

## **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)*