Abstract: A mobile terminal is provided that includes one or more resources configured for consuming an advertisement. In addition, the mobile terminal includes a processor configured for operating a client application that is configured for receiving an advertisement and directing the one or more resources to consume the advertisement. In response to consumption of the advertisement, the client application may receive a representation of a first benefit at the mobile terminal. The client application is also configured for forwarding the advertisement to another, destination mobile terminal for consumption thereat. In this regard forwarding the advertisement may include forwarding a representation of a second benefit. The representations are configured for a user of the mobile terminal to realize the first and second benefits.
Declaration under Rule 4.17:
— as to applicant’s entitlement to apply for and be granted a patent (Rule 4.17(H))

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

Published:
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INTERNATIONAL SEARCH REPORT

International application No
PCT/IB2007/003416

A. CLASSIFICATION OF SUBJECT MATTER

INV. G06Q30/00

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

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 practical, search terms used)

EPO-Internal, WPI Data

C. DOCUMENTS CONSIDERED TO BE RELEVANT

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<th>Citation of document with indication, where appropriate of the relevant passages</th>
<th>Relevant to claim No</th>
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D. 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

'E' earlier document but published on or after the international filing date

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Date of the actual completion of the international search
5 May 2008

Date of mailing of the international search report
14/05/2008

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Breidenich, Markus
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