



F A C E P L A N T W H I T E P A P E R

July, 2014



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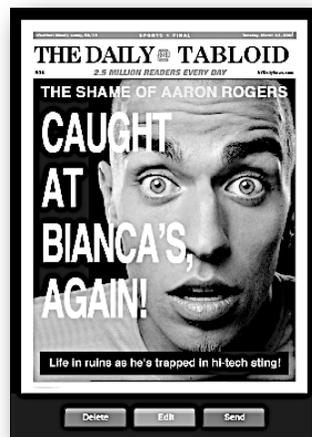
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C O N C E R T T E C H N O L O G Y

OVERVIEW

FacePlant focussing on adding intelligence to checkins. As used herein, checkins refer to the process of a user registering their presence at some physical location, establishment, and/or point-of-interest. Checkins have achieved popularity in the past several years as the user behavior of sharing experience information on social networks has exploded. Checkins serve the dual purpose of informing friends of your location while at the same time providing an at least tacit endorsement of the location or establishment being visited. Establishments covet checkins because they provide a platform for loyal customers to provide the digital equivalent of a “word of mouth” endorsement to other users friends—some of which will likely be of the same demographic. The concept of user experience sharing may be extended beyond the notion of visiting a location to include other user experiences. Those experiences may include items purchased, books or articles read, songs listened to, and movies watched. Finally, checkins can be more than just a user providing their identity and checkin information. User generated content may be transmitted along with the checkin information and displayed as part of a wall posting or advertisement.

FILINGS



20120124176 AUTOMATIC CHECK-INS AND STATUS UPDATES

Auto checking into locations can flood your friends with unwanted status updates and manually checking in can be tedious and time consuming leading to user fatigue. What is needed is a system with the intelligence to auto suggest when situations occur where the user might want to check-in.

This publication describes a system and method for performing automatic check-ins and/or generating and sending automatic status updates based on social context. As used herein, a social context of a user is generally any data that describes a location at which the user is currently located or users that are spatially proximate to the user.

8,548,855 USER GENERATED ADS BASED ON CHECK-INS

The walls of social networks are cluttered places when it takes something unique and attention grabbing to engage a user. What is needed are mechanisms for users to be able to contribute user generated content that can be used as advertisements on the walls of their friends status pages.

This publication describes systems and methods for generating and utilizing photo advertisements (“ads”). In one embodiment, a photo check-in process is performed for a user located within a geographic check-in zone which results in a photo advertisement that is utilized as a photo check-in for the user. In another embodiment, a photo advertisement is posted as a status update for a user via a social networking service. In another embodiment, photo advertisements are created by users and stored for subsequent use in serving ad requests.



20120252418 SYSTEM AND METHOD FOR AUTOMATED PROXIMITY-BASED SOCIAL CHECK-INS

Auto checking into locations can flood your friends with unwanted status updates and manually checking in can be tedious and time consuming leading to user fatigue. What is needed is a system with a rules engine whereby a user can define situations where they want to perform an auto checkin.

Systems and methods for performing automatic social check-ins are disclosed. In one embodiment, in response to physical proximity between a user device and a venue-operated device located at a venue, an automatic check-in process is performed on behalf of a user of the user device. In one embodiment, the automatic check-in process is performed by first determining whether to perform an automatic check-in for the user of the user device at the venue based on one or more predefined automatic check-in rules and a user context and/or venue data that describes the venue. Upon determining that an automatic check-in is to be performed, a check-in for the user of the user device is performed to check the user into the venue via one or more check-in services.

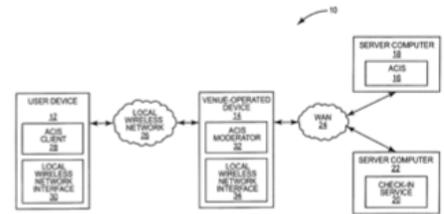
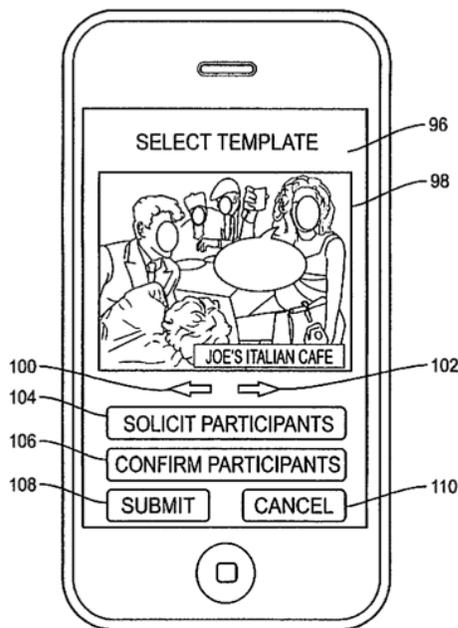


