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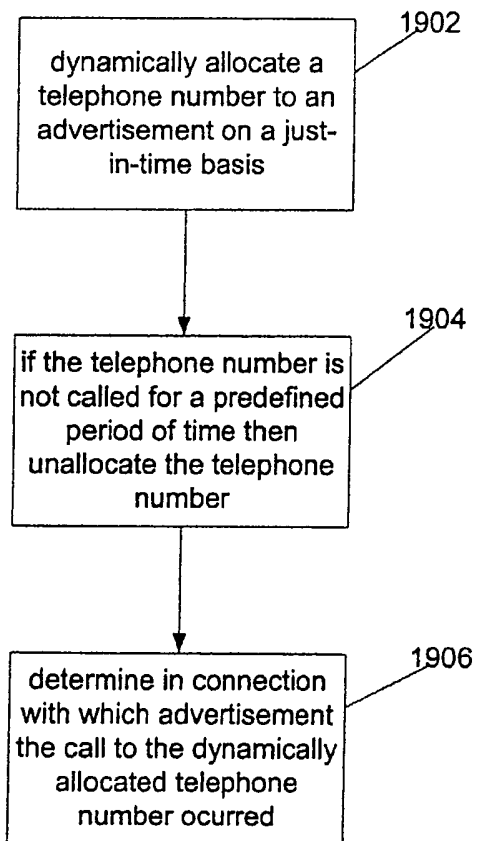
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(54) Title: A METHOD AND APPARATUS TO DYNAMICALLY ALLOCATE AND RECYCLE TELEPHONE NUMBERS IN A CALL-TRACKING SYSTEM



(57) Abstract: In one embodiment, the invention provides a method. The method includes dynamically allocating a telephone number to an advertisement (26) on a just-in-time basis; and if the telephone number is not called for a predefined period of time (30) then unallocating the telephone number (2104).

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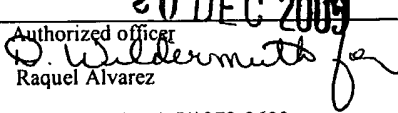
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**INTERNATIONAL SEARCH REPORT**

International application No.  
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<b>A. CLASSIFICATION OF SUBJECT MATTER</b>		
IPC(7) : G06F 17/60 US CL : 705/10, 14 According to International Patent Classification (IPC) or to both national classification and IPC		
<b>B. FIELDS SEARCHED</b>		
Minimum documentation searched (classification system followed by classification symbols) U.S. : 705/10, 14		
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) Please See Continuation Sheet		
<b>C. DOCUMENTS CONSIDERED TO BE RELEVANT</b>		
Category *	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
Y	US 5,940,484 A (DeFazio et al) 17 August 1999 (17.08.1999), col. 4, lines 41-60).	1-37
Y	US 6,463,136 A (MALIK) 08 October 2002 (08.10.2002), column 3, lines 15 to column 4, lines 1-8.	1-37
A	US 6,393,117 A (TRELL) 21 May 2002 (21.05.2002), Figure 1.	1-37
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input type="checkbox"/> See patent family annex.		
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**Continuation of B. FIELDS SEARCHED Item 3:**  
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unallocating, reassigning, phone number, telephone number