

U.S. Patent No 7,263,378 Claim 1 v. Foursquare

Claim 1	Foursquare	Unless otherwise noted, screenshots taken from Foursquare iPhone App. v.2.2.4
<p>A method for enabling interactive participation by enrolled participants during shopping activity occurring at a shopping venue patronized by a plurality of persons,</p>	<p>Foursquare provides a system for enabling interactive participation during shopping activities at shopping venues. Participants are invited to check-in at shopping venues to receive points and receive promotional materials.</p>	<div data-bbox="894 402 1537 451"> <h2>Foursquare Merchant Platform</h2> </div> <div data-bbox="894 464 1587 488"> <p>Our services for Merchants and other Venues to attract and retain customers</p> </div> <div data-bbox="894 529 1533 724"> <p>Millions of users turn to foursquare every day to help them find their friends and explore their world. Whether checking out a new restaurant or visiting their favorite store, they are sharing their activities and loyalty with their social network, earning badges and points along the way. For merchants and other venue owners, foursquare offers a free set of tools to help you attract new customers and keep your best ones coming back.</p> </div> <div data-bbox="894 748 1539 997"> <p>Whether you're a national chain, a mom-and-pop shop, or anywhere in between, <u>you can attract new customers or reward your most loyal ones by offering foursquare Specials – mobile coupons, prizes or discounts – which are presented to users when they check in at or near your venue.</u> Specials create extra enticement to get customers to stop by – think 20% off a meal, a free dessert, or even a reserved parking spot for your most loyal customers. Specials can be tailored to fit your needs, whether it's a unique discount for first-time customers or rewards for the 10th visit (see our full menu of available Specials below).</p> </div> <div data-bbox="894 1021 1722 1101"> <p>In addition to driving business through Specials, signing up for foursquare's free Merchant Platform also allows you access to your Venue Stats dashboard, allowing you to track your customer foot traffic over time.</p> </div> <div data-bbox="877 1109 1367 1141"> <p>http://foursquare.com/business/venues</p> </div> <div data-bbox="894 1182 1295 1211"> <p>How do I check in on foursquare?</p> </div> <div data-bbox="894 1289 2003 1393"> <p>Load up your foursquare app on your device, click "check in" and then select the place where you are currently located from the Places list. Venues will occasionally be intelligently grouped into "My Favorites" or "Nearby" lists, helping you find the venue you're looking for even faster. If you don't see the venue listed, click "Not in List?" and search for the venue by partial name (to guarantee best search results), <u>and click the big green button to check in.</u> You can then decide whether you want to tell your friends where you are or keep your check in private (i.e. "off the grid") You also have the option to add a "shout," (think: adding context to your check in) as well as to publish to Twitter and/or Facebook if you've linked those accounts in your settings.</p> </div> <div data-bbox="884 1409 1900 1442"> <p>http://support.foursquare.com/entries/188252-how-do-i-check-in-on-foursquare</p> </div>

said enrolled participants employing a wireless interactive device having a unique signature associated therewith and capability to: (i) receive and transmit messages; (ii) accept input via a user input interface; (iii) output messages to a user output interface; and (iv) transmit said unique signature, the method comprising the steps of:

The enrolled participants use smartphones having transmittable unique signatures—SIM card data identifying the user, for example.



<http://foursquare.com/devices/iphone>



Meet with friends

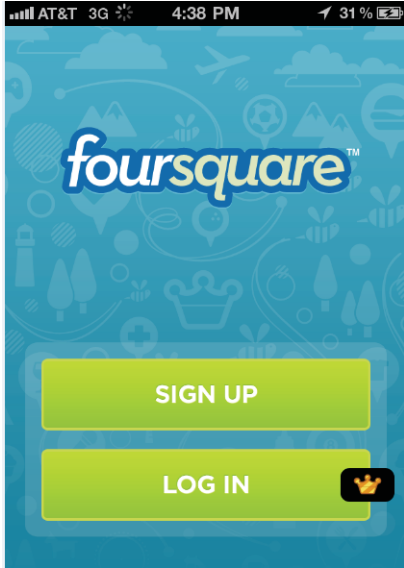
Powering serendipitous meetups all over the world, see where your friends are in and out of your city. Get push notifications of updates, but be prepared if your buddy sees you're at 10-cent wing night without him.

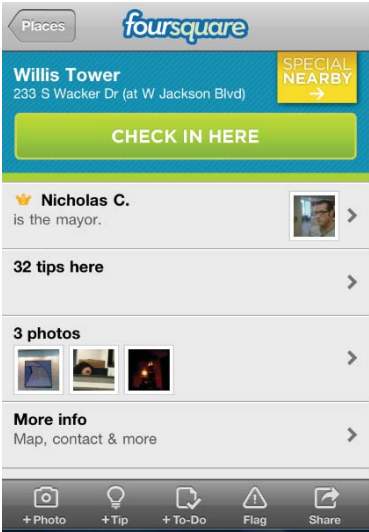
Discover new places

A social city-guide that helps show you nearby places, and rewards you for doing interesting things. Find out what happens when you go out a few nights in a row, or check-in on a boat.

Be a regular

Whether it's your local Starbucks or your school, show that you're a regular and become the mayor of your favorite spots.

