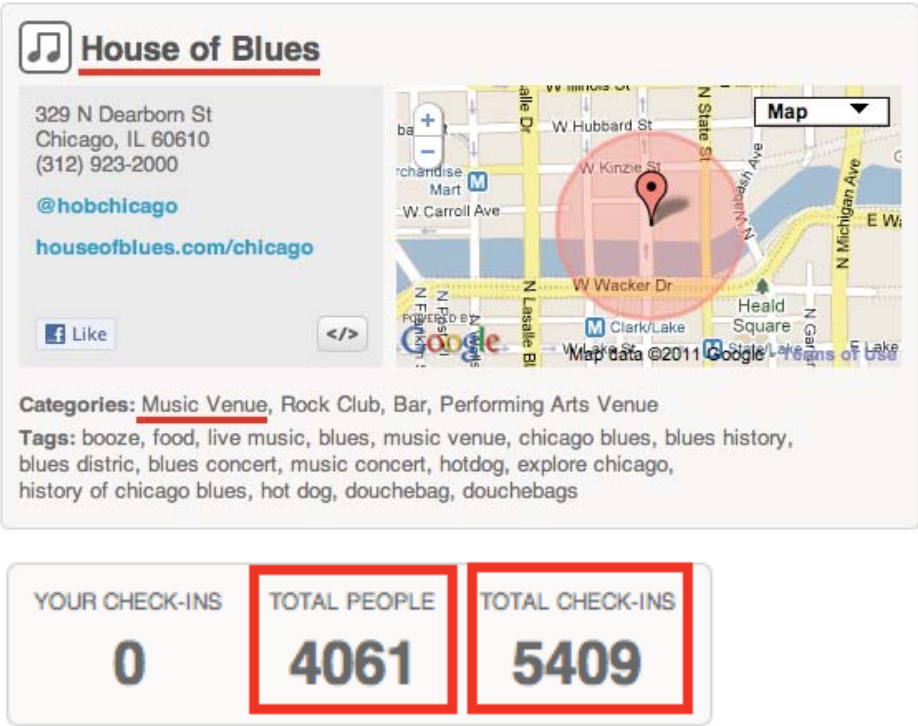
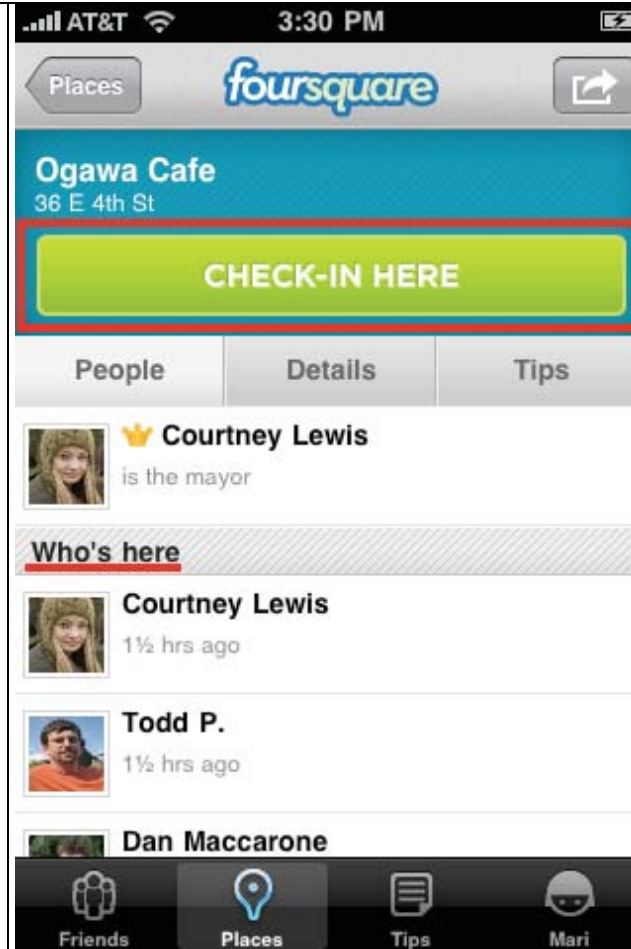


**U.S. Patent No 7,123,930 Claim 30, 32, 33, 35, 37 v. Foursquare**


<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>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, using an interactive device having a user interface, such as a smartphone.</p> <p>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 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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querying the spectators, wherein answers to the querying may be entered via the user interface of the interactive device;

Once a user arrives at a location, foursquare queries the user as to whether he or she wants to “check-in” at that venue (“CHECK-IN HERE” button). The user responds using the user interface on their mobile device.



