

# **Technical Mapping of US Patent 7,773,729 Vs. Send Word Now® Alert Services**



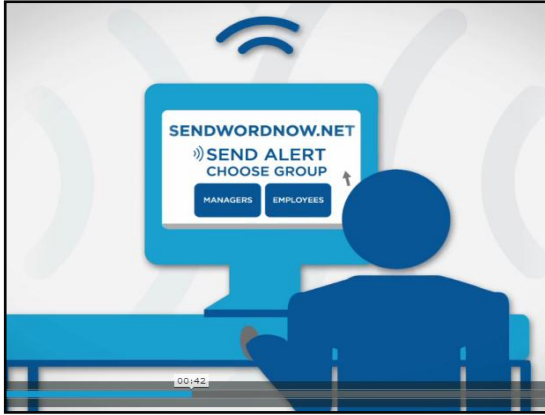
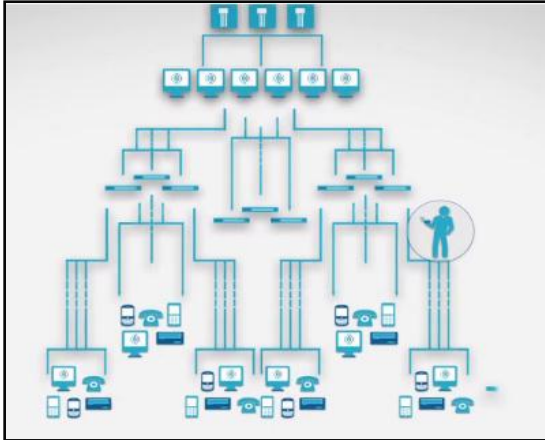
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# US7,773,729 – Technical Mapping of Claim 1

Claim Element	Evidence of Use: Send Word Now® Alert Services	Comment
A digital notification and response system for preparing and transmitting at least one message from an administrator using at least one processor to at least one user on a network, wherein each user of the network has at least one user contact device, wherein the system comprises:	<p><b>“about alerting service</b></p> <p><b>Send Word Now’s alerting service provides two-way, on-demand emergency messaging to a designated group of recipients across a variety of platforms.</b> From email to voicemail, mobile to BlackBerry® smartphone, <b>alerts are transmitted to the communication device of each recipient’s choice.</b> Leading organizations across a wide range of industries depend on Send Word Now to deliver thousands of messages across a broad range of recipients within just minutes.”</p> <p>[Source: <a href="http://www.sendwordnow.com/ServicesDetails/alerting-service">http://www.sendwordnow.com/ServicesDetails/alerting-service</a>]</p>	<p><i>Send Word Now’s alerting service provides two-way, on-demand messaging to a group of recipients. Alerts are transmitted to the device of each recipient’s choice.</i></p>

**Patent Specification Ref. [Col. 1, Ln. 50]:** “The **prior art methods implemented in commercially available unified messaging and device specific systems generally provide one-way delivery, with destinations defined by the sender. Unfortunately, prior art systems do not solve the need for originating a message, with attachment and response requirements, in a manner and format that is independent of the type of the device that is to be used for delivering the message to the recipients. Also, prior art systems do not permit the message notification methods to be defined by the recipients,** and do not include a facility for automatic processing and organization of message responses.”

# US7,773,729 – Technical Mapping of Claim 1

Claim Element	Evidence of Use: Send Word Now® Alert Services	Comment
a. an administrator interface for transmitting a message from an administrator to at least one user contact device;	 <p>[Source: <a href="https://www.sendwordnow.com/Services/Details/alerting-service">https://www.sendwordnow.com/Services/Details/alerting-service</a> <a href="http://vimeo.com/66829481">http://vimeo.com/66829481</a>]</p>  <p>[Source: <a href="http://www.sendwordnow.com/Default">http://www.sendwordnow.com/Default</a> <a href="http://vimeo.com/67499263#">http://vimeo.com/67499263#</a>]</p>	<p>“Our web based interface is intuitive and easy to use for even non-technical users...in an instant your message reaches your audience around the globe and can be received on a number of different communication devices” [:42 mark]</p> <p>“I send my message. The message is transmitted to the recipient’s most recent contact information and from there to a <b>worldwide network of servers, routers, and switches</b>” [:54 mark]</p>

