



(12) **United States Patent**  
**Demisse**

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(45) **Date of Patent:** **\*Aug. 27, 2019**

(54) **VEHICLE IDENTIFICATION SYSTEM**

USPC ..... 340/425.5, 426.1, 539.1, 933  
See application file for complete search history.

(71) Applicant: **RideShare Displays, Inc.**, Fairfield, NJ (US)

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(72) Inventor: **Dereje M. Demisse**, Los Angeles, CA (US)

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(73) Assignee: **RideShare Displays, Inc.**, Fairfield, NJ (US)

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(\* ) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

This patent is subject to a terminal disclaimer.

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Primary Examiner — Daryl C Pope

(21) Appl. No.: **16/198,140**

(74) *Attorney, Agent, or Firm* — Welsh Flaxman & Gitler LLC

(22) Filed: **Nov. 21, 2018**

**Related U.S. Application Data**

(63) Continuation of application No. 15/860,939, filed on Jan. 3, 2018, now Pat. No. 10,169,987, which is a continuation of application No. 14/723,049, filed on May 27, 2015, now Pat. No. 9,892,637.

(60) Provisional application No. 62/004,753, filed on May 29, 2014.

(51) **Int. Cl.**  
**G08G 1/017** (2006.01)

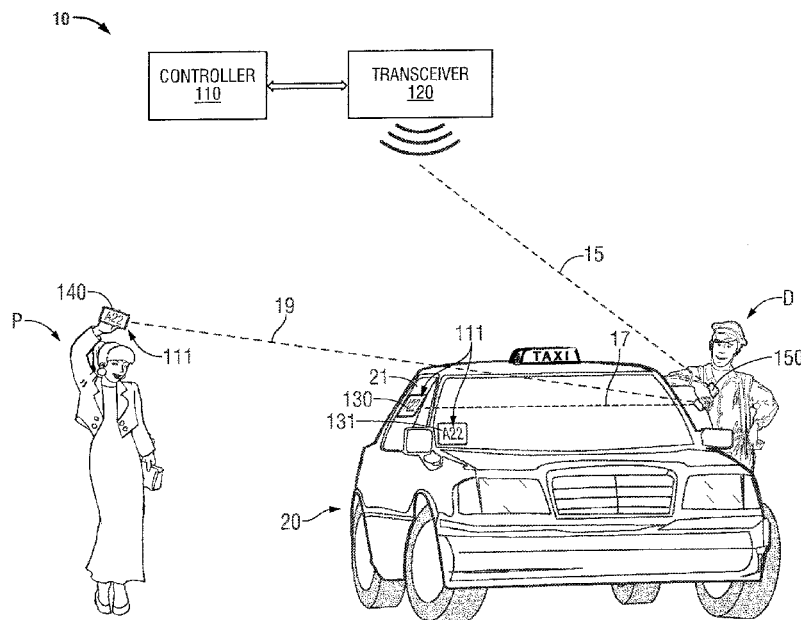
(57) **ABSTRACT**

A vehicle identification system includes one or more displays associated with a vehicle, a transceiver, and a controller communicatively coupled to the transceiver. The one or more displays are located to be visible from an exterior of the vehicle. The controller is adapted to generate a first signal to be transmitted by the transceiver to a mobile communication device associated with a driver of the vehicle when it is determined that the vehicle is within a predetermined distance of a specific location. The mobile communication device associated with the driver is adapted to generate a second signal to be transmitted to the one or more displays. The second signal represents an indicator.

(52) **U.S. Cl.**  
CPC ..... **G08G 1/017** (2013.01)

