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(71) Applicant (for all designated States except US): **IPAC ACQUISITION SUBSIDIARY I, LLC** [US/US]; 20 Depot Street, Suite 2A, Peterborough, NH 03458 (US).

(72) Inventor; and

(75) Inventor/Applicant (for US only): **MORRIS, Robert, P.** [US/US]; 6021 Fordland Drive, Raleigh, NC 27606 (US).

(74) Agents: **SULLIVAN, Stephen, G.** et al.; Sawyer Law Group LLP, P.O. Box 51418, Palo Alto, CA 94303 (US).

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(54) Title: METHOD AND SYSTEM FOR LOCATING A SERVICE BY AN ELECTRONIC DEVICE

(57) Abstract: The present invention involves a computer program, a system and a method that includes the steps of specifying a request, related to at least one of a plurality of contexts, for service, receiving via a device advertising information associated with an offered service and presenting the advertising information to a user of the said device if the offered service matches the request and its contexts, wherein the advertising information is presented to the user in a manner corresponding to the at least one context.

INTERNATIONAL SEARCH REPORT

International application No.

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A. CLASSIFICATION OF SUBJECT MATTER

IPC: **G06Q 30/00(2007.01)**

USPC: 705/14,26,27

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)

U.S. : 705/14,26,27

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)

C. DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
A	US 5,727,141A (Hoddie et al.) 10 March 1998 (entire reference)	1-29
A	US 6,029,195A (Herz) 22 February 2000 (entire reference)	1-29
A	US 5,933,811 (Angles et al.) 03 August 1999 (entire reference)	1-29
A	US 6,332,127B1 (Bandera et al.) 18 December 2001 (entire reference)	1-29
A	US 6,487,538B1 (Gupta et al.) 26 November 2002 (entire reference)	1-29
A	WO 97/41673A2 (Gerace) 06 November 1997 (entire reference)	1-29
X	PRNewsWire, "Web Media," 05 December 1996 (entire reference)	1-29

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"P" document published prior to the international filing date but later than the priority date claimed	"&"	document member of the same patent family

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Name and mailing address of the ISA/US
Mail Stop PCT, Attn: ISA/US
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450
Facsimile No. (571) 273-3201

Authorized of

Jean Janvier *[Signature]*
Telephone No. 571-272-3600

INTERNATIONAL SEARCH REPORT

International application No.
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C. (Continuation) DOCUMENTS CONSIDERED TO BE RELEVANT

Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X, P	US 6,804,659B1 (Graham et al.) 12 October 2004 (entire reference)	1-29