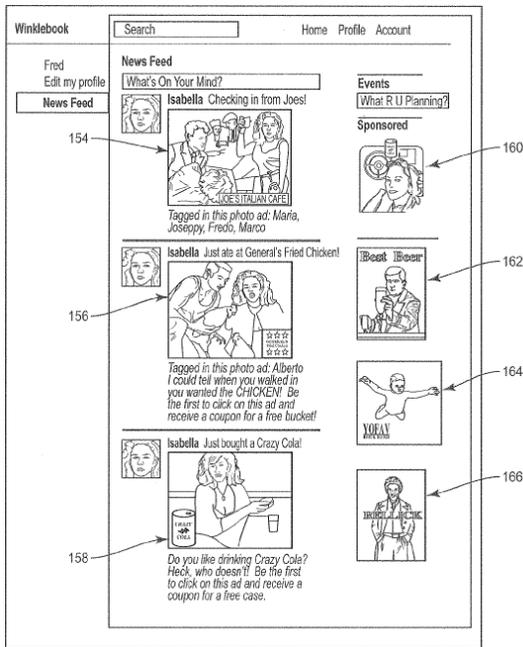
FIG. 1

8,554,627 USER GENERATED PHOTO ADS USED AS STATUS UPDATES



Using user generated content as the basis for ads in social networks promises to increase user uptake rates. One form of UGC particular well suited for use in social networks is images. What is needed is a way to customize the images based on the ad contributor and the participants contributing to the creation of the ad.

Systems and methods are disclosed for generating and utilizing photo advertisements ("ads"). In one embodiment, a photo advertisement is posted as a status update for a user via a social networking service. More specifically, first, one or more photo ad templates are obtained for the user, where each photo ad template includes one or more photo wells. A photo advertisement is then generated based on one of the photo ad templates such that a filler image of a different one of one or more participants identified for the photo advertisement is inserted into each of the one or more photo wells in the photo ad template. The photo advertisement is then used as a status update for the user. In another embodiment, the photo advertisement is stored and subsequently used to serve ad requests.



8,543,460 SERVER AD REQUESTS USING USER GENERATED PHOTO ADS

Systems and methods are disclosed for generating and utilizing photo advertisements (“ads”). In one embodiment, a computer server obtains and stores user-created photo advertisements. Each of the user-created photo advertisements is generated based on a corresponding photo ad template having one or more photo wells such that filler images of one or more participants are inserted into the one or more photo wells. For each user-created photo advertisement, the one or more participants include at least a user by which the photo advertisement was created. In addition, the computer server effects use of the stored user-created photo advertisements as sponsored advertisements.

ABOUT US

Digital media distribution is fundamentally changing the relationship between consumers and content. At Concert Technology, we are engaged in R&D directed towards the creation of patented intellectual property which we use to drive licensing programs that derive revenues from the ongoing changes in technology, consumer habits and business models.

- Rich Media Internet Services
- Mobile Media Device Technologies
- Recommendation Systems
- Social Networking
- Location Based Services

We strive to prototype and develop products that deliver on the promise of the digital media experience: high quality entertainment that is easy to find, discover, organize, share and enjoy.

For additional information or to explore partnership opportunities with Concert Technology, please contact bizdev@concert-technology.com

SELECTED PUBLICATIONS

The following is a partial list of US patents and publications that were developed as part of the project.

REFERENCE NUMBER	TITLE
20120124176	Automatic Check-Ins and Status Updates
8,548,855	User Generated Ads Based On Check-Ins
20120252418	System and Method for Automated Proximity-Based Social Check- Ins
8,554,627	User Generated Photo Ads Used As Status Updates
8,543,460	Server Ad Requests Using User Generated Photo Ads



(19) **United States**

(12) **Patent Application Publication**
Curtis et al.

