

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
6 May 2005 (06.05.2005)

PCT

(10) International Publication Number
WO 2005/040962 A3

- (51) International Patent Classification⁷: **H04M 15/00**
- (21) International Application Number:
PCT/US2004/015238
- (22) International Filing Date: 14 May 2004 (14.05.2004)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
10/679,982 6 October 2003 (06.10.2003) US
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- (81) Designated States (*unless otherwise indicated, for every kind of national protection available*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.

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- (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, IT, LU, MC, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).
- Published:
— *with international search report*
- (88) Date of publication of the international search report:
8 December 2005
- 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.*



WO 2005/040962 A3

(54) Title: METHOD AND APPARATUS FOR PROVIDE PAY-PER-CALL PERFORMANCE BASED ADVERTISING

(57) Abstract: In one embodiment, the invention provides a method. The method includes assigning a unique telephone number to an advertiser; providing an advertisement on a media channel on behalf of the advertiser, the advertisement including one of the unique telephone number and a reference to the unique telephone number; monitoring telephone calls to the unique telephone number; and billing the advertiser for telephone calls to the unique telephone number in accordance with a predefined model.

INTERNATIONAL SEARCH REPORT

International application No.

PCT/US04/15238

A. CLASSIFICATION OF SUBJECT MATTER
 IPC(7) : H04M 015/00
 US CL : 379/114.1,114.13,110.01,111,112.01,112.05,112.06,112.07
 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)
 U.S. : 379/114.1,114.13,110.01,111,112.01,112.05,112.06,112.07

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)
 EAST

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 5937390 A (HYODO) 10 August 1999, col 4, lines 50-55, col 1, line 60	1-20
Y,P	2003/0220866 A1 (PISARIS-HENDERSON et al) 27 November 2003, see pg 3 para 0033	1-20
Y	US 2003/0046161 A1 (KAMANGAR et al) 06 March 2003, see pg 2 para 0024	1-20
Y	US 2002/0095331 A1 (OSMAR et al) 18 July 2002, see pg 2 para 0017	16

Further documents are listed in the continuation of Box C. See patent family annex.

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"A"	document defining the general state of the art which is not considered to be of particular relevance	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
"E"	earlier application or patent published on or after the international filing date	"X"
"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)	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
"O"	document referring to an oral disclosure, use, exhibition or other means	"Y"
"P"	document published prior to the international filing date but later than the priority date claimed	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: 08 August 2005 (08.08.2005)
 Date of mailing of the international search report: 12 9 AUG 2005

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