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(54) Title: SYSTEM AND METHOD FOR TRACKING SMS MESSAGES

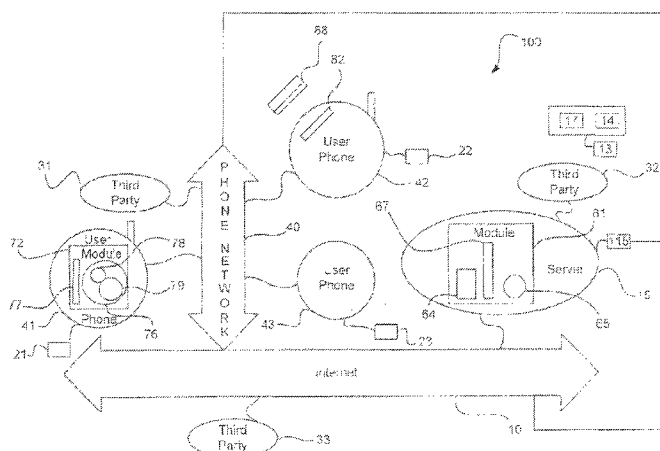


FIG. 7

(57) Abstract: A system and method are provided for tracking messages communicated using mobile devices. A message received at a server is originated at a first mobile device and is sent by the first mobile device to a virtual number associated with a software module configured to run as an application on a second mobile device having a phone number. At the server, it is determined that the virtual number is associated with the software module on the second mobile device. With the server, the message is sent to the software module on the second mobile device, and at the server, the message is logged. The virtual number can comprise a long code. The message can be a short messaging service (SMS) message, a voice communication or an email.