(10) **Pub. No.: US 2012/0124176 A1**

(43) **Pub. Date: May 17, 2012**

(54) **AUTOMATIC CHECK-INS AND STATUS UPDATES**

Publication Classification

(75) Inventors: **Scott Curtis**, Durham, NC (US); **Hugh Svendsen**, Chapel Hill, NC (US); **Michael W. Helpingstine**, Cary, NC (US); **Christopher M. Amidon**, Apex, NC (US)

(51) **Int. Cl.**
G06F 15/16 (2006.01)

(73) Assignee: **TEANECK ENTERPRISES, LLC**, Wilmington, DE (US)

(52) **U.S. Cl.** **709/219; 709/217**

(21) Appl. No.: **13/085,839**

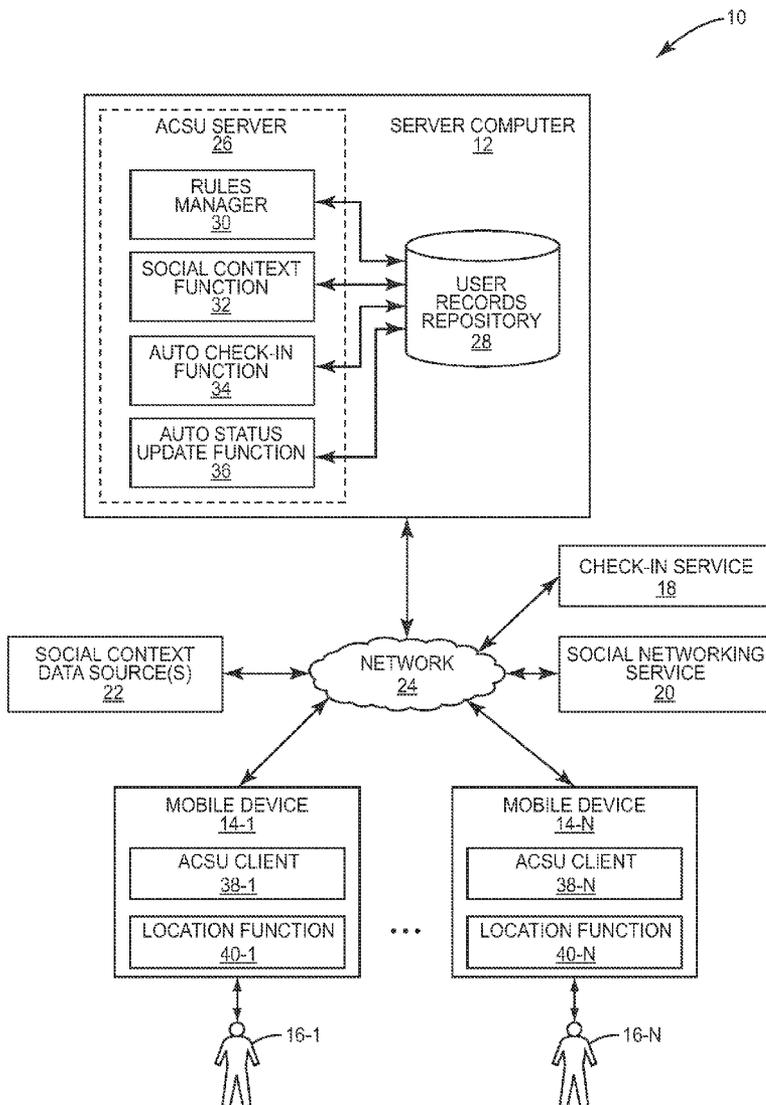
(57) **ABSTRACT**

(22) Filed: **Apr. 13, 2011**

Related U.S. Application Data

(60) Provisional application No. 61/412,584, filed on Nov. 11, 2010, provisional application No. 61/419,369, filed on Dec. 3, 2010.

A system and method are disclosed for performing automatic check-ins and/or generating and sending automatic status updates based on social context. As used herein, a social context of a user is generally any data that describes a location at which the user is currently located or users that are spatially proximate to the user.





US008548855B2

(12) **United States Patent**
Svendsen et al.

(10) **Patent No.:** **US 8,548,855 B2**
(45) **Date of Patent:** **Oct. 1, 2013**

(54) **USER GENERATED ADS BASED ON CHECK-INS**

(56) **References Cited**

(75) Inventors: **Hugh Svendsen**, Chapel Hill, NC (US);
John Forese, Atherton, CA (US);
Christopher M. Amidon, Apex, NC (US);
Kunal Kandekar, Jersey City, NJ (US);
Eugene Matthew Farrelly, Cary, NC (US)

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(73) Assignee: **Teaneck Enterprises, LLC**, Portsmouth, NH (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 153 days.