<p>enrolling at least some of said persons as enrolled participants, each being equipped with one of said wireless interactive devices;</p> <p>providing a wireless communication system for transmitting and receiving messages with said interactive device;</p>	<p>Users download the Foursquare program to their internet-enabled wireless device and sign up for the Foursquare service. Foursquare enrolls participants in the shopping activity when they open the Foursquare application and log in to the service.</p> <p>On information and belief, Foursquare has contractual relationship with cellular telephone providers (e.g. Verizon, AT&T) to provide</p>	<p>How do I create an account?</p> <p>Go to your phone's app store (if you use iPhone, Android, or BlackBerry, we have apps built for those platforms. If not, check our foursquare app gallery for other third-party apps, like for a Palm or Windows Mobile device, that you can use to check-in). Install the foursquare app for your device and follow the prompts to create an account. You can also create an account at foursquare.com/signup.</p> <p>http://support.foursquare.com/entries/210880-how-do-i-create-an-account</p> 
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<p>querying said enrolled participants to respond to at least one query with an answer entered through said user input interface and transmitted by said interactive device;</p> <p>and receiving answers entered by said enrolled participants,</p>	<p>services through which data flows from the user's device to Foursquare.</p> <p>Foursquare asks users to identify their location of interest by checking-in at a particular location using their smartphones. In the example to the right, Foursquare asks the user whether he/she is interested in the Willis Tower by offering that location to check-in to. The smartphone transmits that data Foursquare, which registers that the participant is checked in to a particular venue.</p> <p>Foursquare receives the answers so that it can register that a participant is checked-in to a particular venue.</p>	
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said wireless interactive device further comprising localization circuitry for transmitting a location signal indicative of a physical location of said device,

said method further comprising the step of detecting said transmitted location signal and said querying being directed only to enrolled participants for whom said transmitted location signal is indicative of a physical location within

Foursquare users check-in via smartphones capable of transmitting a location signal indicative of its physical location. This is achieved through GPS, Wi-Fi, and cell tower triangulation.

Foursquare uses the user's smartphone location to "tailor the foursquare experience to [the user's] current location." In the example to the right, the iPhone transmits its location to Foursquare. In this example, Foursquare recognizes the user's location as 233 S. Wacker Drive, Chicago, IL and



Does foursquare track my location?

Whenever you open the foursquare app on your mobile phone, we use the location information from your phone to tailor the foursquare experience to your current location (i.e. we'll show you a list of nearby venues, friends, and tips). This information is not published to your profile or shared with others. We save this information until the next time you launch the foursquare app, at which time we delete your old location information and replace it with your most recent location information.

<http://support.foursquare.com/entries/239855-does-foursquare-track-my-location>

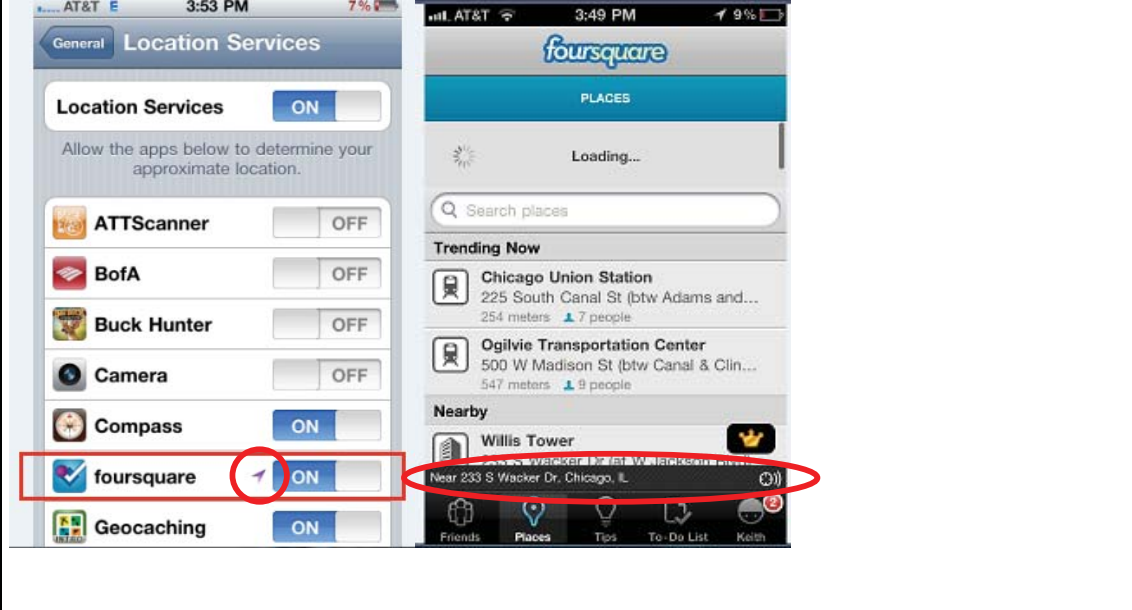
Modern mobile phones use various combinations of GPS, Wi-Fi, and cell tower triangulation to estimate a phone's location. Depending on which of these signals is available, the reported location can be very accurate (down to 10m/30ft if GPS is turned on and you are outside in the open where satellites are visible) or wildly approximate (somewhere in a 5km/3mi circle).

Foursquare uses these location estimates to deliver lists of places, tips, and friends that are near you. If a place or a tip you expect to see isn't in the nearby list, it may be because your phone thinks it is somewhere other than your current physical location. The black status bar near the bottom of the Places and Tips views shows the approximate address where your phone thinks it is. If this address seems wrong, you can force the phone to refresh its location by pulling down on the current view and releasing.

If the location is still wrong after you pull to refresh, you could try to make the phone use a different type of signal to construct the location estimate. If you are inside a building, you could take the phone outdoors so it has line of sight to GPS satellites. If you have WiFi disabled, you could turn WiFi networking on.

<http://support.foursquare.com/entries/215710-foursquare-has-me-at-the-wrong-location-what-s-wrong>



<p>said shopping venue.</p>	<p>populates a list of nearby locations, inviting the participant to check-in to a nearby venue. The arrow (circled in red) indicates that the iPhone is determining its location.</p>	
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