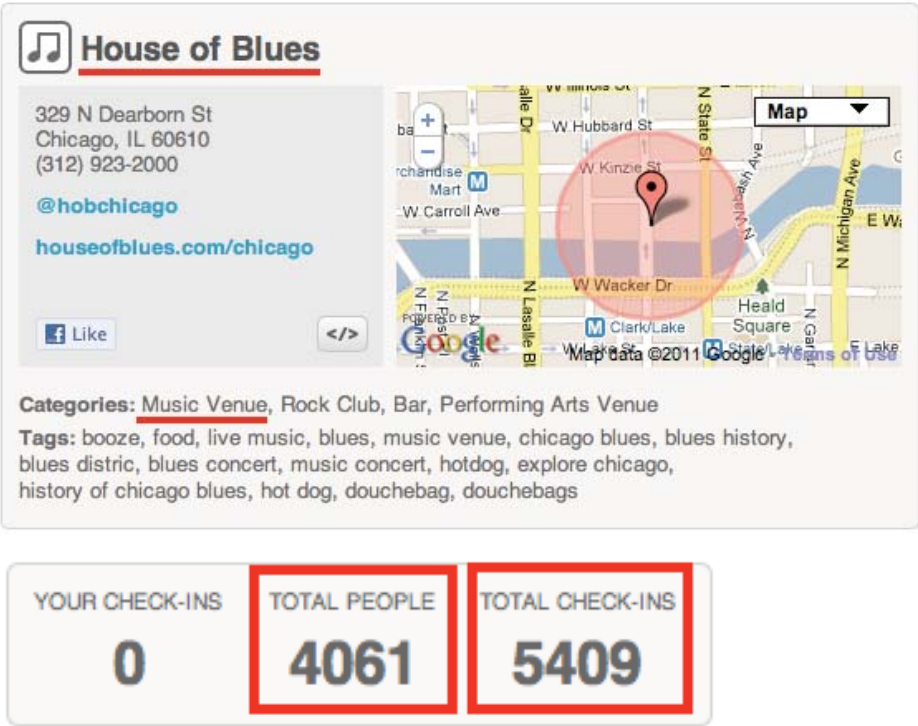
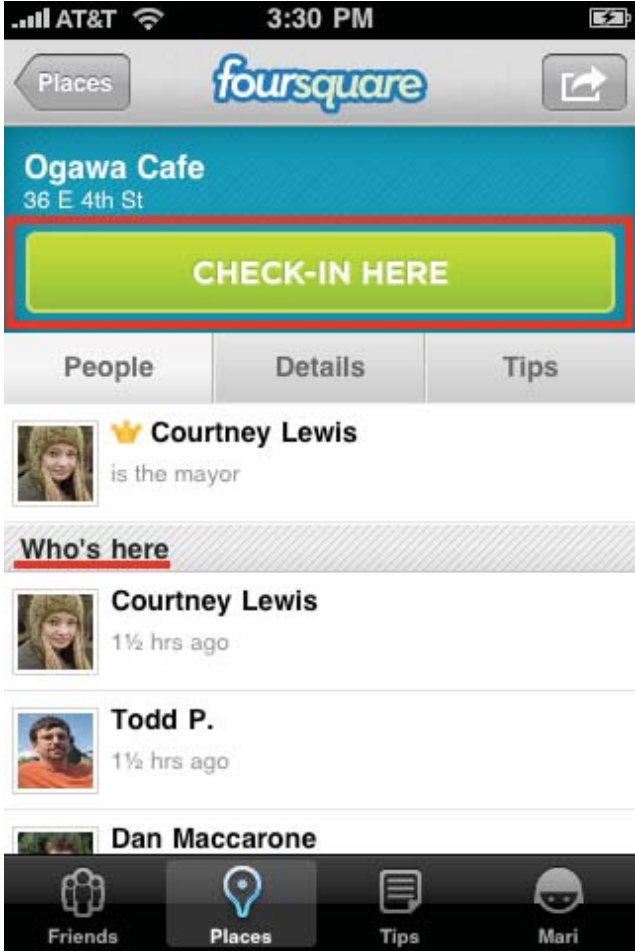
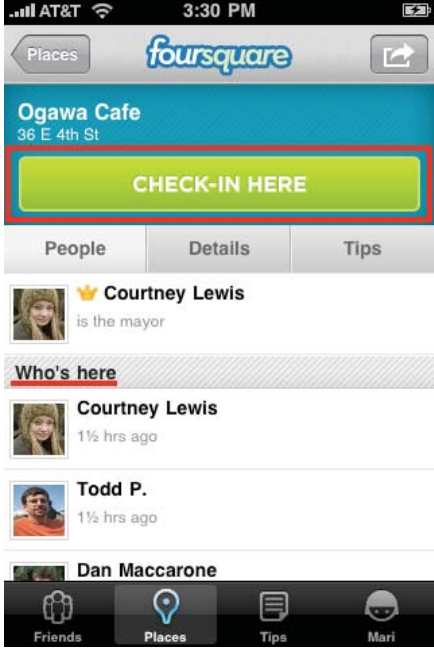


