

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
26 May 2006 (26.05.2006)

PCT

(10) International Publication Number
WO 2006/055721 A3

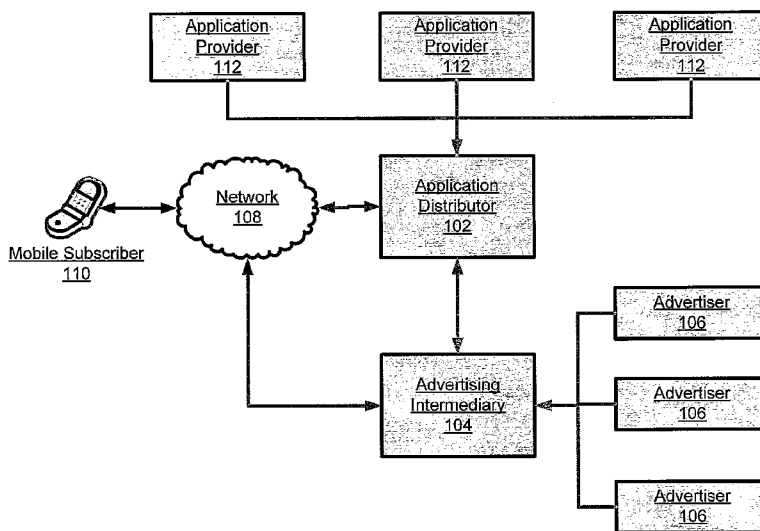
- (51) International Patent Classification:
G06Q 30/00 (2006.01)
- (21) International Application Number:
PCT/US2005/041699
- (22) International Filing Date:
16 November 2005 (16.11.2005)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
60/628,857 16 November 2004 (16.11.2004) US
- (71) Applicant (for all designated States except US): THUMB-JIVE, INC. [US/US]; 442 Post Street, 10th Floor, San Francisco, CA 94102 (US).
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): RAYNAUD, Daniel, Paul [GB/US]; 186 Cymbidium Cir., South San Francisco, CA 94080 (US). ARMISEN, Fabrice [FR/US]; 2024 Eighth St., Berkeley, CA 94710 (US). ELLIOTT, Joseph, Francis [US/US]; 1801 Leavenworth St. #10, San Francisco, CA 94109 (US).
- (74) Agents: BROWNSTONE, Daniel et al.; Fenwick & West LLP, Silicon Valley Center, 801 California Street, Mountain View, CA 94041 (US).

- (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, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, LY, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SM, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.
- (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).

- Published:**
- with international search report
 - before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments

[Continued on next page]

(54) Title: OPT-IN DELIVERY OF ADVERTISEMENTS ON MOBILE DEVICES



(57) Abstract: Advertisements provided to a mobile device user allow the user to obtain information from advertisers without revealing the user's identity. Advertisers supply advertisements to an advertising intermediary, which maintains the advertisements in a database, and also maintains a database of mobile device users who are subscribers to its service. Separately, application providers provide mobile applications to an application distributor. The application distributor in turn provides the applications to the mobile subscriber. The application distributor integrates advertisements supplied by the advertising intermediary into the applications and application content it distributes to the subscriber. If the subscriber requests additional information, an indication of this interest is sent to the advertising intermediary, which forwards additional information provided by the advertiser, such as a URL, product brochure, or the like to the mobile subscriber via his indicated preferred medium, e.g., e-mail or post, maintaining anonymity for the subscriber with respect to the advertisers.

WO 2006/055721 A3



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

12 April 2007

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.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US05/41699

A. CLASSIFICATION OF SUBJECT MATTER

IPC: **G06Q 30/00(2007.01)**

USPC: 705/14

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

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	US 6,587,835 B1 (Treyz et al.) 1 July 2003, see entire document	1-9

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
"E"	earlier application or patent published on or after the international filing date	"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
"L"	document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"Y" document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"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	"&" document member of the same patent family

Date of the actual completion of the international search
08 November 2006 (08.11.2006)

Date of mailing of the international search report

15 FEB 2007

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

Eric Stamber

Telephone No. (571) 272-3600