



U.S. Patent No 7,792,539 Claim 1 v. Foursquare

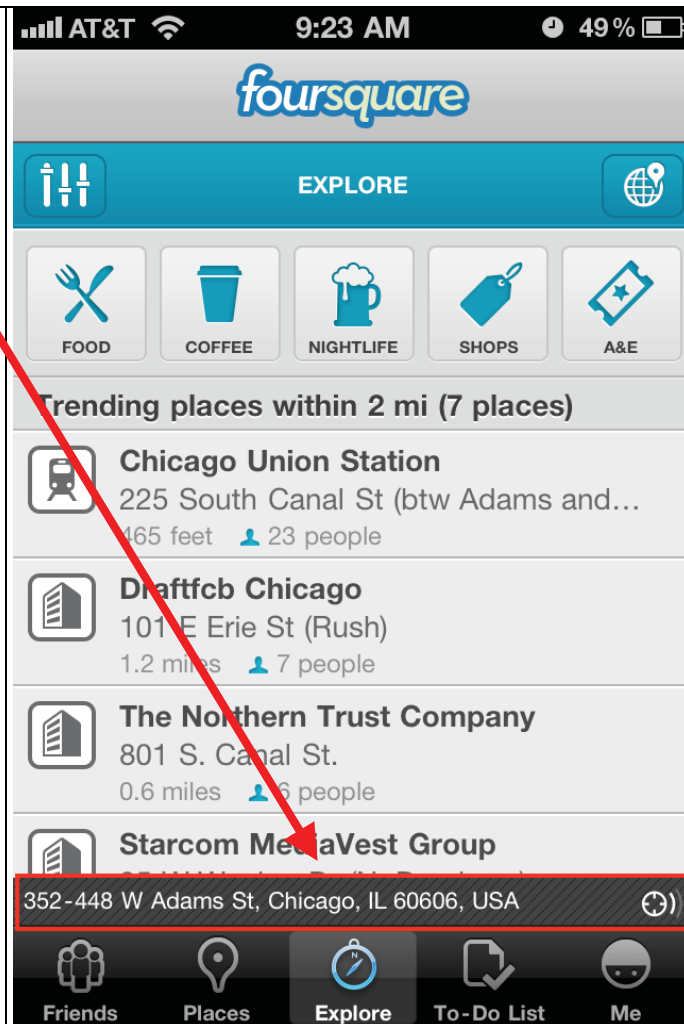
<p>Claim 1</p> <p>A method for enabling interactive participation by enrolled participants during activity occurring at a college campus venue attended by a plurality of persons,</p>	<p>Foursquare is a mobile platform designed to provide a method for interactive audience participation by enrolled participants during activity at a college campus, such as buying books on campus. Specifically, foursquare allows users to “check-in” at a college campus, like Columbia College, and interactively participate in the event 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>Columbia College Chicago</p> <p>623 S Wabash btw Harrison & Balbo Chicago, IL 60605</p> <p>W Harrison St E Harrison St S La Salle St S Plymouth Ct S Wabash St E 8th St E 9th St E 10th St E 11th St E 12th St E 13th St E 14th St E 15th St E 16th St E 17th St E 18th St E 19th St E 20th St E 21st St E 22nd St E 23rd St E 24th St E 25th St E 26th St E 27th St E 28th St E 29th St E 30th St E 31st St E 32nd St E 33rd St E 34th St E 35th St E 36th St E 37th St E 38th St E 39th St E 40th St E 41st St E 42nd St E 43rd St E 44th St E 45th St E 46th St E 47th St E 48th St E 49th St E 50th St E 51st St E 52nd St E 53rd St E 54th St E 55th St E 56th St E 57th St E 58th St E 59th St E 60th St E 61st St E 62nd St E 63rd St E 64th St E 65th St E 66th St E 67th St E 68th St E 69th St E 70th St E 71st St E 72nd St E 73rd St E 74th St E 75th St E 76th St E 77th St E 78th St E 79th St E 80th St E 81st St E 82nd St E 83rd St E 84th St E 85th St E 86th St E 87th St E 88th St E 89th St E 90th St E 91st St E 92nd St E 93rd St E 94th St E 95th St E 96th St E 97th St E 98th St E 99th St E 100th St</p> <p>Categories: <u>College Academic Building, University, College Arts Building</u></p> <p>Tags: art, college, portfolio center, columbia college, city, chicago</p> <p>Tips POPULAR RECENT</p> <p><i>Login to leave tips at this venue!</i></p> <p>Zima M. Look @ that effin hipster! ✓ 4 January 25, 2011</p> <p>Matt S. <u>The 8th and 10th floor shops are awesome!</u> ✓ 4 September 25, 2010</p> <p>https://foursquare.com/venue/793511</p>
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<p>said enrolled participants employing a wireless interactive device having a unique signature associated therewith and capability to:</p> <p>(i) receive and transmit messages;</p> <p>(ii) accept input via a user input interface;</p> <p>(iii) output messages to a user output interface; and</p> <p>(iv) transmit said unique signature, the method comprising the steps of:</p>	<p>Foursquare allows enrolled attendees to interactively participate on their interactive wireless mobile device, such as an iPhone. Mobile devices have a unique signature embedded within their SIM cards, which are used to identify the device.</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 “people are 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>Foursquare’s mobile app is configured so that users can automatically access their foursquare account through their wireless device. Log in is automatic because the device transmits its “identity,” or unique signature, wirelessly.</p>	 <p>Screenshot from personal iPhone</p>
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enrolling at least some of said persons as enrolled participants, each being equipped with one of said wireless interactive devices;