(58) **Field of Classification Search**  
CPC ..... G08G 1/017

**1 Claim, 4 Drawing Sheets**



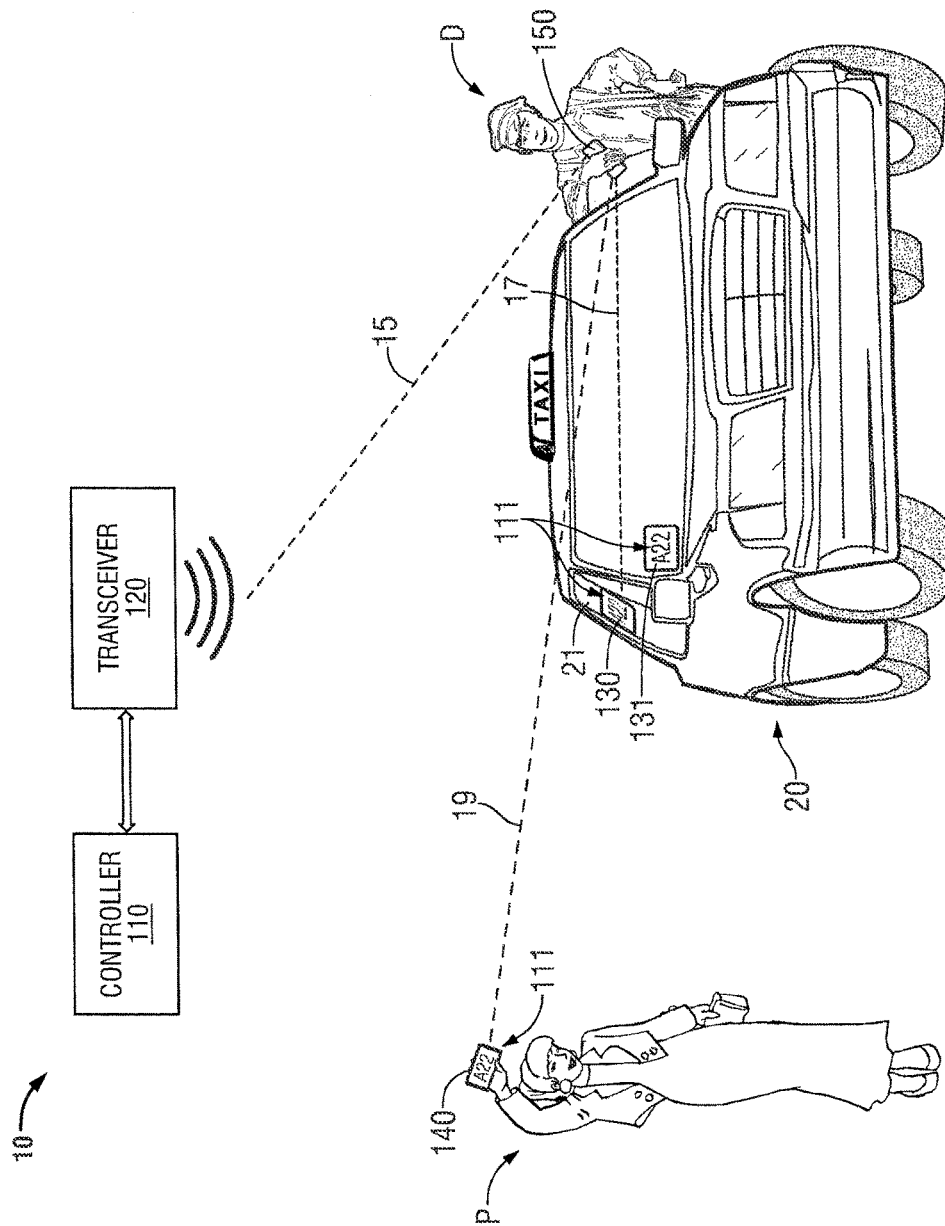


