



THE INTERACTIVE LOCATION-BASED MARKETING PORTFOLIO

A Patent Portfolio Acquisition Opportunity

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The Interactive Location-Based Marketing Portfolio

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Note: A Dropbox link is available upon request for downloading copies of all U.S. Patents, the pending U.S. Patent Applications, Foreign Counterparts and all related file histories.

SECTION 1

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Executive Summary

IPinvestments Group LLC has been exclusively retained to broker the sale of an international portfolio of patents related to pioneering technologies of interactive (2-way) audience participation and targeted advertising or sponsorships at live events and/or location (the "Portfolio"). The patented technologies cover a wide swath of interaction with people through messaging applications and social media using location aware devices such as smartphones or interactive handheld devices. The Portfolio is foundational to products and services that offer interactive audience participation using any hand held devices at live events (e.g., concerts, sports, movies, theme parks, tradeshow, etc.), college campuses, casinos, shopping centers, and other areas where people congregate for entertainment.

The patented technology facilitates the interaction between spectators (e.g., audiences, viewers, shoppers, college students, gamers, attendees, etc.) by querying them visually, audibly, or electronically. The spectators interact with the proprietary marketing technologies with a smartphone or any handheld or mobile device. Furthermore, spectators could also interact with each other through the handheld devices while at the live event. Location based awareness of spectators, auto and manual enrollment techniques, and most importantly precise targeted advertising capabilities are disclosed in the Portfolio.

The Portfolio is being offered for acquisition to select companies and organizations who participate in the relevant markets and related industries. The Portfolio contains 21 issued U.S. Patents and two pending U.S. patent applications, as well as some foreign patent counterparts. The U.S. assets in the Portfolio are summarized in the below table (sorted by filing date).

| No. | PATENT NO. | TITLE | SERIAL NO. | FILING DATE | ISSUE DATE |
|-----|------------|---|------------|-------------|------------|
| 1 | 6,434,398 | Method and apparatus for interactive audience participation at a live spectator event | 09/656,096 | 09/06/00 | 08/13/02 |
| 2 | 6,650,903 | Method and apparatus for interactive audience participation at a live spectator event | 09/854,267 | 05/11/01 | 11/18/03 |
| 3 | 6,760,595 | Method and apparatus for interactive audience participation at a live spectator event | 10/378,582 | 03/05/03 | 07/06/04 |
| 4 | 6,975,878 | Method and apparatus for interactive audience participation at a live spectator event | 10/661,871 | 09/12/03 | 12/13/05 |
| 5 | 6,996,413 | Method and apparatus for interactive audience participation at a live spectator event | 10/792,170 | 03/03/04 | 02/07/06 |
| 6 | 7,123,930 | Method and apparatus for interactive audience participation at a live spectator event | 11/266,783 | 11/04/05 | 10/17/06 |
| 7 | 7,248,888 | Method and apparatus for interactive audience participation at a live entertainment event | 11/300,208 | 12/14/05 | 07/24/07 |
| 8 | 7,263,378 | Method and apparatus for interactive audience participation at a live entertainment event | 11/347,993 | 02/06/06 | 08/28/07 |
| 9 | 7,522,930 | Method and apparatus for interactive audience participation at a live entertainment event | 11/542,819 | 10/04/06 | 04/21/09 |

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| | | | | | |
|----|-----------|---|------------|----------|----------|
| 10 | 7,587,214 | Method and apparatus for interactive participation at a live entertainment event | 11/725,759 | 03/20/07 | 09/08/09 |
| 11 | 7,792,539 | Method and apparatus for interactive audience participation at a live entertainment event | 11/799,139 | 05/01/07 | 09/07/10 |
| 12 | 7,860,523 | Method and apparatus for interactive audience participation at a live entertainment event | 11/894,163 | 08/20/07 | 12/28/10 |
| 13 | 7,424,304 | Method and apparatus for interactive audience participation at a live entertainment event | 11/894,189 | 08/20/07 | 09/09/08 |
| 14 | 7,856,242 | Method and apparatus for interactive audience participation at a live entertainment event | 12/228,908 | 08/18/08 | 12/21/10 |
| 15 | 7,693,532 | Method and apparatus for interactive audience participation at a live entertainment event | 12/381,701 | 03/16/09 | 04/06/10 |
| 16 | 7,797,005 | Methods, systems and apparatus for interactive audience participation at a live entertainment event | 12/456,524 | 06/18/09 | 09/14/10 |
| 17 | 8,131,279 | Method and apparatus for interactive audience participation at a live entertainment event | 12/927,580 | 11/18/10 | 03/06/12 |
| 18 | 8,023,977 | Method and apparatus for interactive audience participation at a live entertainment event | 12/927,581 | 11/18/10 | 09/20/11 |
| 19 | 8,213,975 | Method and apparatus for interactive audience participation at a live entertainment event | 13/200,145 | 09/19/11 | 07/03/12 |
| 20 | 8,423,005 | Method and apparatus for interactive audience participation at a live entertainment event | 13/385,740 | 03/05/12 | 04/16/13 |
| 21 | 8,412,172 | Method and apparatus for interactive audience participation at a live entertainment event | 13/507,131 | 06/06/12 | 04/02/13 |
| 22 | N/A | Method and apparatus for interactive billboard advertising at a live entertainment event (CIP) | 12/799,858 | 05/04/10 | TBD |
| 23 | N/A | Method and apparatus for interactive audience participation at a live entertainment event (CON) | 13/815,459 | 03/06/13 | TBD |

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PATENTED TECHNOLOGY HIGHLIGHTS

The practice of the technologies disclosed in the Portfolio affords a valuable business opportunity for potential advertisers and purveyors of goods or services, especially those thematically related to a live event. With the explosion of location aware mobile services, the Portfolio truly enables solutions to target two way real-time interactions (e.g., advertisements, sponsorships, surveys, information, and any other message or query) with customers at particular venues and locations near or around venues. Large companies and smaller companies are targeting the various market opportunities very aggressively and competing on innovative solutions and patented technologies. The Portfolio contains over 1,300 issued claims, with several more pending in two open patent applications, which give the acquirer the ability to expand the scope and breadth of protection.

