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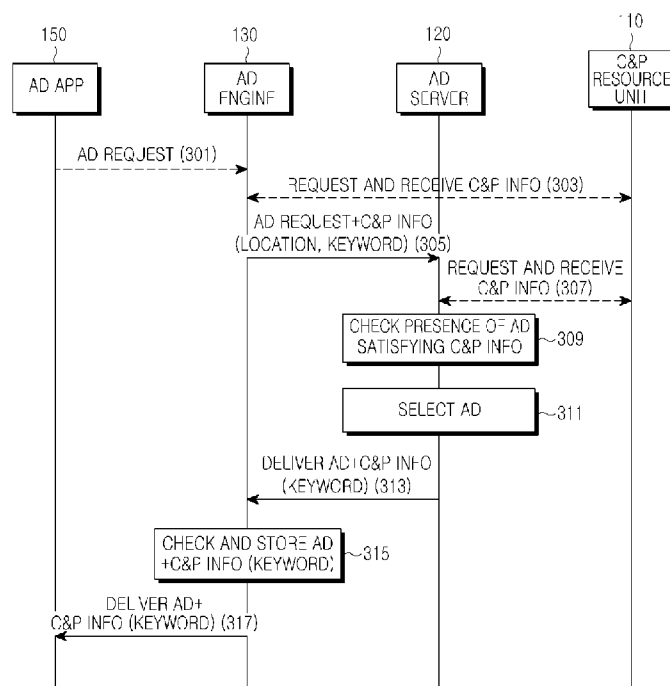
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[Continued on next page]

(54) Title: APPARATUS AND METHOD FOR PROVIDING AND RECEIVING MOBILE ADVERTISING SERVICE IN A MOBILE ADVERTISING SYSTEM

[Fig. 3]



(57) Abstract: A method and apparatus is provided for providing a mobile advertising service in an advertising server of a mobile advertising system. An advertisement request message and contextualization and personalization information is received from an advertising engine. An advertisement corresponding to the contextualization and personalization information is selected. The selected advertisement and the contextualization and personalization information used to select the advertisement is delivered to the advertising engine.



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 (Rule 48.2(h))*

Published:

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

5 August 2010

INTERNATIONAL SEARCH REPORT

International application No.
PCT/KR2009/006623**A. CLASSIFICATION OF SUBJECT MATTER****G06Q 30/00(2006.01)i**

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)

G06Q 30/00; G06F 19/00; G06Q 50/00; H04W 4/00; H04W 4/02; H04W 4/24

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Korean utility models and applications for utility models

Japanese utility models and applications for utility models

Electronic data base consulted during the international search (name of data base and, where practicable, search terms used)

eKOMPASS(KIPO internal) & Keywords:mobile advertisement, user-customized advertisement, location information, Personalization Information, and mobile advertising service

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	KR 10-2002-0007650 A (SK TELECOM CO., LTD.) 29 January 2002 See the abstract, figures 1-5, pages 1-2 and claims 1-14.	1-3,6,9-11
Y	KR 10-2003-0026446 A (LG TELECOM ,LTD.) 03 April 2003 See the abstract, figures 1-3, pages 1-2 and claims 1-6.	1-3,6,9-11
A	US 2008-0086356 A1 (STEVE GLASSMAN et al.) 10 April 2008 See the abstract, figures 1-19, pages 1-2 and claims 1-24.	1-3,6,9-11
A	KR 10-2006-0081000 A (SK TELECOM CO., LTD.) 12 July 2006 See the abstract, figures 1-5, pages 1-2 and claims 1-15.	1-3,6,9-11
A	KR 10-2006-0006587 A (LEE, PAL JIN et al.) 19 January 2006 See the abstract, figures 1-3, pages 1-2 and claims 1-5.	1-3,6,9-11

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

* Special categories of cited documents:

"A" document defining the general state of the art which is not considered to be of particular relevance

"E" earlier application or patent but published on or after the international filing date

"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of citation or other special reason (as specified)

"O" document referring to an oral disclosure, use, exhibition or other means

"P" document published prior to the international filing date but later than the priority date claimed

"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

"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

Date of the actual completion of the international search

10 JUNE 2010 (10.06.2010)

Date of mailing of the international search report

14 JUNE 2010 (14.06.2010)

Name and mailing address of the ISA/KR

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INTERNATIONAL SEARCH REPORT

International application No.

PCT/KR2009/006623**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.: 4-5,7-8
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:

1. ☐ As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
2. ☐ As all searchable claims could be searched without effort justifying an additional fee, this Authority did not invite payment of any additional fee.
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.:

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.

INTERNATIONAL SEARCH REPORT

Information on patent family members

International application No.

PCT/KR2009/006623

Patent document cited in search report	Publication date	Patent family member(s)	Publication date
KR 10-2002-0007650 A	29.01.2002	None	
KR 10-2003-0026446 A	03.04.2003	None	
US 2008-0086356 A1	10.04.2008	AU 2006-326661 A1 CA 02632613 A1 CN 101496049 A EP 1969521 A2 JP 2009-518752 A KR 10-2008-0086496 A WO 2007-070358 A2	21.06.2007 21.06.2007 29.07.2009 17.09.2008 07.05.2009 25.09.2008 21.06.2007
KR 10-2006-0081000 A	12.07.2006	None	
KR 10-2006-0006587 A	19.01.2006	None	