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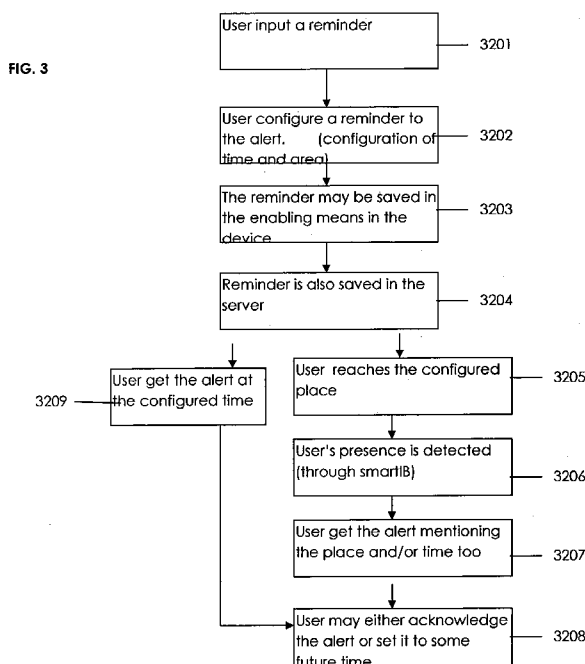
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[Continued on next page]

(54) Title: SYSTEM AND METHOD TO ENABLES ADVERTISERS TO CONVEY THEIR MESSAGES



(57) Abstract: A system and method to enable advertisers to convey their messages to the potential customers in best possible way, the method comprising the steps of setting a reminder (3201) for alert messages, configuring (3202) a reminder for the relevant alerts having configured information for executing alert, saving the reminder (3203) in the enabling means of the user's device, saving the reminder (3204) in the system server, accessing the environment (3205) of configured information, detecting (3206) the user's device through Smart-IB in the system's network, executing (3207) alert based on the configured information, delivering (3209) the alert messages as per the detected configured setting.

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Declarations under Rule 4.17:

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Published:

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INTERNATIONAL SEARCH REPORT

International application No.
PCT/IN 2008/000743

A. CLASSIFICATION OF SUBJECT MATTER

IPC^B: **H04W 8/24** (2009.01); **G06Q 30/00** (2006.01)

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^B: H04W, H04M, H04B, G06F, 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 practicable, search terms used)

EPODOC, WPI, X-FULL

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 2006/135522 A2 (MICROSOFT CORPORATION) 21 December 2006 (21.12.2006) <i>fig 1,2,7,8; abstract; page 2, paragraphs [0004] - [0007]; page 5, paragraph [0024]; page 18, paragraph [0065] - page 20, paragraph [0069]; claims 1-5,8,10-15,17,19,20.</i>	1,3-5,7
X	US 2003/0220835 A1 (BARNES, JR.) 27 November 2003 (27.11.2003) <i>figs 1-7; page 2, paragraph [0029] - page 16, paragraph [0165]; page 22, paragraph [0227] - page 29, paragraph [0296].</i>	1,2,4,5,7

 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 another 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
18 November 2010 (18.11.2010)Date of mailing of the international search report
02 December 2010 (02.12.2010)Name and mailing address of the ISA/ AT
Austrian Patent Office
Dresdner Straße 87, A-1200 ViennaAuthorized officer
WENNINGER W.

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INTERNATIONAL SEARCH REPORT

International application No.
PCT/IN 2008/000743

C (Continuation). DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	WO 2002/057972 A2 (NOKIA CORPORATION) 25 July 2002 (25.07.2002) <i>figs 1,2,3A; page 8, line 32 - page 19, line 12; claims 5-9.</i>	1,2,4-7
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X	US 2003/0115098 A1 (KANG) 19 June 2003 (19.06.2003) <i>figs 3,4; page 2, paragraphs [0019] - [0024]; page 3, paragraph [0032] - page 4, paragraph [0050].</i>	1,4,5,7
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X	US 2007/0073717 A1 (RAMER ET AL.) 29 March 2007 (29.03.2007) <i>figs 1,11; paragraphs [0076]; [0081]; [0084]; [0108] - [0109]; [0113]; [0116]; [0125]; [0127]; [0128]; [0188]; [0199]; [0263] - [0264]; [0269]; [0288]; [0290]; [0353]; [0364]; [0386]; [00563]; [0568]; [1079]; [1088]; [1111].</i>	1,4,5,7

Continuation of first sheet**Continuation 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:

Claims 1-7 relate to a method for enabling advertisers to convey messages to potential customers, comprising the steps of setting a reminder for alert messages and configuring a reminder for the relevant alerts having configured information for executing the alert; saving the reminder in the enabling unit of the user's device and in a server; detecting the user's device through Smart-IB in the system's network while accessing the environment of configured information; executing the alert based on the configured information; and delivering the alert messages to the user's device as per the detected setting.

Claims 8-9 relate to a system to enable advertisers to convey messages to potential customers, comprising a communication network having interactive means coupled with a short range wireless network and the world wide web; a mobile communication device having interactive means in a short range wireless zone; a Smart-IB box capable of sending and receiving data /content; a server capable of interpreting received data/content from Smart-IB and user's mobile communication device; and a display screen to display data/information.

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. 1-7

INTERNATIONAL SEARCH REPORT
Information on patent family members

International application No.
PCT/IN 2008/000743

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