U.S. Patent No 6,996,413 Claims 1, 2 v. Foursquare

<p>Claim 1</p> <p>A method for enabling interactive participation at a live spectator event held at a live event venue and attended by a plurality of persons at said venue,</p>	<p>Foursquare is a mobile platform designed to provide a method for interactive audience participation at a live event, such as a concert at a music venue, attended by a plurality of spectators. Specifically, foursquare allows users to “check-in” at live events and interactively participate in the live event by sharing tips, photos, and other information, all via the user’s wireless mobile device.</p>	<p>What is foursquare?</p> <p><u>Foursquare is a location-based mobile platform that makes cities easier to use and more interesting to explore. By “checking in” via a smartphone app or SMS, users share their location with friends while collecting points and virtual badges. Foursquare guides real-world experiences by allowing users to bookmark information about venues that they want to visit and surfacing relevant suggestions about nearby venues.</u> Merchants and brands leverage the foursquare platform by utilizing a wide set of tools to obtain, engage, and retain customers and audiences.</p> <p>https://foursquare.com/about</p>  <p>https://foursquare.com/venue/7618</p>
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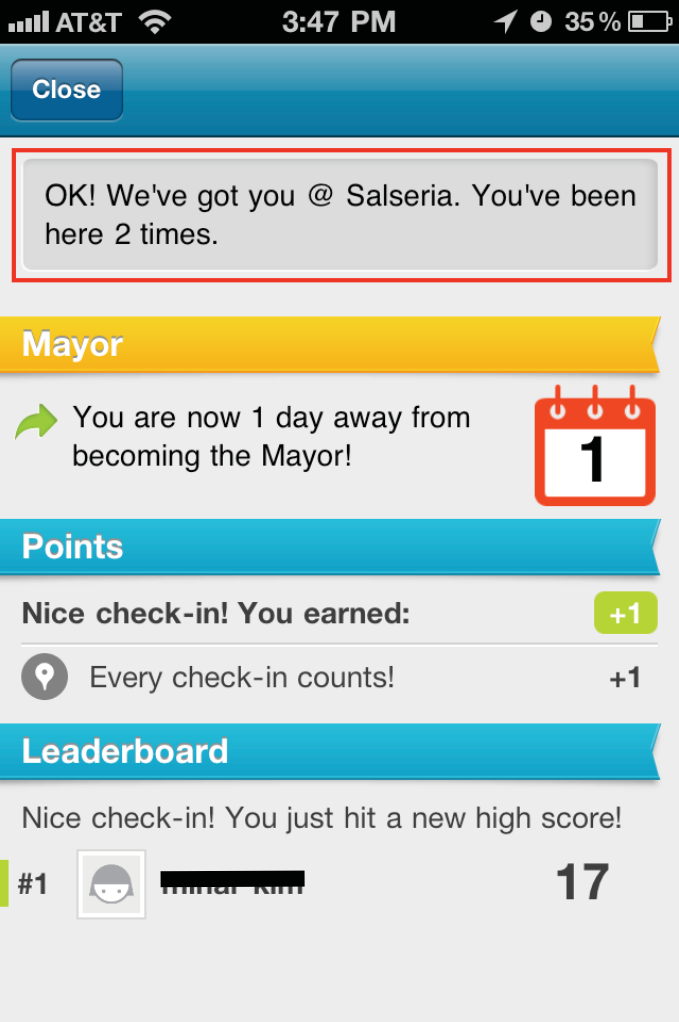
<p>at least a portion of said persons being participating spectators employing a wireless interactive device having capability</p> <p>(i) to receive and transmit messages,</p> <p>(ii) accept input via a user input interface, and</p> <p>(iii) output messages to a user output interface, the method comprising the steps of:</p>	<p>Foursquare allows at least a portion of the attendees to interactively participate on their interactive wireless mobile device, such as an iPhone.</p> <p>Smartphones, such as iPhones, have the capability to send messages, such as the location where the user is using the “CHECK-IN HERE” button, and receive messages, such as who else is at that location through the “Who’s here” live feed.</p> <p>These devices typically accept user input via the touchscreen user interface.</p> <p>As shown to the right, a smartphone device’s display screen acts as an output interface by displaying messages to its users.</p>	 <p>https://foursquare.com/about (Mobile Screenshots)</p>
