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(54) **ELECTRONIC SUBSCRIBER IDENTITY MODULE (ESIM) ASSIGNMENT FOR CARRIER CHANNEL DEVICES**

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See application file for complete search history.

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(57) **ABSTRACT**

A pool of devices is initially associated under a single product type identifier, for example, a single stock keeping unit (SKU) identifier. Each device is associated with a secure element (SE), for example, an embedded universal integrated circuit card (eUICC). A wireless telecommunications carrier purchases a subset of the devices from the owner of the pool of devices. A policy management server receives a shipment record and associates the subset of devices with a product identifier and with a carrier-specific activation policy. The policy management server sends an electronic subscriber identity module (eSIM) reservation request to a policy evaluation server, which contacts an eSIM delivery server associated with the purchasing carrier. The eSIM delivery server reserves eSIMs for the purchased devices. When an end user buys one of the devices from the subset, the purchased device is provisioned by the eSIM delivery server with the eSIM reserved for that device.

**20 Claims, 7 Drawing Sheets**