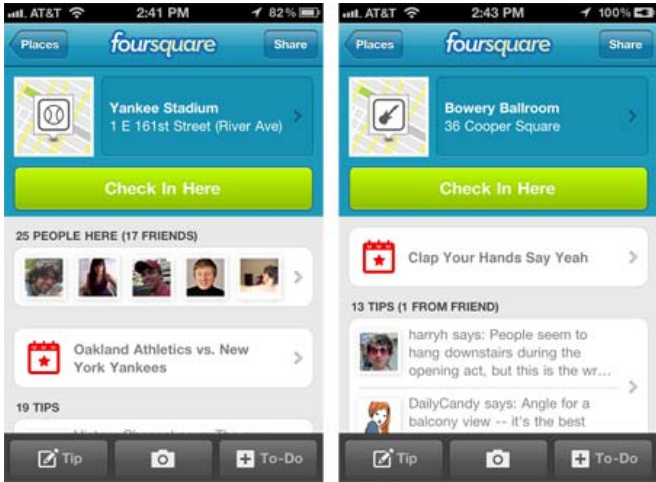
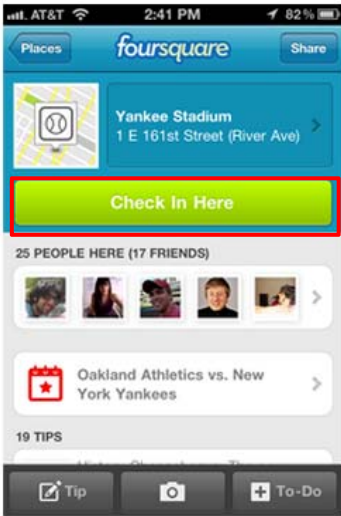
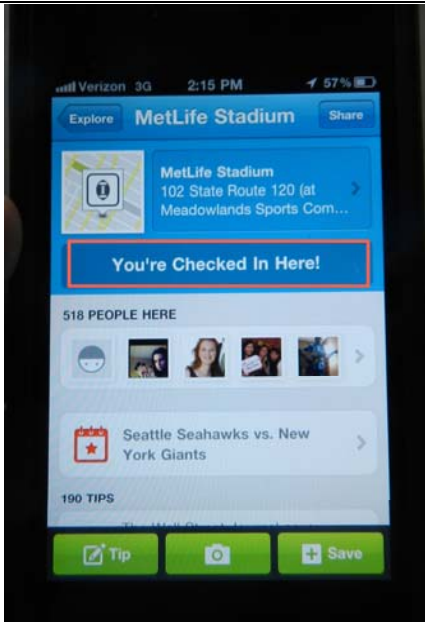
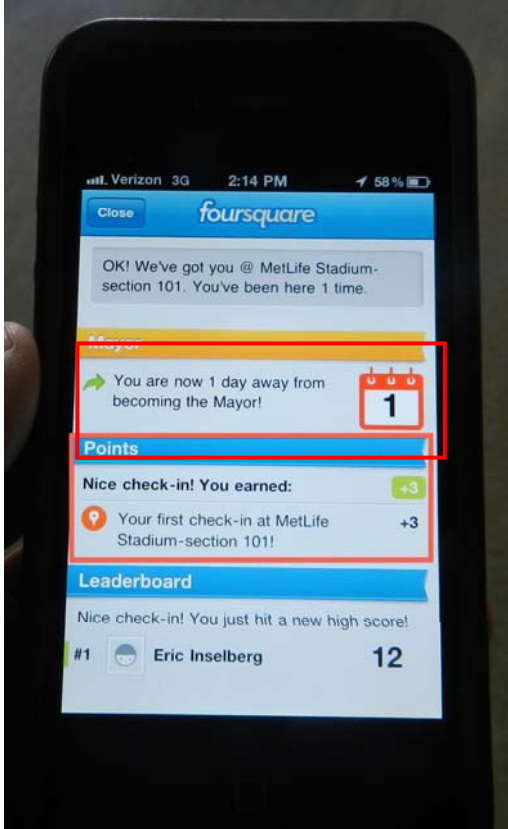
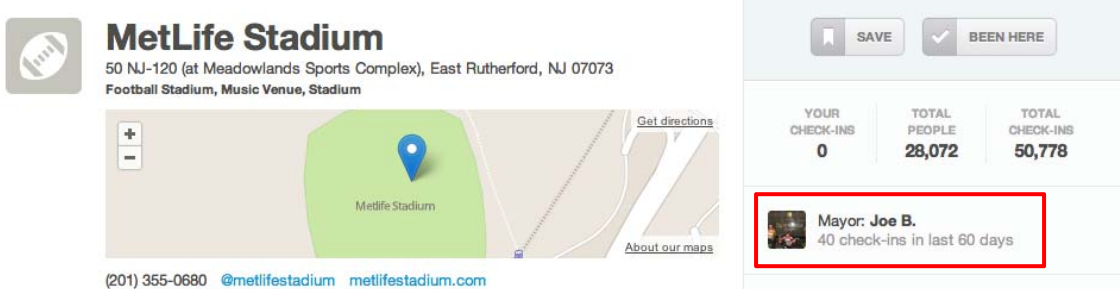
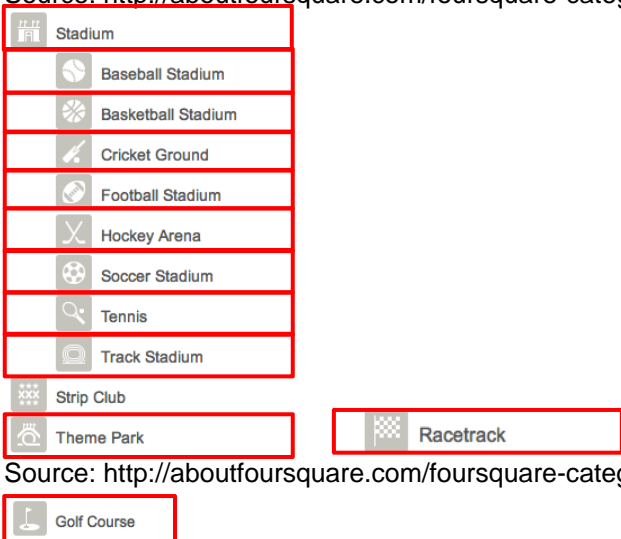



