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- (71) Applicant: **CHIKKA PTE LTD** [SG/SG]; 24 Raffles Place, #27-01 Clifford Centre, Singapore 048621 (SG).
- (72) Inventor: **MENDIOLA, Dennis**; 77 Seventh Avenue Apt 2T, New York, NY 10011 (US).
- (74) Agent: **YUSARN AUDREY**; 24 Raffles Place, #27-01 Clifford Centre, Singapore 048621 (SG).
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Declarations under Rule 4.17:

- *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*

[Continued on next page]

- (54) Title: SYSTEM AND METHOD FOR FACILITATING SALE OF PRODUCTS AND SERVICES TO A MOBILE DEVICE USER

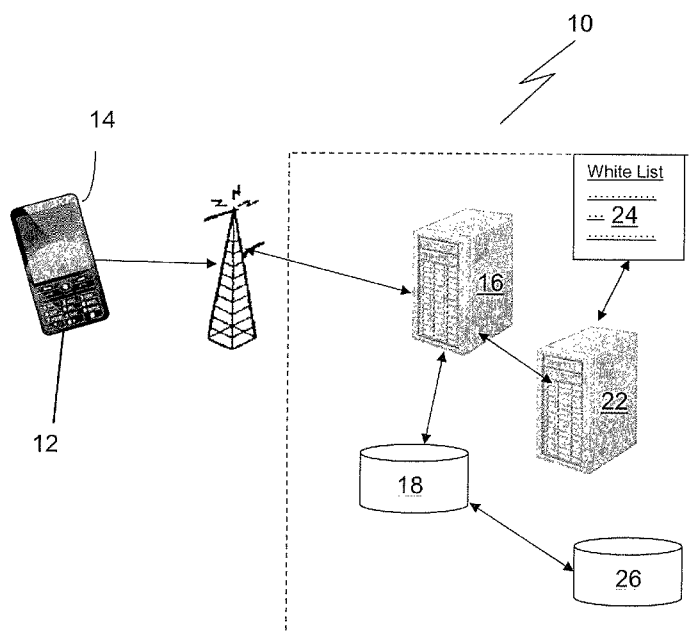


Fig. 3

(57) Abstract: There is provided a system and method for facilitating sale of products and services to a mobile device subscriber comprising the monitoring of the user's access to a web resource and recommending a suitable data service plan based on the user's access to the web resource. An added feature is the provision of a free-trial period to the subscriber if the web resource accessed is a first time access or an access after an idle period of time. The method is particularly advantageous in helping to recommend action/app specific plans to prepaid users in a bid to lower the price point chargeable to these prepaid subscribers without diminishing their Internet experience.



— *of inventorship (Rule 4.17(iv))*

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