



US 20070208879A1

(19) **United States**

(12) **Patent Application Publication**
Liu

(10) **Pub. No.: US 2007/0208879 A1**

(43) **Pub. Date: Sep. 6, 2007**

(54) **METHOD AND APPARATUS FOR DEFINING, DISTRIBUTING, AND REDEEMING SMS AND MMS COUPONS**

Related U.S. Application Data

(60) Provisional application No. 60/778,045, filed on Mar. 2, 2006.

(76) Inventor: **David Wanqian Liu, San Francisco, CA (US)**

Publication Classification

(51) **Int. Cl.**
G07G 1/14 (2006.01)
G06F 15/16 (2006.01)
(52) **U.S. Cl.** **709/246; 705/14**
(57) **ABSTRACT**

Correspondence Address:
GLENN PATENT GROUP
3475 EDISON WAY, SUITE L
MENLO PARK, CA 94025

A method and apparatus is disclosed that allows advertisers to define and distribute Short Messaging Service (SMS) and Multimedia Messaging Service (MMS) coupons to consumers, and for consumers to redeem the received coupons, where such SMS and MMS coupons are used by businesses to promote their products and services to consumers.

(21) Appl. No.: **11/681,101**

(22) Filed: **Mar. 1, 2007**

