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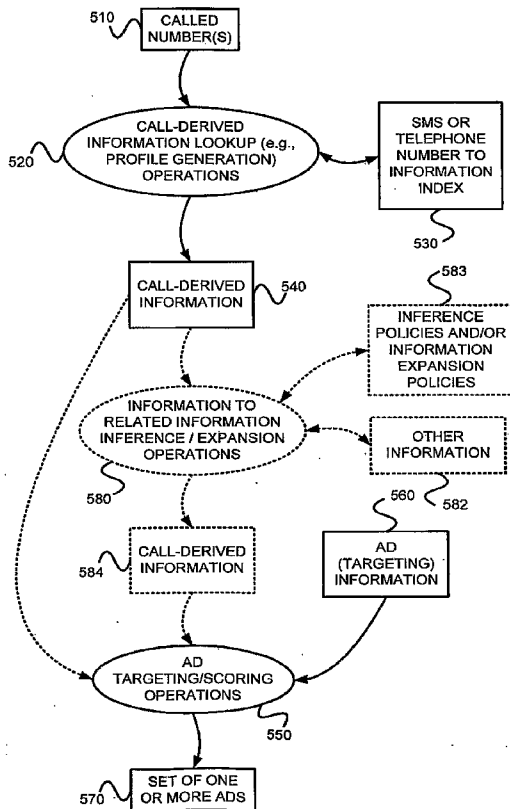
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[Continued on next page]

(54) Title: TARGETING AND/OR SCORING ADVERTISEMENTS USING INFORMATION DERIVED FROM CALLED TELEPHONE NUMBERS OF THE CALLED TELEPHONE NUMBERS THEMSELVES



(57) Abstract: Called telephone number(s) from a client device are stored. The called number(s) is used to lookup information related to the called number(s) (e.g., a name and address). Additional information might be obtained about the called party including the type of business, classifications of the products of the business, etc. This information may then used to select and/or store advertisements to serve to the client device (or to the user of the device, if known, when that user is on another device such as a Web device). Advertisements can be scored according to how well they match the information derived from the called telephone number(s).

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- *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))*

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A. CLASSIFICATION OF SUBJECT MATTER
 IPC(8) - H04M 15/00 (2007.01)
 USPC - 379/114.13
 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)
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Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)
 PubWEST (USPT, PGPB, EPAB, JPAB); DIALOG PRO (Engineering) & Google; number, telephone number, called number, telephony functionality, short message service number, client device, device, Web device, Web-phone, information, call-derived information, directory information, advertisement, ads, audio advertisement, name, address

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 3,835,260 A (Prescher et al.) 10 September 1974 (10.09.1974), entire document, especially Title, Abstract, Fig. 3A, 36; Claim 10; col 1, ln 13 ?col 31, ln 56	1-8, 10, 13-16, 18-20 and 22-24
Y		9, 11-12, 17 and 21
Y	US 2004/0059708 A1 (Dean et al) 25 March 2004 (25.03.2004), entire document, especially para [0022]-[0051]	9, 11-12, 17 and 21
A	US 6,839,680 B1 (Liu et al.) 4 January 2005 (04.01.2005)	1-24

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	"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
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"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)	"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
"O" document referring to an oral disclosure, use, exhibition or other means	"&" document member of the same patent family
"P" document published prior to the international filing date but later than the priority date claimed	

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