



US 20230231841A1

(19) **United States**
(12) **Patent Application Publication** (10) **Pub. No.: US 2023/0231841 A1**
Sirota (43) **Pub. Date: Jul. 20, 2023**

(54) **CO-BRANDED SIGNLE SIGN-ON SERVICE WITH SIGN-ON TRACKING**

G06Q 20/40 (2006.01)
G06Q 30/0201 (2006.01)
G06Q 30/0203 (2006.01)
G06Q 30/0601 (2006.01)

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(21) Appl. No.: **18/190,013**

(22) Filed: **Mar. 24, 2023**

(52) **U.S. Cl.**
CPC *H04L 63/0815* (2013.01); *G06Q 10/06315* (2013.01); *G06Q 20/40* (2013.01); *G06Q 30/0201* (2013.01); *G06Q 30/0203* (2013.01); *G06Q 30/0621* (2013.01); *H04L 63/06* (2013.01); *H04L 63/10* (2013.01); *H04L 63/20* (2013.01); *H04L 63/105* (2013.01)

Related U.S. Application Data

(60) Continuation of application No. 16/798,128, filed on Feb. 21, 2020, now Pat. No. 11,637,820, which is a continuation of application No. 15/922,735, filed on Mar. 15, 2018, now Pat. No. 10,574,646, which is a continuation of application No. 15/133,125, filed on Apr. 19, 2016, now Pat. No. 10,021,086, which is a continuation of application No. 14/101,161, filed on Dec. 9, 2013, now Pat. No. 9,332,001, which is a continuation of application No. 13/350,508, filed on Jan. 13, 2012, now Pat. No. 8,627,435, which is a continuation of application No. 12/825,262, filed on Jun. 28, 2010, now Pat. No. 8,108,922, which is a division of application No. 11/396,285, filed on Mar. 31, 2006, now Pat. No. 7,912,762.

Publication Classification

(51) **Int. Cl.**
H04L 9/40 (2006.01)
G06Q 10/0631 (2006.01)

(57) **ABSTRACT**

Techniques are described for providing customizable sign-on functionality, such as via an access manager system that provides single sign-on functionality and other functionality to other services for use with those services' users. The access manager system may maintain various sign-on and other account information for various users, and provide single sign-on functionality for those users using that maintained information on behalf of multiple unrelated services with which those users interact. The access manager may allow a variety of types of customizations to single sign-on functionality and/or other functionality available from the access manager, such as on a per-service basis via configuration by an operator of the service, such as co-branding customizations, customizations of information to be gathered from users, customizations of authority that may be delegated to other services to act on behalf of users, etc., and with the customizations that are available being determined specifically for that service.

