

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.