FIG. 1A

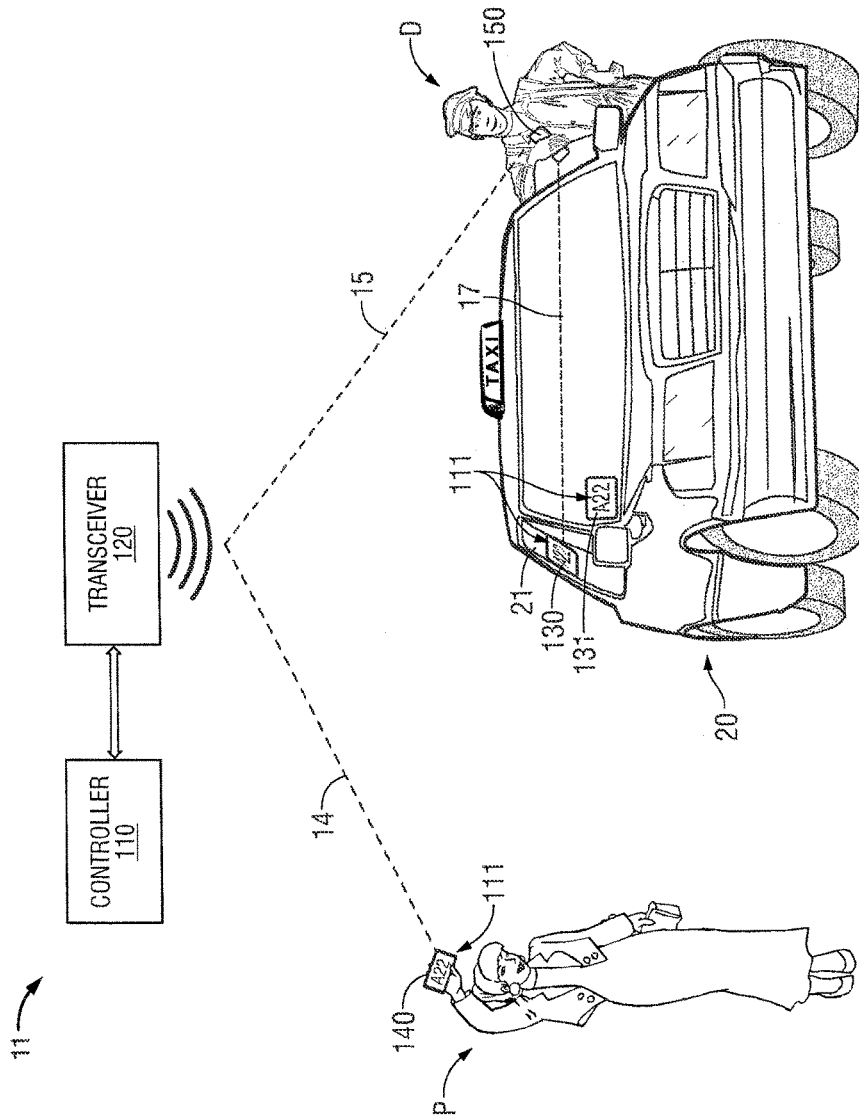


FIG. 1B

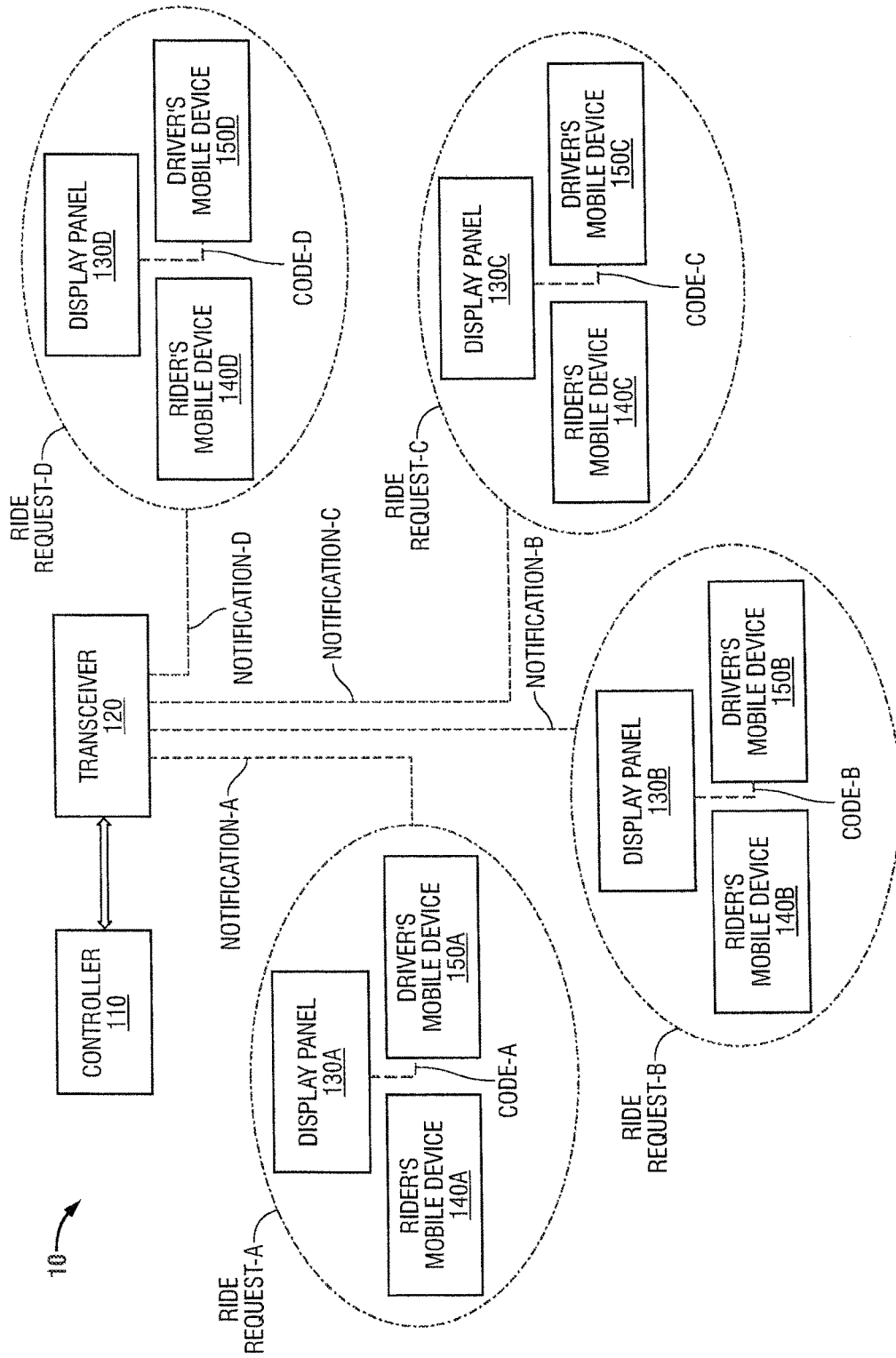