Generally, the key technical elements regarding the Portfolio are a handset, location-identifying circuitry and/or auto and manual check-in enrollment techniques, interactivity between user

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and service, and response to user(s) based on analysis of collected data. At least the following applications are explicitly claimed in the Portfolio:

- Sporting venues/stadiums/arenas
- Shopping venues
- Large indoor/outdoor venues
- College/University campuses
- Airports
- Casinos/resorts/hotels
- Convention centers
- Amusement parks
- Golf courses
- Race tracks
- Movie theaters

The main benefits driven from the patented technologies include, but are not limited to: unlimited applicability regardless of venue; an attractive and enticing platform that engages consumers; the collection of valuable data identifying consumers and tracking behavior; and a complete interactive two-way communication solution that allows for the most effective direct marketing possible maximizing advertising return-on-investment. The patented technologies provide one or more of the following features, among many others:

- broadcasting audio programming to the spectators, which may include information such as news, weather or traffic reports, and commentary on the live event;
- targeted dissemination of promotional messages or advertising to the spectator-participants;
- announcing results of queries answered by the participants either visually or audibly, and through either the wireless device or by scoreboards or other large displays (e.g., a JUMBOTRON™) or public address systems that participants can see or hear;
- accepting orders for goods and services, such as food, beverage, souvenirs, and memorabilia, entered via the wireless device and delivered to the requestor either at the live event or at another address;
- conducting auctions for goods and services, with bids entered via the wireless devices;
- providing means for would-be participants to become enrolled for participation in the interactive system;
- using localization circuitry contained in the wireless interactive device to locate the user within a live event venue or in the vicinity of the event, and optionally manually or automatically using the localization circuitry to enroll the user as a participant upon the user's entry into the venue, to effect delivery of goods or services ordered by the user, or to deliver promotional incentives or prizes to users or would-be users; and

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- assembling demographic information about participants in the live interactive method, and optionally provide advertisements targeted to particular groups of users based on their demographics.

FORWARD REFERENCES

As of early January 2015, the Portfolio has been cited almost 300 times by the U.S. Patent and Trademark Office on patents or applications owned by many large multinational companies further illustrating the pioneering nature of the Portfolio. The table below illustrates a sampling of some companies that have patents or applications referencing the Portfolio.

| Inventor/Company Name | Freq. |
|--|-------|
| Ticketmaster | 26 |
| Red 5 Studios, Inc. / Mark Kern | 21 |
| Winview, Inc. | 18 |
| Mockingbird Game / John E. R. McGovern | 14 |
| Avaya Inc. | 13 |
| Kangaroo Media, Inc. | 12 |
| Verizon | 8 |
| Sunrise R&D Holdings, Llc | 8 |
| Celltick Technologies Ltd. | 7 |
| Yahoo! Inc. | 6 |
| Hotbox Sports Llc | 5 |
| Cantor Gaming | 4 |
| Jingle Networks, Inc. | 4 |
| S.F. IP Properties 62 Llc | 4 |
| Sellerbid, Inc. | 4 |
| Adomo, Inc. | 3 |
| Disney Enterprises, Inc. | 3 |
| Virginia Innovation Sciences, Inc. | 3 |
| Empire Technology Development | 2 |
| Hoozware, Inc. | 2 |
| Microsoft Corporation | 2 |

| Inventor/Company Name | Freq. |
|-------------------------------|-------|
| Qualcomm Incorporated | 2 |
| Samsung Electronics Co., Ltd. | 2 |
| Sounds Like Fun | 2 |
| WMS Gaming Inc. | 2 |
| Adscape Media Inc | 1 |
| Alcatel Lucent | 1 |
| Cyberlink Corp. | 1 |
| Daktronics, Inc. | 1 |
| Fantasy Sports, Inc. | 1 |
| Front Row Adv | 1 |
| Gannett Company. | 1 |
| Gomiso, Inc. | 1 |
| Google Inc. | 1 |
| Groupon, Inc. | 1 |
| Long Range Systems, Inc. | 1 |
| MLB Advanced Media L.P. | 1 |
| Motorola, Inc. | 1 |
| Razor Sports Inc | 1 |
| Sony Corporation | 1 |
| Uniden American Corporation | 1 |
| Vibes Media Llc | 1 |

SECTION 2

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The Patent Portfolio

OVERVIEW OF THE PATENTED TECHNOLOGIES

The patented technologies disclosed in the Portfolio presents must have solutions for targeted interactive mobile marketing using two-way communications providing a mechanism for spectator-participants at a live event to interact using wireless devices. The technologies can be implemented at a wide variety of live events which occur at public venues attended by spectator-participants. Each spectator-participant is equipped or employs a wireless interactive communications device, such as a smart phones or other personal wireless device (or a provided device) to receive and transmit messages, and accept input via a user input interface (i.e., phone keyboard, speech recognition, etc.). Each device is used to interact with the users, through apps, texts, emails, among others.

