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**Zellner et al.**

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(54) **IDENTITY BLOCKING SERVICE FROM A WIRELESS SERVICE PROVIDER**

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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 493 days.

This patent is subject to a terminal disclaimer.

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(51) **Int. Cl.**
***H04M 11/00*** (2006.01)

(52) **U.S. Cl.** ..... **455/414.1**; 455/404.2; 455/411; 455/456.1

(58) **Field of Classification Search** ..... 455/414, 455/410–411, 456, 466, 414.1, 414.2, 456.1, 455/456.2, 456.3, 415, 404.2
See application file for complete search history.

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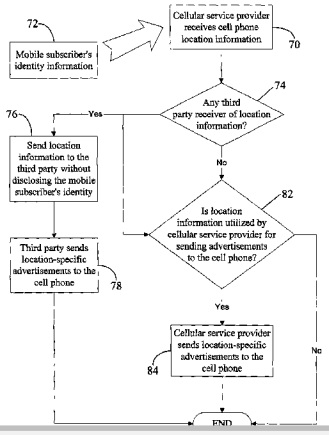
(57) **ABSTRACT**

Location-blocking and identity-blocking services that can be commercially offered by a service promoter, e.g., a cellular service provider or a web advertiser. In the identity-blocking service, the service promoter may disclose the current physical location of a mobile subscriber (i.e., a cellular phone operator) to a third party (e.g., a web advertiser) subscribing to the identity-blocking service. However, the service promoter may not send any identity information for the mobile subscriber to the third party. On the other hand, in the location-blocking service, the service promoter may disclose the mobile subscriber's identity information to the third party, but not the current physical location of the mobile subscriber. Blocking of the mobile subscriber's identity or location information may be desirable for privacy reasons, to comply with a government regulation, or to implement a telecommunication service option selected by the mobile subscriber. However, in the case of the mobile subscriber requesting emergency help, the service promoter may not block identity and/or location information. Instead, the service promoter may send all such information to the emergency service provider (e.g., the police or a hospital).

**24 Claims, 6 Drawing Sheets**



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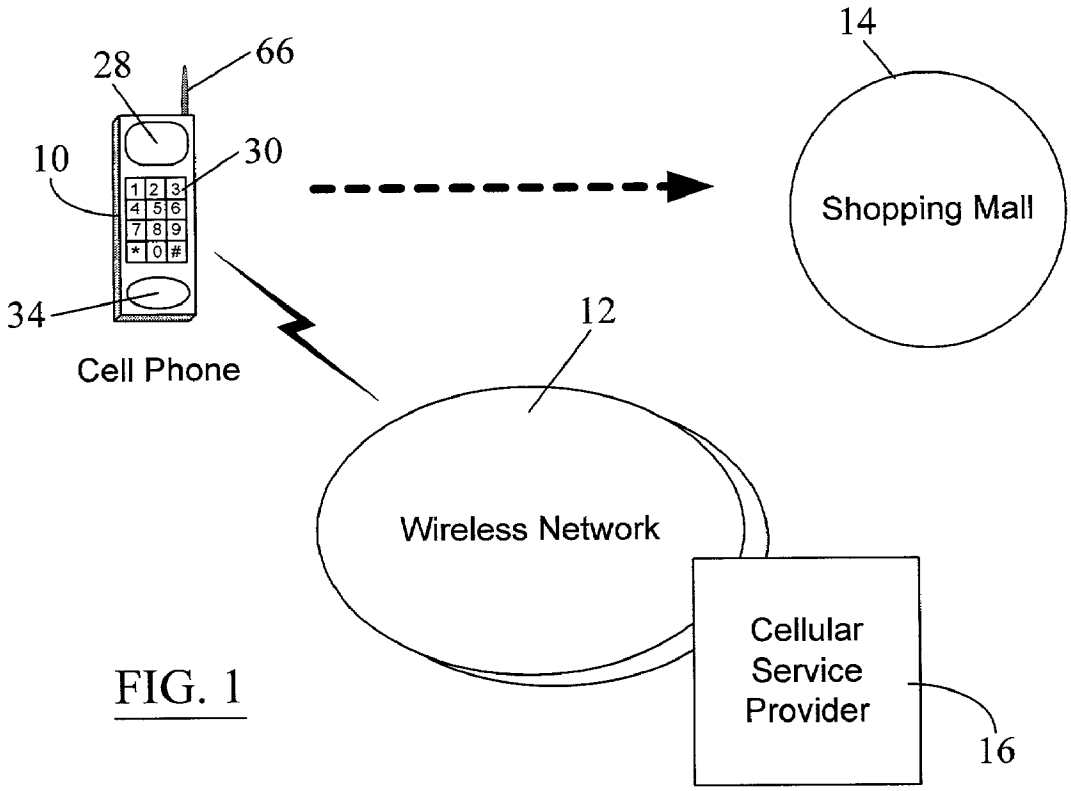