## U.S. Patent No. 7,860,523: Foursquare

| Claim 14  | Analysis   | Select Evidence   |
|---|--|---|
| <p>A method for enabling interactive audience participation at a live event at an expansive outdoor/indoor venue attended by a plurality of participating audience members employing a hand-held, wireless interactive device that includes a user interface, the method comprising the steps of:</p> | <p>Foursquare is a location-based mobile service that provides a method for enabling audience participation at a live event at an expansive outdoor/indoor venue attended by a plurality of participating audience members employing a hand-held wireless interactive device that includes a user interface.</p> | <p>How do I check in on foursquare?</p> <p>Load up your foursquare app <u>on your device</u> (you can download it <a href="#">here</a>), click "Check in" and then select the venue where you currently are. If you don't see the venue listed, you can search for the venue by name.</p> <p>Once you find the right venue, click the big green button to check in. You can then decide whether you want to tell your friends where you are or keep your check in private (i.e. "off the grid") You also have the option to add a "Shout," (think: adding context to your check-in and letting your friends know what you're doing) as well as to publish to Twitter and/or Facebook if you've linked those accounts in your <a href="#">settings</a>.</p> <p>Source: <a href="http://support.foursquare.com/entries/188223-what-is-a-foursquare-check-in">http://support.foursquare.com/entries/188223-what-is-a-foursquare-check-in</a></p>  <p>It's one of the most common check-ins on foursquare: you head off to a <a href="#">movie theater</a>, check in, and type in 'Harry Potter' to tell people what you're seeing. Or <u>check in to a stadium and shout 'Patriots game'</u> or 'Lady Gaga concert.' Sometimes, people will even create a new venue, like 'U2 at the Meadowlands,' to make sure they share the concert with all their friends. In moments like this, a place is often more than just a place; so today, we're starting to pull major events into our database.</p> <p>Source: <a href="http://blog.foursquare.com/2011/08/18/foursquare_events/">http://blog.foursquare.com/2011/08/18/foursquare_events/</a></p> |