FIG. 2

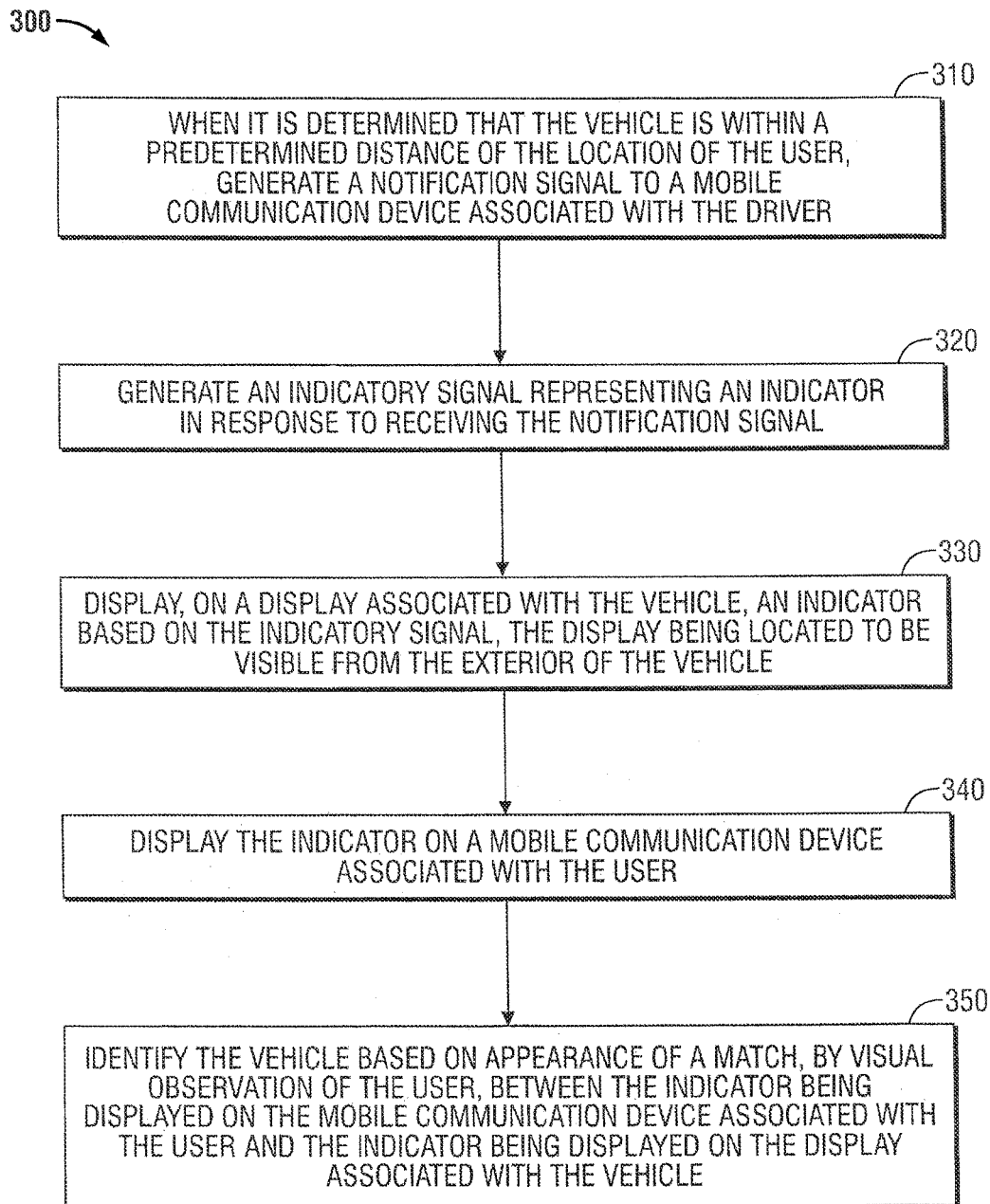


FIG. 3

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