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(54) **USER TRACKING WITHOUT UNIQUE USER IDENTIFIERS**

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Related U.S. Application Data

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(52) **U.S. Cl.** **709/224; 709/203; 709/217; 709/219; 709/223**

(58) **Field of Classification Search** None
See application file for complete search history.

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(57) **ABSTRACT**

A computer memory attached to a user computer system that is used by a user is described. The memory contains an advertising characterization data structure that can be used to select advertising for the user. The data structure contains a identifier passed to the user computer system by a remote computer system. The identifier is mapped by a dictionary that is resident on the remote computer system to a set of actions performed by the user.

19 Claims, 6 Drawing Sheets

