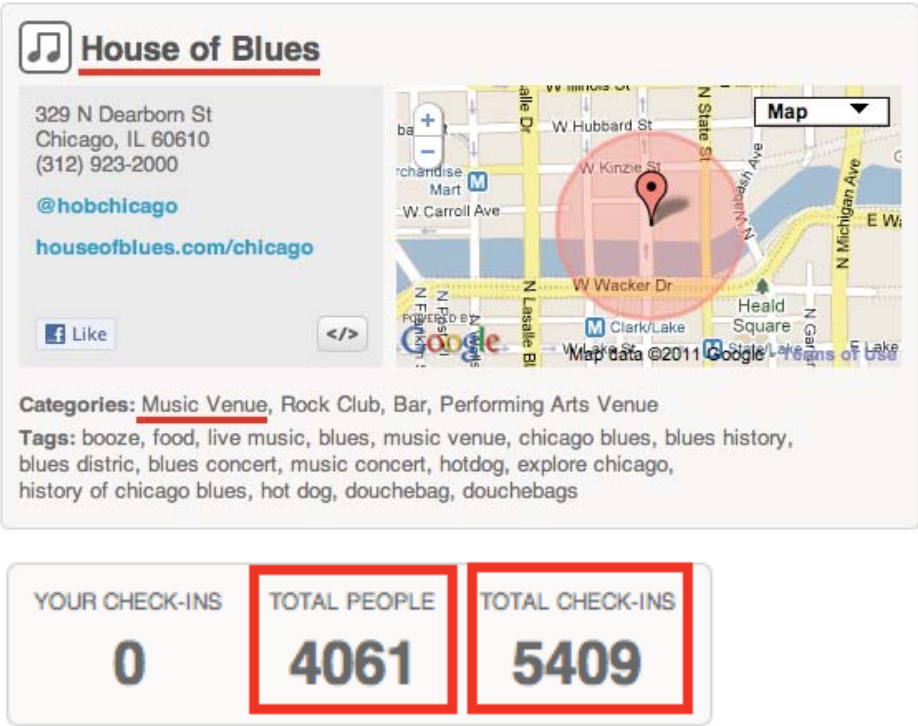
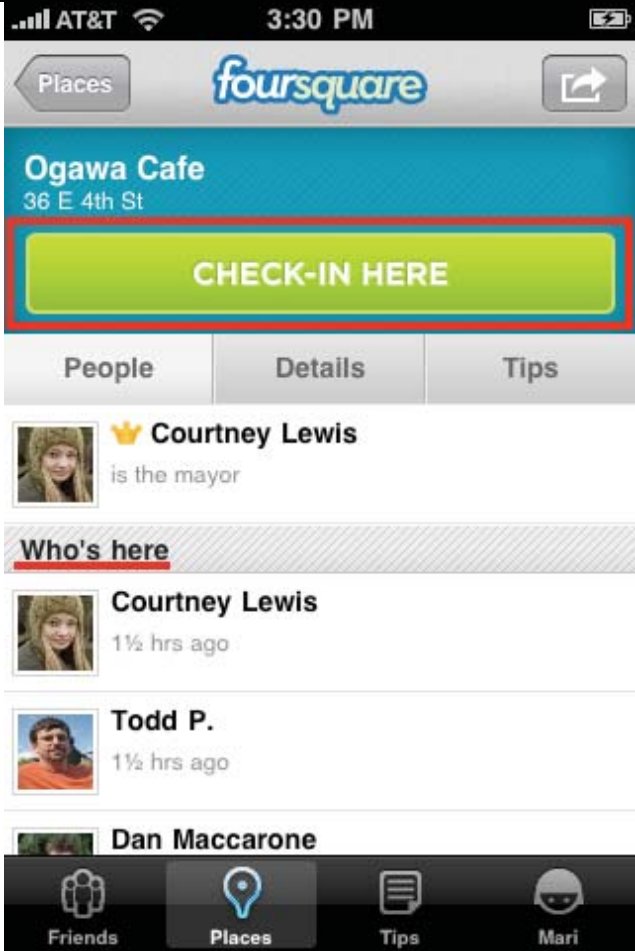
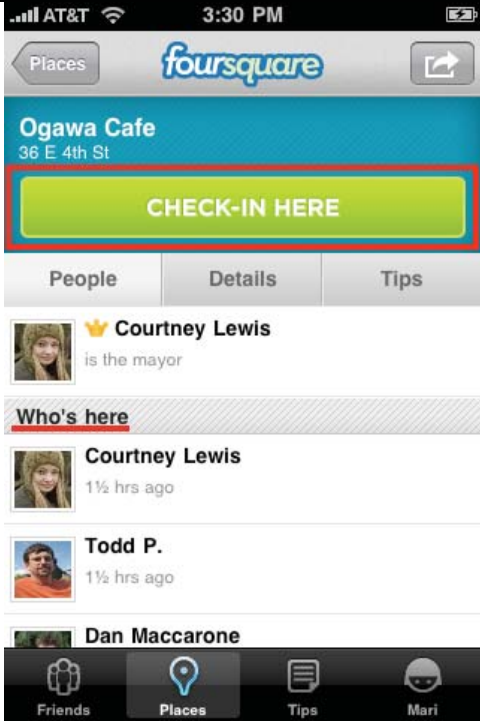