**Patent Specification Ref. [Col. 3, Ln. 47]:** “The administrator interface 4 can be a local area network interface, a **wide area network interface**, a virtual private network interface, asynchronous transfer mode interface, a synchronous optical network interface, a call center, a voice mail, or other similar means to transmit a message to numerous contacts.”

# US7,773,729 – Technical Mapping of Claim 1

Claim Element	Evidence of Use: Send Word Now® Alert Services	Comment
b. a dynamic information database for preparing the message for transmission, wherein the dynamic information database comprises:	<p>“The <b>Group Contact Management GCM</b> API allows you to automatically add, update, or delete the <b>data you store in the Send Word Now database</b> from your organization’s current human resources data management system.”</p> <p style="text-align: right;">[Source:  <a href="http://www.sendwordnow.com/Template/SendWordNow/BinaryResource/content/downloads/productliterature/SendWordNow-WebServicesAPI-Brochure.pdf">http://www.sendwordnow.com/Template/SendWordNow/BinaryResource/content/downloads/productliterature/SendWordNow-WebServicesAPI-Brochure.pdf</a>]</p>	<i>Group Contact Management data is stored in the Send Word Now database.</i>

**Patent Specification Ref. [Col. 6, Ln. 44]:** “The dynamic information database **12 can be an SQL™ database, a MySQL™ database or other industry standard databases, an Oracle™ database, or other similar database** that can organize information in a similar manner.”

# US7,773,729 – Technical Mapping of Claim 1

Claim Element	Evidence of Use: Send Word Now® Alert Services	Comment
i. user contact data comprising user contact device information; and	<p><b>“University Alert System</b></p> <p><u>Send Word Now</u> is used for emergency notices to the campus community about utility, facility and operations issues, drills and false alarms.</p> <p><b>Send Word Now messages are sent, as a baseline, to university extensions, university email addresses, and university-owned cell phones.</b> You can choose to add your personal contact information such as home and personal cell phone numbers to the SendWordNow database. If you enroll additional contact numbers and devices, you will receive SendWordNow notices on those phones and devices in addition to your university numbers. ...”</p> <p>[Source: <a href="http://www.rockefeller.edu/security/SWN">http://www.rockefeller.edu/security/SWN</a>]</p>	<i>Send Word Now messages are sent to telephone extensions, email addresses, and cell phones.</i>



**Patent Specification Ref. [Col. 4, Ln. 27]:** “Examples of usable user contact devices include **handheld wireless devices, wireless phones, land phones, e-mail addresses**, digital displays, an light emitting diode (LED) display, fax machines, pagers, and similar devices that capable of receiving a message. **Examples of a handheld device includes a personal digital assistant (PDA), a Blackberry™, or a cellular phone.**”

# US7,773,729 – Technical Mapping of Claim 1

Claim Element	Evidence of Use: Send Word Now® Alert Services	Comment
ii. user selected grouping information comprising at least one group associated with each user of the network; and	<p><b>“about web services</b></p> <p>The Group Contact Management GCM API allows you to <b>automatically add, update, or delete the data you store in the Send Word Now database from your organization’s current human resources data management system.”</b></p> <p>[Source: <a href="http://www.sendwordnow.com/ServicesDetails/web-services">http://www.sendwordnow.com/ServicesDetails/web-services</a>]</p> <p><b>“University Alert System</b></p> <p>... Send Word Now messages are sent, as a baseline, to university extensions, university email addresses, and university-owned cell phones. <b>You can choose to add your personal contact information such as home and personal cell phone numbers to the SendWordNow database.</b> If you enroll additional contact numbers and devices, you will receive SendWordNow notices on those phones and devices in addition to your university numbers.”</p> <p>[Source: <a href="http://www.rockefeller.edu/security/SWN">http://www.rockefeller.edu/security/SWN</a>]</p>	<p><i>Users update Group Contact Management information using the GCM API.</i></p> <p><i>You can choose to add your personal contact information such as home and personal cell phone numbers to the Send Word Now database.</i></p>