An example application of the patented technologies would be spectator-participants at a sporting event. These users respond interactively to queries, participate in surveys, contests or games, and receive prizes or other promotional considerations. Generally, the querying step is accomplished by a display visible to the participants and can be located on the device or on a JUMBOTRON for example. The querying step can also be accomplished by a notice audible to the participants. Alternatively, or additionally, the querying step can be accomplished by a message transmitted by the wireless communication system to the interactive devices and output by the user output interface.

Answers to the queries are received and processed for further use, such as targeted advertising through location, profiling and demographics. The wireless interactive device may also be used to disseminate promotional messages or advertising to the spectator-participants. In addition to sporting stadiums, arenas, race tracks, golf courses, theme parks, and other expansive outdoor/indoor venues such as shopping malls, gaming venues, casinos, movie theaters and college campuses.

The patented technologies provide the opportunity for one-to-one marketing that can be measured and defined, unlike conventional advertising. Advertisers/sponsors can measure and define penetration based on responses or redemptions in the various venue settings. The potential for advertising to reach targeted customers in many demographic groups using the proprietary marketing solutions by advertising through wireless media provides tremendous advantages. Information derived from customer responses has value for surveys, polling and the like. Surveys taken from responses of shoppers at malls and opinions of students at campus venues provide valuable information for social media, store executives, campus administrators, polling authorities, and political advisors. Advertisers can be linked via wireless interactivity with customers at shopping malls, campus venues and casinos with partners such as department stores, bookstores, movie theaters, restaurants, bars, pizza parlors and the like.

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Importantly, location based technologies are also presented in the Portfolio and enable automatic enrollment and or notification to the spectator-participant as they enter or approached a live event, or a shopping mall, theater, casino, gaming event, etc.

DISCUSSION OF SPECIFIC PATENT PROPERTIES

The Portfolio contains 23 U.S. assets (21 issued U.S. Patents and 2 pending patent applications) that are all related in a single family. All the assets claim benefit of the parent U.S. Patent 6,434,398, filed on September 6, 2000. A family relationship chart is provided in the Appendix of this Information Binder (See Appendix Tab A). This chart will be helpful when reading the synopses below. A general discussion of each asset in this portfolio is provided below as well as a few claims exemplary of the broadness and foundational nature of the Portfolio.

1. US Patent 6,434,398

The '398 patent is the parent of the entire Portfolio as was filed on September 6, 2000. Generally the technology is related to a live event attended by a plurality of spectators. Each of the spectators is provided with an interactive device that presents a promotional message to the user. The promotional message may be physically imprinted on the device or displayed on a user interface, e.g. as a graphical or text message. Audio programming is broadcasted to the spectators through the interactive device.

The '398 patent also calls for the spectators to be queried. Answers are entered using the interactive device. The results are transmitted to a central processor, where they are processed into results that are broadcast to the spectators.

2. US Patent 6,650,903

The '903 patent was filed on May 11, 2001 and is a continuation of the '398 patent. The '903 Patent relates to spectators at a live event that are provided with an interactive device that presents a promotional message. The cost of the interactive device is underwritten by dissemination of promotional messages from sponsors or advertisers. Spectators are queried using the device/displays/audio and answers are entered using the device and transmitted, processed, and broadcasted. A claim on the hand held device is also presented.

3. US Patent 6,760,595

The '595 Patent, filed on March 5, 2003, is a continuation-in-part of the '903 patent. The patented technology addresses a plurality of spectators attending a live event within a venue. Participating spectators employ a wireless interactive device capable of receiving and transmitting messages and of accepting user input and outputting messages via user input and output interfaces of the interactive device (i.e. Smartphones). A wireless communication system is provided to transmit and receive messages with the wireless interactive devices. Promotional messages are disseminated to the users through the user output interface. Like the foregoing

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patents, the '595 Patent provides for querying the spectators and accepting responses entered through the user input interface and transmitted by the interactive device. The responses are received, transferred to a central processor, processed, and announced to the spectators. ***The system also presents a solution where the interactive device includes localization circuitry.***

1. A method for enabling interactive participation by a plurality of spectators attending a live spectator event within a venue, each participating spectator employing a wireless interactive device having capability (i) to receive and transmit messages, (ii) accept input via a user input interface, and (iii) output messages to a user output interface, the method comprising the steps of:

- providing a wireless communication system adapted to transmit and receive messages with said interactive device;
- disseminating at least one promotional message to said spectators through said user output interface of said interactive device;
- querying said spectators to respond to at least one query with an answer entered through said user input interface and transmitted by said interactive device;
- receiving answers entered by said spectators;
- transferring said answers to a central processor;
- processing said answers into results using said central processor; and
- announcing said results.

4. US Patent 6,975,878

The '878 Patent, filed on September 12, 2003, is a continuation of the '903 Patent. Its methods and systems are generally similar to that of the '398 parent, but the '878 patent ***does not require broadcasting of audio programming***, as recited by the '398 patent. The '878 Patent also presents claims on the interactive hand held device itself.