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<p>providing a wireless communication system adapted to transmit and receive messages with said interactive device;</p>	<p>Upon information and belief, foursquare has contractual agreements with various mobile service providers in order to provide a wireless communication system adapted to transmit to, and receive messages from, the user's mobile device when used in conjunction with the user's already existing mobile service network.</p> <p>As shown in the image to the right, the system can receive wireless or SMS messages from handsets running foursquare's mobile app. The system can also send information to the same wireless handset running foursquare's mobile app.</p>	<h2>What is foursquare?</h2> <p>Foursquare is a location-based <u>mobile platform</u> that makes cities easier to use and more interesting to explore. By <u>"checking in" via a smartphone app or SMS</u>, users <u>share their location</u> with friends while collecting points and virtual badges. Foursquare guides real-world experiences by allowing users to bookmark information about venues that they want to visit and surfacing relevant suggestions about nearby venues. Merchants and brands leverage the foursquare platform by utilizing a wide set of tools to obtain, engage, and retain customers and audiences.</p> <p>https://foursquare.com/about</p>
<p>querying said participating spectators to respond to at least one query with an answer entered through said user input interface and transmitted by said interactive device;</p>	<p>Foursquare provides a method for querying participating users to respond to at least one query, using the mobile device's input interface to enter and transmit the user's response.</p> <p>Once users arrive at a location, foursquare queries them as to whether they want to "check-in" at that venue ("CHECK-IN HERE" button). The users respond using the user interface on their mobile devices.</p>	 <p>The screenshot shows the Foursquare mobile app interface. At the top, it says 'Places' and 'foursquare'. Below that, it displays 'Ogawa Cafe' at '36 E 4th St'. A large green button with the text 'CHECK-IN HERE' is highlighted with a red rectangle. Below the button are tabs for 'People', 'Details', and 'Tips'. Under 'People', it shows 'Courtney Lewis is the mayor'. Under 'Who's here', it lists 'Courtney Lewis' (1 1/2 hrs ago) and 'Todd P.' (1 1/2 hrs ago). At the bottom, it shows 'Dan Maccarone' and a navigation bar with icons for 'Friends', 'Places', 'Tips', and 'Mari'.</p> <p>https://foursquare.com/about (Mobile Screenshots)</p>


