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(54) Title: CONTEXTUAL TARGETING OF CONTENT USING A MONETIZATION PLATFORM

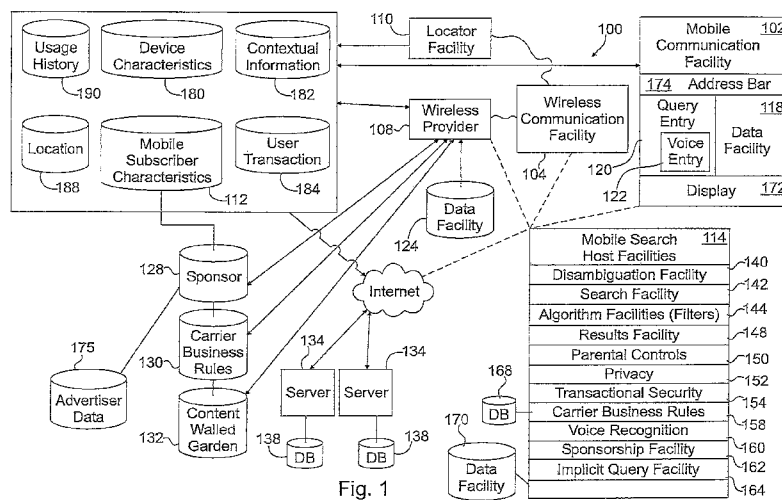


Fig. 1

(57) Abstract: In embodiments of the present invention improved capabilities are described for using a monetization platform server to associate sponsored content with contextual information relating to mobile content, and storing the sponsored content-contextual information association in a data facility for future use in optimizing the delivery of a sponsored content to a mobile communication facility based at least in part on a display datum associated with the mobile communication facility, wherein the display datum includes a contextual datum.

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PCT/US2010/026633**A. CLASSIFICATION OF SUBJECT MATTER****G06Q 50/00(2006.01)i, G06Q 30/00(2006.01)i**

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

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

G06Q 50/00; H04W 84/10; H04W 4/12; G06F 17/30; H04W 88/18; H04W 4/00

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

Korean utility models and applications for utility models

Japanese utility models and applications for utility models

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

eKOMPASS(KIPO internal) & Keywords: sponsor, content, metric, mobile, wireless, phone

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y A	US 2008-0071743 A1 (VIVEK J. JHAVERI, et al.) 20 March 2008 See the abstract; claims 1-10,20; figures 2-4.	1-14 15
Y A	KR 10-2008-0065589 A (AWS CONVERGENCE TECHNOLOGIES, INC.) 14 July 2008 See the abstract; claims 1-16; figures 1-5.	1-14 15
A	KR 10-0858273 B1 (KTFREETEL CO., LTD.) 11 September 2008 See the abstract; claim 1; figure 2.	1-15
A	KR 10-2001-0108011 A (LEAP WIRELESS INTERNATIONAL, INC.) 07 December 2001 See the abstract; claims 1-9; figures 1-3.	1-15

 Further documents are listed in the continuation of Box C. See patent family annex.

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"T" later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention

"X" document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone

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