5. US Patent 6,996,413

The '413 Patent, filed on March 3, 2004, is a continuation-in-part of the '595 Patent. The patented technologies relate to methods or systems for enabling interactive participation at a live spectator event held at a live event venue, whereby a plurality of persons (e.g., employees, vendors, customers, performers, etc.) attend the event at the live event venue. ***At least a portion of the attendees are participants employing a wireless interactive device.*** The '413 Patent presents a wireless communications system capable of transmitting and receiving messages with the many wireless interactive devices. Participants are queried and respond to queries. The participant responses contain answers entered through the user input interface of their wireless devices. The answers are received, transferred to a central processor, and ***processed into results that are announced.***

6. US Patent 7,123,930

The '3,930 Patent was filed on November 4, 2005 is a continuation of the '878 Patent. The wireless interactive device is not provided but purchased/owned and employed by the user or spectator. The '3,930 Patent generally presents methods and systems for enabling interactive participation by spectators attending a live spectator event at a venue employing a wireless interactive device. The technology implements a method like that of the '878 patent. The system

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and method may be practiced in *large venues, such as stadiums, arenas, race tracks, golf courses, theme parks, and other expansive outdoor/indoor venues.*

30. 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:
querying the spectators, wherein answers to the querying may be entered via the user interface of the interactive device;
transmitting the answers to a central processor;
storing the answers as spectator data;
processing the spectator data into results;
storing the results of the processing of the spectator data; and
broadcasting the results of the processing of the spectator data to the spectators attending the live event.

7. US Patent 7,248,888

Filed on December 14, 2005, the '888 patent is a continuation-in-part of the '413 Patent. The patented technologies presented in the '888 Patent enables interactive participation at a live entertainment event held at a live event venue and attended by a plurality of persons. *A portion of the attendees are participants* employing a wireless interactive device. The method further calls for the wireless interactive device to incorporate localization circuitry, such as a GPS function, ***that transmits the location of the device and automatically enrolls the device user present at the live event venue as a participant.*** Participating audience members can manually enroll as well.

The patented technologies also include ***conducting auctions or solicitations for sales of goods and services*** offered to participants, who place bids or orders using their wireless devices. The *localization information* may be used to affect delivery of items purchased. In some implementations of the method, the *live entertainment event may comprise multiple activities occurring simultaneously in different locations within an overall venue*, such as a sports tournament. Such an event might be a tennis tournament with simultaneous matches on different courts or a golf tournament with play occurring simultaneously at all the holes of the golf course. The live event venue may also be a *museum, casino, shopping mall, theme park, agricultural fair or exposition, a trade show, a convention, etc.*

1. A method for enabling interactive participation at a live entertainment event held at a live event venue and attended by a plurality of persons at said venue, at least a portion of said persons being participants employing a wireless interactive device having capability (i) to receive and transmit messages, (ii) accept input via a user input interface, and (iii) output messages to a user output interface, the method comprising the steps of:

- providing a wireless communication system for transmitting and receiving messages with said interactive device;
- enrolling a plurality of said persons as said participants;
- querying said participants to respond to at least one query with an answer entered through said user input interface and transmitted by said interactive device;
- receiving answers entered by said participants;
- transferring said answers to a central processor; and
- processing said answers into results using said central processor; and

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wherein said wireless interactive device further comprises localization circuitry for transmitting a physical location thereof, said method further comprises the step of detecting said transmitted location, and said enrolling step is effected automatically for devices wherein said transmitted location is within said live event venue.

8. US Patent 7,263,378

Filed on February 6, 2006, the '378 patent is a continuation-in-part of the '888 Patent. It provides a method for enabling interactive participants by enrolled participants during shopping activity occurring at a **shopping venue, such as a shopping center, patronized by a plurality of persons**. The enrolled participants employ a wireless interactive device having a unique signature and being capable of transmitting and receiving messages and accepting user input (e.g., mobile phones, smart phones, tablets, etc.). The enrolled participants are urged to respond to queries with answers transmitted using the interactive device. *The device further includes localization circuitry, such as a GPS function, that transmits the location of the device.* The localization information permits the querying to be directed only to enrolled participants physically located within the shopping venue.

*The enrollment may be effected automatically upon detection of the presence of the patron using the wireless device as being in the shopping venue, by a user transmitting a request using the wireless device, or by a request made in person at the shopping venue. In some implementations, enrolled participants may be solicited to make reservations for receiving service at a future time. The participant may respond using the wireless device. For example, a user might be **solicited to make a reservation for a restaurant, entertainment show, or the like** available at the shopping venue. The wireless device may also be used to *disseminate advertising, discount coupons, or other product offerings by merchants at the shopping venue.**

1. A method for enabling interactive participation by enrolled participants during shopping activity occurring at a shopping venue patronized by a plurality of persons, said enrolled participants employing a wireless interactive device having a unique signature associated therewith and capability to: (i) receive and transmit messages; (ii) accept input via a user input interface; (iii) output messages to a user output interface; and (iv) transmit said unique signature, the method comprising the steps of:

- enrolling at least some of said persons as enrolled participants, each being equipped with one of said wireless interactive devices;
- providing a wireless communication system for transmitting and receiving messages with said interactive device;
- 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
- receiving answers entered by said enrolled participants,

said wireless interactive device further comprising localization circuitry for transmitting a location signal indicative of a physical location of said device, said method further comprising the step of detecting said transmitted location signal and said querying being directed only to enrolled participants for whom said transmitted location signal is indicative of a physical location within said shopping venue.

9. US Patent 7,522,930

The '2,930 Patent (a continuation of the '3,930 Patent) was filed on October 4, 2006 and defines a system for enabling interactive participation by audience members attending a live

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entertainment event at a venue. The audience members employ a wireless interactive device capable of receiving and transmitting messages, accepting input via a user interface, and displaying messages on an electronic display. The system comprises a wireless communication system that enables the querying of audience members to respond to at least one query, and receiving answers to the queries, storing the received answers, a central processor adapted to receive and process the audience data into results, and disseminating at least one promotional message to the audience members. The venue is selected from the group consisting of *stadiums, arenas, race tracks, golf courses, and theme parks*.

