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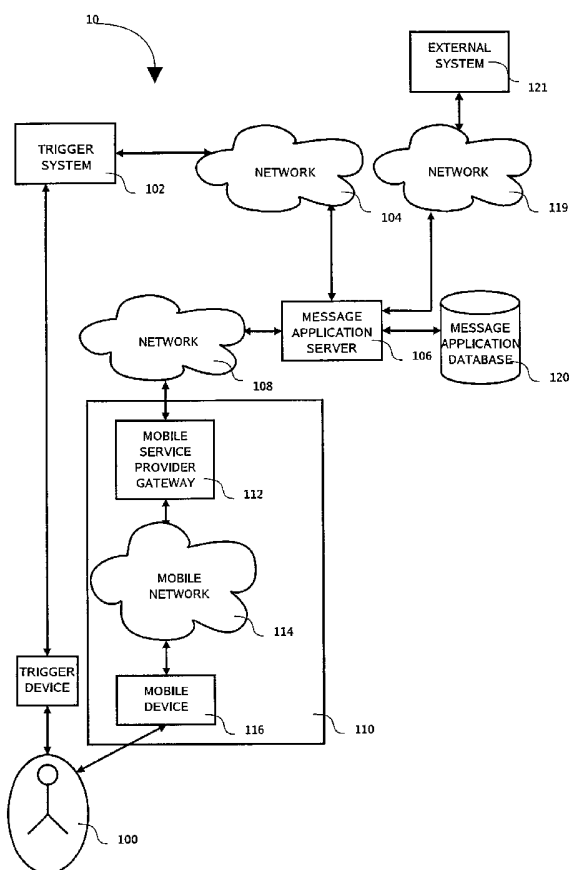
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(54) Title: SYSTEM AND METHOD TO INITIATE A MOBILE DATA COMMUNICATION UTILIZING A TRIGGER SYSTEM



(57) Abstract: A system (10) and method enables a user (100) to initiate a communication with an organization using a mobile communication device (116) by means of a trigger system (102). The system and method enables the organization to acquire a user mobile device address by means of the trigger system (102). The system and method enables an organization to respond to the user (100) by means of the trigger system (102) and a message application server (106). The system and method enables organizations to deliver mobile messages, coupons, offers and promotions to the user mobile device (116) by means of a combination of the trigger system (102), a message application server (106) and an offer application.



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B. FIELDS SEARCHED

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

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 2003/0157947 A1(Fiatel et al) 21 August 2003 (21.08.2003), pages 1-5)	1-140
A	US 2003/0100315 A1(Rankin) 29 May 2003 (29.05.2003), pages 1-5	1-140
A	US 2003/00005066A1 (Lazaridis et al) 02 January 2003 (02.01.2003), pages 1-8	1-140
A	US 2003/0187938A1 (Mousseau et al) 02 October 2003 (02.10.2003), pages 1-4	1-140

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