



(12) **United States Patent**
White et al.

(10) **Patent No.:** **US 8,688,085 B2**
(45) **Date of Patent:** **Apr. 1, 2014**

(54) **SYSTEM AND METHOD TO COMMUNICATE TARGETED INFORMATION**

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(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: **13/854,232**

(22) Filed: **Apr. 1, 2013**

(65) **Prior Publication Data**

US 2013/0325628 A1 Dec. 5, 2013

Related U.S. Application Data

(63) Continuation of application No. 13/117,507, filed on May 27, 2011, now Pat. No. 8,521,140, which is a continuation of application No. 12/495,190, filed on Jun. 30, 2009, now Pat. No. 7,953,390, which is a continuation of application No. 12/015,320, filed on Jan. 16, 2008, now Pat. No. 7,778,595, which is a continuation of application No. 10/947,755, filed on Sep. 23, 2004, now Pat. No. 7,324,833, which is a continuation of application No. 09/537,812, filed on Mar. 28, 2000, now Pat. No. 7,187,947.

(51) **Int. Cl.**
H04M 3/42 (2006.01)

(52) **U.S. Cl.**
USPC **455/414.1**; 455/410; 455/414.3

(58) **Field of Classification Search**
USPC 455/410-412.2, 414.1-414.3, 466, 455/550.1, 556.1

See application file for complete search history.

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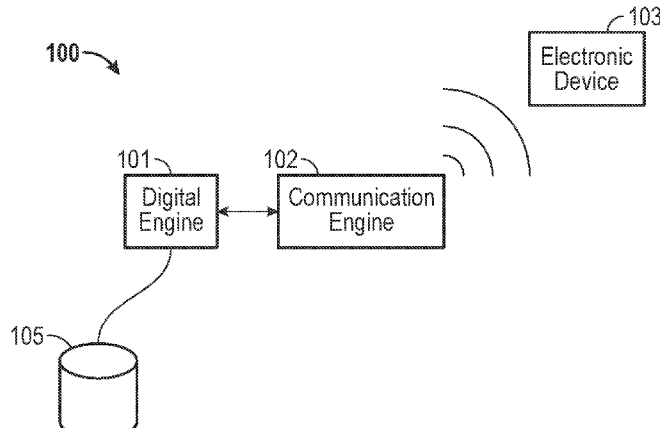
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Primary Examiner — Kashif Siddiqui

(57) **ABSTRACT**

A method for targeted advertising is disclosed. The method includes accessing at least one piece of demographic information associated with a user of a portable device, selecting an advertisement to be delivered to the user based at least in part on the demographic information, and initiating communication of a version of the advertisement configured for presentation at the portable device.

20 Claims, 8 Drawing Sheets



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