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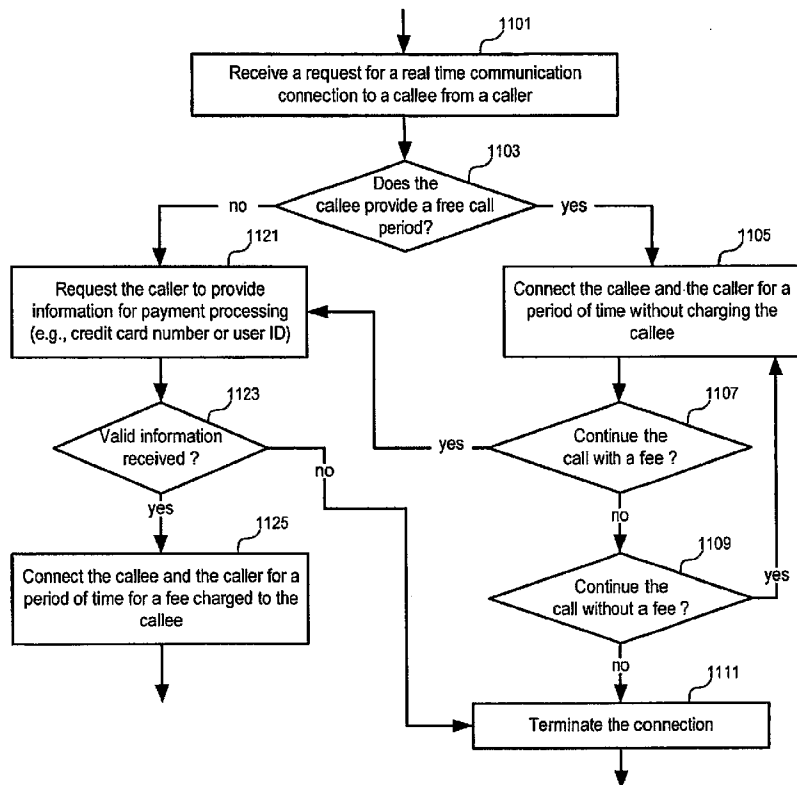
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(54) Title: SYSTEMS AND METHODS TO CONVERT A CALL GENERATED FROM AN ADVERTISEMENT



(57) Abstract: Methods and systems for converting a call generated from an advertisement. One embodiment includes: establishing a real time communication connection between a first entity and a second entity via a communication reference embedded in an advertisement that is presented on behalf of the second entity; billing the second entity for the advertisement in response to the communication connection being established via the communication reference; monitoring the communication connection between the first entity and the second entity to detect a pre-defined indication; and charging the first entity, on behalf of the second entity, for communications with the second entity over the communication connection in response to a detected occurrence of the pre-defined indication.

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C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2005/0216341 A1 (AGARWAL et al.) 29 September 2005 (29.09.2005) (abstract, figs. 1-7 & 19, and para [0035]-[0052], [0081]-[0094], [0110]-[0137])	1-27
A	US 2005/0165666 A1 (WONG et al.) 28 July 2005 (28.07.2005)	1-27
A	US 2003/0050837 A1 (KIM) 13 March 2003 (13.03.2003)	1-27
A	US 2002/0136377 A1 (STEWART et al.) 26 September 2002 (26.09.2002)	1-27
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