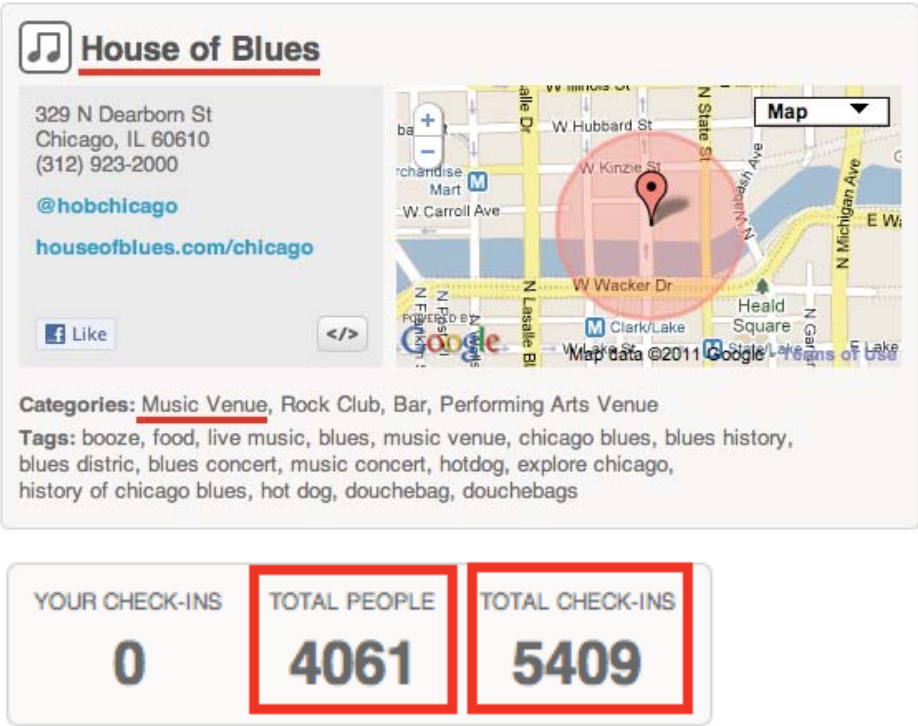
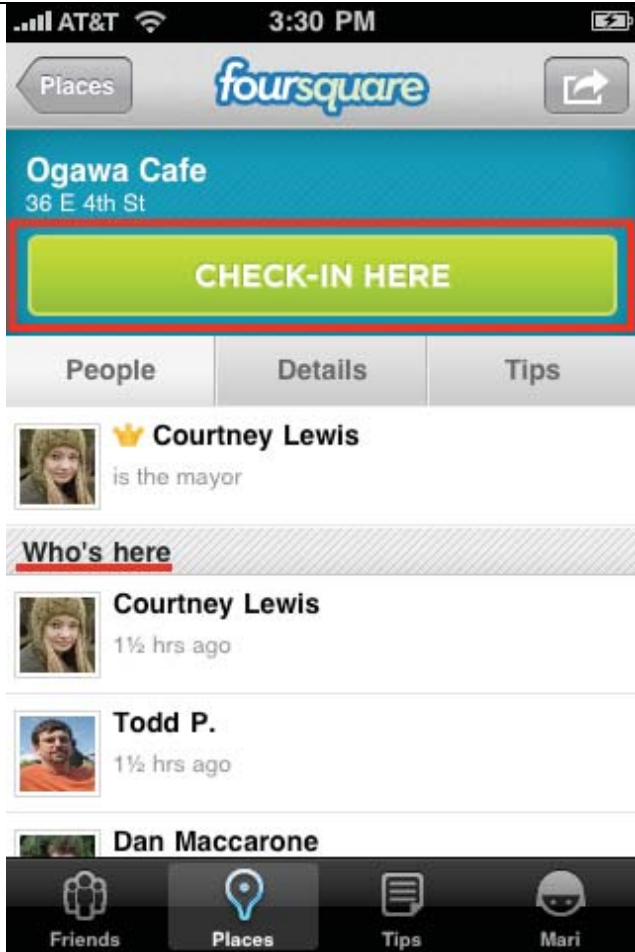
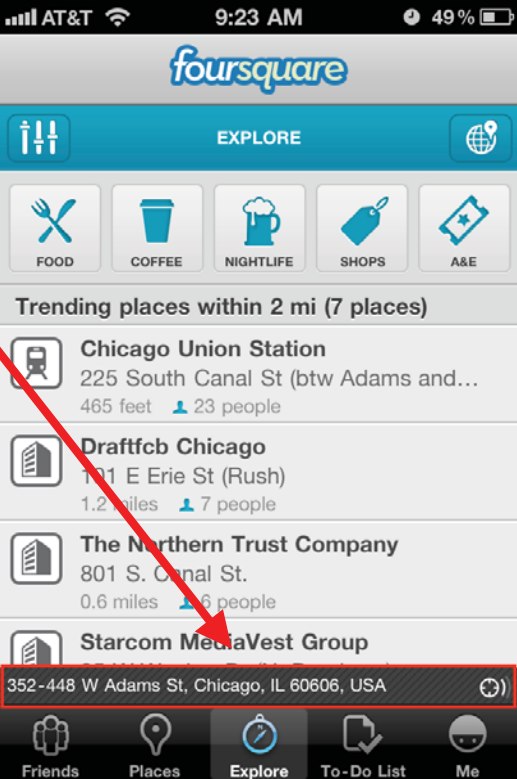