Foursquare enrolls attendees as participants by obtaining and accepting their transmitted location from their wireless interactive device. Once enrolled, participants are able to access and participate in foursquare's location-specific activities via their wireless device.

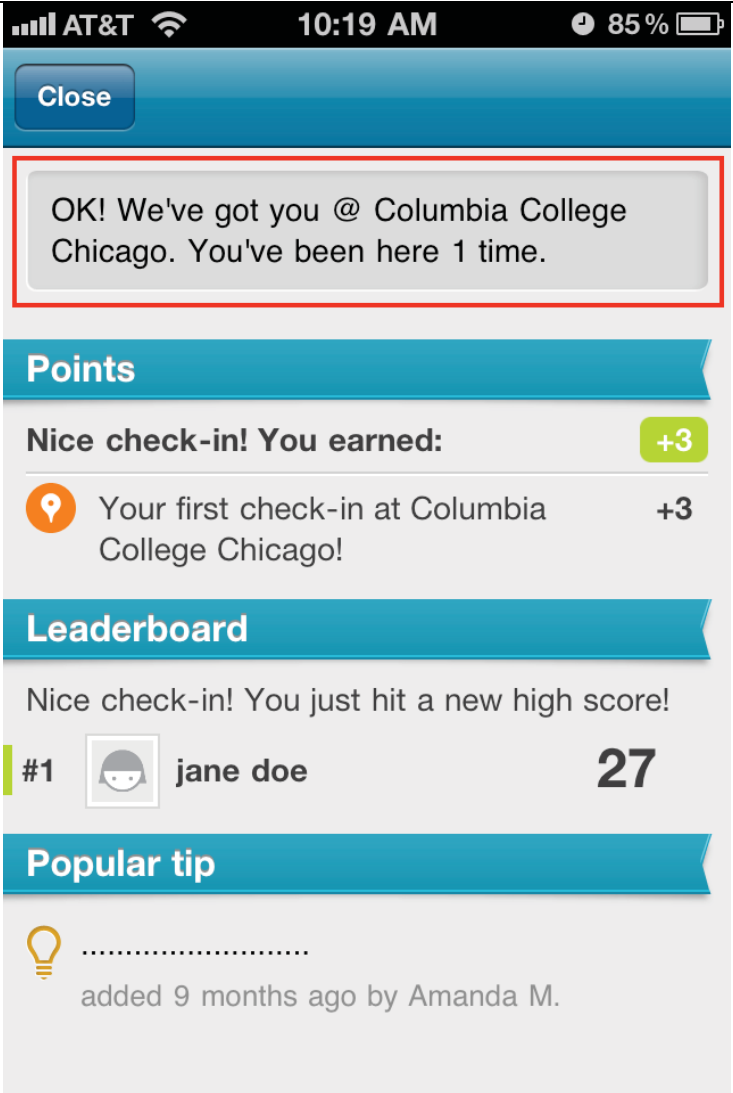
As seen in the image to the right, once a participant's location is obtained and accepted by foursquare, the participant can see what location-specific activities are available to them.