(Continued)

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EP	2051480 A1	4/2009
EP	2151797 A1	2/2010

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(21) Appl. No.: **13/085,853**

(22) Filed: **Apr. 13, 2011**

(65) **Prior Publication Data**
US 2012/0123875 A1 May 17, 2012

OTHER PUBLICATIONS
Siegler, "Photocheck.in: A Picture is Worth 1,000 Foursquare Check-Ins. Or At Least One.", TechCrunch, Jan. 4, 2010, found on line at techcrunch.com/2010/01/04/photocheckin-foursquare-pictures.*

Related U.S. Application Data

(60) Provisional application No. 61/412,584, filed on Nov. 11, 2010.

(51) **Int. Cl.**
G06Q 30/00 (2012.01)

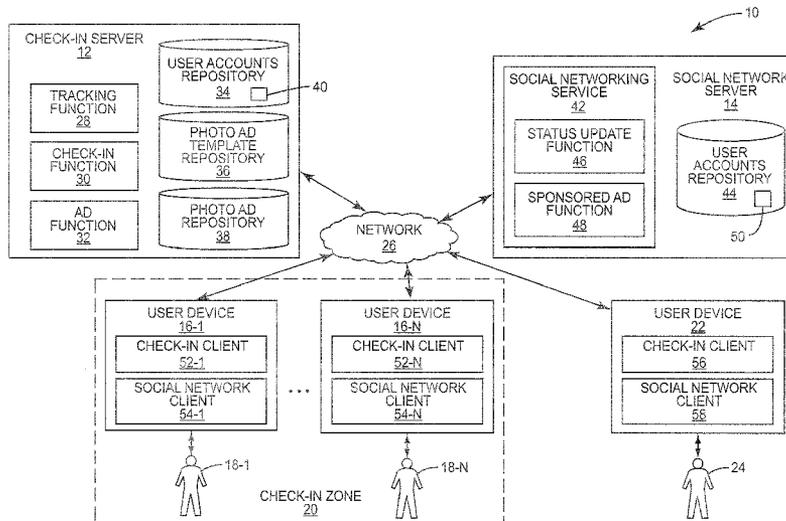
(52) **U.S. Cl.**
USPC **705/14.67**; 705/14.49; 705/14.72;
705/14.73

(58) **Field of Classification Search**
USPC 705/14.67
See application file for complete search history.

(Continued)
Primary Examiner — John G Weiss
Assistant Examiner — Scott C Anderson

(57) **ABSTRACT**
Systems and methods are disclosed for generating and utilizing photo advertisements ("ads"). In one embodiment, a photo check-in process is performed for a user located within a geographic check-in zone which results in a photo advertisement that is utilized as a photo check-in for the user. In another embodiment, a photo advertisement is posted as a status update for a user via a social networking service. In another embodiment, photo advertisements are created by users and stored for subsequent use in serving ad requests.

35 Claims, 19 Drawing Sheets





(19) **United States**

(12) **Patent Application Publication**
Kandekar et al.

(10) **Pub. No.: US 2012/0252418 A1**

(43) **Pub. Date: Oct. 4, 2012**

(54) **SYSTEM AND METHOD FOR AUTOMATED PROXIMITY-BASED SOCIAL CHECK-INS**

Publication Classification

(75) Inventors: **Kunal Kandekar Kandekar**, Jersey City, NJ (US); **Hugh Svendsen**, Chapel Hill, NC (US); **Eugene Matthew Farrelly**, Cary, NC (US)

(51) **Int. Cl.** *H04W 4/00* (2009.01)
(52) **U.S. Cl.** **455/414.1**

(73) Assignee: **TEANECK ENTERPRISES, LLC**, Wilmington, DE (US)

