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G06F 17/60

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KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD,  
MG, MK, MN, MW, MX, MZ, NA, NI, NO, NZ, OM, PG,  
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(54) Title: ADVERTISING ON MOBILE DEVICES

(57) Abstract: Techniques and systems for advertising on mobile devices allow advertisements to be presented on a mobile device during delay periods caused by wireless data communications. An advertisement may initially be stored on a mobile device. Subsequently, when a wireless data communication involving the mobile device is initiated, the advertisement may be presented on the mobile device during at least a portion of the wireless data communication.

INTERNATIONAL SEARCH REPORT

International Application No  
PCT/US2005/009885

<p>A. CLASSIFICATION OF SUBJECT MATTER G09F19/00 G06F17/60</p> <p>According to International Patent Classification (IPC) or to both national classification and IPC</p>																				
<p>B. FIELDS SEARCHED</p> <p>Minimum documentation searched (classification system followed by classification symbols) G09F G06F</p> <p>Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched</p> <p>Electronic data base consulted during the international search (name of data base and, where practical, search terms used) EPO-Internal, WPI Data</p>																				
<p>C. DOCUMENTS CONSIDERED TO BE RELEVANT</p> <table border="1"> <thead> <tr> <th>Category *</th> <th>Citation of document, with indication, where appropriate, of the relevant passages</th> <th>Relevant to claim No.</th> </tr> </thead> <tbody> <tr> <td>X</td> <td>US 2003/096625 A1 (LEE MI-SU ET AL) 22 May 2003 (2003-05-22) the whole document -----</td> <td>1-39</td> </tr> <tr> <td>X</td> <td>US 2003/050837 A1 (KIM DO SIK) 13 March 2003 (2003-03-13) the whole document -----</td> <td>1-6, 8-39</td> </tr> <tr> <td>Y</td> <td>-----</td> <td>7</td> </tr> <tr> <td>X</td> <td>US 2002/169540 A1 (ENGSTROM G. ERIC) 14 November 2002 (2002-11-14) the whole document -----</td> <td>1, 17, 26, 34</td> </tr> <tr> <td>X</td> <td>US 2002/004855 A1 (COX STEVE ET AL) 10 January 2002 (2002-01-10) page 6, paragraph 65 - paragraph 67; figure 9 ----- -/--</td> <td>1, 17, 26, 34</td> </tr> </tbody> </table>			Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.	X	US 2003/096625 A1 (LEE MI-SU ET AL) 22 May 2003 (2003-05-22) the whole document -----	1-39	X	US 2003/050837 A1 (KIM DO SIK) 13 March 2003 (2003-03-13) the whole document -----	1-6, 8-39	Y	-----	7	X	US 2002/169540 A1 (ENGSTROM G. ERIC) 14 November 2002 (2002-11-14) the whole document -----	1, 17, 26, 34	X	US 2002/004855 A1 (COX STEVE ET AL) 10 January 2002 (2002-01-10) page 6, paragraph 65 - paragraph 67; figure 9 ----- -/--	1, 17, 26, 34
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<p><input checked="" type="checkbox"/> Further documents are listed in the continuation of box C.      <input checked="" type="checkbox"/> Patent family members are listed in annex.</p>																				
<p>* Special categories of cited documents:</p> <table border="0"> <tr> <td style="vertical-align: top;"> <p>*A* document defining the general state of the art which is not considered to be of particular relevance</p> <p>*E* earlier document but published on or after the international filing date</p> <p>*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)</p> <p>*O* document referring to an oral disclosure, use, exhibition or other means</p> <p>*P* document published prior to the international filing date but later than the priority date claimed</p> </td> <td style="vertical-align: top;"> <p>*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</p> <p>*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</p> <p>*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.</p> <p>*Z* document member of the same patent family</p> </td> </tr> </table>			<p>*A* document defining the general state of the art which is not considered to be of particular relevance</p> <p>*E* earlier document but published on or after the international filing date</p> <p>*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)</p> <p>*O* document referring to an oral disclosure, use, exhibition or other means</p> <p>*P* document published prior to the international filing date but later than the priority date claimed</p>	<p>*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</p> <p>*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</p> <p>*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.</p> <p>*Z* document member of the same patent family</p>																
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<p>Date of the actual completion of the international search  9 February 2006</p>		<p>Date of mailing of the international search report  17/02/2006</p>																		
<p>Name and mailing address of the ISA European Patent Office, P.B. 5818 Patentlaan 2 NL - 2280 HV Rijswijk Tel. (+31-70) 340-2040, Tx. 31 651 epo nl, Fax: (+31-70) 340-3016</p>		<p>Authorized officer  Pavlov, V</p>																		

## INTERNATIONAL SEARCH REPORT

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## C.(Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

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