**U.S. Patent No 7,123,930 Claim 1, 2, 6, 8 v. Foursquare**

<p><b>Claim 1</b></p> <p>A system for enabling interactive participation by spectators attending a live spectator event at a venue,</p>	<p>Foursquare is a mobile platform designed to provide a system 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><b>What is foursquare?</b></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><a href="https://foursquare.com/about">https://foursquare.com/about</a></p>  <p><a href="https://foursquare.com/venue/7618">https://foursquare.com/venue/7618</a></p>
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and employing a wireless interactive device having capability	Foursquare allows attendees to interactively participate on their interactive wireless mobile device, such as an iPhone.	 <p><a href="https://foursquare.com/about">https://foursquare.com/about</a> (Mobile Screenshots)</p>
(i) to receive and transmit messages,	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.	
(ii) accept input via a user interface, and	These devices typically accept user input via the touchscreen user interface.	
(iii) display messages on an electronic display, the system comprising:	As shown to the right, a smartphone device’s display screen acts as an output interface by displaying messages to its users.	

<p>a wireless communication system adapted to transmit and receive messages with the 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>	<h3>What is foursquare?</h3> <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><a href="https://foursquare.com/about">https://foursquare.com/about</a></p>
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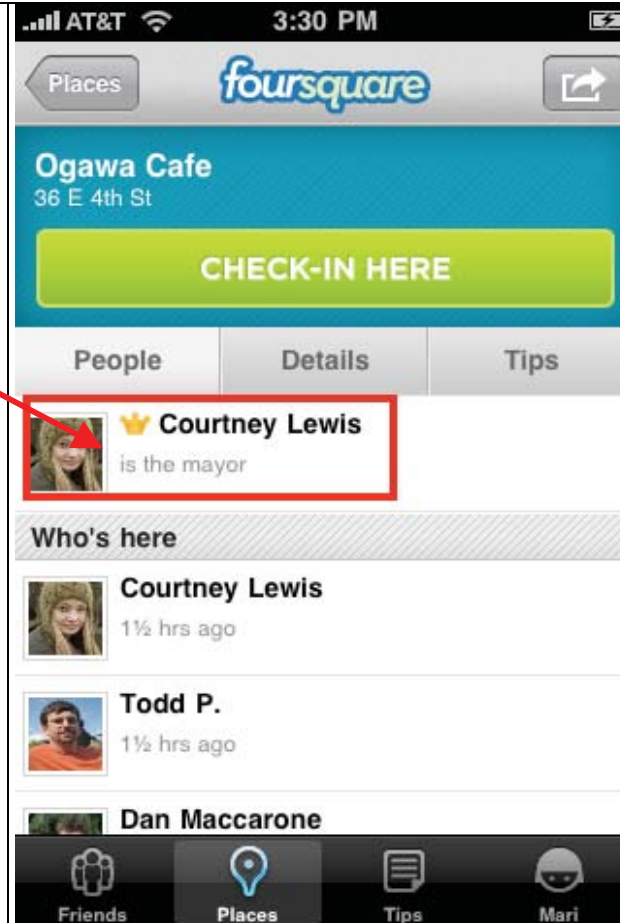
<p>means for querying the spectators to respond to at least one query with answers entered through the user interface and transmitted by the interactive device;</p>	<p>Foursquare's servers provide queries that foursquare transmits through a wireless communication system to the handset for display on the screen. The foursquare code then directs the handset to accept and transmit the user's answers entered on the handset.</p> <p>For example, 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><a href="https://foursquare.com/about">https://foursquare.com/about</a> (Mobile Screenshots)</p>
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<p>means for receiving the answers at a central processing station or distributed processing stations;</p>	<p>On information and belief, foursquare provides servers networked to receive and process user responses.</p> <p>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 distributes it to the foursquare servers.</p>	 <p>Screenshot from personal iPhone</p>
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<p>means for storing the received answers as spectator data;</p>	<p>Foursquare stores user “check-ins” as user data in data storage. Users must register and create an account so all of their information and “check-ins” can be stored in their account. A user may look through his or her “Check-in History” and see a record of the information they have transmitted to foursquare in the form of a saved list.</p>	<h2><u>Check-in History</u></h2> <p>Here's a quick recap of all the places you've been.</p> <p><a href="https://foursquare.com/user/9845620/history">https://foursquare.com/user/9845620/history</a></p>
<p>a central processor adapted to receive and process the spectator data into results; and</p>	<p>At its central server(s), foursquare receives and 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><a href="https://foursquare.com/about">https://foursquare.com/about</a> (Video Tutorial, 1:20-37)</p>