10. US Patent 7,587,214

The '214 Patent is a continuation-in-part of the '888 Patent and was filed on March 20, 2007. It is directed to a method for ***placing wagers by enrolled participants during a live entertainment event***. The enrolled participants employ a wireless interactive device having a unique signature and being capable of transmitting and receiving messages and accepting user input (e.g., mobile phones, smart phones, tablets, etc.). The enrolled participants are urged to respond to queries with wagers, which are transmitted using the interactive device. At least one promotional message is disseminated to the participants through the user output interface of the interactive device. According to the outcome of the live entertainment event, the wagers are processed into results and the results are announced to the participants. *The device further includes localization circuitry, such as a GPS function, that transmits the location of the device.* The localization information permits the querying to be directed only to enrolled participants physically located within the live entertainment venue.

Live entertainment venues contemplated include ***live gaming events, virtual gaming events, blackjack, roulette, video poker, slots, poker, craps, bingo, horse racing events, sports wagering, and other venues***. The enrollment may be effected automatically upon detection of the presence of the patron using the wireless device as being in the shopping venue, by a user transmitting a request using the wireless device, or by a request made in person at the shopping venue.

11. US Patent 7,792,539

The '539 Patent was filed on May 1, 2007 and is a continuation-in-part of the '378 Patent. The '539 Patent is directed to a method for enabling ***interactive participation by enrolled participants during activity occurring at a college campus venue attended by a plurality of persons***. Each enrolled participant employs a wireless interactive device having associated with it a unique signature. The wireless device is capable of receiving and transmitting messages, accepting input and output via user input and output interfaces, and transmitting the unique signature. The method further comprises provision of a wireless communications system that interacts with these wireless devices. The enrolled participants are *queried, upon entering the campus venue*, and urged to respond by answering questions; the answers are entered via the user input interface and transmitted by the interactive device.

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In various embodiments, the patented technologies enable the dissemination of promotional messages to the enrolled participants and conveying incentives in the form of coupons or actual goods and services to induce persons to become enrolled participants. The questioning may relate to aspects of campus life, such as sporting events, academic courses, and other social events. ***The solutions may also entail soliciting enrolled participants to buy goods or services or make reservations to be provided with such goods and services, e.g. restaurant reservations.***

1. A method for enabling interactive participation by enrolled participants during activity occurring at a college campus venue attended by a plurality of persons, said enrolled participants employing a wireless interactive device having a unique signature associated therewith and capability to: (i) receive and transmit messages; (ii) accept input via a user input interface; (iii) output messages to a user output interface; and (iv) transmit said unique signature, the method comprising the steps of:

- enrolling at least some of said persons as enrolled participants, each being equipped with one of said wireless interactive devices;
 - providing a wireless communication system appointed to transmit and receive messages with said interactive device;
 - 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
 - receiving answers entered by said enrolled participants;
- 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; 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.

12.US Patent 7,860,523

The '523 Patent is a continuation of the '2,930 Patent and was filed on August 20, 2007. The '523 Patent is directed to a system for enabling interactive participation by audience members attending a live *entertainment event* at an expansive outdoor/indoor venue and employing a wireless interactive device having capability (i) to receive and transmit messages, (ii) accept input via a user interface, and (iii) display messages on an electronic display. The system and methods include or involve a wireless communication system configured to transmit and receive messages with the user's interactive device and querying the audience members to respond to at least one query with answers entered through the user interface and transmitted by the interactive device. The answers are received at a central processing station, or distributed processing stations, and stored as audience data where a central processor is configured to receive and process the audience data into results. Expansive outdoor/indoor venues are selected from the group consisting of *stadiums, arenas, race tracks, golf courses, and theme parks*.

14. A method for enabling interactive audience participation at a live entertainment 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:

- querying the participating audience members;
- receiving answers to the querying entered by the participating audience members via the user interface of the interactive device;

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transmitting the answers to a central processor;
processing the answers into results; and
broadcasting the results to the plurality of participating audience members attending the live entertainment event; and
wherein the expansive outdoor/indoor venue is selected from the group consisting of stadiums, arenas, race tracks, golf courses, and theme parks.

13. US Patent 7,424,304

The '304 Patent is a continuation of the '2,930 Patent, and was filed on August 20, 2007. The '304 Patent presents a method and system for enabling interactive participation by audience members viewing a live entertainment event at a venue as previously discussed. However, via the '304 Patent, one or more of the audience members is *physically located at a place that is outside of a direct, in-person view* of the live entertainment event. A number of such places are recited, including locations associated with a public venue, such as a *concession stand, restroom, parking lot, remote stadium*, or the like. Also disclosed are *convention halls, restaurants, bars, houses, and locations therewithin*. The '304 Patent can read on ***interactivity during live TV programming***, as well as other situations such as *wireless gambling, off-track betting, and the like*, where participation is effected via a wireless device at a location remote from the entertainment event.

14. US Patent 7,856,242

The '242 Patent was filed on August 18, 2008 and is a continuation of the '304 Patent. It is directed to methods and systems employing a program storage device for enabling interactive participation by audience members viewing a live entertainment event at a venue. Capabilities incorporated within the device include the capability to receive and transmit messages, accept input via a user interface, and display messages on an electronic display. Generally, the system includes a wireless communication system, querying the audience members, receiving the answers, storing the received answers, and a central processor. *One or more of the audience members are physically located at a place that is outside of a direct, in-person view of the live entertainment event at the venue*. The results of the queries can be sent to the devices and/or to the sponsors of messages sent to the audience, thereby enabling targeted interaction.

