



**SOCIAL NETWORKING**

## **SELLER**

Proxpro, Inc.

## **TITLE**

Matching mobile device users for business and social networking

## **FEATURED PATENT NUMBER**

US 7,310,676

## **RELATED IP**

PCT/US2005/04138; US 11/198,126; US 60/543,105;  
US 60/582,313

## **LOT SUMMARY**

The patent offered in this Lot discloses a method and apparatus for facilitating business and social networking. The invention brings together the technologies of mobile devices and social networking to arrange meetings between people with similar interests.

The popularity of social networking sites has exploded in the past few years. People use these sites to post pictures and information about themselves and to keep up with their friends. Users of these Internet sites also use them to meet new people, generally by searching or browsing through the contact lists of their contacts. Social networking has also impacted mobile computing. Services are currently available that allow mobile users to find friends who may be nearby and communicate directly. While these applications provide advantages, there remains a need to provide more efficient techniques for enabling mobile device users to identify, locate, contact, and be introduced to like-minded people.

The invention disclosed in this patent introduces a mobile device-based apparatus and method that facilitates meetings between people with similar interests who may have never met before. The server described in the invention keeps track of the physical and cognitive proximity of the users subscribing to the service. The physical proximity is simply the physical distance between one user and another. The cognitive proximity is based on a variety of factors taken from the user's profile. These factors may include the user's networking objective, nature of the industry in which the user works, user's management level, and so on. The cognitive proximity is the measure of how 'close' one user's interests are to another. The server takes these two measurements of proximity into account and facilitates a meeting between two users if their physical and cognitive proximities are close within a given time window. The server facilitates an introduction between the two people, and if they are interested in meeting each other, the server sets up a direct messaging session for the users to interact.

This system greatly expands upon previous social networking solutions. It brings social networking to mobile device users and discloses a method that introduces like-minded people. This invention can also preserve the privacy of a user until the user is ready to meet the person with whom he is in both physical and cognitive proximity. This invention makes meeting in person easy as well. The apparatuses and methods disclosed in this invention would be of use to any social networking organization that wishes to extend to a mobile platform or to mobile device companies that wish to increase the functionality of their products.

## POTENTIAL LICENSEES

- Communication Service Providers
- Mobile Device Manufacturers
- Social Networking Organizations

**EXPECTED VALUE: €1,000,000+ (\$1,500,000+)**

home	why proxpro?	for partners	FAQs	sign up
New Member Registration				proxpro
step 4 of 6	Create Your Professional Profile			
<p>Proxpro only connects professionals with mutual and reciprocal networking needs.</p> <p>John, please provide us with details about your profession. Proxpro will process this information to determine mutually beneficial future contacts.</p>				
<b>Professional Information</b>				
Job Title:	<input type="text" value="Manager"/>			
Company:	<input type="text" value="Company"/>			
Industry:	<input type="text" value="Computer"/> <input type="text" value="Hardware"/> <input type="text"/> <input type="text"/>			
Peer Level:	<input type="text" value="Functional Vice President/BU Director"/>			
Specialty:	<input type="text" value="Administration"/>			
<p>*Peer Level is the highest position you have held in the management hierarchy of a company.</p> <p>Additional information can be added to your professional profile once registration is complete. You can do this through your account.</p>				
		<input type="button" value="Previous"/> <input type="button" value="Next"/>		

## PATENT NUMBER

US 7,310,676

## INVENTOR

Julian J. Bourne

## TITLE

Method and computer system for matching mobile device users for business and social networking

## ISSUE DATE

December 18, 2007

## EARLIEST FILING DATE

February 9, 2004

## REPRESENTATIVE INDEPENDENT CLAIM

Apparatus for identifying and introducing mobile device users to one another, wherein a given mobile device user has been registered by submitting given profile data, comprising: at least one processor; code executable on the processor (a) for receiving a message from a first mobile device user that the first mobile device user desires to be introduced at least one other mobile device user; (b) for initiating a request to identify a current location of the first mobile device user; (c) for receiving data identifying the location of the first mobile device user; (d) for determining, based on the given profile data, whether a second mobile device user is within intellectual proximity to the first mobile device user, wherein intellectual proximity is determined at least in part by relative management stratum of the first and second mobile device users, wherein management... *(claim continued)*

## **SELLER**

WhoGlue, Inc.

## **TITLE**

Online personal relationship management system

## **FEATURED PATENT NUMBER**

US 7,246,164

## **RELATED IP**

PCT/US2002/15244; US 60/290,421

## **LOT SUMMARY**

This Lot offers a US patent directed to online systems and methods for distributed personal relationship information management. The patented technology is applied to enable members of an online network to manage their relationships within that online network, and to facilitate efficient and non-intrusive communication of select information between different members according to member settings.

The rise in popularity of online social networking sites over the past several years has allowed people to more easily stay connected and share personal and other information with family, friends, classmates, business contacts, and the like. As the number of users of these various sites grows, however, many users would increasingly prefer to have greater control over what aspects of their personal information are available for viewing by other users. As a result, a user's ability to limit what information is shared with whom has become just as

important as that user's ability to establish and maintain connections with other users in the first place.

With priority dating back to 2001, the patented personal relationship management system provides for managing and sharing information among large groups of users. The system readily facilitates user-managed information flow to groups of associated users. Members of the online network may control who has access to any given piece of information they create and distribute, as well as what information may be presented to them by other users. The information may be highly structured to facilitate the performance of automated filtering according to the users' individual preferences.

Given the relevance of this technology to address growing concerns of many users of social networking websites, the patent offered in this Lot may be strategically valuable to online social networking companies and developers of related social networking software.

## **SAMPLE FORWARD CITATION ANALYSIS**

- International Business Machines Corp.

## **POTENTIAL LICENSEES**

- Collaborative Software Companies
- Information Management System Providers
- Social Networking Facilitators

## **INQUIRE REGARDING EXPECTED VALUE**

## PATENT NUMBER

US 7,246,164

## INVENTORS

Jens-Michael Lehmann; Michael Wynblatt; Michael Nestler

## TITLE

Distributed personal relationship information management system and methods

## ISSUE DATE

July 17, 2007

## EARLIEST FILING DATE

May 10, 2001

## REPRESENTATIVE INDEPENDENT CLAIM

A method for managing the sharing of personal information among a plurality of users of an online relationship management system, the method comprising the steps of: receiving, from a first user of said plurality of users, an identification of a second user of said plurality of users and an assignment of a second user information access right level for said second user and receiving, from the second user, an identification of the first user; associating said second user with said first user responsive to receipt of the identification of said second user from said first user, the identification of said first user from said second user, and the second user information access right level from said first user; receiving, from said first user, first information having a first information access right after associating said second user with said first user, wherein said first information is to be entered into

at least one input template of said online relationship management system to provide first structured information automatically generated from at least one output template based on said first information; transmitting, to said second user, said first information if said second user has provided the first user identification and the first information access right is consistent with the second user information access right level; receiving, from said first user, second information having a second information access right, wherein said second information is to be entered into said at least one input template of said online relationship management system; and not allowing transmission, to said second user, of said second information if the second user information access right level is inconsistent with said second information access right.

