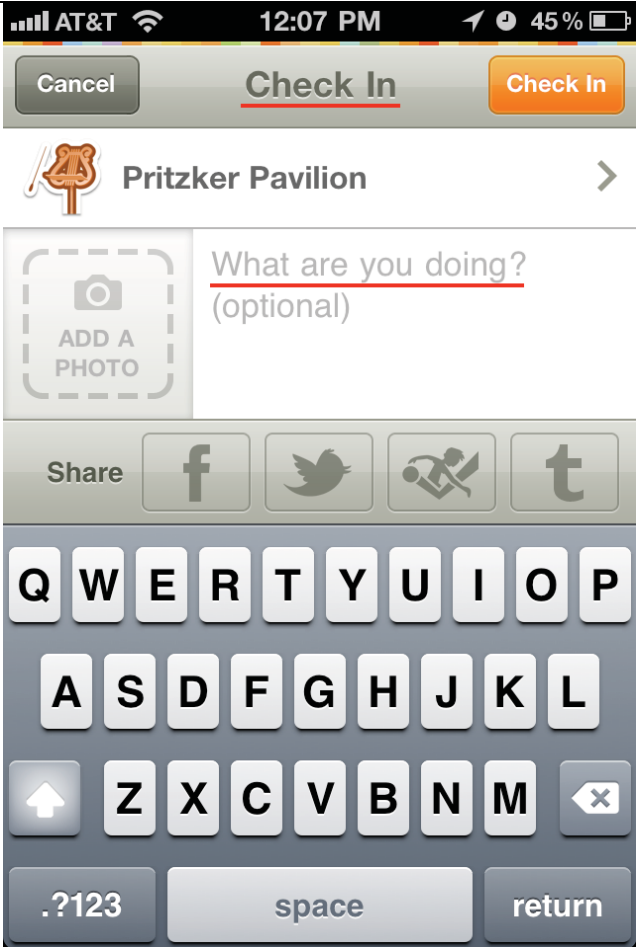


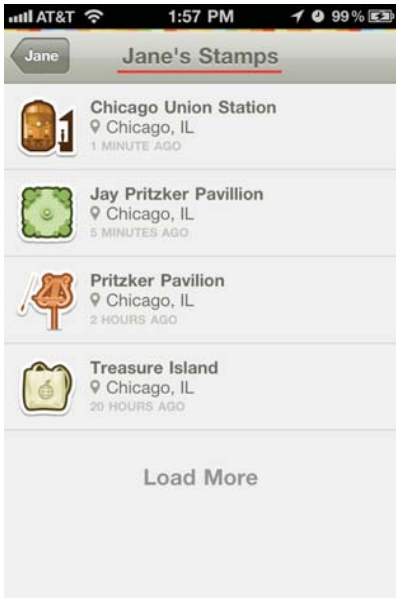
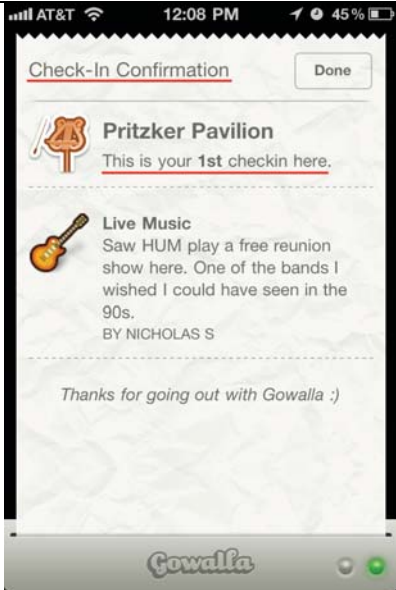
**U.S. Patent No 7,123,930 Claim 30, 32, 33, 35, 37 v. Gowalla**