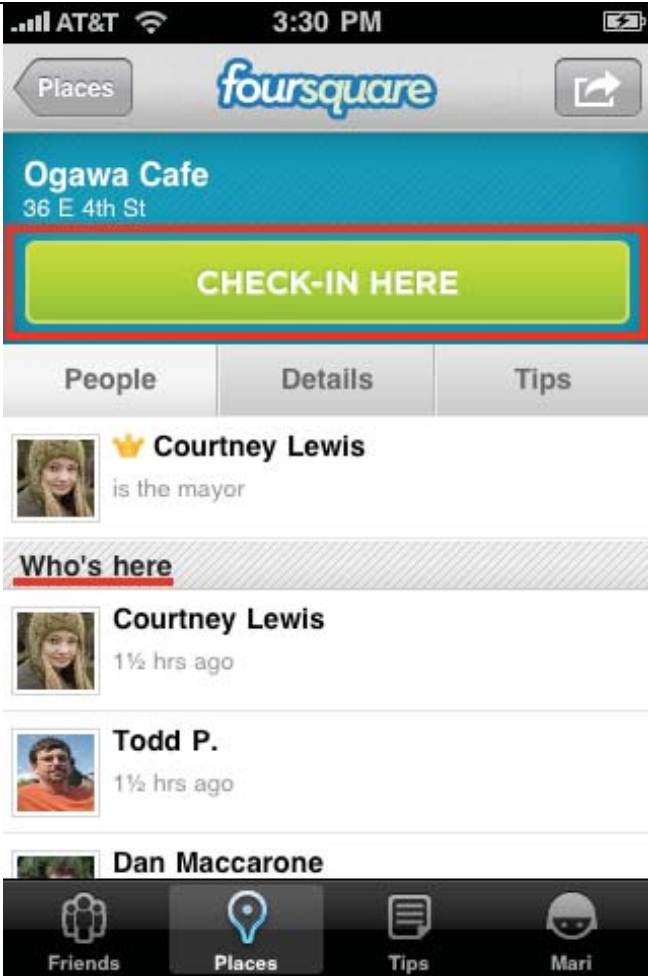
**U.S. Patent No 7,248,888 Claim 1 v. Foursquare**

<p><b>Claim 1</b></p> <p>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,</p>	<p>Foursquare is a mobile platform designed to provide a system for interactive audience participation at a live event, such as a concert at a music venue, attended by a plurality of spectators. 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 wireless 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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at least a portion of said persons being participants employing a wireless interactive device having capability	Foursquare allows at least a portion of attendees to interactively participate on their interactive wireless mobile device, such as an iPhone.	 <a href="https://foursquare.com/about">https://foursquare.com/about</a> (Mobile Screenshots)
(i) to receive and transmit messages,	Smartphones, such as iPhones, have the capability to send messages, such as the location where the user is using the “CHECK-IN HERE” button, and receive messages, such as who else is at that location through the “Who’s here” live feed.	
(ii) accept input via a user input interface, and	These devices typically accept user input via the touchscreen user interface.	
(iii) output messages to a user output interface, the method comprising the steps of:	As shown to the right, a smartphone device’s display screen acts as an output interface by displaying messages to its users.	

