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- (71) **Applicant:** MOBILAPS, LLC [US/US]; 8070 Georgia Avenue, Ste. 304, Silver Spring, Maryland 20910 (US).
- (72) **Inventor:** KASSAB, Hisham; MobiLaps, LLC, 8070 Georgia Avenue, Ste 304, Silver Spring, MD 20910 (US).
- (81) **Designated States** (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT,

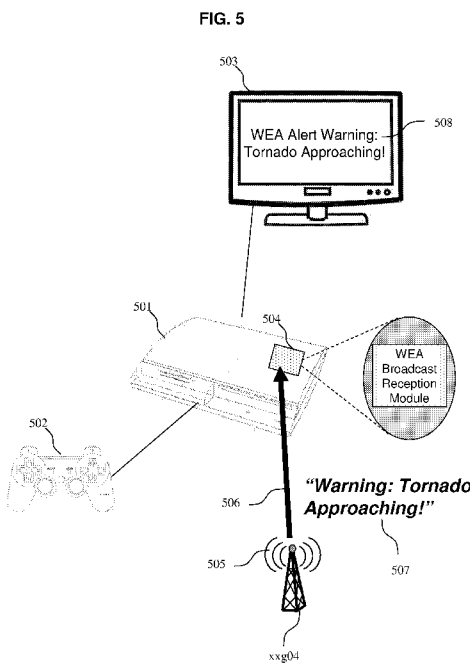
HN, HR, HU, ID, IL, IN, IR, IS, JP, KE, KG, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

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(54) **Title:** DELIVERING MASS NOTIFICATIONS TO ELECTRONIC DEVICES AND MULTIMEDIA APPLICATIONS WITH POSSIBILITY OF POST ORIENTATION ENHANCEMENT



(57) **Abstract:** Apparatuses and techniques are described for delivering mass notification messages to electronic devices and multimedia applications with the possibility of enhancing the mass notification messages. Apparatuses and techniques are described for delivering emergency alerts to personal electronic devices. Techniques are describes for delivering emergency alerts to video applications receiving video content over IP networks. Apparatuses and techniques above can be extended to other types of mass notification message such as advertisement messages.

## INTERNATIONAL SEARCH REPORT

International application No.

PCT/IB 2014/000907

A. CLASSIFICATION OF SUBJECT MATTER		
<i>H04W 68/00 (2009.01)</i> <i>H04L 29/02 (2006.01)</i>		
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)		
H04W 4/00, 4/02, 68/00-68/12, H04L 12/00, 12/66, 29/00, 29/02, H04H 20/00-20/59, H04M 11/00, 11/04		
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)		
PatSearch (RUPTO internal), USPTO, PAJ, Esp@cenet, Information Retrieval System of FIPS		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US 2012/0163368 A1 (BENBRIA CORPORATION) 28.06.2012, paragraphs [0044], [0055] –[0057], fig. 1, 9, 10	1, 3
X	US 2009/0325538 A1 (AT&T MOBILITY II LLC.) 31.12.2009, abstract, paragraphs [0026], [0027], [0043], [0053], fig. 1, 4	4
A	US 2012/0028599 A1 (FORD GLOBAL TECHNOLOGIES, LLC.) 02.02.2012	1, 3, 4
A	US 2010/0056099 A1 (AT&T MOBILITY II LLC) 04.03.2010	1, 3, 4
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> 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 document 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	Date of mailing of the international search report	
17 November 2014 (17.11.2014)	27 November 2014 (27.11.2014)	
Name and mailing address of the ISA/RU: Federal Institute of Industrial Property, Berezhkovskaya nab., 30-1, Moscow, G-59, GSP-3, Russia, 125993 Facsimile No: (8-495) 531-63-18, (8-499) 243-33-37	Authorized officer  P. Volkov  Telephone No. (499) 240-25-91	

**Box No. II Observations where certain claims were found unsearchable (Continuation of item 2 of first sheet)**

This international search report has not been established in respect of certain claims under Article 17(2)(a) for the following reasons:

1.  Claims Nos.:  
because they relate to subject matter not required to be searched by this Authority, namely:
  
2.  Claims Nos.: 2  
because they relate to parts of the international application that do not comply with the prescribed requirements to such an extent that no meaningful international search can be carried out, specifically:  
The invention in independent claim 2 does not meet Rule 6.3 (a) of Regulations under the PCT, as claim 2 does not disclose technical features describing the claimed technique for enhancing MNMs.
  
3.  Claims Nos.:  
because they are dependent claims and are not drafted in accordance with the second and third sentences of Rule 6.4(a).

**Box 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:

1.  As all required additional search fees were timely paid by the applicant, this international search report covers all searchable claims.
2.  As all searchable claims could be searched without effort justifying additional fees, this Authority did not invite payment of additional fees.
3.  As only some of the required additional search fees were timely paid by the applicant, this international search report covers only those claims for which fees were paid, specifically claims Nos.:
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.:

**Remark on Protest**

- The additional search fees were accompanied by the applicant's protest and, where applicable, the payment of a protest fee.
- The additional search fees were accompanied by the applicant's protest but the applicable protest fee was not paid within the time limit specified in the invitation.
- No protest accompanied the payment of additional search fees.