15. US Patent 7,693,532

The '532 Patent is a continuation of the '242 Patent and was filed on March 16, 2009. , which in turn is a continuation of the '304. The '532 patent is very similar to its parent '242 Patent, and enables answers to be received and stored as audience data at a central processing station or distributed processing stations. A central processor is configured to receive and process the audience data into results. The results are used to disseminate at least one promotional message of a sponsor to the audience members through electronic display. *Venues contemplated are selected from the group consisting of stadiums, arenas, race tracks, golf courses, and theme parks*.

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16.US Patent 7,797,005

Filed on June 18, 2009, the 7'005 Patent is a continuation-in-part of the '539 Patent, and is directed to a program storage device in communication with a wireless interactive device to enable interactive participation by enrolled participants during activity occurring at a *college campus venue*. The enrolled participants employing the wireless interactive device have a unique signature associated therewith and capability to receive and transmit messages, accept input via a user input interface, output messages to a user output interface, and transmit the unique signature. The method comprises the steps of enrolling at least some of the persons as enrolled participants, each being equipped with one of the wireless interactive devices, providing a wireless communication system, querying the enrolled participants to respond to at least one query with an answer, and receiving answers entered by the enrolled participants.

17.US Patent 8,131,279

The '279 Patent was filed on November 18, 2010 and is a continuation of the '523 Patent. The method and system of the '279 patent are generally similar to those recited in the '523 Patent, but also include steps whereby the sponsor is provided the results of the queries of the participating audience members of the entertainment event. *Venues contemplated are selected from the group consisting of stadiums, arenas, race tracks, golf courses, and theme parks.*

8. A method for enabling interactive audience participation at a live entertainment 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:

- presenting an opportunity for interaction to the participating audience members;
- receiving responses to the opportunity for interaction entered by the participating audience members via the user interface of the interactive device;
- transmitting the responses to a central processor;
- processing the responses into results; and
- broadcasting the results to the plurality of participating audience members attending the live entertainment event; and

wherein the expansive outdoor/indoor venue is selected from the group consisting of stadiums, arenas, race tracks, golf courses, and theme parks.

18.US Patent 8,023,977

The '977 Patent is a continuation of the '242 Patent and was filed on November 18, 2010. The '977 Patents discloses a program storage device with system and methods of enabling interactive participation by audience members viewing a live event. The technologies include a wireless communication system, interacting with audience members through displayed messages and audience feedback, storing and using the audience data. *One or more of the audience members are physically located at a place that is outside of a direct, in-person view of the live entertainment event. The audience responses/feedback/data does not have to be displayed or sent to the audience members.*

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19. US Patent 8,213,975

The '975 Patent was filed on September 19, 2011 and is a continuation of the '977 Patent. The '975 Patent presents many claims of different types. Similar to the technologies presented in its parent the '977 Patent, the '975 Patent discloses location aware techniques for the interactive devices (i.e., smartphones, etc.) when in communication with spectators of a live entertainment event. ***The location techniques can be used to determine whether the user (via the device) is in the vicinity of the live entertainment event and/or a venue (shopping malls, theaters, parks, etc.).*** The audience interaction (i.e., feedback, messages, responses, queries, surveys, etc.) can occur while the user is on their way to the event to target messages such as weather events, sponsorships, ticketing, directions, among many other messages types.

44. A method comprising:

- receiving data on the location of wireless handheld devices that was generated through the use of localization circuitry through the use of a wireless network;
- determining whether said handheld devices are within or in the immediate vicinity of a venue;
- transmitting information for directing the wireless handheld device to prompt a user of the handheld device to enter a response;
- receiving the user's response;
- processing the user's response to the prompt;
- transmitting information for directing the display of the results of the processing of said user's response to a wireless handheld device;
- transmitting feedback to a processor associated with said wireless network; and
- processing the feedback into results, which are provided to a sponsor

20. US Patent 8,423,005

The '3,005 Patent is a continuation of the '279 Patent and was filed on March 5, 2012. The '3,005 Patent is very similar to the '523 and '279 Patent, but it ***removes the limitation of venues*** being selected from the group consisting of stadiums, arenas, race tracks, golf courses, and theme parks. ***The live entertainment event can take place at any expansive indoor/outdoor venue.***

21. US Patent 8,412,172

The '172 Patent was filed on June 6, 2012 and is a continuation of the '975 Patent. ***The '172 Patent provides the ability for audience members to respond to one another*** when one or more audience member is located away from the venue. In other claims, the electronic display receives and transmits collected audience participation data once it is determined that the audience member is physically located at a place that is outside of a direct, in person view of the live entertainment event (e.g., ***at home, in a restaurant, bar,*** conventions hall, etc.)

22. Pending US Patent App. No. 12/799,858

The pending '858 patent application is a continuation of the '378 Patent. It relates to systems, apparatus and methods for delivering marketing material, tracking its effectiveness and facilitating interactivity between an advertiser and an audience member during activity

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occurring at a live spectator event; and more particularly, to a system and method by which spectators respond to indicia contained by the advertisement. Systems and methods in accordance with the '858 patent application, among other purposes, help advertisers efficiently spend their advertising budgets. They also help property owners gauge the value of their signage. The application is directed to a system for data collection, and the processing thereof, from attendants of a live entertainment event at a venue and employing a wireless interactive device capable of (i) receiving and transmitting messages, (ii) accepting input via a user interface, and (iii) displaying messages on an electronic display.

The technology comprises a sign that presents to one or more of the attendants a message with a request to respond back via the user interface, the request being transmitted by the interactive device. A receiving device is provided that receives the responses. A storage device that stores the received responses and a central processor is provided. The patent pending messaging system and method contemplates that one or more of the attendants is located at the venue.

