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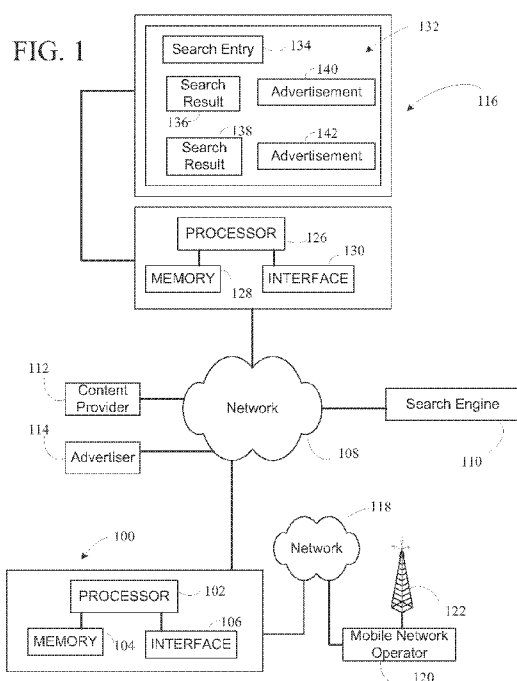
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61/305,830 18 February 2010 (18.02.2010) US(71) Applicant (for all designated States except US): **FIN-
SPHERE CORPORATION** [US/US]; 505 106th Aven-
ue NE, Suite 200, Bellevue, Washington 98004 (US).

(72) Inventors; and

(75) Inventors/Applicants (for US only): **BUHRMANN, Mi-
chael F.** [US/US]; 351 Merritt Place NE, North Bend,
Washington 98045 (US). **MILLER, Devin P.** [US/US];
15524 428th Avenue NE, North Bend, Washington 98045
(US). **SNYDER, Randall A.** [US/US]; 8113 Bay Pines
Avenue, Las Vegas, Nevada 89128 (US).(74) Agent: **DOUGLAS, Christopher TL**; Black Lowe & Gra-
ham, 701 Fifth Avenue, Suite 4800, Seattle, Washington
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Published:

— with international search report (Art. 21(3))

(88) Date of publication of the international search report:
6 December 2012(54) Title: SYSTEM AND METHOD FOR IMPROVING INTERNET SEARCH RESULTS USING TELECOMMUNICATIONS
DATA(57) Abstract: A method of displaying advertising to a user includes receiv-
ing a request including search terms from the user, receiving a mobile direct-
ory number associated with the user, requesting telecommunications data
based on the mobile directory number, receiving the telecommunications
data, determining advertising results based on the search terms and the tele-
communications data, and displaying the advertising results to the user.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 11/25439

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06Q 30/00 (2012.01)

USPC - 705/14.54

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: 705/14.54

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched
USPC: 705/14.25, 14.53; 707/758, 999.003, 999.1, E17.005, E17.032, E17.108 (keyword limited - see terms below)

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

PubWEST (PGPB, USPT, USOC, EPAB, JPAB); GOOGLE; GoogleScholar

Search Terms: Advertising, telecommunication, mobile, handheld, portable, computer, PC, mainframe, processor, ID, identification, code, serial number, network, operator, user, employee, request, input, message, signal, display, monitor, screen, address, statistics

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2007/0073717 A1 (RAMER et al.) 29 March 2007 (29.03.2007) entire document, especially Abstract; para [0076], [0092], [0093], [0116], [0127], [0158], [0173], [0181], [0184], [0212], [0267], [0271], [0276], [0284], [0295], [0377], [0429], [0474], [0476], [0683], [0688], [0841], [0880], [0991], [1016], [1021], [1029], [1093]	1 - 20
X	US 2008/0133336 A1 (ALTMAN et al.) 05 June 2008 (05.06.2008) entire document, especially Abstract; para [0035], [0065], [0073], [0098]-[0100]	1, 10, 14, 18
A	US 2007/0198346 A1 (BEYDA et al.) 23 August 2007 (23.08.2007) entire document	1 - 20

☐ Further documents are listed in the continuation of Box C.

* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent but published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"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

"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

"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

Date of the actual completion of the international search

16 July 2012 (16.07.2012)

Date of mailing of the international search report

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Name and mailing address of the ISA/US

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P.O. Box 1450, Alexandria, Virginia 22313-1450

Facsimile No. 571-273-3201

Authorized officer:

Lee-W. Young

PCT Helpdesk: 571-272-4300

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