nov 2008
		WO 2008132741 A3	25 Feb 2010
US 2015055821 A1	26 Feb 2015	US 2015055821 A1	26 Feb 2015
		US 9269012 B2	23 Feb 2016
		WO 2015026902 A1	26 Feb 2015
US 2015015479 A1	15 Jan 2015	US 2015015479 A1	15 Jan 2015
		US 9513702 B2	06 Dec 2016
		CN 104301507 A	21 Jan 2015
		EP 2826689 A2	21 Jan 2015
		EP 2826689 A3	11 Mar 2015
		EP 2826689 B1	07 Dec 2016
		KR 20150009120 A	26 Jan 2015
		KR 20150009121 A	26 Jan 2015
US 2014316543 A1	23 Oct 2014	US 2014316543 A1	23 Oct 2014
		US 2014313408 A1	23 Oct 2014
		US 9047042 B2	02 Jun 2015
		US 2014313103 A1	23 Oct 2014
		WO 2014172646 A1	23 Oct 2014
		WO 2014172652 A1	23 Oct 2014
		WO 2014172656 A1	23 Oct 2014