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

<p>transmitting the answers to a central processor;</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 answers that he/she wants to "check-in," foursquare confirms the receipt of that answer and awards points for doing so. These responses demonstrate that the foursquare application program directed the user's device to transmit the user's answer to the foursquare servers.</p>	 <p>Screenshot from personal iPhone</p>
<p>storing the answers as spectator data;</p>	<p>Foursquare 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. 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 data-bbox="1062 1110 1730 1192">Check-in History</h2> <p data-bbox="1062 1221 1801 1256">Here's a quick recap of all the places you've been.</p> <p data-bbox="1035 1325 1528 1354"><a href="https://foursquare.com/user/9845620/history">https://foursquare.com/user/9845620/history</a></p>

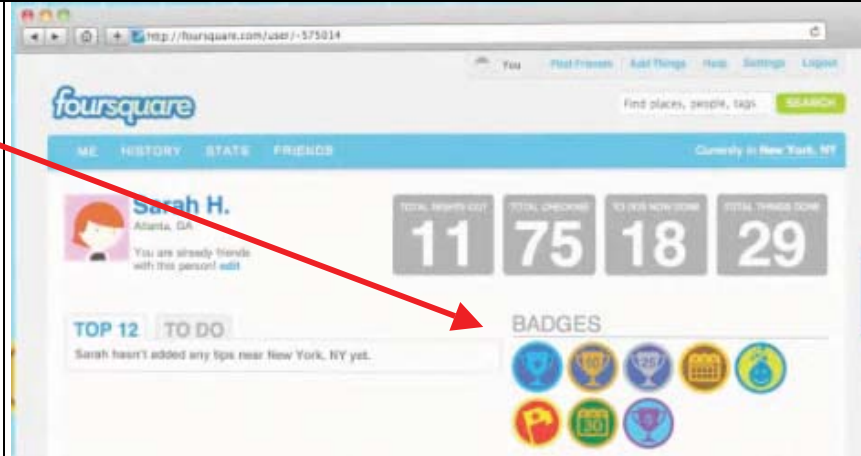
<p>processing the spectator data into results;</p>	<p>Foursquare processes user data, such as “check-ins,” into results. Depending on where and how often a user “checks-in” somewhere, users can unlock badges.</p> <p>For example, if a user “checks-in” somewhere particularly far away in distance, he or 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><a href="https://foursquare.com/about">https://foursquare.com/about</a> (Video Tutorial, 1:20)</p>
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<https://foursquare.com/about> (Video Tutorial, 1:37)

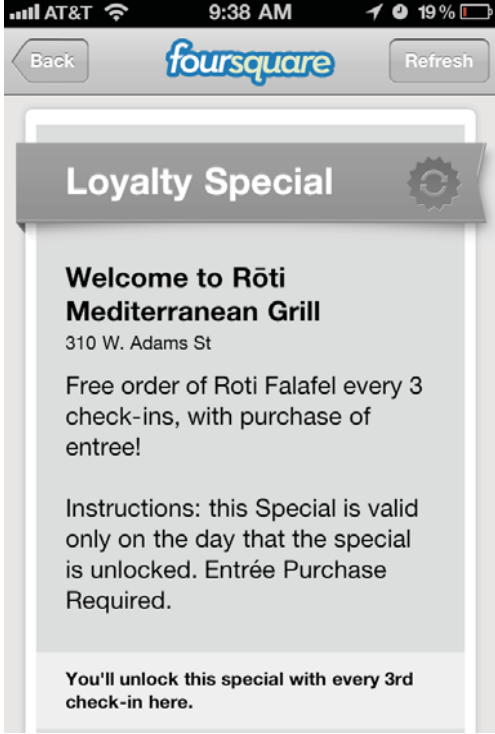
storing the results of the processing of the spectator data; and

