

Technical Mapping of US Patent 7,773,729 Vs. Facebook Groups



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US7,773,729 – Technical Mapping of Claim 1

Claim Element	Evidence of Use: Facebook Groups	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>Groups</p> <ul style="list-style-type: none"> ▪ Privacy: In addition to an open setting, more privacy settings are available for groups. In secret and closed groups, posts are only visible to group members. ▪ Audience: Group members must be approved or added by other members. When a group reaches a certain size, some features are limited. The most useful groups tend to be the ones you create with small groups of people you know. ▪ Communication: In groups, members receive notifications by default when any member posts in the group. Group members can participate in chats, upload photos to shared albums, collaborate on group docs and invite members who are friends to group events. <p>[Source: https://www.facebook.com/help/162866443847527/]</p>	<i>Facebook groups provide a closed space for groups of people to communicate about shared interests.</i>

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.”

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a. an administrator interface for transmitting a message from an administrator to at least one user contact device;	<p>“What Is a Cloud-Based Service?</p> <p>In the broadest sense, cloud-based services can be any type of web service or application that lives in the cloud and is accessed online. For instance, Google’s Gmail is a cloud-based service, as is Facebook. Both sites are vastly different in purpose but are by definition cloud-based services because of how they operate: you access the service, and the files you save through them, on the internet.”</p> <p>[Source: http://cloud-services-review.toptenreviews.com/confused-about-the-cloud-deciphering-cloud-services-for-consumers.html]</p>	<p><i>Facebook is a cloud-based service that is accessed through the Internet (i.e., a wide area network interface).</i></p>

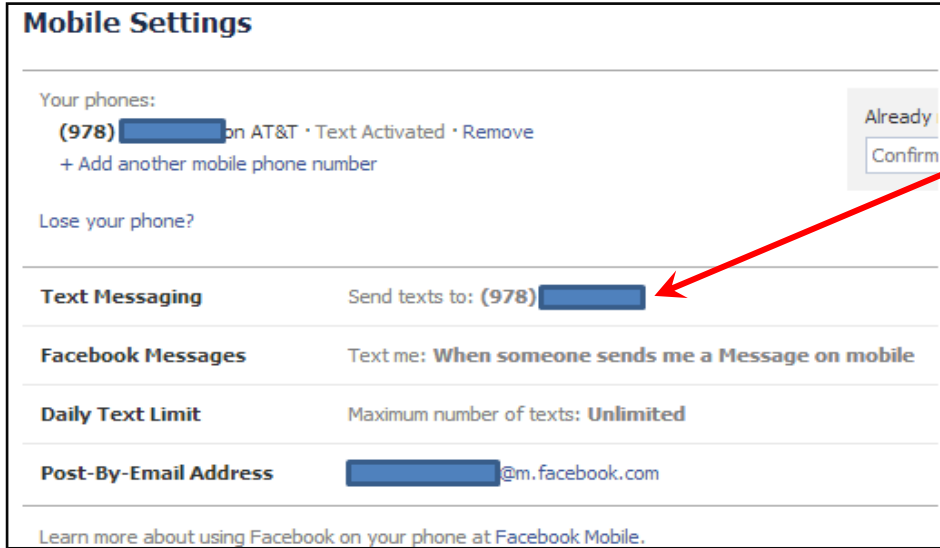
Patent Specification Ref. [Col. 3, Ln. 47]: “The administrator interface 4 can be a local area network interface, a **wide area network interface**, a virtual private network interface, asynchronous transfer mode interface, a synchronous optical network interface, a call center, a voice mail, or other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

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b. a dynamic information database for preparing the message for transmission, wherein the dynamic information database comprises:	<p>“Summary: Facebook held a Tech Talk on Monday night explaining how it built a MySQL environment capable of handling everything the company needs in terms of scale, performance and availability. Based on what I heard, it looks like critics of Facebook’s MySQL environment might be wrong.”</p> <p>“When you’re storing every transaction for 800 million users and handling more than 60 million queries per second, your database environment had better be something special. Many readers might see these numbers and think NoSQL, but Facebook held a Tech Talk on Monday night explaining how it built a MySQL environment capable of handling everything the company needs in terms of scale, performance and availability.”</p> <p>[Source: http://qigaom.com/2011/12/06/facebook-shares-some-secrets-on-making-mysql-scale/]</p>	<p><i>Facebook uses MySQL database to handle user transactions.</i></p>

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.”

