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(54) Title: TARGETED MOBILE ADVERTISEMENTS

(57) Abstract: A method of generating relevant promotional materials for transmission to a mobile device includes receiving a query from the mobile device, identifying a plurality of advertisements associated with an advertiser-directed delivery parameter that match parameters for the mobile device, and generating a response to the query comprising search results and the plurality of advertisements.



WO 2007/098487 A3

INTERNATIONAL SEARCH REPORT

International application No.

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A. CLASSIFICATION OF SUBJECT MATTER

IPC: G06Q 30/00(2006.01)

USPC: 705/14,26,27;455/3.03,414,461

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)

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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)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 5,539,395A (Buss et al.) 23 July 1996 (23.07.1996) See entire document.	1-19
A	US 6,487,538B1 (Gupta et al.) 26 November 2002 (26.11.2002) See entire document.	1-19
A	US 2004/0034561A1 (Smith) 19 February 2004 (19.02.2004) See entire document.	1-19
A	US 6,647,269B2 (Hendrey et al.) 11 November 2003 (11.11.2003) See entire document.	1-19
X	US 2002/0046104A1 (Kaddeche et al.) 18 April 2002 (18.04.2002) See entire document.	1-19
X	US 6,332,127B1 (Bandera et al.) 18 December 2001 (18.12.2001) See entire document.	1-19
X	US 2002/0095333A1 (Jokinen et al.) 18 July 2002 (18.07.2002) See entire document.	1-19



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