23. Pending US Patent App. No. 13/815,459

The pending '459 patent application is a continuation of the '172 Patent. The '459 application presents an interactive system that enables audience participation at a live event taking place in a venue. Example venues explicitly claimed dependently are a parking lot, stadium, convention hall, restaurant, bar, house, etc. Generally disclosed in the interactive system is at least one appointed interactive device having an electronic display to be used by an audience member at a venue. The audience members can enter feedback and other information into the interactive device which transmits it to a central processor. The central processor can store and transmit messages back to the interactive devices which are displayed on the screen. Users can then respond to those messages.

SECTION 3

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Overview of Location-Based Advertising Market

A branding technology that only communicates with its consumers via massive one-way media is having a monologue and may not be heard actively by its audience. The ability to provide two-way communication between vendors and customers allows the evolving trend in marketing from one-way transaction-based communication to a conversation and collection of valuable data. Interactive marketing features two-way communication to send and receive information / data / messages with an individual. Many solutions and social media companies store such user response information to create profiles, build feedback, target advertisements and sponsorships.

Interactive marketing via a mobile device such as a smart phone can provide customers with real-time and location sensitive, personalized information that promotes targeted goods, services and ideas. Mobile marketing has been defined as any marketing activity conducted through a network, such as the internet, to which consumers are constantly connected using a personal mobile device.

The concept and practice of customer engagement through interactive and location aware communication enables organizations to respond to the live actions and limited chances to reach customers on demand. The traditional “interrupt and repeat” broadcast model of advertising is a dinosaur in today’s connected, live and mobile environment. Due to fragmentation and specialization of media and audiences, as well as the proliferation of community, social media and user generated content, businesses are increasingly losing the power to dictate the communications agenda. Enhancing businesses with interactive mobile marketing solutions has been shown to engage customers, strengthen their loyalty, and emotionally tie them more closely to a brand or persuade a consumer to make a purchase while the ‘fire is hot’. So today, leveraging customer contributions acquired through two-way communication gives a huge competitive advantage to companies operating in the relevant industries.

Customer engagement through interactive marketing allows for direct two-way interaction between a vendor and its consumer. Capturing and understanding consumer responses dramatically enhances the content that is provided to that consumer. Additionally, the technology that provides the interactive marketing or mobile marketing can store consumer statistics including usage information and interests in a non-obtrusive manner that can be used to individually target content or information to the consumer immediately or at a later stage.

MARKET SIZE:

One primary market that is directly related to the Portfolio is the global real-time mobile location-based advertising market (LBA). The LBA market is forecasted to grow from \$1.66 billion in 2013 at a compound annual growth rate of 54% to \$14.8 billion in 2018.¹ This will

¹ <http://www.eweek.com/print/mobile/location-based-advertising-market-to-hit-nearly-15-billion-by-2018.html> citing a research report from the analyst firm Berg Insight.

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correspond to 38.6% of all mobile advertising and marketing. Location-based advertising and marketing will thus represent around 7% of digital advertising, or 2% of the total global ad spent for all media.

A Juniper Research report noted that advertising was likely to form an increasing share of location based service-related revenues over the next five years. According to report co-author, Dr. Windsor Holden, “[l]ocation-based applications are extremely interesting for brands and retailers in that they allow those companies to direct consumers to outlets in their vicinity while simultaneously providing information about the products on offer. When these are allied to measures such as mobile coupons and vouchers, you have the combination of information and financial incentive which can be compelling for consumers.”²

With most mobile service providers looking beyond initial subscriber value, the focus is on new emerging technologies that can help deliver high-value, differentiated communication services beyond transaction based advertising. Interactive advertising as a highly personalized mobile data/information service ranks as a powerful and lucrative service differentiation tool in the marketplace.

What is Driving Growth?

One reason for this spectacular growth is the mass-market availability and adoption through mobile devices. Almost 100% of U.S. cell phones are SMS-capable or MMS-capable. Frequent SMS and MMS use has skyrocketed in recent years. SMS and MMS service plans have migrated away from the a la carte model to large bundles or all-you-can-eat plans. With this evolution, consumers have become less sensitive to the cost of messages, a one-time inhibitor to their willingness to receive marketing messages on their cell phones. With so many consumers using it for personal communication, it is a ready medium for businesses to leverage as well.

As mobile advertising continues to add new features such as social media integrations, live event targeting, location based services, gaming, maps and geo-targeted personalization, users are receiving more relevant content from advertisers than ever before.

Mobile advertising shows the highest potential for capturing today’s audiences through interactivity in real-time, for example, while they are at a live event or entertainment venue, the ability to target related content to these audience members is tremendously valuable. One of the key benefits to marketers of the trend towards mobile devices is the fact that audience interaction and engagement is far easier to track through location aware devices and stored user responses and purchases to such interactions. Furthermore, research shows that the majority of audiences are more willing to spend time engaging with and clicking through ads on their hand held devices (e.g., mobile phones, tablets, etc.) than they are on other traditional media. For example, recent research from Sony Crackle, shows that smartphone users spend an average of 98 seconds interacting with ads, whereas connected TV viewers spend an average of only 68

² <http://www.juniperresearch.com/viewpressrelease.php?pr=180>

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seconds, or nearly one third less time. This shows that when users are on a phone or tablet they want to interact both commercially and socially, especially when they are located at a specific live event. The content delivered to these users will cater to that tendency to interact. Catering to this behavior is not just providing a good user experience but can be the difference between a successful campaign or purchase and an unsuccessful one for advertisers.³

One sophisticated LBA addresses the growing role that mobile engagements play on 'game day.' Sports fans engage with interactive screens in venues for more than 80 major league sports teams using their mobile phones to access exclusive content, promotions, and giveaways. Attendees are able to upload content from **Twitter, Facebook, Instagram, Google +, Foursquare**, and many other social media sites to the interactive screens at venues as well as their hand held device displays.