FIG. 1

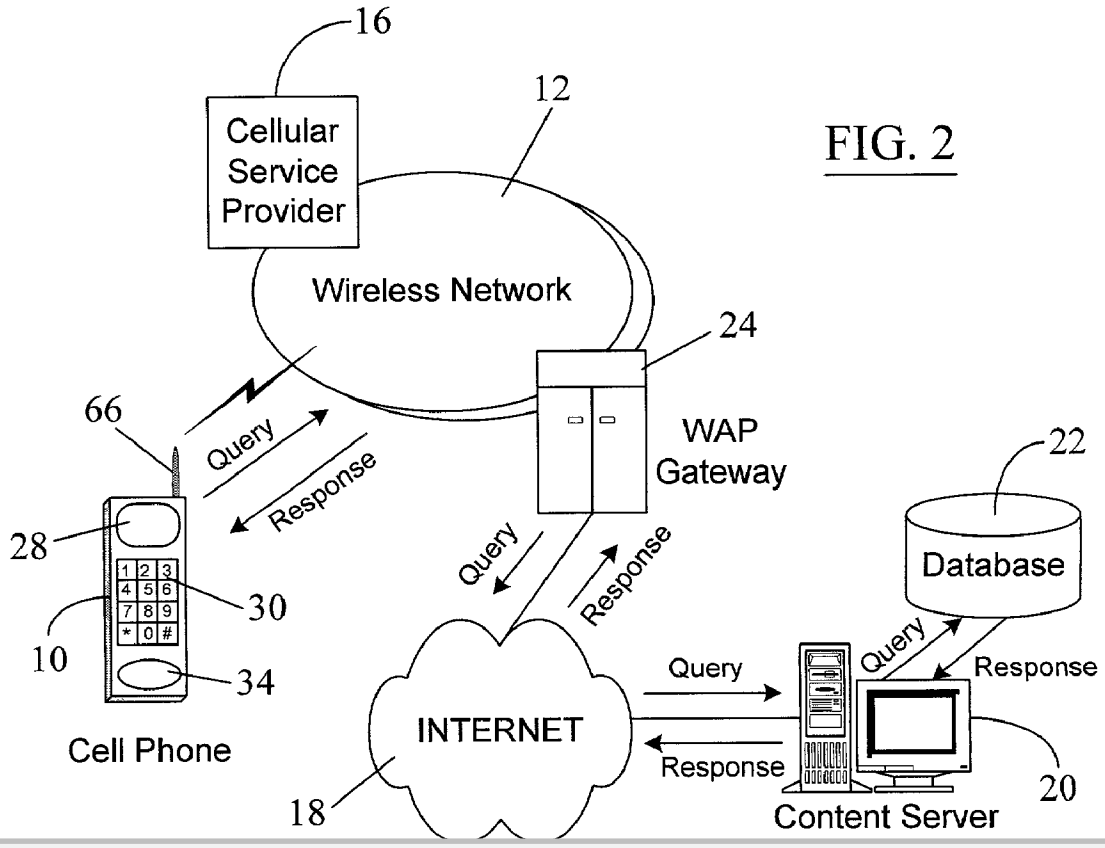


FIG. 2