<p>providing a wireless communication system for transmitting and receiving messages with said interactive device;</p>	<p>Upon information and belief, foursquare has contractual agreements with various mobile service providers in order to provide a wireless communication system adapted to transmit to, and receive messages from, the user's mobile device when used in conjunction with the user's already existing mobile service network.</p> <p>As shown in the image to the right, the system can receive wireless or SMS messages from handsets running foursquare's mobile app. The system can also send information to the same wireless handset running foursquare's mobile app.</p>	<h3>What is foursquare?</h3> <p>Foursquare is a location-based <u>mobile platform</u> that makes cities easier to use and more interesting to explore. By <u>"checking in" via a smartphone app or SMS</u>, users <u>share their location</u> with friends while collecting points and virtual badges. Foursquare guides real-world experiences by allowing users to bookmark information about venues that they want to visit and surfacing relevant suggestions about nearby venues. Merchants and brands leverage the foursquare platform by utilizing a wide set of tools to obtain, engage, and retain customers and audiences.</p> <p><a href="https://foursquare.com/about">https://foursquare.com/about</a></p>
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<p>enrolling a plurality of said persons as said participants;</p>	<p>Foursquare enrolls attendees as participants by obtaining and accepting their transmitted location from their wireless interactive device. Once enrolled, participants are able to access and participate in foursquare's location-specific activities via their wireless device.</p> <p>As seen in the image to the right, once a participant's location is obtained and accepted by foursquare, the participant can see what location-specific activities are available to them.</p>	 <p>The screenshot shows the Foursquare mobile app interface. At the top, the status bar displays 'AT&amp;T', signal strength, time '9:23 AM', and battery level '49%'. The app header features the 'foursquare' logo and an 'EXPLORE' button. Below the header are five category icons: FOOD, COFFEE, NIGHTLIFE, SHOPS, and A&amp;E. A section titled 'Trending places within 2 mi (7 places)' lists four locations: Chicago Union Station, Draftfcb Chicago, The Northern Trust Company, and Starcom MediaVest Group. The Starcom MediaVest Group entry is highlighted with a red box and contains the address '352-448 W Adams St, Chicago, IL 60606, USA'. A red arrow points from the text in the adjacent column to this entry. The bottom navigation bar includes icons for Friends, Places, Explore (selected), To-Do List, and Me.</p>
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<p>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;</p>	<p>Foursquare provides a system for querying participating users to respond to at least one query, using the mobile device's input interface to enter and transmit the user's response.</p> <p>Once users arrive at a location, foursquare queries them as to whether they want to "check-in" at that venue ("CHECK-IN HERE" button). The users respond using the user interface on their mobile devices.</p>	 <p>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 who have checked in. The first user is Courtney Lewis, marked as 'is the mayor'. A section titled 'Who's here' lists recent check-ins: Courtney Lewis (1½ hrs ago) and Todd P. (1½ hrs ago). At the bottom, a navigation bar shows icons for 'Friends', 'Places' (which is highlighted), 'Tips', and 'Mari'. Below the screenshot, the URL <a href="https://foursquare.com/about">https://foursquare.com/about</a> is provided, followed by the text '(Mobile Screenshots)'.</p>
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receiving answers entered by said participants;


Shown to the right is foursquare's response to the user's query answer "checking-in." As shown in the image to the right, once a user submits a "check-in," foursquare confirms that the information has been received, as well as awarding points for participating. This response demonstrates that the wireless communication system receives the answer and transfers it to the foursquare servers.

transferring said answers to a central processor; and

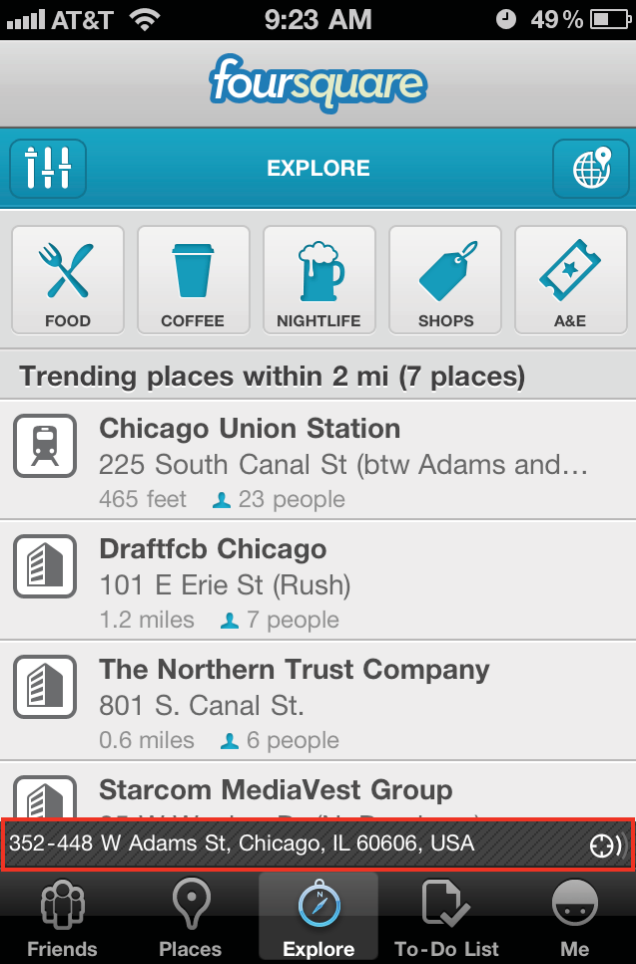


Screenshot from personal iPhone

<p>processing said answers into results using said central processor; and</p>	<p>At its central server, foursquare receives and 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, 1:20-37)</p>
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<p>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</p>	<p>A user's wireless interactive device includes localization circuitry that transmits the physical location of the user to foursquare.</p> <p>This symbol indicates that the localization circuitry in the wireless device is in use.</p> <p>The foursquare application detects the transmitted location and automatically shows "Nearby" venues based on the user's location as transmitted by the user's mobile device.</p>	 <p>Screenshot from personal iPhone</p>
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<p>and said enrolling step is effected automatically for devices wherein said transmitted location is within said live event venue.</p>	<p>Enrollment is automatic for devices that have localization circuitry. When a participant's mobile device transmits its physical location within the area of shopping access of the store/restaurant, that participant is automatically enrolled, allowing the participant access to the location-specific activities.</p> <p>As shown in the image to the right, with the foursquare app activated, the device automatically transmits the location to foursquare, which automatically enrolls the user, giving access to foursquare's activities.</p>	 <p>Screenshot from personal iPhone</p>
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