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(54) **Title:** SYSTEMS, METHODS, AND COMPUTER PROGRAM PRODUCTS FOR GENERATING A FEED MESSAGE

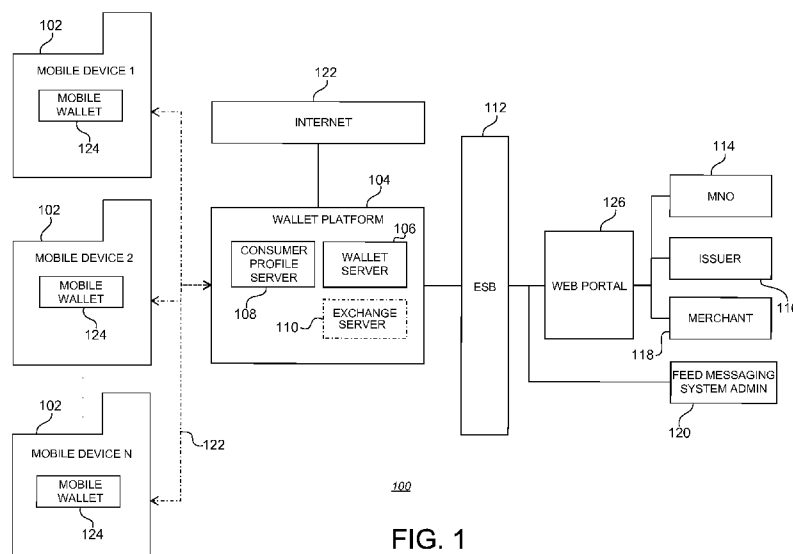


FIG. 1

(57) **Abstract:** An apparatus, method, and computer readable storage medium for generating a feed message and receiving information related thereto. At least one request to generate a feed message is received from an external party system, and includes message content and one or more sets of instructions provided by the external party system. The feed message is generated in accordance with the at least one request and stored. The feed message is also transmitted to a mobile device. One or more message acknowledgments are received from the mobile device, including any one of: a receiving message acknowledgment, a viewed message acknowledgment, and an operated message acknowledgment, or a combination thereof. A message state database is updated in accordance with the one or more message acknowledgments received from the mobile device.

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US2013/051066**A. CLASSIFICATION OF SUBJECT MATTER****G06Q 50/30(2012.01)i, G06Q 50/10(2012.01)i**

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)

G06Q 50/30; G06F 15/16; G06Q 30/02; G06Q 30/00; G10L 15/26; H04M 11/00; G06F 7/06; H04B 1/40; G06Q 50/10

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

Korean utility models and applications for utility models

Japanese utility models and applications for utility models

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

eKOMPASS(KIPO internal) & Keywords: message, acknowledgement, state, report

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	KR 10-2004-0010857 A (NEOWIZ CO., LTD.) 05 February 2004 See abstract, claims 1, 6-7, 13-15, 18-19 and figures 1, 5-6.	1-4, 8-11, 15-17
Y		5-7, 12-14, 18-20
Y	US 2010-0161424 A1 (DANY SYLVAIN) 24 June 2010 See abstract, claims 1-3, 7-8 and figures 3A-3B.	5-7, 12-14, 18-20
A		1-4, 8-11, 15-17
A	KR 10-2007-0109309 A (LG ELECTRONICS INC.) 15 November 2007 See abstract, claims 1, 3, 18-19 and figure 6.	1-20
A	US 2009-0028306 A1 (KYUNG HOON RHIE) 29 January 2009 See abstract, claims 7, 10, 15 and figures 3-5, 7.	1-20
A	US 2007-0136430 A1 (IMRAN I. QURESHI et al.) 14 June 2007 See abstract, claims 1, 5-8, and figures 7-8.	1-20



Further documents are listed in the continuation of Box C.



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INTERNATIONAL SEARCH REPORT

Information on patent family members

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