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i. user contact data comprising user contact device information; and	 <p>[Source: https://www.facebook.com/settings?tab=mobile]</p> <p>“Claim 19: The system of claim 1, wherein the user contact data is a member selected from the group consisting of: a user name, a user address, a user phone number, a user device address, user social security number, an account code, an insurance card code, a biometric file, user selected language, and combinations thereof.”</p>	<p><i>Facebook mobile settings include user phone number.</i></p> <p><i>Claim 19 cites user phone number as user contact data.</i></p>


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.**”

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ii. user selected grouping information comprising at least one group associated with each user of the network; and	<p>▼ How do I add new members to a group?</p> <p>To add new members to a group:</p> <ol style="list-style-type: none"> 1. Go to the group 2. Click the + Add People to Group field in the right column 3. Add your friends' names in the typehead <p>For all types of groups—open, closed and secret—group members can add their friends. Other people can request to join an open or closed group and be confirmed by a group admin.</p> <p>For groups within school groups, group members can add anyone who is a confirmed member of the school group.</p> <p>[Source: https://www.facebook.com/help/162866443847527/]</p>	<i>Facebook group members can add their friends. Other people can request to join a group and be confirmed by a group admin.</i>

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.**”

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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>▼ How do I know who's seen each post or message in a group?</p> <p>Facebook messages and posts in groups with fewer than 250 people are marked as "seen" after your group members have seen them. If your group reaches 250 members or more, you'll no longer see who's seen messages and posts.</p> <p>The check ✓ under each post indicates how many group members have seen it. This way you can stay updated on the group's activity.</p>  <p>Hover over the ✓ to get an idea of who's seen it. Anyone who can view the group post will see the ✓.</p> <p>[Source: https://www.facebook.com/help/162866443847527/]</p> <p>Facebook Mobile Texts</p> <p>Receive and respond to notifications through text messages on your phone.</p> <p>[Source: https://www.facebook.com/help/170960386370271/]</p> <p>How do I reply to a comment through email?</p> <p>To respond to a comment someone has made on a post directly from the email notification, simply reply with your comment in the body of the email. Your comment will then be posted after that person's comment.</p> <p>[Source: https://www.facebook.com/help/162866443847527/]</p>	<p><i>Facebook messages and posts in groups are marked as “seen” after group members have seen them.</i></p> <p><i>Facebook users may receive and respond to notifications through text messages on their phones.</i></p> <p><i>Facebook users may receive and respond to comments directly via email.</i></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.**”

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wherein the administrator initiates preparation and distribution of at least one message to the network using the user selected grouping information	 <p>[Source: https://www.facebook.com/help/162866443847527/]</p>	<i>To post to a group, go to the group's page and click the box that says: Write something...</i>

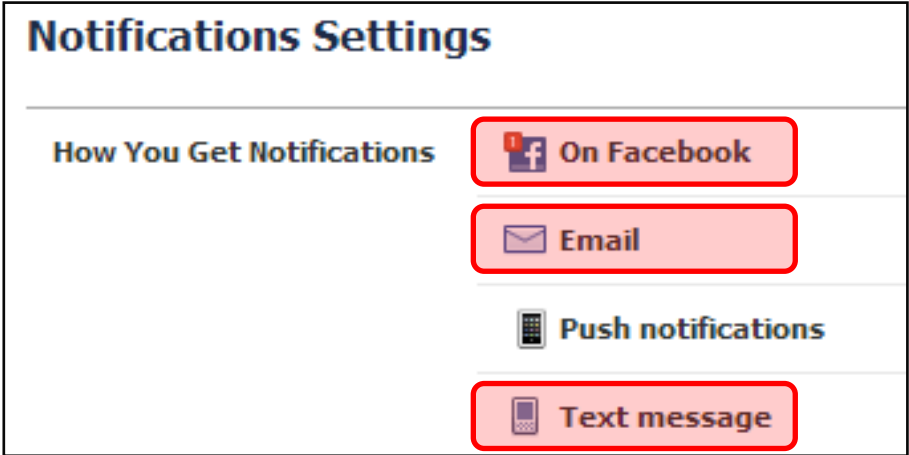
Patent Specification Ref. [Col. 3, Ln. 10]: “The present embodiments provide a system that has a high speed notification and response system in which information is accessed and stored in a dynamic information database. The systems can be set to contact users automatically when specific conditions arise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