<p><b>Claim 30</b></p> <p>A method for interactive audience participation at a live event attended by spectators, a plurality of whom have a wireless interactive device including a user interface, the method comprising the steps of:</p>	<p>Gowalla is a mobile platform designed to provide a method for interactive audience participation at a live event attended by a plurality of spectators, using an interactive device having a user interface, such as a smartphone.</p> <p>Specifically, Gowalla allows users to “check-in” at live events, such as a concert in a park, and interactively participate in the live event by sharing comments, photos, and doing challenges, all via the user’s mobile device.</p>	<div data-bbox="1031 331 1740 691"> <h3>On Your <u>Phone</u></h3> <p>Gowalla is most fun when you take it with you. Grab our app for your favorite <u>smartphone</u> so you can keep up on the go! Gowalla is currently available for iPhone, Android, Blackberry and Palm webOS phones.</p> <p>Hundreds of thousands of people are already going out with Gowalla. It's free and easy to get started. Sign up today.</p> </div> <div data-bbox="1031 721 1740 1096"> <h3>Explore the World</h3> <p>Enjoy trips created by National Geographic, USA TODAY, CNNMoney and others that guide you to restaurants, through <u>parks</u> and gardens, or on historic walking tours. Of course, you can create and share your own trips with your friends as well.</p> <p>Pins are added to your Passport to remind you of your achievements, like trips you've completed. We'll even keep track of the States, Provinces and Countries you've visited!</p> </div> <div data-bbox="1031 1125 1740 1471"> <h3>Photos, Rewards &amp; More!</h3> <p>Gowalla does more than check in. You can <u>take photos, comment on places</u> friends go, and share highlights from your life.</p> <p>You may also find virtual items left around the world like digital souvenirs. Many items are redeemable for real-world rewards such as apparel, movie tickets, gadgets and more. We make discovering the world around you both fun and memorable.</p> </div> <p><a href="http://gowalla.com/">http://gowalla.com/</a></p>
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<p>querying the spectators, wherein answers to the querying may be entered via the user interface of the interactive device;</p>	<p>Once a user arrives at a location, Gowalla queries the user as to whether he or she wants to check in at that venue. The user responds using the user interface on their mobile device.</p>	 <p>Screenshot from personal iPhone</p>
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transmitting the answers to a central processor;

Shown to the right is Gowalla’s response to the user’s query answer “checking-in.” As shown in the image to the right, once a user answers that he/she wants to “check-in,” Gowalla confirms the receipt of that answer and awards “passport stamps” for check ins. These responses demonstrate that the Gowalla application program directed the user’s device to transmit the user’s answer to the Gowalla servers.