**Patent Specification Ref. [Col. 4, Ln. 18]:** “Users of the system can be an entire establishment or an entire organizations, **such as a company, employees of company, an individual, a parent of a child, a fire and police department, a coach of a youth sports team, a team manager of a youth sports team, the manager of a major league sports team, sports team representative, a mom or dad of a sports team player, a commercial property manager, a school system, an adult, a security company, a restaurant, a hotel, or combinations thereof.**”


# US7,773,729 – Technical Mapping of Claim 1

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iii. response data comprising user response information that indicates the at least one user contact devices have received the message; and	<p>“The Send Word Now alerting service is an easy-to-use, member-activated interface that doesn’t require new hardware or technical expertise to master. Your recipients can sign up for alerts via the communication device of their choice and update their personal profile as needed. <b>Once your alert is blasted, they can respond via Get Word Back, providing you with vital information about their status as a situation develops. Within the alerting console, administrators can track and document responses,</b> initiate conference calls, and quickly reference all sent and received messages for auditing purposes.”</p> <p>[Source: <a href="http://www.sendwordnow.com/ServicesDetails/alerting-service">http://www.sendwordnow.com/ServicesDetails/alerting-service</a>]</p> <div style="display: flex; justify-content: space-around;">   </div> <p>[Source: <a href="http://www.sendwordnow.com/">http://www.sendwordnow.com/</a>; <a href="http://vimeo.com/67499263#">http://vimeo.com/67499263#</a>]</p>	<p><i>Once the alert is blasted, users can respond via “Get Word Back” providing vital information about user status as a situation develops. Administrators can track and document responses within the alerting console.</i></p> <p>“If a user is not reachable at any one point of contact, Send Word Now will automatically cycle through all their modes of contact until that person is reached.” [ :55 mark]</p>

**Patent Specification Ref. [Col. 4, Ln. 53]:** “Once the message has been received by the one or more user contact devices, **a response can be transmitted from those contact devices that the message has been received.**”



# US7,773,729 – Technical Mapping of Claim 1

Claim Element	Evidence of Use: Send Word Now® Alert Services	Comment
<p>wherein the administrator initiates preparation and distribution of at least one message to the network using the user selected grouping information</p>	<div data-bbox="401 254 983 731">  </div> <p data-bbox="1022 582 1392 719">[Source: <a href="https://www.sendwordnow.com/Services/Details/alerting-service">https://www.sendwordnow.com/Services/Details/alerting-service</a> <a href="http://vimeo.com/66829481">http://vimeo.com/66829481</a>]</p> <p data-bbox="394 805 1450 1100">“Unity is also excited about the application of Send Word Now's messaging tools in the management of potential crises, such as widespread outbreak of an illness. <b>In its Send Word Now account, the Health System has created a "pandemic" alert group alongside other groups targeting specific departments.</b> "This group will be ...”</p> <p data-bbox="432 1119 1456 1182">[Source: <a href="http://www.sendwordnow.com/Company/PressReleaseDetails/Unity-Health-System-Selects-Send-Word-Now-s-Emergency-Notification-Service-for-Its-Hospitals">http://www.sendwordnow.com/Company/PressReleaseDetails/Unity-Health-System-Selects-Send-Word-Now-s-Emergency-Notification-Service-for-Its-Hospitals</a>]</p>	<p data-bbox="1495 244 1875 725">“Our web based interface is intuitive and easy to use for even non-technical users...in an instant your message reaches your audience around the globe and can be received on a number of different communication devices” [ :42 mark]</p> <p data-bbox="1495 805 1850 1076"><i>Unity Health System (e.g., a user) has created its own groups for sending alerts.</i></p>