(57) **ABSTRACT**

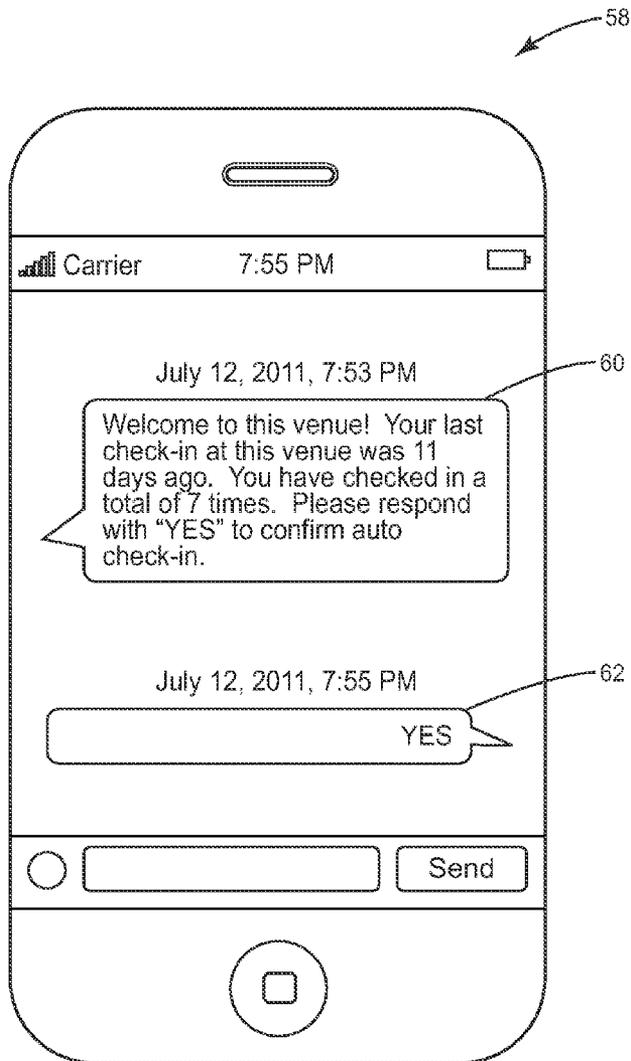
(21) Appl. No.: **13/303,189**

(22) Filed: **Nov. 23, 2011**

Systems and methods for performing automatic social check-ins are disclosed. In one embodiment, in response to physical proximity between a user device and a venue-operated device located at a venue, an automatic check-in process is performed on behalf of a user of the user device. In one embodiment, the automatic check-in process is performed by first determining whether to perform an automatic check-in for the user of the user device at the venue based on one or more predefined automatic check-in rules and a user context and/or venue data that describes the venue. Upon determining that an automatic check-in is to be performed, a check-in for the user of the user device is performed to check the user into the venue via one or more check-in services.

Related U.S. Application Data

(60) Provisional application No. 61/470,031, filed on Mar. 31, 2011.





US008554627B2

(12) **United States Patent**
Svendsen et al.

(10) **Patent No.:** **US 8,554,627 B2**
(45) **Date of Patent:** **Oct. 8, 2013**

(54) **USER GENERATED PHOTO ADS USED AS STATUS UPDATES**

(75) Inventors: **Hugh Svendsen**, Chapel Hill, NC (US); **John Forese**, Atherton, CA (US); **Christopher M. Amidon**, Apex, NC (US); **Kunal Kandekar**, Jersey City, NJ (US); **Eugene Matthew Farrelly**, Cary, NC (US)

(73) Assignee: **Teaneck Enterprises, LLC**, Portsmouth, NH (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 140 days.

(21) Appl. No.: **13/085,869**

(22) Filed: **Apr. 13, 2011**

(65) **Prior Publication Data**

US 2012/0123830 A1 May 17, 2012

Related U.S. Application Data

(60) Provisional application No. 61/412,584, filed on Nov. 11, 2010.

(51) **Int. Cl.**
G06Q 30/00 (2012.01)

(52) **U.S. Cl.**
USPC **705/14.67**; 705/14.49; 705/14.72;
705/14.73

(58) **Field of Classification Search**
USPC 705/14.67
See application file for complete search history.

(56) **References Cited**

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5,072,412	A	12/1991	Henderson, Jr. et al.
5,493,692	A	2/1996	Theimer et al.
5,713,073	A	1/1998	Warsta
5,754,939	A	5/1998	Herz et al.
6,014,090	A	1/2000	Rosen et al.

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EP	2151797	A1	2/2010

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OTHER PUBLICATIONS

Siegler, "Photocheck.In: A Picture is Worth 1,000 Foursquare Check-Ins. Or At Least One.", TechCrunch, Jan. 4, 2010, found on line at techcrunch.com/2010/01/04/photocheckin-foursquare-pictures.*