| Claim 14   | Analysis   | Select Evidence   |
|--|--|---|
| <p>querying the participating audience members;</p>  | <p>The Foursquare application queries participating audience members by asking them whether they want to “Check In Here.”</p>  |  <p>Source: <a href="http://blog.foursquare.com/2011/08/18/foursquare_events/">http://blog.foursquare.com/2011/08/18/foursquare_events/</a></p> |
| <p>receiving answers to the querying entered by the participating audience members via the user interface of the interactive device;</p> | <p>When users select “Check In Here” on their mobile devices, the Foursquare application receives an answer (specifically, that the user would like to check in) via the user’s smartphone user interface.</p> <p>As shown to the right, the Foursquare mobile application has received the user’s Check-In.</p> |  <p>Source: Screenshot of smartphone running Foursquare mobile application</p>   |

| Claim 14   | Analysis  | Select Evidence   |
|--|---|---|
| transmitting the answers to a central processor; | <p>The Foursquare application on the device transmits the check-in to Foursquare's central servers via the wireless network to determine how many 'points' to award to a user, as well as to determine if the user is the new 'Mayor.'</p>        |  <p>Source: Screenshot of smartphone running Foursquare mobile application</p>   |
| processing the answers into results; and         | <p>Foursquare processes user check-ins into results such as "Mayorships." Mayorships are awarded when Foursquare processes check-ins from all users and determines that one user has checked in at a venue more of then than the other users.</p> | <h3 data-bbox="779 1112 1024 1149">What is a mayor?</h3> <p data-bbox="779 1198 2007 1291">A mayor in foursquare is the user with the most number of "days" with check-ins at a specific place within the past 60 days. Only one check-in per day counts towards your mayorship tally. If you have a lot of check-ins that seem fake or consistently far away from where you are checking in, these check-ins will not count towards the mayorship total. Lots of businesses are now offering specials for the mayor of venues, so be sure to keep a look out for specials nearby when you're looking at the places tab in the app.</p> <p data-bbox="779 1307 1892 1328">Hint: Only users with a photo uploaded to their account (no faceless mayors!) will be eligible, so you should upload a photo from your <a href="#">settings</a> page.</p> <p data-bbox="779 1344 1461 1365">If you're checking in off the grid, click <a href="#">here</a>. If you're checking in via mobile web, click <a href="#">here</a>.</p> <p data-bbox="779 1382 1545 1409">Source: <a href="http://support.foursquare.com/entries/231262-what-is-a-mayor">http://support.foursquare.com/entries/231262-what-is-a-mayor</a></p> |

| Claim 14  | Analysis   | Select Evidence  |
|---|--|--|
| broadcasting the results to the plurality of participating audience members attending the live entertainment event; and                           | Foursquare broadcasts the current Mayor (the results of processing user check-ins) to other audience members viewing the venue page. |  <p>Source: <a href="https://foursquare.com/v/metlife-stadium/4bd44b84a8b3a5937e7f6b5f">https://foursquare.com/v/metlife-stadium/4bd44b84a8b3a5937e7f6b5f</a></p>  |
| wherein the expansive outdoor/indoor venue is selected from the group consisting of stadiums, arenas, race tracks, golf courses, and theme parks. | As shown to the right, Foursquare users can select a venue from every category listed in the claim.                                  | <p>Each venue on Foursquare can be put into three different categories*. Navigating the hierarchy of categories to find the one you're looking for can be difficult sometimes. For instance, supermarkets can be found in Shops &gt; Food &gt; Grocery/Supermarket.</p> <p>Source: <a href="http://aboutfoursquare.com/foursquare-categories-demystified/">http://aboutfoursquare.com/foursquare-categories-demystified/</a></p>  <p>Source: <a href="http://aboutfoursquare.com/foursquare-categories/arts-entertainment/">http://aboutfoursquare.com/foursquare-categories/arts-entertainment/</a></p> <p>Source: <a href="http://aboutfoursquare.com/foursquare-categories/parks-outdoors/">http://aboutfoursquare.com/foursquare-categories/parks-outdoors/</a></p> |