**Patent Specification Ref. [Col. 3, Ln. 10]:** “The present embodiments provide a system that has a high speed notification and response system in which information is accessed and stored in a dynamic information database. The systems can be set to contact users automatically when specific conditions arise or to **contact a user or groups of users when initiated by an administrator.**”



# US7,773,729 – Technical Mapping of Claim 1

Claim Element	Evidence of Use: Send Word Now® Alert Services	Comment
and wherein the message is transmitted through at least two industry standard protocols simultaneously, and the message is received by the at least one user contact device in the network,	<p>“REACH ANYONE, ANYWHERE, ON ANY DEVICE...  Today there are more ways than ever to reach someone – <b>voice calls, text messages, emails</b> and more – and when planning for an emergency, you want to know you can depend on any of these modes of communication. Send Word Now interfaces with more types of communications devices than any other alerting solution and <b>gives users the option of being reached multiple ways, so a vital message isn’t missed in a crisis.</b>”</p> <p style="text-align: right;">[Source:  <a href="http://www.sendwordnow.com/Template/SendWordNow/BinaryResource/content/downloads/productliterature/SendWordNow-AlertingService-Brochure.pdf">http://www.sendwordnow.com/Template/SendWordNow/BinaryResource/content/downloads/productliterature/SendWordNow-AlertingService-Brochure.pdf</a>]</p>	<p><i>Send Word Now uses industry standard protocols such as <b>voice calls (PSTN), text messages (SMS), and email (SMTP).</b> Users have the option of being reached multiple ways so a vital message isn’t missed in a crisis.</i></p>

**Patent Specification Ref. [Col. 6, Ln. 47]:** “The industry standard protocols can be a Megaco/H.248 protocol, **simple message transfer protocol (SMTP), a short message service protocol (SMS),** a multimedia message service protocol (MMS), an enhanced message service protocol (EMS), a media protocol control protocol (MGCP), a SIP protocol, a H.323 protocol, and ISDN protocol, **a PSTN protocol,** and combinations thereof.”

# US7,773,729 – Technical Mapping of Claim 1

Claim Element	Evidence of Use: Send Word Now® Alert Services	Comment
and the at least one user contact device transmits a response through the industry standard protocols to the dynamic information database.	<p><b>“International capability</b> Robust international voice and <b>2-way text messaging</b> capability to over 200 countries provides an easy communication channel for overseas personnel.”*</p> <p>[Source: <a href="http://www.sendwordnow.com/Template/SendWordNow/BinaryResource/content/downloads/productliterature/SendWordNow-InboundDialing-VoiceMessageBoard-Brochure.pdf">http://www.sendwordnow.com/Template/SendWordNow/BinaryResource/content/downloads/productliterature/SendWordNow-InboundDialing-VoiceMessageBoard-Brochure.pdf</a>]</p> <p><b>“alertTracer®</b> Provides an <b>audit trail for message tracking. Date and time stamps on messages sent and responses received allow for detailed accountability and after-action review.</b>”**</p> <p>[Source: <a href="http://www.sendwordnow.com/Template/SendWordNow/BinaryResource/content/downloads/productliterature/SendWordNow-InboundDialing-VoiceMessageBoard-Brochure.pdf">http://www.sendwordnow.com/Template/SendWordNow/BinaryResource/content/downloads/productliterature/SendWordNow-InboundDialing-VoiceMessageBoard-Brochure.pdf</a>]</p>	<i>Send Word Now provides an audit trail for message tracking. Date and time stamps on responses received allow for detailed accountability.</i>

**\*Patent Specification Ref. [Col. 7, Ln. 4]:** “The administrator interface **4** can include a responder module **78** which can include a receiver function **80**, for **receiving responses from the user device that reply to the message.**”

**\*\*Patent Specification Ref. [Col. 1, Ln. 11]:** “The present embodiments relate to the creation and delivery of messages, and to the routing of messages, and to **the verification and collection of responses to the messages.**”