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(71) Applicant and
(72) Inventor: **BOOKSTAFF, Blake** [US/US]; 205 Mohican Street, Knoxville, TN 37919 (US).

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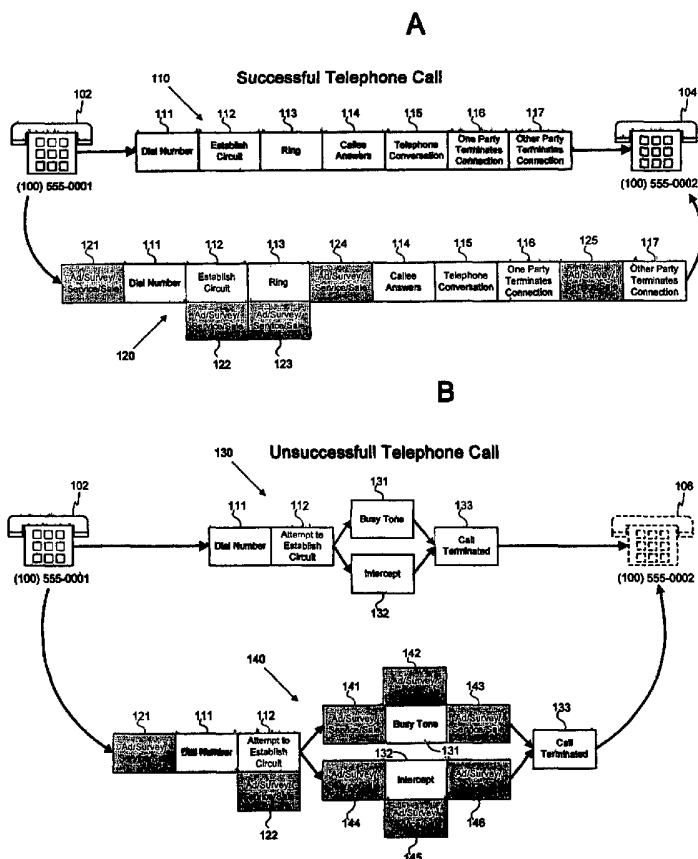
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(74) Agents: **KERNER, Herbert, V.** et al.; Hunton & Williams, LLP, 1900 K Street, N. W., Suite 1200, Washington, DC 20006-1109 (US).

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(54) Title: METHOD AND SYSTEM FOR PROVIDING ADVERTISING TO TELEPHONE CALLERS



(57) Abstract: A system and method for providing one or more advertisements, services, surveys, offers for goods/services, and/or offers to modify a telephone service plan ("intercepts actions" collectively) to one or more parties to a telephone call are provided. One or more advertisements may be provided during one or more points along an unsuccessful or successful telephone call. One or more services may be provided gratuitously or in exchange for the presentation of one or more advertisements to recipient of the service. Additionally, a telephone service plan associated with the caller or callee may be analyzed and the caller/callee may be presented with the option to activate one or more service features that, at the time of the attempted call, are not activated in the telephone service plan. A survey may be provided to the caller/callee and the responses recorded. The caller/callee may also receive an offer for goods or services. These intercept actions may be provided during any of a plurality of points along a telephone call, such as prior to dialing; before, after or during a busy signal or ring tones; after one party disconnects but prior to the remaining party or parties disconnecting; and the like.

WO 2004/044866 A3



— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

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A. CLASSIFICATION OF SUBJECT MATTER

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 US CL : 379/209.01, 210.01,76,88.13,114.13

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. : 379/209.01, 210.01,76,88.13,114.13

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
 None

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
 East/West: On-hold, advertising, Internet

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y,P	US 6,614,896 B1 (RAO) 02 September 2003 (02.09.2003), Abstract, Col. 1, lines 67 - Col. 2, line 41, Col. 3, line 5 - Col. 5, line 5 and Figs..	1-63
Y	US 6,400,804 B1 (BILDER) 04 June 2002 (04.06.2002), the entire document.	1-63

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

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"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
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"O" document referring to an oral disclosure, use, exhibition or other means	"&" document member of the same patent family
"P" document published prior to the international filing date but later than the priority date claimed	

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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. (703)305-3230
 Authorized officer: William Deane (Signature: Karen L. Ward), Telephone No. (703) 306-5838