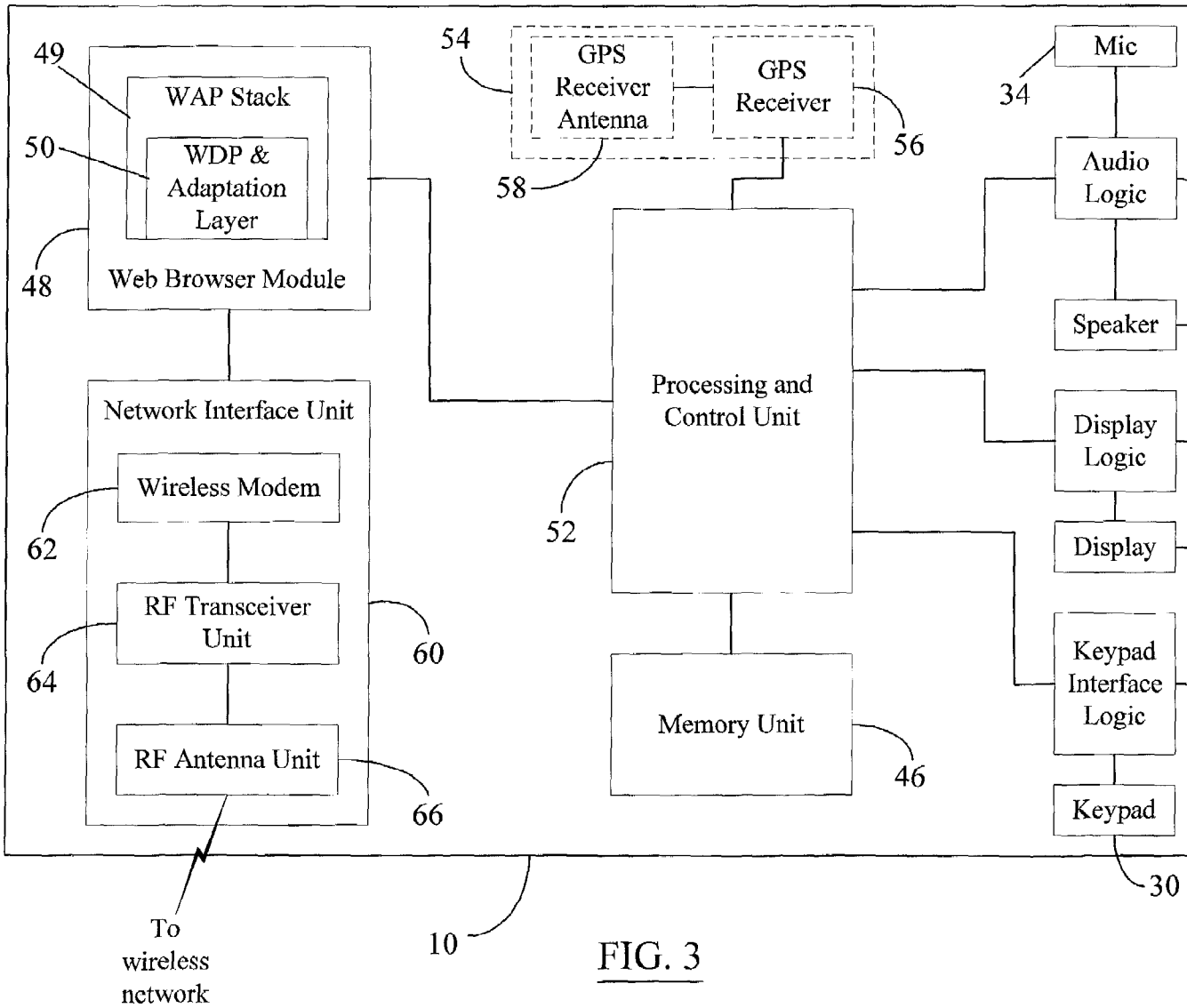


FIG. 3

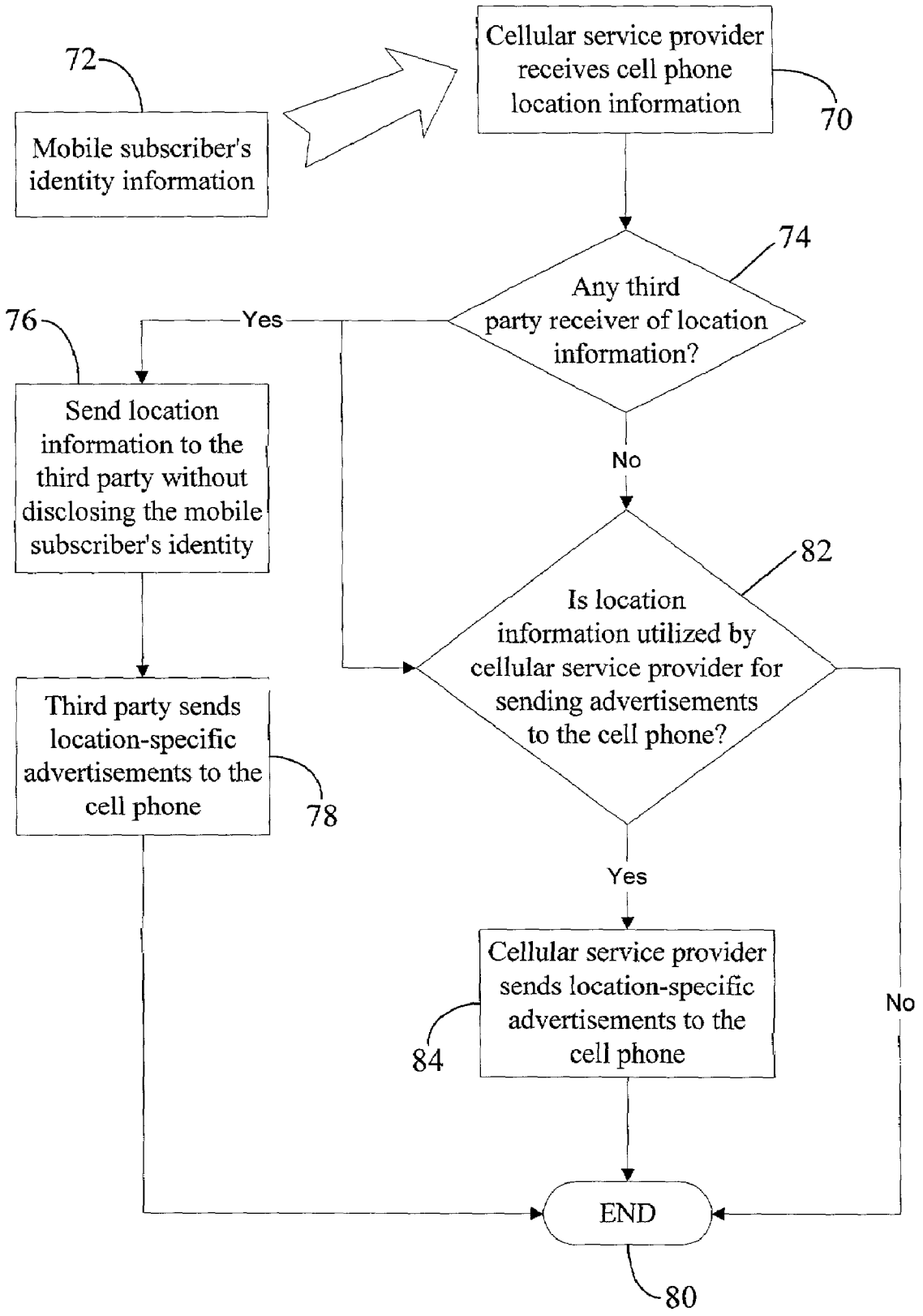


FIG. 4

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