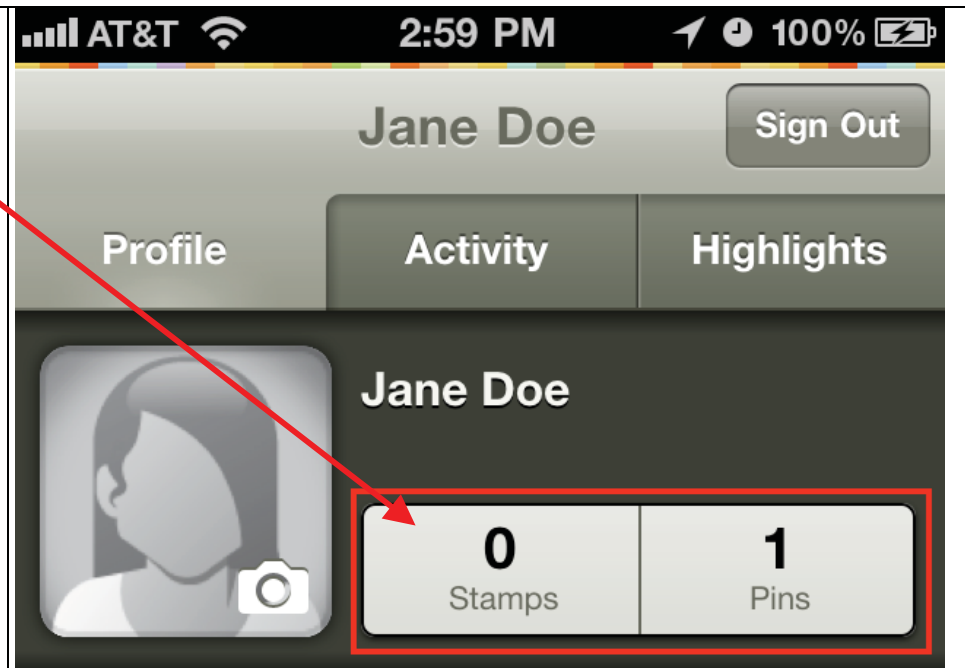
Screenshot from personal iPhone

<p>storing the answers as spectator data;</p>	<p>Gowalla stores user “check-ins” as user data. Users must register and create an account so all of their information and “check-ins” can be stored in their account. Users may look through their “Activity” and see a record of the information they have transmitted to Gowalla in the form of a saved list.</p>	<div data-bbox="1031 256 1696 1250"></div> <p>Screenshot from personal iPhone</p>
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<p>processing the spectator data into results;</p>	<p>Gowalla processes user data, such as “check-ins,” into results. Depending on where and how often a user “checks-in” somewhere, users can unlock pins.</p> <p>For example, if a user “checks-in” at the Pritzker Pavillion in Illinois, he or she will earn an Illinois pin.</p>	 <p>Screenshot from personal iPhone</p> <p><b><u>Pins</u></b></p> <p><u>Pins are special rewards</u> you receive for doing things like finishing a Trip, visiting a given number of places, or taking photos. Earn the Cup o' Joe Pin by checking in at 10 unique coffeeshops or the Discover Pin when you add the 50th Stamp to your Passport. There's always a surprise waiting for you!</p> <p><a href="http://help.gowalla.com/customer/portal/articles/72410-getting-started-how-things-work">http://help.gowalla.com/customer/portal/articles/72410-getting-started-how-things-work</a></p>
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storing the results of the processing of the spectator data; and

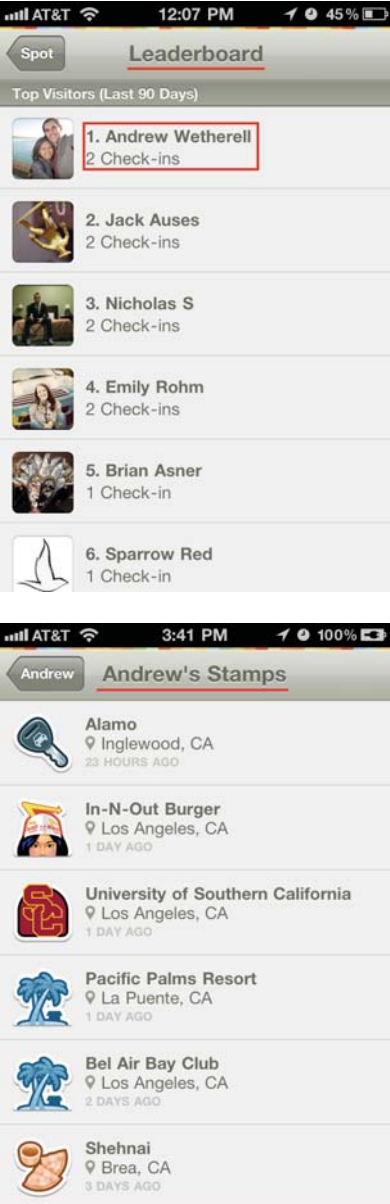
Gowalla stores the results of the processed data on its server, in the form of statistics. A user's statistics, such as all the stamps earned, are accessed through his or her account.



Screenshot from personal iPhone

broadcasting the results of the processing of the spectator data to the spectators attending the live event.

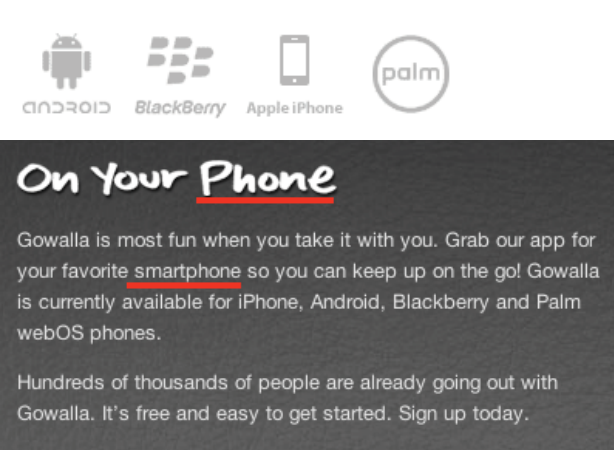
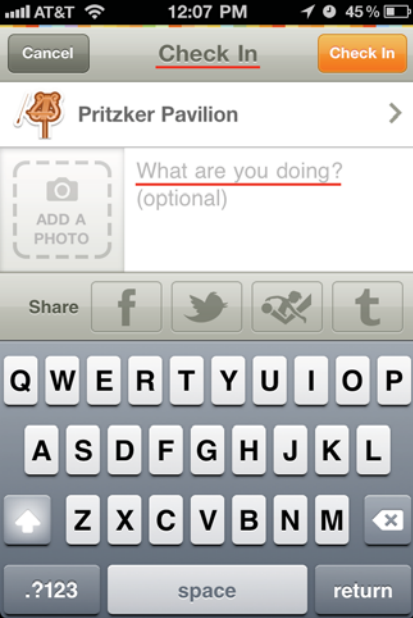
Gowalla broadcasts the results of the processed data to all users at that particular venue. As shown in the image to the right, any user at Jay Pritzker Pavilion will see that Andrew Wetherell has checked into the venue most frequently and recently than any other user, as well as the stamps that he has earned.

