

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
10 January 2008 (10.01.2008)

PCT

(10) International Publication Number
WO 2008/005779 A3

- (51) International Patent Classification:
G06Q 30/00 (2006.01)
- (21) International Application Number:
PCT/US2007/072279
- (22) International Filing Date: 27 June 2007 (27.06.2007)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
60/818,136 30 June 2006 (30.06.2006) US
11/624,631 18 January 2007 (18.01.2007) US
- (71) Applicant (for all designated States except US): **UTBK, INC.** [US/US]; 3500 South Dupont Highway, Dover, DE 19901 (US).
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): **ALTBERG, Ebbe**

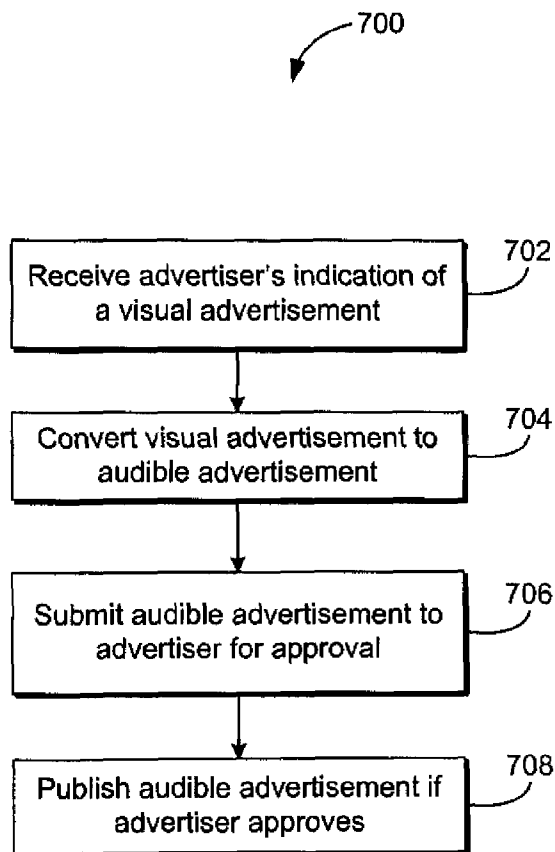
[SE/US]; 38 Country Club Drive, Mill Valley, CA 94941 (US). **FABER, Scott** [US/US]; 2060 Pacific Avenue, Suite 307, San Francisco, CA 94109 (US). **HIRSON, Ron** [US/US]; 2625 Polk Street, No. 3, San Francisco, CA 94109 (US). **VAN DER LINDEN, Sean** [AU/US]; 2958 Russell Street, Berkeley, CA 94705 (US). **LYON, Ben, H.** [US/US]; P.o. Box 420227, San Francisco, CA 94142 (US). **MANCA, Paul, G.** [US/US]; 23 White Court, Oakland, CA 94611 (US).

(74) Agent: **WARD, John, P.**; Greenberg Traurig LLP, 2450 Coronado Avenue, Suite 400 East, Santa Monica, CA 90404 (US).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL,

[Continued on next page]

(54) Title: SYSTEM AND METHOD FOR PROVIDING ADVERTISEMENT



(57) Abstract: A method and system of advertising. In response to a request received from an advertiser, an audio advertisement is generated based on visual advertisement information. The audio advertisement is provided for presentation on behalf of the advertiser. In one embodiment, the audio advertisement is an abbreviated form of the visual advertisement information. A determination is made as to whether a call from a customer has been connected to the advertiser via the audio advertisement. The advertiser is charged a pre-defined fee if it is determined that a call from a customer has been connected to the advertiser via the audio advertisement. In one embodiment, a text for a first advertisement presentable in a first media type is received to generate an abbreviated text for a second advertisement presentable in a second media type.

WO 2008/005779 A3



PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, SV, SY,
TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA,
ZM, ZW.

PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM,
GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

(84) Designated States (*unless otherwise indicated, for every kind of regional protection available*): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, MT, NL, PL,

Published:

- *with international search report*
- *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

(88) Date of publication of the international search report:
8 May 2008

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US 07/72279

A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - G06Q 30/00 (2007.01)

USPC - 705/14

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

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

USPC: 705/14, 1; 725/42; 455/466. (see keywords below).

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

Pub WEST (USPT, PGPB, JPAB, EPAB), Google Patents, Dialog Pro.

Search Terms Used: audio adj advert\$, teleph\$ or phone, pay, bill\$, text adj speech, web\$ or Internet, voip or (Internet adj phone), virtual adj phone\$, human adj operat\$, play\$ adj (sound or music), pay\$ or bill or charg\$, generat\$ adj audio present\$, summar

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 2003/0212759 A1 (Wu), 13 November 2003 (13.11.2003), entire document especially figure 3 and 7; para [0025]; para [0028]-[0030].	1-2 ----- 3-22
Y	US 2005/0216341 A1 (Agarwal), 29 September 2005 (29.09.2005), entire document especially para [0012]; para [0033]; para [0037]; para [0050]-[0052].	3-22

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

03 January 2008 (03.01.2008)

Date of mailing of the international search report

12 MAR 2008

Name and mailing address of the ISA/US

Mail Stop PCT, Attn: ISA/US, Commissioner for Patents
P.O. Box 1450, Alexandria, Virginia 22313-1450
Facsimile No. 571-273-3201

Authorized officer:

Lee W. Young
Lee W. Young

PCT Helpdesk: 571-272-4300
PCT OSP: 571-272-7774