receiving answers entered by said participating spectators;

Shown to the right is foursquare's response to the user's query answer "checking-in." As shown in the image to the right, once a user submits a "check-in," foursquare confirms that the information has been received, as well as awarding points for participating. This response demonstrates that the wireless communication system receives the answer and transfers it to the foursquare servers.

transferring said answers to a central processor;

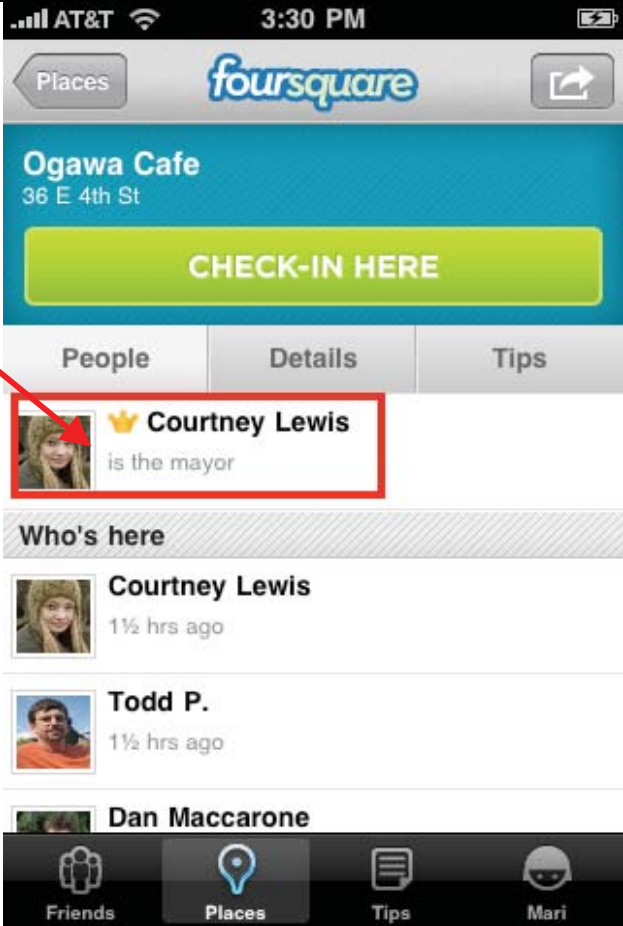


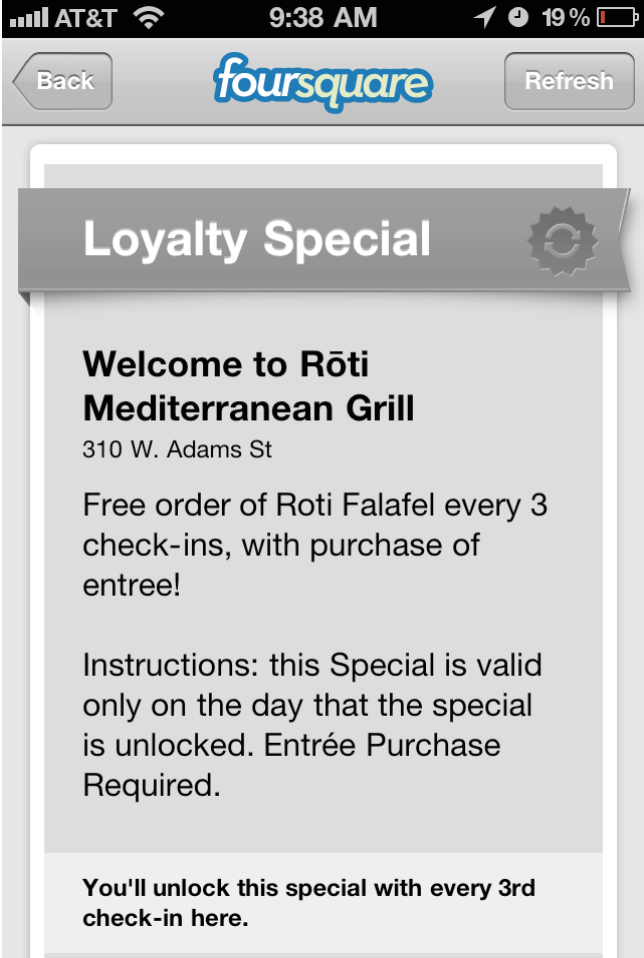
Screenshot from personal iPhone

<p>processing said answers into results using said central processor;</p>	<p>At its central server, foursquare processes user data, such as “check-ins,” into results. Depending on where and how often a user “checks-in” somewhere, users can unlock badges.</p> <p>For example, if a user “checks-in” somewhere particularly far away in distance, he or she can earn a “Far Far Away” badge.</p> <p>If a user “checks-in” at a venue more frequently than any other user, he or she is made the “mayor” of that venue.</p>	 <p>https://foursquare.com/about (Video Tutorial, 1:20)</p>
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<https://foursquare.com/about> (Video Tutorial, 1:37)

<p>and announcing said results at said live event venue.</p>	<p>Foursquare announces the results of the processed data to all users at the venue. As shown in the image to the right, any user at Ogawa Café will see that Courtney Lewis is the mayor of that location.</p>	 <p>The screenshot shows the Foursquare mobile app interface. At the top, the status bar displays 'AT&T', signal strength, Wi-Fi, and the time '3:30 PM'. The app header shows the 'foursquare' logo and a 'Places' button. The main content area is for 'Ogawa Cafe' at '36 E 4th St', featuring a large green 'CHECK-IN HERE' button. Below this are tabs for 'People', 'Details', and 'Tips'. The 'People' tab is selected, showing a list of users. Courtney Lewis is at the top, marked as 'is the mayor' with a crown icon. Below her are Todd P. and Dan Maccarone, both marked as '1 1/2 hrs ago'. A red arrow points from the text 'Courtney Lewis is the mayor' in the middle column to Courtney Lewis's profile picture in the screenshot.</p> <p>https://foursquare.com/about (Mobile Screenshots)</p>
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<p>Claim 2</p> <p>A method as recited by claim 1, further comprising the step of disseminating at least one promotional message to said participating spectators.</p>	<p>Foursquare disseminates at least one promotional message to a user through the electronic display of the user's mobile device. As shown in the image to the right, foursquare's mobile app is configured to present promotions, such as free food from Roti Grill for loyal customers.</p>	 <p>Screenshot from personal iPhone</p>
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