(54) Title: SYSTEMS AND METHODS FOR ADVERTISING THROUGH A WIRELESS DEVICE

(57) Abstract: The systems and methods allow a wireless device user to receive phone numbers representative of businesses, persons and places from which the user can purchase goods and services. As described herein these systems allow a wireless device user, typically a wireless device user entering a geographic region that is less familiar, to call into a central number where the user can employ the wireless device (22) to request information including the phone numbers of local merchants, taxi services, restaurants, hotels, airlines, and other such information to be downloaded to the programmable memory of the wireless device and programmed into the wireless device. Typically, as described herein the phone numbers are programmed into the wireless device (22) programmable memory as speed dial numbers that the user can access for contacting providers of the desired goods and services.
**INTERNATIONAL SEARCH REPORT**

**International application No.**
PCT/US00/12654

**A. CLASSIFICATION OF SUBJECT MATTER**
IPC(7) : G06F 15/16
US CL : 709/233
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. : 709/233, 200, 217, 227, 228, 232, 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)
EAST

**C. DOCUMENTS CONSIDERED TO BE RELEVANT**

<table>
<thead>
<tr>
<th>Category</th>
<th>Citation of document, with indication, where appropriate, of the relevant passages</th>
<th>Relevant to claim No.</th>
</tr>
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<tbody>
<tr>
<td>X, P</td>
<td>US 6,047,327 A (TSO et al) 04 April 2000, col. 3, line 49-col. 4, line 3, col. 4, lines 33-64, and col. 5, lines 31-53.</td>
<td>1-9, and 13-17</td>
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<td>Y, P</td>
<td>US 6,016,476 A (MAES et al) 18 January 2000, all.</td>
<td>10-12</td>
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<td>A, P</td>
<td>US 6,035,339 A (AGRAHARAM et al) 07 March 2000, all.</td>
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<td>1-17</td>
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X Further documents are listed in the continuation of Box C. [ ] See patent family annex.

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**Date of the actual completion of the international search**
17 AUGUST 2000

**Date of mailing of the international search report**
15 SEP 2000

**Name and mailing address of the ISA/US Commissioner of Patents and Trademarks**
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Form PCT/ISA/210 (second sheet) (July 1998)*
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<tr>
<td>A,P</td>
<td>US 5,918,158 A (LAPORTA et al) 29 June 1999, all.</td>
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