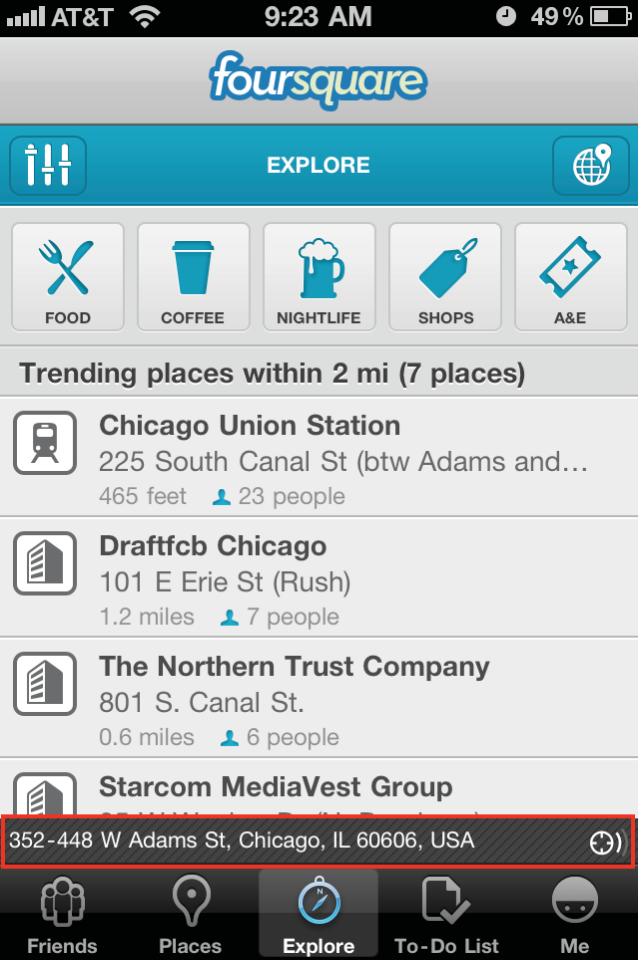
Screenshot from personal iPhone

<p>providing a wireless communication system appointed 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>	<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>https://foursquare.com/about</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; and</p>	<p>Foursquare provides a system 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>Screenshot from personal iPhone</p>
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<p>receiving answers entered by said enrolled participants;</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 foursquare server receives the answer.</p>	 <p>Screenshot from personal iPhone</p>
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<p>wherein said wireless interactive device further comprises localization circuitry appointed to transmit a location signal indicative of a physical location of said device, said method further comprises the step of detecting said transmitted location signal;</p>	<p>A user's wireless interactive device includes localization circuitry that transmits the physical location of the user to foursquare.</p> <p>This symbol indicates that the localization circuitry in the wireless device is in use.</p> <p>The foursquare application detects the transmitted location and automatically shows "Nearby" venues based on the user's location as transmitted by the user's mobile device.</p>	 <p>Screenshot from personal iPhone</p>
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<p>and wherein said enrolling step is effected automatically for persons attending said college campus venue and possessing a said wireless interactive device, upon detection of said transmitted location signal indicative of a physical location within said college campus venue.</p>	<p>Enrollment is automatic for devices that have localization circuitry. When a participant's mobile device transmits its physical location within the activity area of a college campus, that participant is automatically enrolled, allowing the participant access to the location-specific activities.</p> <p>As shown in the image to the right, with the foursquare app activated, the device automatically transmits the location of Columbia College to foursquare, which automatically enrolls the user, giving access to foursquare's activities.</p>	 <p>Screenshot from personal iPhone</p>
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