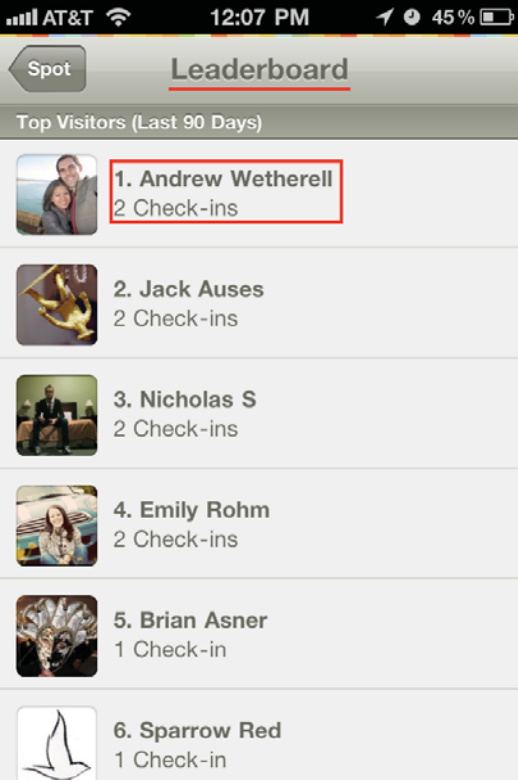


Screenshot from personal iPhone

<p><b>Claim 32</b></p> <p>The method of claim 30, further comprising the step of presenting a promotional message.</p>	<p>Gowalla presents promotional messages, provided by merchants, to users via the user's mobile device. Promotional messages include rewards, such as discounts of shoe purchases, and entries into contests.</p>	<div data-bbox="1045 305 1957 1133"> </div> <p>Everyone who finds a TOMS Shoes item on Gowalla will receive an email with a <u>code for \$5 off the purchase of a pair of shoes</u> at <a href="http://TOMS.com">http://TOMS.com</a>! Additionally, TOMS has put together a great Gowalla Trip which we're featuring: take the <b>TOMS History Trip</b> to learn about a few of the spots that have been integral in the company's growth over the past four years and gain insight into TOMS Shoes culture (taco shops and surf spots included).</p> <p><a href="http://blog.gowalla.com/post/977724488/gowalla-goes-out-with-toms-shoes-and-at-t-to-celebrate">http://blog.gowalla.com/post/977724488/gowalla-goes-out-with-toms-shoes-and-at-t-to-celebrate</a></p>
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<p><b>Claim 33</b></p> <p>The method of claim 30 wherein the wireless interactive device employs a form of wireless communications selected from the group consisting of radio transmissions, microwave transmissions, broadband wireless data transmissions, and satellite transmissions.</p>	<p>Upon information and belief, Gowalla has contractual agreements with various mobile service providers in order to provide a wireless communication system using broadband wireless data transmission (e.g., 3G networks) 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><a href="http://gowalla.com/">http://gowalla.com/</a></p>
<p><b>Claim 35</b></p> <p>The method of claim 30, wherein the step of querying is achieved using the interactive device.</p>	<p>Gowalla's querying is achieved using the user interface on the interactive mobile devices. Gowalla's querying and the user's response is transmitted and received, respectively, via the user's mobile device.</p>	 <p>Screenshot from personal iPhone</p>

<p><b>Claim 37</b></p> <p>The method of claim 30 wherein the step of broadcasting the results is achieved using the interactive device.</p>	<p>As shown in the image to the right, Gowalla broadcasts results using the interactive device by displaying the results on the mobile device's screen.</p>	 <p>Screenshot from personal iPhone</p>
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