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(71) Applicant and

(72) Inventor: **VIERI, Riccardo** [IT/IT]; Via di Montelupo no.117, I-50025 Montespertoli (fi) (IT).

(74) Agent: **TURINI, Laura**; Via Lamarmora, 55, I-50121 Firenze (fi) (IT).

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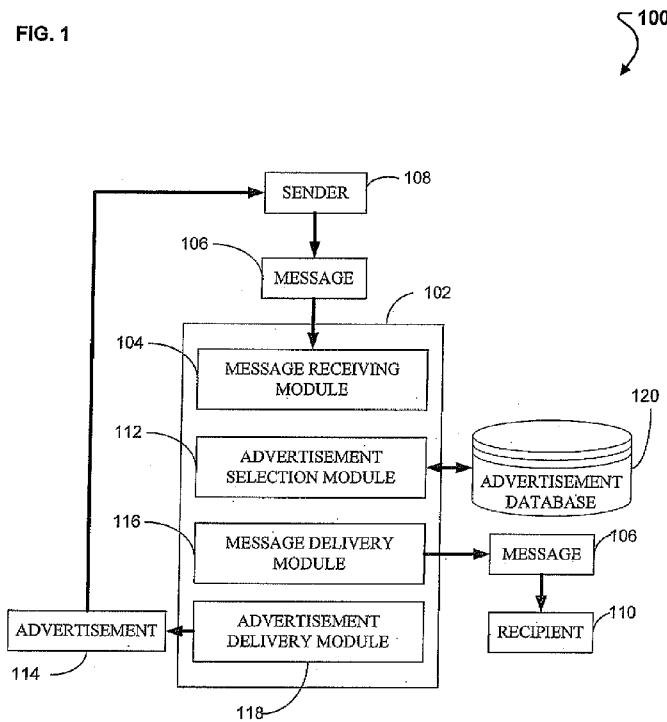
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[Continued on next page]

(54) Title: SYSTEMS AND METHODS OF CONTEXTUAL ADVERTISING

FIG. 1



(57) Abstract: A system of contextual advertising is disclosed. The system includes a message receiving module to receive a message from a sender and determine a recipient of the message. The system further includes an advertisement selection module to select an advertisement. The advertisement is selected based on at least one of a characteristic of the recipient, a characteristic of the sender, and a characteristic of the message. The system further includes a message delivery module to send the message to the recipient and an advertisement delivery module to send the advertisement to the sender.



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— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments (Rule 48.2(h))*

**(88) Date of publication of the international search report:**  
29 October 2009



## INTERNATIONAL SEARCH REPORT

International application No  
PCT/IB2009/050142

C(Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	WO 00/44137 A (SONY COMP ENTERTAINMENT INC [JP]) 27 July 2000 (2000-07-27) figures 5,6 page 13, line 23 - page 15, line 2 -----	1-40

# INTERNATIONAL SEARCH REPORT

International application No.  
PCT/IB2009/050142

## Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1.  Claims Nos.:  
because they relate to subject matter not required to be searched by this Authority, namely:
  
2.  Claims Nos.:  
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:
  
3.  Claims Nos.:  
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

## Box No. III Observations where unity of invention is lacking (Continuation of item 3 of first sheet)

This International Searching Authority found multiple inventions in this international application, as follows:

see additional sheet

1.  As all required additional search fees were timely paid by the applicant, this international search report covers allsearchable claims.
2.  As all searchable claims could be searched without effort justifying an additional fees, this Authority did not invite payment of additional fees.
3.  As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:
4.  No required additional search fees were timely paid by the applicant. Consequently, this international search report is restricted to the invention first mentioned in the claims; it is covered by claims Nos.:

1 - 40

### Remark on Protest

- The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.
- The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.
- No protest accompanied the payment of additional search fees.

**FURTHER INFORMATION CONTINUED FROM PCT/ISA/ 210**

This International Searching Authority found multiple (groups of) inventions in this international application, as follows:

1. claims: 1-40

System, method and device for displaying advertisements associated to data sent by the sender  
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2. claim: 41 and 42

User interface to transmit a short message service message using CAPTCHA characters  
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# INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No  
PCT/IB2009/050142

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
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