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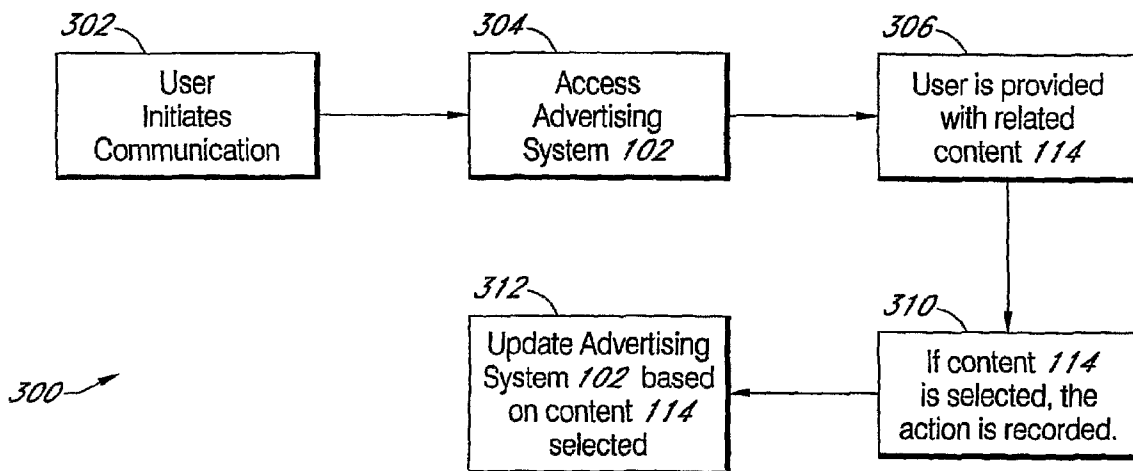
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For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

(54) Title: TELECOMMUNICATION ADVERTISING SYSTEM



(57) Abstract: An advertising/revenue generation system 102 for use with telecommunication systems 100. A database 120 can be organized or sorted on parameters 150 relating to telecommunication, such as caller demographics 150a, time and place of a call 150d, and the services of the initially dialed number 150h. Advertisers 130 can submit advertisements to the advertising system 102. When a caller 106 submits a communication request 110, for example by entering a telephone number into a communication device 200, the advertising system 102 recognizes the request 110 and accesses the database 120. The advertising system 102 determines advertisements 114 that are related to the callers communication request 110 and telecommunicates relevant advertising content 114 to the caller 106.

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INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 06/38431

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8): G10L 11/00 (2007.01)

USPC: 704/270.1

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)

IPC(8): G10L 11/00 (2007.01)

USPC: 704/270.1

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

USPC: 705/1

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

Electronic databases: USPTO WEST (PGPB, USPT, EPAB, JPAB); Dialog PRO

Search Terms Used: telecommunication or telephonic advertisement or ads, identifying or determining user or caller or subscribers, database or memory or storage, presenting or providing advertisement or ads, reduce fee or cost or charges etc.

C. DOCUMENTS CONSIDERED TO BE RELEVANT

| Category* | Citation of document, with indication, where appropriate, of the relevant passages | Relevant to claim No. |
|-----------|---|-----------------------|
| X | US 2003/0223563 A1 (WOLMUTH) 04 December 2003 (04.12.2003), entire document, especially Abstract, Fig. 2 & 6, and para [0012] - [0053]) | 1-21 |
| A | US 2002/0102993 A1 (HENDREY et al.) 01 August 2002 (01.08.2002), entire document | 1-21 |
| A | US 2001/0012344 A1 (KWON) 09 August 2001 (09.08.2001), entire document | 1-21 |

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"P" document published prior to the international filing date but later than the priority date claimed

"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

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"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

"&" document member of the same patent family

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