

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
8 November 2007 (08.11.2007)

PCT

(10) International Publication Number
WO 2007/127650 A3

- (51) International Patent Classification:
G06F 17/21 (2006.01)
- (21) International Application Number:
PCT/US2007/066837
- (22) International Filing Date: 18 April 2007 (18.04.2007)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
11/411,391 26 April 2006 (26.04.2006) US
- (71) Applicant (for all designated States except US): CISCO TECHNOLOGY, INC. [US/US]; 170 West Tasman Drive, SJC/10/2/1, San Jose, California 95134-1706 (US).
- (72) Inventors; and
- (75) Inventors/Applicants (for US only): PATEL, Labhesh [IN/US]; 199 New Montgomery Street, Unit #802, San Francisco, California 94105 (US). SHAFFER, Shmuel [US/US]; 1211 Cowper Street, Palo Alto, California 94301

(US). GATZKE, Alan [US/US]; 2123 Belfair Avenue NE, Bainbridge Island, Washington 98110 (US). JAIN, Mukul [IN/US]; 1746 Willow Lake Lane, San Jose, California 95131 (US).

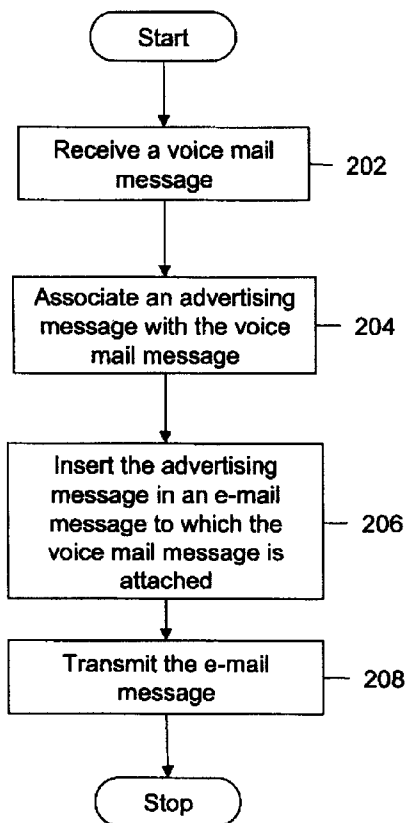
(74) Agents: LAFFERTY, Wm. Brook et al.; Scientific-Atlanta, Inc., Intellectual Property Dept., 5030 Sugarloaf Parkway, Lawrenceville, Georgia 30044 (US).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BH, 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, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(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),

[Continued on next page]

(54) Title: METHOD AND SYSTEM FOR INSERTING ADVERTISEMENTS IN UNIFIED MESSAGING SOLUTIONS



(57) Abstract: A method and an apparatus for inserting an included message into an e-mail message, wherein the e-mail message is transferred through a unified messaging solution have been provided. In one embodiment, the unified messaging solution detects transmission of a voice mail message as the e-mail attachment. The voice mail message is received by a system that facilitates the transfer of the e-mail message. The system associates the included message with the voice mail message. The included message is inserted into the e-mail message. The system sends the e-mail message along with the included message and the attached voice mail message to an intended user. In a preferred embodiment, the included message is an advertising message.

WO 2007/127650 A3



European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, MT, 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).

— *before the expiration of the time limit for amending the claims and to be republished in the event of receipt of amendments*

Published:

— *with international search report*

(88) Date of publication of the international search report:

4 December 2008

INTERNATIONAL SEARCH REPORT

International application No.
PCT/US07/66837

A. CLASSIFICATION OF SUBJECT MATTER
 IPC: **G06F 17/21** (2006.01)

USPC: 715/501.1;705/37
 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. : 715/501.1;705/37

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)

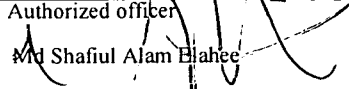
C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X --- Y	US 2004/0168120 A1 (SCOPES) 26 August 2004 (26.08.2004), paragraphs 0029,0030,0032.	1-8, 11-15, 17, 18 ----- 9
Y	US 2002/0161697 A1 (STEPHENS ET AL.) 31 October 2002 (31.10.2002), paragraphs 0011,0035,0061.	9

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

<p>* Special categories of cited documents:</p> <p>"A" document defining the general state of the art which is not considered to be of particular relevance</p> <p>"E" earlier application or patent published on or after the international filing date</p> <p>"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)</p> <p>"O" document referring to an oral disclosure, use, exhibition or other means</p> <p>"P" document published prior to the international filing date but later than the priority date claimed</p>	<p>"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</p> <p>"X" 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</p> <p>"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</p> <p>"&" document member of the same patent family</p>
---	---

Date of the actual completion of the international search 02 September 2008 (02.09.2008)	Date of mailing of the international search report 01 OCT 2008
---	--

Name and mailing address of the ISA/US Mail Stop PCT, Attn: ISA/US Commissioner for Patents P.O. Box 1450 Alexandria, Virginia 22313-1450 Facsimile No. (571) 273-3201	Authorized officer  Md Shafiul Alam Eljahee Telephone No. (571) 272-2600
---	---