Many of the in-stadium mobile engagements are being enabled through a partnership between **Access Sports Media**, which operates more than 20,000 in-venue digital displays in sports venues for **MLB, NFL, NBA, and NHL** teams and the mobile marketing platform **Blue Bite**. "Allowing attendees a way to interact within in-stadium screens via mobile benefits both the sports teams and their fans," said Michelle Paoella, vice president of marketing at Blue Bite. "Sports teams and their brands are able to interact and engage directly with fans, creating a buzz and conversation both in and out of the stadiums. This interaction solicits feedback, an increased loyalty following, and creates year-round engagement with their target audience."⁴

Bottom line is that there are numerous LBA companies that develop and provide all or portions of these services, and virtually every mobile and online website for any business with physical locations incorporates some type of LBA and proximity based messaging and interaction to help end users to discover, enjoy, learn about, and call and/or visit targeted content, stores and products.

³ <http://www.mobilmarketer.com/cms/opinion/columns/1914.html>

⁴ <http://www.mobilemarketer.com/cms/news/content/17809.html>

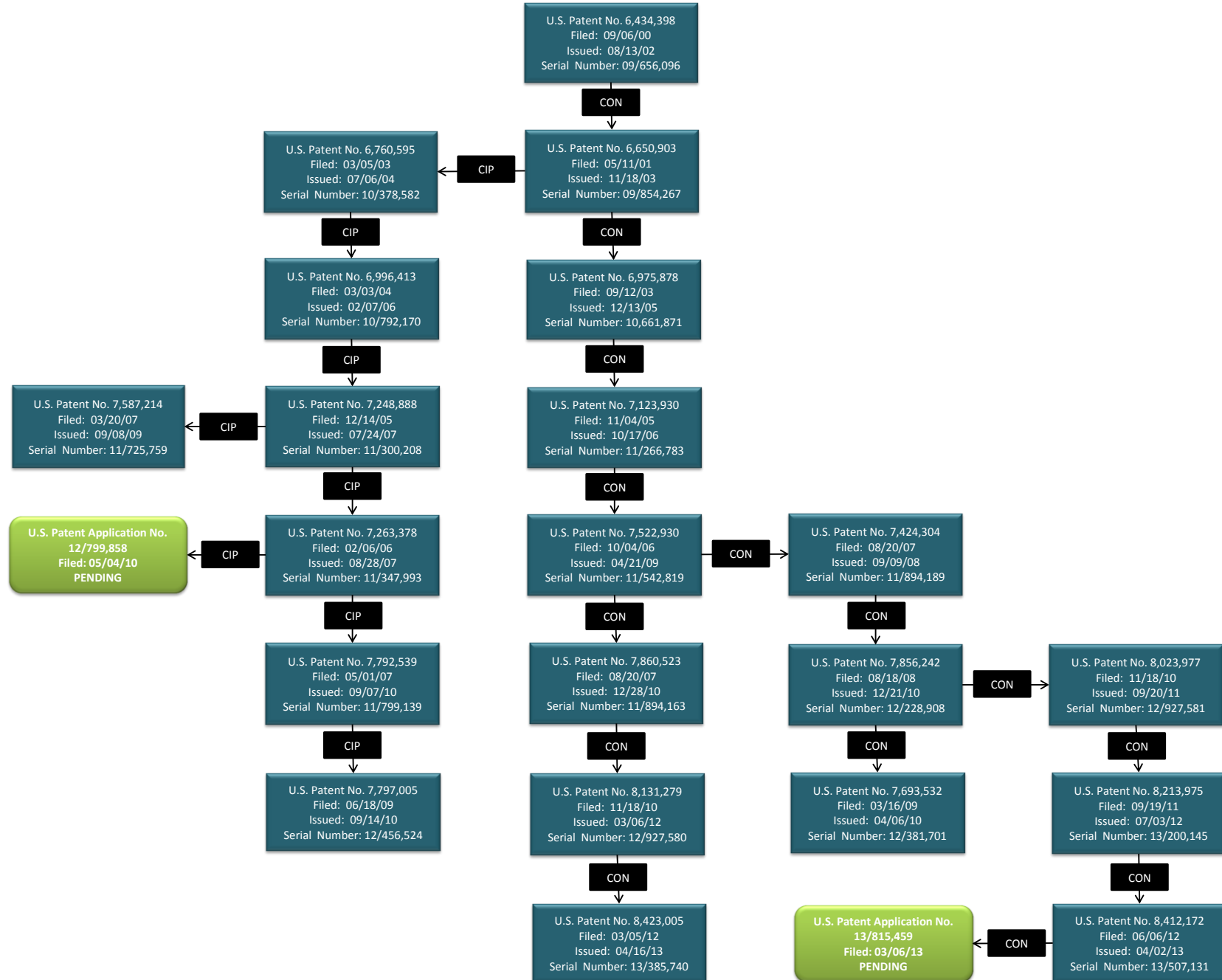
APPENDIX

APPENDIX

TAB A

THE INTERACTIVE LOCATION-BASED MARKETING PORTFOLIO

Family Relationship Flowchart



APPENDIX

TAB B

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