| Claim 15  | Analysis   | Select Evidence   |              |  |                 |   |      |                |           |               |
|---|--|---|--------------|--|-----------------|---|------|----------------|-----------|---------------|
| The method of claim 14, 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. | The Foursquare mobile application runs on smartphones that employ a number of different wireless communications that fall under the categories listed in the claim. Some examples are given below.   | <ul style="list-style-type: none"><li>• World phone</li><li>• UMTS/HSDPA/HSUPA (850, 900, 1900, 2100 MHz); GSM/EDGE (850, 900, 1800, 1900 MHz)</li><li>• CDMA EV-DO Rev. A (800, 1900 MHz)<sup>4</sup></li><li>• 802.11b/g/n Wi-Fi (802.11n 2.4GHz only)</li><li>• Bluetooth 4.0 wireless technology</li></ul> <p>Source: <a href="http://www.apple.com/iphone/specs.html">http://www.apple.com/iphone/specs.html</a></p> |              |  |                 |   |      |                |           |               |
|   | Apple iPhone 4S uses the wireless technologies listed to the right, which include radio and broadband wireless data transmissions.   | <table><tr><th colspan="2">Connectivity</th></tr><tr><td>Network support</td><td>GSM/GPRS/EDGE 850/900/1800/1900<br/>UTMS HSDPA 850/1900/2100</td></tr><tr><td>WiFi</td><td>802.11 a/b/g/n</td></tr><tr><td>Bluetooth</td><td>Bluetooth 3.0</td></tr></table> <p>Source: <a href="http://www.android.com/devices/detail/galaxy-nexus">http://www.android.com/devices/detail/galaxy-nexus</a></p>                          | Connectivity |  | Network support | GSM/GPRS/EDGE 850/900/1800/1900<br>UTMS HSDPA 850/1900/2100 | WiFi | 802.11 a/b/g/n | Bluetooth | Bluetooth 3.0 |
|   | Connectivity   |   |              |  |                 |   |      |                |           |               |
| Network support   | GSM/GPRS/EDGE 850/900/1800/1900<br>UTMS HSDPA 850/1900/2100  |   |              |  |                 |   |      |                |           |               |
| WiFi  | 802.11 a/b/g/n   |   |              |  |                 |   |      |                |           |               |
| Bluetooth   | Bluetooth 3.0  |   |              |  |                 |   |      |                |           |               |
| The Samsung Galaxy Nexus, an Android phone, uses the wireless technologies listed to the right.   | <p><b>Boldly go anywhere</b></p>  <ul style="list-style-type: none"><li>› Wi-Fi: 802.11 2.4 GHz b/g/n, 5GHz a/n</li><li>› Wi-Fi® access to BlackBerry® Enterprise Server</li><li>› Wi-Fi access to BlackBerry® Internet Bundle</li><li>› Direct IP web browsing over Wi-Fi</li></ul> <p>Source: <a href="http://us.blackberry.com/smartphones/blackberry-bold-9900-9930.html#/h:/smartphones/blackberry-bold-9900-9930/phone-specifications.html">http://us.blackberry.com/smartphones/blackberry-bold-9900-9930.html#/h:/smartphones/blackberry-bold-9900-9930/phone-specifications.html</a></p> |   |              |  |                 |   |      |                |           |               |
| The Blackberry Bold 9900 uses the wireless technologies listed to the right.  |  |   |              |  |                 |   |      |                |           |               |

| Claim 16   | Analysis   | Select Evidence  |
|--|--|--|
| <p>The method of claim 14, further comprising the step of presenting a promotional message to each participating audience member.</p>  | <p>Foursquare allows businesses to create “Check-In Specials,” which are awarded when users check in to a venue.</p>   |  <p>Source: <a href="https://foursquare.com/v/oracle-arena/49e03a9df964a52047611fe3">https://foursquare.com/v/oracle-arena/49e03a9df964a52047611fe3</a></p>  |
| Claim 18   | Analysis   | Select Evidence  |
| <p>The method of claim 16, wherein the promotional message is transmitted wirelessly to the interactive device and is presented to the participating audience member either visually or aurally.</p> | <p>Foursquare “Check-In Specials” are transmitted to user devices using a wireless internet or cellular telephone signal. The offer is presented visually.</p> |  <p>Source: <a href="https://foursquare.com/v/oracle-arena/49e03a9df964a52047611fe3">https://foursquare.com/v/oracle-arena/49e03a9df964a52047611fe3</a></p> |