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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>“Claim 18: The system of claim 1, wherein the industry standard protocol is selected from the group consisting of a Megaco/H.248 protocol, a 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, a ISDN protocol, a PSTN protocol, and combinations thereof.”</p> <p>“HTTP 1.1 is the latest version of Hypertext Transfer Protocol (HTTP), the World Wide Web application protocol that runs on top of the Internet's TCP/IP suite of protocols. HTTP 1.1 provides faster delivery of Web pages than the original HTTP and reduces Web traffic. Developed by a committee of the Internet Engineering Task Force (IETF) that includes the Web's chief creator Tim Berners-Lee, HTTP 1.1 is supported by the latest Web servers and browsers.”</p> <p>[Source: http://searchsoa.techtarget.com/definition/HTTP-11]</p>	<p><i>Dependent Claim 18 cites SMTP and SMS as industry standard protocols.</i></p> <p><i>HTTP 1.1 is an industry standard protocol defined by Internet Engineering Task Force (IETF) and supported by the latest Web servers and browsers.</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.”

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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,	<div><p>[Source: https://www.facebook.com/settings?tab=notifications]</p></div>	<i>Facebook provides notifications via Email (i.e., SMTP), Text message (i.e., SMS), and On Facebook (i.e., HTTP).</i>

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and the at least one user contact device transmits a response through the industry standard protocols to the dynamic information database.	 <p>A screenshot of a Facebook group interface. At the top, there are options to 'Write Post', 'Add Photo / Video', 'Ask Question', and 'File'. Below this is a text input field with the placeholder 'Write something...'. A post by 'Jimmy Chen' is visible, with the text 'Hey guys, practice got pushed back to 7:30 night'. Below the post, it says 'You, Merrill Feather and 2 others like this.' and 'Cameron Wu Cool, I've got the new jerseys! 3 hours ago via mobile · Like · 452'. A red circle highlights a 'Seen by' dropdown menu that is open, showing a list of users and their times: Cameron Wu · 4:02pm, Marissa Gonzales · 3:56pm, Kenny Lau · 3:37pm, Merrill Feather · 2:59pm, Paddy Underwood · 2:41pm, Sam Walsh · 2:11pm, and Derick Mains · 1:48pm. A hand cursor is pointing at the 'Seen by 7' link.</p> <p>[Source: http://allfacebook.com/facebook-groups-posts_b94193]</p>	<i>Facebook messages and posts are reported as “seen” after your group members have seen them.</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.”

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Claim Element	Evidence of Use: Facebook Groups	Comment
and the at least one user contact device transmits a response through the industry standard protocols to the dynamic information database.	<div><p>[Source: http://allfacebook.com/facebook-groups-posts_b94193/]</p><div><h3>How do I poll a group?</h3><ol style="list-style-type: none">1. Click Ask Question at the top of the group.2. Enter your question and add poll options if you wish.3. Click Post to share it with the group. Only group members can answer questions or vote on polls that appear in a group.</div><p>[Source: https://www.facebook.com/help/175694272486085/]</p></div>	<p>User comments and likes (i.e., responses from user contact devices) are gathered, organized and reported on the group page.</p> <p>[“Col 6, Ln 33 In an embodiment, the DID includes computer instructions for notifying the administrator when all messages have been delivered to the target users159.”]</p> <p>Facebook supports group polling.</p>

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and the at least one user contact device transmits a response through the industry standard protocols to the dynamic information database.	<div></div> <p>[Source: http://cruisesource.us/wp-content/uploads/2011/04/Facebook-Poll-Photo.jpg]</p>	<i>Facebook gathers, organizes and reports poll results (i.e., responses from user contact devices).</i>

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.**”