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(71) Applicant (for all designated States except US):

M/S.NETXCELL LIMITED [IN/IN]; Plot #6 SEEC Towers, APIIC Software Units Layout, HITEC City, Madhapur, Hyderabad 500 081, Andhra Pradesh (IN).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **CHATTERJI, Debasis** [IN/IN]; Plot No. 501, 7-1-63/1/1, Dharam Karam Road, Ameerpet, Hyderabad 500 016, Andhra Pradesh (IN). **MAJUMDER, Samrat** [IN/IN]; #204, Gulmohar Amrutha Valley, Banjara Hills, Road No-12, Hyderabad 500 034, Andhra Pradesh (IN). **ANDREW BETRENE, John** [IN/IN]; #62/a 2-7-86, Sikh Village, Secunderabad 500 009, Andhra Pradesh (IN). **PYATE GOWDA KAKE, Midhun Raju** [IN/IN]; # 1-19-71/c62, 63-107, Krishnaveni Emerald Appartments, Rukhmini Puri, AS Rao Nagar, Hyderabad 500 062 Andhra Pradesh (IN). **CHEN-NABATHNI, Vinay Kumar** [IN/IN]; # 12-15-553, Manikeswari Nagar, O.U Campus, Hyderabad 500 007, Andhra Pradesh (IN).

(74) Agents: **VAIDYANATHAN, Anuradha** et al.; #451, 2nd Cross, 3rd Stage, 3rd Block, Basaveshwara Nagar, Bangalore 560 079, Karnataka (IN).

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[Continued on next page]

(54) Title: ADVERTISING THROUGH CELL BROADCAST

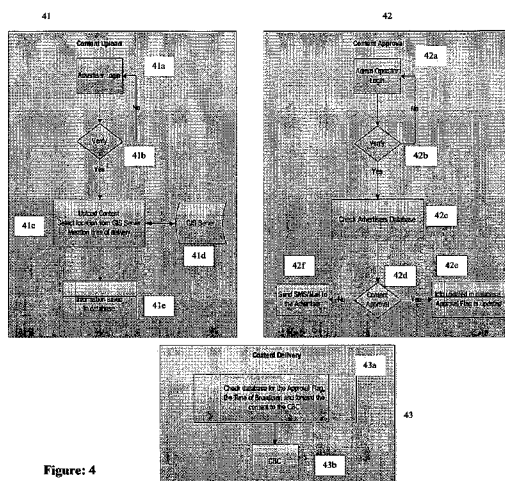


Figure: 4

(57) Abstract: The present invention relates to an advertising method and apparatus provides advertising services via broadcast messages to mobile stations and other devices. The broadcasted messages are stored and authenticated prior to being communicated to devices within a geographic area. The apparatus has different interfaces for individual advertisers. Each advertiser stores messages to be broadcasted in the allocated spaces within the advertising apparatus and method. All messages prior to being broadcasted are authenticated by the operator. Messages broadcasted are on separate broadcast channels. The advertising method and apparatus includes a Geographic Information System (GIS), the advertising entity with an http interface that receives messages from the advertisers and a cell broadcast center that communicates the cell broadcast messages to the mobile station and other devices. The advertising method and apparatus may push information to devices based on activation. The advertisers and the operator use the advertising entity through the http interface.





**(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, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, SE, SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

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**INTERNATIONAL SEARCH REPORT**

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<p>A. CLASSIFICATION OF SUBJECT MATTER                  IPC: <b>G06Q 30/02</b> (2012.01); <b>H04M 3/487</b> (2006.01); <b>H04W 4/02</b> (2009.01); <b>H04L 29/08</b> (2006.01)                  According to International Patent Classification (IPC) or to both national classification and IPC</p>		
<p>B. FIELDS SEARCHED</p>		
<p>Minimum documentation searched (classification system followed by classification symbols)                  G06Q, H04M, H04W</p>		
<p>Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched</p>		
<p>Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)                  EPODOC, WPI</p>		
<p>C. DOCUMENTS CONSIDERED TO BE RELEVANT</p>		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2004137886 A1 (ROSS, M.; et.al.) 15 July 2004 (15.07.2004) the whole document.	1 - 20
X	US 2007150557 A1 (KIM, Y.-H.; et.al.) 28 June 2007 (28.06.2007) the whole document.	1 - 20
X	US 2008133336 A1 (ALTMAN, S. H.; et.al.) 05 June 2008 (05.06.2008) abstract; fig. 1a.	1 - 20
X	US 6836667 B1 (SMITH, H. R.) 28 December 2004 (28.12.2004) abstract; fig. 6.	1 - 20
X	WO 200062564 A1 (QUALCOMM INCORPORATED) 19 October 2000 (19.10.2000) the whole document.	1 - 20
<input checked="" type="checkbox"/>	Further documents are listed in the continuation of Box C.	<input checked="" type="checkbox"/> See patent family annex.
<p>* Special categories of cited documents:</p>		
<p>"A" document defining the general state of the art which is not considered to be of particular relevance</p>		<p>"I" 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</p>
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<p>"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)</p>		<p>"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</p>
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<p>"P" document published prior to the international filing date but later than the priority date claimed</p>		
<p>Date of the actual completion of the international search                  29 November 2012 (29.11.2012)</p>		<p>Date of mailing of the international search report                  04 December 2012 (04.12.2012)</p>
<p>Name and mailing address of the ISA/AT                  Austrian Patent Office                  Dresdner Straße 87, A-1200 Vienna                  Facsimile No. +43 / 1 / 534 24-535</p>		<p>Authorized officer                  SEYRINGER C.                  Telephone No. +43 / 1 / 534 24-329</p>

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International application No.

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C. (Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2008208467 A1 (RUCKART, J.) 28 August 2008 (28.08.2008) abstract; paragraphs [0018], [0047].	1 - 20
A	WO 2007095491 A2 (CYPHERMETRIX, INC) 23 August 2007 (23.08.2007) the whole document.	1 - 20

**INTERNATIONAL SEARCH REPORT**  
Information on patent family members

International application No.

PCT / IN 2009/000575

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