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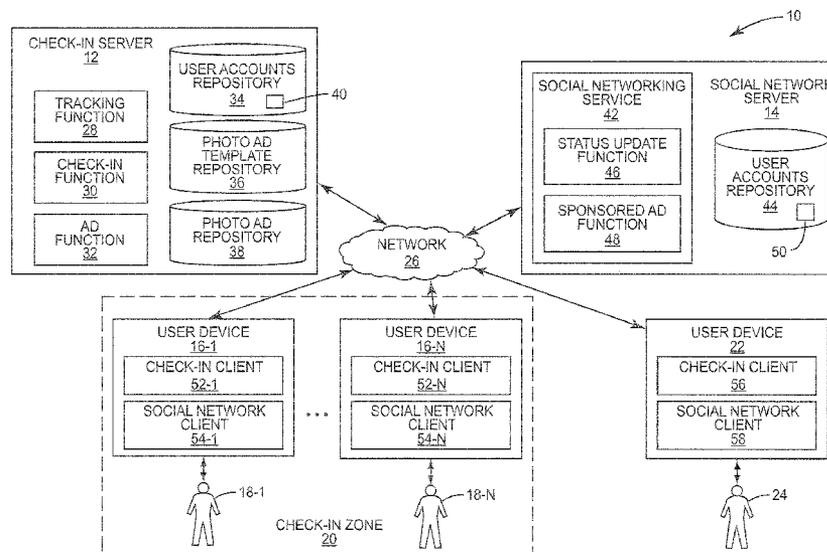
Primary Examiner — John G. Weiss

Assistant Examiner — Scott C Anderson

(57) **ABSTRACT**

Systems and methods are disclosed for generating and utilizing photo advertisements ("ads"). In one embodiment, a photo advertisement is posted as a status update for a user via a social networking service. More specifically, first, one or more photo ad templates are obtained for the user, where each photo ad template includes one or more photo wells. A photo advertisement is then generated based on one of the photo ad templates such that a filler image of a different one of one or more participants identified for the photo advertisement is inserted into each of the one or more photo wells in the photo ad template. The photo advertisement is then used as a status update for the user. In another embodiment, the photo advertisement is stored and subsequently used to serve ad requests.

52 Claims, 19 Drawing Sheets





US008543460B2

(12) **United States Patent**
Svendsen et al.

(10) **Patent No.:** **US 8,543,460 B2**
(45) **Date of Patent:** **Sep. 24, 2013**

(54) **SERVING AD REQUESTS USING USER GENERATED PHOTO ADS**

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(75) Inventors: **Hugh Svendsen**, Chapel Hill, NC (US);
John Forese, Atherton, CA (US);
Christopher M. Amidon, Apex, NC
(US); **Kunal Kandekar**, Jersey City, NJ
(US); **Eugene Matthew Farrelly**, Cary,
NC (US)

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(73) Assignee: **Teaneck Enterprises, LLC**, Portsmouth,
NH (US)

EP 2051480 A1 4/2009
EP 2151797 A1 2/2010

(Continued)

(*) Notice: Subject to any disclaimer, the term of this
patent is extended or adjusted under 35
U.S.C. 154(b) by 163 days.

OTHER PUBLICATIONS

(21) Appl. No.: **13/085,886**

Siegler, "Photocheck.in: A Picture is Worth 1,000 Foursquare Check-
Ins. Or At Least One.", TechCrunch, Jan. 4, 2010, found on line at
techcrunch.com/2010/01/04/ photocheckin-foursquare-pictures.*

(22) Filed: **Apr. 13, 2011**

(Continued)

(65) **Prior Publication Data**

US 2012/0123871 A1 May 17, 2012

Related U.S. Application Data

(60) Provisional application No. 61/412,584, filed on Nov.
11, 2010.

(57) **ABSTRACT**

(51) **Int. Cl.**
G06Q 30/00 (2012.01)

Systems and methods are disclosed for generating and utilizing
photo advertisements ("ads"). In one embodiment, a com-
puter server obtains and stores user-created photo advertise-
ments. Each of the user-created photo advertisements is
generated based on a corresponding photo ad template having
one or more photo wells such that filler images of one or more
participants are inserted into the one or more photo wells. For
each user-created photo advertisement, the one or more par-
ticipants include at least a user by which the photo advertise-
ment was created. In addition, the computer server effects use
of the stored user-created photo advertisements as sponsored
advertisements.

(52) **U.S. Cl.**
USPC **705/14.67**; 705/14.49; 705/14.72;
705/14.73

(58) **Field of Classification Search**
USPC 705/14.67
See application file for complete search history.

(56) **References Cited**

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4,975,690 A 12/1990 Torres
5,072,412 A 12/1991 Henderson, Jr. et al.

30 Claims, 19 Drawing Sheets

