(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
13 September 2007 (13.09.2007)

PCT

(10) International Publication Number
WO 2007/103101 A2

(51) International Patent Classification:
H04Q 7/20 (2006.01)

(21) International Application Number:
PCT/US2007/005249

(22) International Filing Date: 2 March 2007 (02.03.2007)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:

60/779,431	7 March 2006 (07.03.2006)	US
Not furnished	28 February 2007 (28.02.2007)	US

(71) Applicant *(for all designated States except US)*: **SYBASE 365, INC.** [US/US]; 4511 Singer Court, Suite 300, Chantilly, VA 20151 (US).

(72) Inventors: **DUBIN, Garth, A.**; 42990 Beachall Street, Chantilly, VA 20152 (US). **LOVELL, Robert, C., Jr.**; 205 Primrose Court SW, Leesburg, VA 20175 (US).

(74) Agents: **GOTTS, Lawrence, J.** et al.; Janofsky & Walker LLP, 875 15th Street, N.W., Washington, DC 20005 (US).

(81) Designated States *(unless otherwise indicated, for every kind of national protection available)*: AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(84) Designated States *(unless otherwise indicated, for every kind of regional protection available)*: ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IS, IT, LT, LU, LV, MC, MT, NL, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:
— *without international search report and to be republished upon receipt of that report*

For two-letter codes and other abbreviations, refer to the "Guidance Notes on Codes and Abbreviations" appearing at the beginning of each regular issue of the PCT Gazette.

WO 2007/103101 A2

(54) Title: SYSTEM AND METHOD FOR SUBSCRIPTION MANAGEMENT

(57) Abstract: A subscription manager module or message processing engine operating within a messaging inter-carrier vendor (MICV) provides value added services to both service users (e.g., mobile telephone users) and service providers (e.g., information brokers, vendors, news sources, etc.). The MICV is disposed between a plurality of service users and a plurality of service providers and messages sent between these parties are processed by a subscription manager module, or message processing engine, which is configured to, among other things, manage short codes, detect undesirable spam messages, operate service user opt-in and opt- out processes, and perform billing functions.