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[Continued on next page]

(54) Title: METHOD AND SYSTEM FOR NUMBER INDEXING FOR ADVERTISING

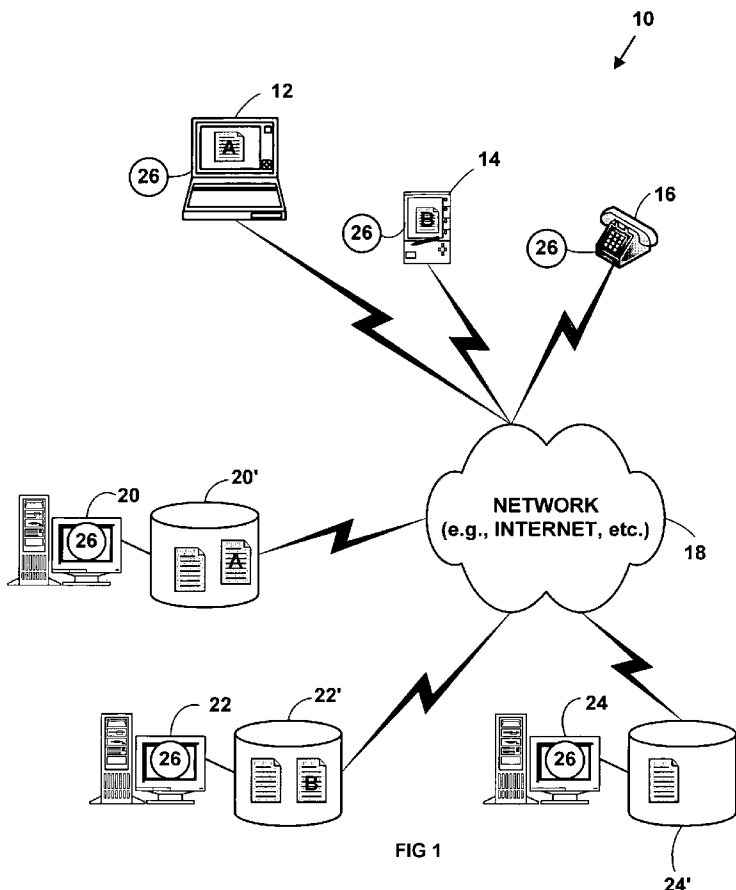


FIG 1

(57) Abstract: A method and system for number indexing for advertising. Alphanumeric identifiers (e.g., telephone number, voice-over-Internet Protocol identifier, an Internet Protocol identifier, an instant message identifier or an e-mail address identifier) are used to categorize and associate pre-determined advertising with the alphanumeric identifiers. When the alphanumeric identifier is received on a communications network, the pre-determined advertising associated with the alphanumeric identifier is sent to a target device.

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C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 6,516,311 B1 (Yacoby et al.) 04 February 2003 (04.02.2003), entire document especially Abstract, Fig 5 and col 1, ln 35-43; col 2, ln 19-25; col 3, ln 42-44; col 5, ln 9-20; col 5, ln 23-30; col 5, ln 37-44; col 7, ln 20-26; col 9, ln 19-25.	1-20
A	US 7,100,199 B2 (Ginter et al.) 29 August 2006 (29.08.2006), entire document	1-20
A	US 7,013,323 B1 (Thomas et al.) 14 March 2006 (14.03.2006), entire document	1-20
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