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<p>(51) International Patent Classification: <i>G06Q 30/00</i> (2006.01)</p> <p>(21) International Application Number: PCT/US2006/035976</p> <p>(22) International Filing Date: 13 September 2006 (13.09.2006)</p> <p>(25) Filing Language: English</p> <p>(26) Publication Language: English</p> <p>(30) Priority Data:</p> <table border="0"> <tr><td>60/717,151</td><td>14 September 2005 (14.09.2005)</td><td>US</td></tr> <tr><td>60/720,193</td><td>23 September 2005 (23.09.2005)</td><td>US</td></tr> <tr><td>60/731,991</td><td>1 November 2005 (01.11.2005)</td><td>US</td></tr> <tr><td>11/267,940</td><td>5 November 2005 (05.11.2005)</td><td>US</td></tr> <tr><td>11/268,671</td><td>5 November 2005 (05.11.2005)</td><td>US</td></tr> <tr><td>11/271,164</td><td>11 November 2005 (11.11.2005)</td><td>US</td></tr> <tr><td>11/274,933</td><td>14 November 2005 (14.11.2005)</td><td>US</td></tr> <tr><td>11/274,905</td><td>14 November 2005 (14.11.2005)</td><td>US</td></tr> <tr><td>11/274,884</td><td>14 November 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Box 52050, Minneapolis, MN 55402 (US).</p> <p>(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LV, LY, MA, MD, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.</p> <p>(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).</p> <p>Published: — with international search report</p>	11/382,618	10 May 2006 (10.05.2006)	US	11/382,637	10 May 2006 (10.05.2006)	US	11/382,648	10 May 2006 (10.05.2006)	US	11/382,676	10 May 2006 (10.05.2006)	US	11/382,684	10 May 2006 (10.05.2006)	US	11/382,690	10 May 2006 (10.05.2006)	US	11/382,696	10 May 2006 (10.05.2006)	US	11/383,236	15 May 2006 (15.05.2006)	US	11/383,511	16 May 2006 (16.05.2006)	US	11/422,797	7 June 2006 (07.06.2006)	US
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(54) Title: PROVIDING CONTENT TO MOBILE COMMUNICATION FACILITIES

(57) Abstract: In embodiments of the present invention improved capabilities are described for receiving a bid for a sponsored content item to be presented on a mobile communication facility, the bid including an amount and at least one user characteristic; and matching the at least one user characteristic with a user through information associated with a mobile communication facility identification number associated with the user. Additional embodiments of the present invention describe improved capabilities for searching a plurality of mobile content inventories in which a relevant mobile content is stored to determine a favorable mobile content for presentation to the mobile communication facility; and presenting the favorable mobile content to the mobile communication facility, wherein the method further comprises receiving a request for mobile content from the mobile communication facility prior to searching the plurality of mobile content inventories.

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— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

*For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.*

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

22 November 2007

# INTERNATIONAL SEARCH REPORT

International application No.

PCT/US06/35976

**A. CLASSIFICATION OF SUBJECT MATTER**  
 IPC: **G06Q 30/00**( 2006.01)

USPC: 705/14,26  
 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)  
 U.S. : 705/14, 26

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

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

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	Mobile Commerce: Need to leave the country? Now you can do it faster...; New travel deals search expands world of WAP. M2 Presswire. June 7, 2005. Page 1, paragraphs 6-8 and page 2, paragraphs 11 and 13.	1-324
A	HYOGUCHI KAZUHIRO. Advertising strategies tap cell phones. The Nikkei Weekly (Japan). October 6, 2003. Pages 1-3.	1-324

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

\* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance	"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
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"O" document referring to an oral disclosure, use, exhibition or other means	"&" document member of the same patent family
"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 23 July 2007 (23.07.2007)	Date of mailing of the international search report <b>19 SEP 2007</b>
Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US Commissioner for Patents P.O. Box 1450 Alexandria, Virginia 22313-1450 Facsimile No. (571) 273-3201	Authorized officer Yehdega Retta <i>Vitay</i> Telephone No. 571-272-6723