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(54) Title: SYSTEM AND METHOD FOR INTELLIGENT DYNAMIC MESSAGE ADDRESSING

(57) Abstract: A method for dynamically modifying the "from" address in SCCP-level address in an SS7 message. An inter-carrier vendor (ICV) or intermediary prearranges with a domestic carrier and an inter-network network (e.g., Teleglobe to replace the ICV's predetermined static "from" SCCP-level address with a different "from" SCCP-level address. The different address might be selectively or dynamically employed based on an identity of a source wireless carrier, an identity of a destination wireless carrier, a directory number of a source mobile station, or a directory number of a destination mobile station. The different address may also be used to indicate branding or the fact that a carrier has merged or has acquired another carrier.

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