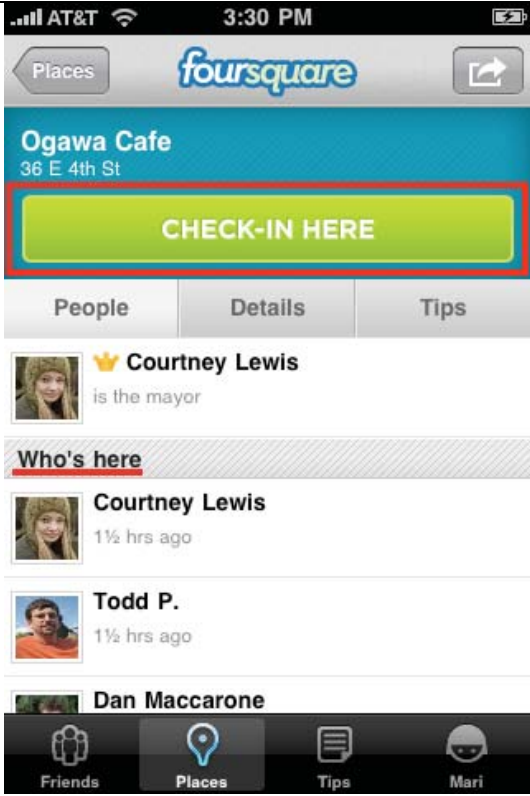
Foursquare stores the results of the processed data on its server, in the form of statistics. A user's statistics, such as all the badges earned, are accessed through his or her account.




<https://foursquare.com/about> (Video Tutorial, 1:26)

<p>broadcasting the results of the processing of the spectator data to the spectators attending the live event.</p>	<p>Foursquare 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 Ogawa Café will see that Courtney Lewis is the mayor of that location.</p>	<div data-bbox="1024 285 1499 984">A screenshot of the Foursquare mobile app interface. At the top, the status bar shows 'AT&amp;T', signal strength, Wi-Fi, and the time '3:30 PM'. The app header includes a 'Places' button, the 'foursquare' logo, and a share icon. The main content area shows 'Ogawa Cafe' at '36 E 4th St' with a large green 'CHECK-IN HERE' button. Below this are tabs for 'People', 'Details', and 'Tips'. The 'People' tab is active, displaying a list of users. Courtney Lewis is highlighted with a red box, showing her profile picture, a crown icon, her name, and the text 'is the mayor'. Below her are other users: Todd P. and Dan Maccarone, each with their profile picture and a timestamp of '1½ hrs ago'. At the bottom is a navigation bar with icons for 'Friends', 'Places', 'Tips', and 'Mari'.</div> <p><a href="https://foursquare.com/about">https://foursquare.com/about</a> (Mobile Screenshots)</p>
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<p><b>Claim 32</b></p>		
<p>The method of claim 30, further comprising the step of presenting a promotional message.</p>	<p>Foursquare presents promotional messages, provided by merchants, to users via the user's mobile device. Promotional messages include rewards, such as free food.</p>	 <p>Screenshot from personal iPhone</p>
<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, 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>

<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>Fourquare's querying is achieved using the user interface on the interactive mobile devices. Foursquare's querying and the user's response is transmitted and received, respectively, via the user's mobile device.</p>	 <p>The screenshot shows the Foursquare mobile app interface. At the top, the status bar displays 'AT&amp;T', signal strength, Wi-Fi, and the time '3:30 PM'. The app header includes a 'Places' button, the 'foursquare' logo, and a share icon. The main content area displays 'Ogawa Cafe' at '36 E 4th St'. A large green button with the text 'CHECK-IN HERE' is prominently displayed and highlighted with a red rectangular border. Below this are tabs for 'People', 'Details', and 'Tips'. The 'People' tab is active, showing a list of users. The first user is Courtney Lewis, identified as 'is the mayor'. A section titled 'Who's here' follows, listing recent check-ins: Courtney Lewis (1 1/2 hrs ago), Todd P. (1 1/2 hrs ago), and Dan Maccarone. At the bottom is a navigation bar with icons for 'Friends', 'Places' (which is highlighted), 'Tips', and 'Mari'.</p> <p><a href="https://foursquare.com/about">https://foursquare.com/about</a> (Mobile Screenshots)</p>
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<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, foursquare broadcasts results using the interactive device by displaying the results on the mobile device's screen.</p>	 <p><a href="https://foursquare.com/about">https://foursquare.com/about</a> (Mobile Screenshots)</p>