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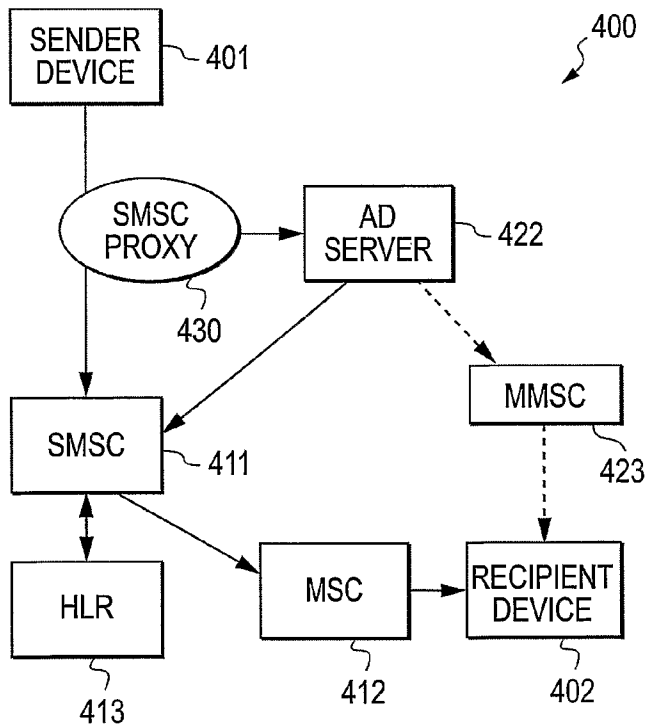


FIG. 4

(57) Abstract: Devices, systems and methods of wireless delivery of targeted advertisements. A system in accordance with an embodiment of the invention includes a modifier to receive a message transmitted by a first wireless communication device and intended for reception by a second wireless communication device, and to selectively add an advertisement to the message prior to its presentation on the second wireless communication device. The message is a Short Message Service (SMS) message, a Multimedia Messaging Service (MMS) message, an Instant Messaging (IM) message, and an Electronic Mail (Email) message.

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INTERNATIONAL SEARCH REPORT

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A. CLASSIFICATION OF SUBJECT MATTER
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USPC: 709/246

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B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)
 U.S. : 709/246

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	US2002/0077897 A1 (Zellner) 19 December 2000 (10.12.2000), P[11-12], P[14-18], P[47-48], P[75], P[95-96]	1-6, 8-12, 15-27
Y	US2003/0003935 A1 (Vesikivi) 29 June 2001 (29.06.2001), P[8-23], P[24-32]	7, 13-14
A	US2004/0185777A1 (Bryson), 28 February 2003 (28.02.2003), See abstract	
P	US2007/0298842 A1 (Kamada) 17 September 2004 (17.09.2004), See abstract	
P	US7,245,614 B2 (Mulligan) 20 November 2001 (20.11.2001), See abstract	
P	US7,076,244 B2 (Lazaridis) 23 July 2002 (23.07.2002), See abstract	

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

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