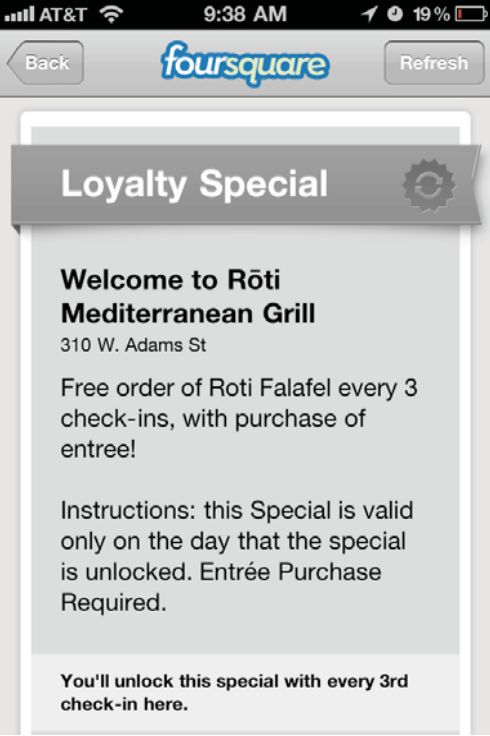
means for announcing the results to the spectators attending the live spectator event.

Foursquare announces the results of the processed data to all users at the venue through its specially-programmed servers networked to a wireless communication system. As shown in the image to the right, any user at Ogawa Café will see that Courtney Lewis is the mayor of that location.



<https://foursquare.com/about> (Mobile Screenshots)



<p><b>Claim 2</b></p> <p>The system of claim 1, further comprising means for disseminating least one promotional message to the spectators through the electronic display.</p>	<p>Foursquare's servers provide promotional messages that foursquare transmits through a wireless communication system to the handset for display on the screen. The foursquare programmed handset then accepts and disseminates the promotional messages by displaying the promotional message on the handset's display screen.</p> <p>As shown in the image to the right, foursquare's mobile app is configured to display promotional messages, such as free food from Roti Grill for loyal customers.</p>	 <p>Screenshot from personal iPhone</p>
<p><b>Claim 6</b></p> <p>The system of claim 1, wherein the wireless communications system transmits and receives using at least one transmission form selected from the group consisting of radio transmission, microwave transmission, broadband wireless data transmission, ultra-wide band transmission, and satellite transmission.</p>	<p>Upon information and belief, foursquare 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><b>What is foursquare?</b></p> <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</u>" via a <u>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><a href="https://foursquare.com/about">https://foursquare.com/about</a></p>



Claim 8		
The system of claim 1, wherein each of the interactive devices has a unique address programmed therein.	Foursquare's mobile app is configured so that users can automatically access their foursquare account through their wireless device. Log in is automatic because each interactive device has a unique address, or "identity," programmed therein.	