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(54) Title: A VOICE-RESPONSE DIRECTORY ASSISTANCE SYSTEM HAVING A TARGETED ADVERTISING ENGINE

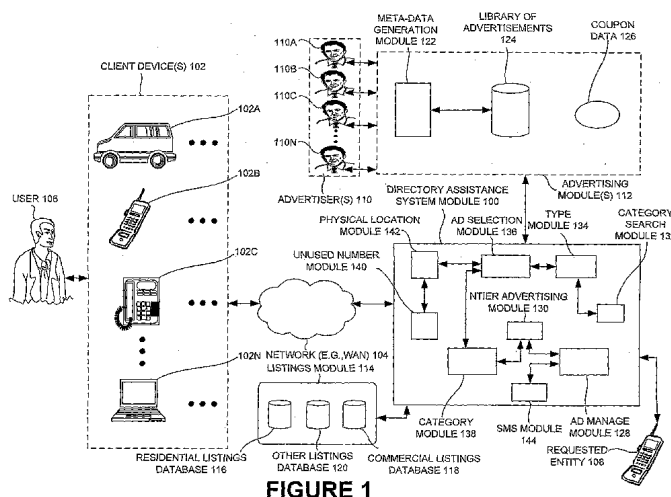


FIGURE 1

(57) Abstract: A method and/or apparatus of a voice-response directory assistance system having a targeted advertising engine is disclosed. In one embodiment, a method of a directory assistance system includes providing a greeting to a user of a mobile communication device, automatically determining a location based information of the user, determining a telephone number of a listing requested by the user, providing a targeted advertisement to the user based on the location information, and communicating the telephone number to the user. The method may include requesting a selection of a business listing and a residential listing through the greeting. The method may include processing a caller identification data to determine the location based information of the user, applying the caller identification data to a library of potential advertisements and selecting the potential advertisements as the targeted advertisement through applying the caller identification data to the library of potential advertisements.

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A. CLASSIFICATION OF SUBJECT MATTER

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USPC - 455/404.2

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)

USPC: 455/404.2

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

USPC: 455/403; 455/414.2, 455/404.2

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

USPTO WEST (PGPB, USPT, EPAB, JPAB); Google Scholar

Search terms: Directory assistance or listings, phone directory or listings, automatic, targeted advertising or ad, disconnected or unused number, message, business, caller or user, services, play message or advertisement

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X -- Y	US 2004/0023644 A1 (MONTEMER) 05 February 2004 (05.02.2004), abstract, Fig. 7, para [0008], [0010]-[0011], [0024]-[0026], [0031]-[0035], [0054], [0065]-[0066],[0075]-[0078], [0086]	1-7, 13-16 and 21-22 ----- 8-12, 17-20 and 23
Y	US 5,852,775 A (HIDARY) 22 December 1998 (22.12.1998), abstract, col 1, ln 56-64	8-12 and 18-20
Y	US 2005/0129208 A1 (MCGRATH et al.) 16 June 2005 (16.06.2005), para [0112]	17 and 23

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