



- (51) International Patent Classification:
H04M 11/00 (2006.01)
- (21) International Application Number:
PCT/US2013/046723
- (22) International Filing Date:
20 June 2013 (20.06.2013)
- (25) Filing Language:
English
- (26) Publication Language:
English
- (30) Priority Data:
61/680,020 6 August 2012 (06.08.2012) US
13/731,688 31 December 2012 (31.12.2012) US
13/731,699 31 December 2012 (31.12.2012) US
13/731,740 31 December 2012 (31.12.2012) US
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- (81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.
- (84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, RS, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, KM, ML, MR, NE, SN, TD, TG).

Declarations under Rule 4.17:

- as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))

[Continued on next page]

(54) Title: CONVERSATION ASSISTANT

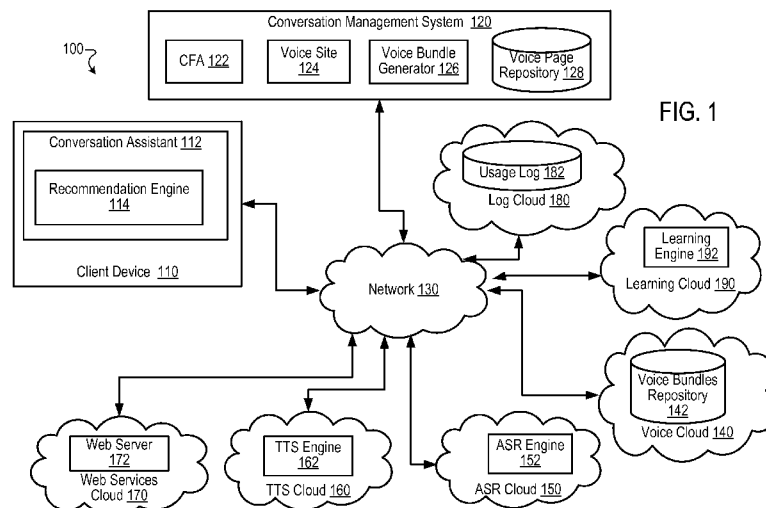


FIG. 1

(57) **Abstract:** Usage data associated with a user of a telephonic device is accessed by a remote learning engine. A service or a product that is likely to be of interest to the user is identified by the remote learning engine based on the accessed usage data. A recommended voice bundle application for the user is determined by the remote learning engine based on the accessed usage data. A recommendation associated with the recommended voice bundle application is transmitted from the remote learning engine to the telephonic device. The recommendation is presented by the telephonic device to the user through voice communications. The user through voice communications has accepted the recommendation determining is determined by the telephonic device. In response to determining that the user has accepted the recommendation, the recommended voice bundle application on the telephonic device is executed by the telephonic device.

WO 2014/025460 A3

Published:

— *with international search report (Art. 21(3))*

(88) Date of publication of the international search report:

7 May 2015

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US2013/046723

A. CLASSIFICATION OF SUBJECT MATTER
 IPC(8) - H04M 11/00 (2013.01)
 USPC - 379/88.13
 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)
 IPC(8) - G06Q 30/08; H04M 3/42, 11/00; H04W 4/00 (2013.01)
 USPC - 379/88.13; 455/414.1; 705/14.49, 705/26.3

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
 CPC - G06Q 30/08; H04M 3/42, 15/00 (2013.01)

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

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2011/0286586 A1 (SAYLOR et al) 24 November 2011 (24.11.2011) entire document	58-60
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Y		1-57, 61-90
Y	US 2007/0061197 A1 (RAMER et al) 15 March 2007 (15.03.2007) entire document	1-57, 61-90
Y	US 2009/0204600 A1 (KALIK et al) 13 August 2009 (13.08.2009) entire document	61-90
Y	US 2010/0146443 A1 (ZUCKERBERG et al) 10 June 2010 (10.06.2010) entire document	12, 69
Y	US 2011/0010324 A1 (BOLIVAR et al) 13 January 2011 (13.01.2011) entire document	13, 70

Further documents are listed in the continuation of Box C.

* Special categories of cited documents:	"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
"A" document defining the general state of the art which is not considered to be of particular relevance	"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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"O" document referring to an oral disclosure, use, exhibition or other means	
"P" document published prior to the international filing date but later than the priority date claimed	

Date of the actual completion of the international search 13 August 2013	Date of mailing of the international search report 26 AUG 2013
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