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13/116,964 26 May 2011 (26.05.2011) US(71) Applicant (for all designated States except US): **QUALCOMM INCORPORATED** [US/US]; Attn: International IP Administration, 5775 Morehouse Drive, San Diego, CA 92121-1714 (US).

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[Continued on next page]

(54) Title: METHODS AND APPARATUS FOR COMMUNICATING ADVERTISING CONTROL INFORMATION

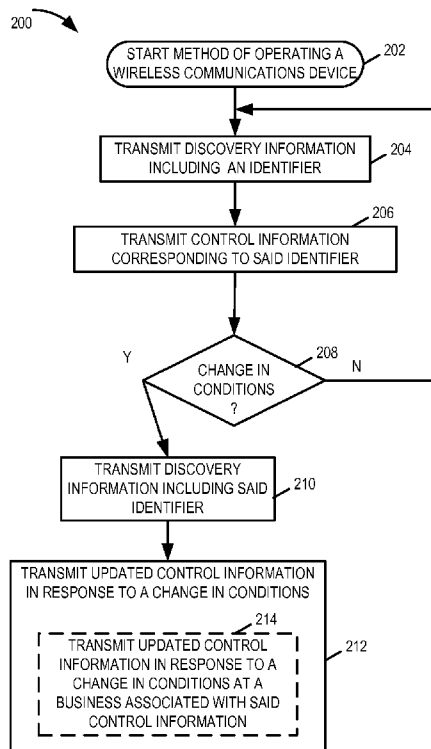


FIGURE 2

(57) Abstract: Various embodiments are directed to the transmission, e.g., broadcast, of identification information and corresponding control information in discovery signals by a wireless communications device as part of a discovery process. In some embodiments, the identifier identifies one of: an advertisement, a user, or a module. In one embodiment the identifier identifies an advertisement, and the corresponding control information communicates a bid factor used in determining the value of a bid for an ad display opportunity. In another embodiment, the identifier identifies a dynamically modifiable advertisement, and the corresponding control information communicates information that is used to set and/or modify the dynamically modifiable portion of the advertisement. In still another embodiment, the identifier identifies a user and the control information communicates status information. In yet another embodiment, the identifier identifies a module, e.g., a software application, and the control information communicates a command for the module to perform a particular operation.



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— *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*

# INTERNATIONAL SEARCH REPORT

International application No.

PCT/US12/39297

## A. CLASSIFICATION OF SUBJECT MATTER

IPC(8) - H04M 3/42 (2010.01)

USPC - 455/414.1

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)

IPC(8): G06F 7/00, 17/00; H04M 3/42 (2010.01)

USPC: 455/414.1, 415; 707/622, E17.112

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)

MicroPatent (US-G, US-A, EP-A, EP-B, WO, JP-bib, DE-C,B, DE-A, DE-T, DE-U, GB-A, FR-A); Google/Google Scholar: IEEE; DialogPRO; discovery, expression, peer, identifier, advertisement, ad, wireless, UI, mobile, user, equipment, bid, promotion, rule, attribute, chain, store, information, control

## 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 2010/0201891 A1 (LAROIA R et al.) August 12, 2010, figures 2A, paragraphs [0011], [0027], [0029], [0042] and [0046]	1, 2, 10, 11 and 15-17 ----- 3-9, 12-14 and 18-20
Y	US 2011/0015975 A1 (Yruski A et al.) January 20, 2011, paragraphs [0097], [0124], [0146] and [0249]	3-9, 12-14 and 18-20
Y	US 2009/0012908 A1 (JOAO R) January 8, 2009, paragraphs [0215], [0256], [0276] and [0282]	9

☐ 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

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"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

"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

"&" document member of the same patent family

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