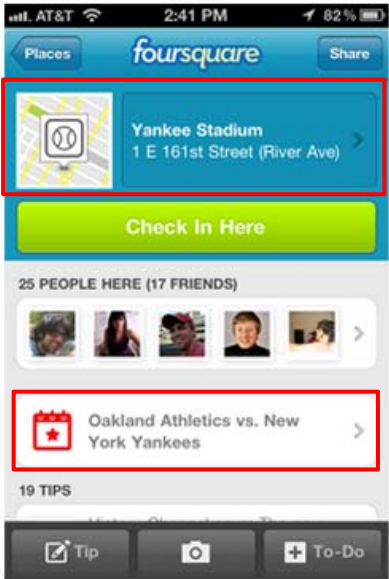
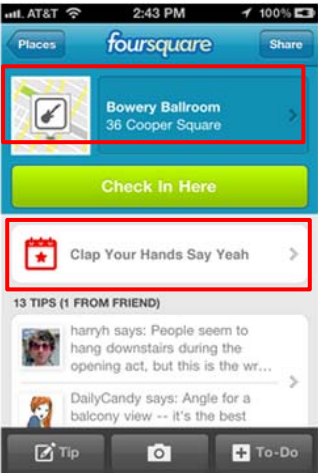
| Claim 20   | Analysis   | Select Evidence  |
|--|--|--|
| The method of claim 14, further comprising the step of awarding prizes to at least one selected audience member who has answered the querying. | When a user has checked in the most during a 60 day period, Foursquare awards them with a "Mayorship." | <p><u>Foursquare mayorships are awarded to your customers with the most days checked into your venue over the last 60 days, and only users who have uploaded profile photos are eligible.</u></p> <p>Source: <a href="http://support.foursquare.com/entries/188303-what-is-a-foursquare-mayor">http://support.foursquare.com/entries/188303-what-is-a-foursquare-mayor</a></p> |
| Claim 21   | Analysis   | Select Evidence  |
| The method of claim 20, wherein the awarding of prizes is accomplished by electronic delivery.   | "Mayorships," described above, are awarded electronically to a user's mobile device.                   |  <p>Source: <a href="http://meghangargan.com/millennialmusings/?p=600">http://meghangargan.com/millennialmusings/?p=600</a></p>   |





| Claim 23   | Analysis  | Select Evidence  |
|--|---|--|
| <p>The method of claim 14, wherein the interactive device is configured to allow the broadcasting of messages from one of the participating audience members to another of the participating audience members.</p> | <p>The Foursquare application runs on smartphones, which are able to send SMS messages, email messages, as well as use the Foursquare mobile application to comment on other Foursquare user's Check-Ins.</p> | <p><b>Commenting on friends' check-ins</b></p> <hr/> <p>Add a comment</p> <p>You can comment on a friend's check-in in the app and on the web.</p> <p>In the app, click the comment icon from the Friends tab (it looks like a conversation bubble--grey when there are no comments yet and blue when there are already comments), then type into the "Add a comment" field and click the Post button on the upper right.</p> <p>You can also add a comment to a check-in on <a href="http://foursquare.com">foursquare.com</a> when you are logged in (find friends' check-ins from the homepage, from the most five most recent check-ins on a friend's profile page, or find your own check-ins on your <a href="#">user history page</a>. Click the comment icon next to the venue where a friend has checked in, type your comment and click the green Add Comment button.</p> <p>If you comment on your own check-in, any of your foursquare friends can see it. If you comment on a friend's check-in, any friend of your friend can see the comment. Comments have a 200-character limit.</p> <p>Source: <a href="http://support.foursquare.com/entries/364138-commenting-on-friends-check-ins">http://support.foursquare.com/entries/364138-commenting-on-friends-check-ins</a></p> |
| Claim 24   | Analysis  | Select Evidence  |
| <p>The method of claim 14, wherein each interactive device has a unique address programmed therein.</p>  | <p>The Foursquare application runs on smartphones, each of which is associated with a unique device number.</p>   | <p>Some tracking companies use these IDs to create profiles of cellphone users for marketing purposes. The use of these identifiers poses a greater risk than tracking technologies typically used on PC Web browsers, said Heng Xu, an assistant professor of information sciences and technology at Pennsylvania State University. This is because the numbers are difficult or impossible to delete and <u>can be tied to other data, like a person's location at a given moment,</u></p> <p>Source: <a href="http://blogs.wsj.com/digits/2010/12/19/unique-phone-id-numbers-explained/">http://blogs.wsj.com/digits/2010/12/19/unique-phone-id-numbers-explained/</a></p>  |



