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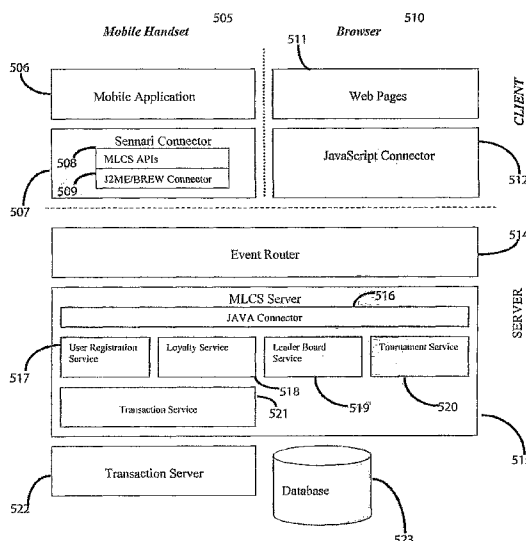
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(57) Abstract: The present invention provides a Mobile Loyalty and Community Service (MLCS) for decreasing customer churn and increasing customer spend. In an embodiment, the MLCS provides an event driven platform based around sticky accounts. The MLCS issues tokens, currencies, loyalty points and other value assets to customers based on definable user activities (e.g., purchases), and stores these assets into customer accounts. Each of these accounts is made sticky by associating it with the mobile carrier and the customer's phone number. The MLCS provides prize catalogs where customers can redeem points in their accounts for valuable prizes (e.g., free voice minutes, ringtones, etc.). The MLCS also provides downloadable games, e.g., pay-per-play games. To motive customers to play these games, and thus increase customer spend, the MLCS issues points to customer based on in-game events (e.g., game score, level reached within a game, etc.).

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## INTERNATIONAL SEARCH REPORT

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PCT/US 06/18363

<b>A. CLASSIFICATION OF SUBJECT MATTER</b> IPC(8) - G06F 19/00 (2006.01) USPC - 705/14; 463/42 According to International Patent Classification (IPC) or to both national classification and IPC		
<b>B. FIELDS SEARCHED</b> Minimum documentation searched (classification system followed by classification symbols) USPC: 463/25,41,42;705/40 Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched NPL DialogPRO Electronic data base consulted during the international search (name of data base and, where practicable, search terms used) Electronic data base: USPTO WEST, NPL DialogPRO Search terms used: mobile loyalty community service,loyalty program,mobile carrier,customer account,loyalty points,redeem points,switch or change carrier,voice minutes,ring tones,report or invoice,billing statement		
<b>C. DOCUMENTS CONSIDERED TO BE RELEVANT</b>		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X — Y	US 2004/0176081 A1 (Bryham et al.) 9 September 2004 (09.09.2004) para [0135], ln 5-7, para [0150], ln 1-5, para [0129] ln 10-12, Fig. 1, para [0126], ln 4	1-3, 5-7, 11-26, 28, 30, 34, 35, 37-41, 43-50, 53-59 4, 8-10, 27, 29, 31-33, 36, 42, 51, 52
Y	US 2004/0030601 A1 (Pond et al.) 12 February 2004 (12.02.2004) para [0033], ln 5, Fig. 13	4, 8-10, 27, 29, 31-33, 36, 42, 51, 52
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