Title: CUSTOMER CONFIGURATION OF CELLULAR COMMUNICATIONS DEVICE

Select a phone design:
- Clamshell
- Slider
- Candy bar

Select feature:
- Game 1: $10.00
- Game 2: $25.00
- High Resolution Display: $10.00
- Low Resolution Display: $25.00
- Music Player: $5.00
- Speakerphone: $15.00
- Sound Recorder: $25.00
- USB: $9.99
- Bluetooth: $13.00
- SIM 2: $10.00
- CDMA: $25.00
- 3G: $8.00
- Alarm Clock: $13.00
- Calendar: $25.00
- Stop Watch: $8.00
- External Display: $13.00
- Internal Display: $8.00
- Email: $13.00
- SMS Support: $25.00
- Extended Memory: $8.00
- SIM Tray: $13.00
- GSM: $8.00
- External LTE: $13.00
- Removable Antenna: $20.00
- Digital / Video Camera: $8.00
- 1 Megapixel: $8.00
- 2 Megapixel: $13.00
- 3 Megapixel: $25.00

[Continued on next page]

(57) Abstract: Systems and methods are provided for offering customer configuration options when selling a cellular communications device. Offering to sell a cellular communications device can be done over the internet or via an in-store kiosk. The customer can configure at least one software configurable feature at the time of purchase, and the phone is delivered with the software preconfigured according to the customer's specification. Alternatively, the customer indicates one or more internal, non-removable selections for the desired features of the phone, and the phone is assembled according to the customer's configuration.
Published:

— with international search report
**INTERNATIONAL SEARCH REPORT**

**International application No**

PCT/US 07/17074

**A CLASSIFICATION OF SUBJECT MATTER**

IPC(8) ... H04L 9/38

USPC - 705/26

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

**FIELDS SEARCHED**

Minimum documentation searched (classification system followed by classification symbols)

IPC(8) G06Q 30/00 (2008.04)

USPC - 705/26

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

USPC 705/1, 8 14, 26, 500, 455/73 419, 517, 550 1, 12, 201 03, 709/223

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

Electronic databases USPTO WEST (PGPB, USPT, EPAB, JPAB), Google Scholar

Search Terms Used selling or offering cellular or mobile phone or device or unit, configuring or selecting features or options or software or settings, wallpaper or contact list or ringtone or speakerphone or display, website or network or kiosk etc

**C DOCUMENTS CONSIDERED TO BE RELEVANT**

<table>
<thead>
<tr>
<th>Category*</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No</th>
</tr>
</thead>
<tbody>
<tr>
<td>X</td>
<td>US 2005/0260996 A1 (Groenendaal) 24 November 2005 (24 11 2005) (abstract, and para [0004], [0019], [0023]-[0031], [0035]-[0060])</td>
<td>1-28</td>
</tr>
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</table>

* Special categories of cited documents

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

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**D**

Date of the actual completion of the international search

10 September 2008 (10 09 2008)

Date of mailing of the international search report

18 SEP 2008

Name and mailing address of the ISA/US

Mail Stop PCT, Attn: ISA/US, Commissioner for Patents

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