| Claim 23 | Analysis   | Select Evidence   |
|----------|--|---|
|          | <p>Apple iPhone devices use a unique device identifier (UDID), which is a combination of 40 number and letters that is permanently assigned to the device.</p> <p>Android devices use an "Android ID" to uniquely address each device.</p> | <p><b>What is the UDID?</b></p> <p>Each iPhone or iPod Touch has a Unique Device Identifier (UDID), which is a sequence of 40 letters and numbers that is specific to your device. It's like a serial number but much harder to guess. It will look something like this:<br/>2b6f0cc904d137be2e1730235f5664094b831186.</p> <p>Source: <a href="http://www.innerfence.com/howto/find-iphone-unique-device-identifier-udid">http://www.innerfence.com/howto/find-iphone-unique-device-identifier-udid</a></p> <p>* Android ID: The second most common identifier found was an Android ID on phones that use Google Inc.'s Android operating system. The ID is set by Google and created when a user first boots up the device. It remains the same unless the user does a "factory reset" of the phone, which deletes the phone's data and settings.</p> <p>Source: <a href="http://blogs.wsj.com/digits/2010/12/19/unique-phone-id-numbers-explained/">http://blogs.wsj.com/digits/2010/12/19/unique-phone-id-numbers-explained/</a></p> |

| Claim 27  | Analysis   | Select Evidence  |
|---|--|--|
| <p>The method of claim 14, wherein the live entertainment event is a sporting event.</p>                        | <p>Foursquare allows users to check in to live sporting events.</p>  |  <p>Source: <a href="http://blog.foursquare.com/2011/08/18/foursquare_events/">http://blog.foursquare.com/2011/08/18/foursquare_events/</a></p>  |
| Claim 28  | Analysis   | Select Evidence  |
| <p>The method of claim 14, wherein the live entertainment event is conducted at a live entertainment venue.</p> | <p>Foursquare allows users to check in to live entertainment venues, such as concert halls, inside of which live entertainment events are being conducted.</p> |  <p>Source: <a href="http://blog.foursquare.com/2011/08/18/foursquare_events/">http://blog.foursquare.com/2011/08/18/foursquare_events/</a></p> |

| Claim 31   | Analysis   | Select Evidence  |
|--|--|--|
| <p>The method of claim 14, wherein the step of querying comprises use of the interactive device.</p> | <p>The Foursquare application uses the user's smartphone to query the user. A smartphone has user input hardware, such as a touchscreen, for allowing users to interact with mobile applications, and is thus an interactive device.</p> | <div data-bbox="779 241 1581 599">  <p><b>Make the most of where you are with foursquare.</b></p> <p>Heading out? foursquare helps you and your friends make the most of where you are. Join the over 20 million people who are already on foursquare. Download the free app now!</p> </div> <p>Source: <a href="https://foursquare.com/download/#iphone">https://foursquare.com/download/#iphone</a></p> <div data-bbox="793 686 1535 722">  </div> <p>Source: <a href="https://foursquare.com/">https://foursquare.com/</a></p> |