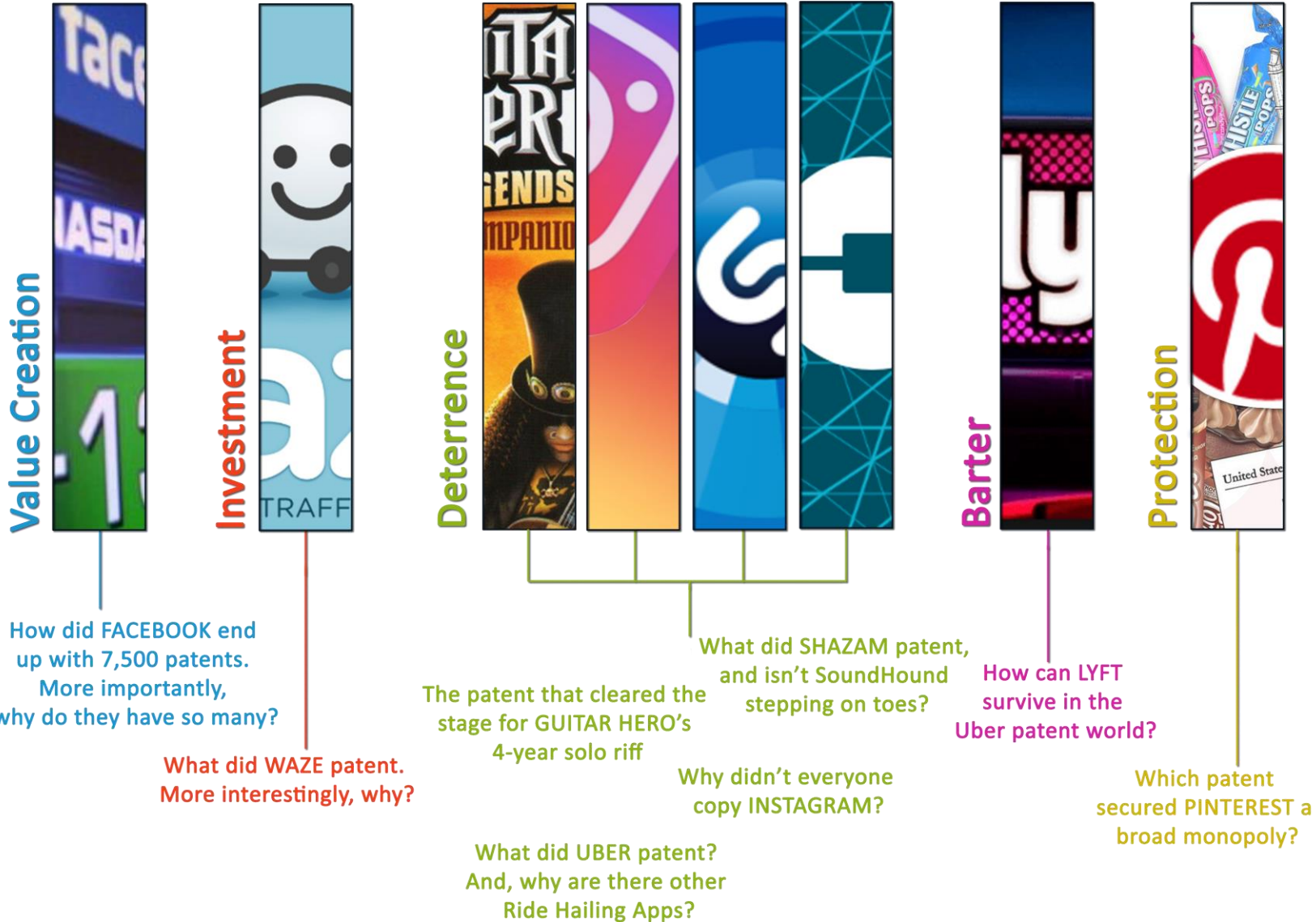


PATENT PENDING

**The secret tool that propelled
Software Apps to #1**

... in the most unexpected ways!







US010122839B1

(12) **United States Patent**
Campbell

(10) Patent No.: **US 10,122,839 B1**

(45) Date of Patent: ***Nov. 6, 2018**

(54) **TECHNIQUES FOR ENHANCING CONTENT ON A MOBILE DEVICE**

Facebook

(71) Applicant: **Facebook, Inc., Menlo Park, CA (US)**

FACEBOOK started in February 2004, and is now valued at \$85 billion.

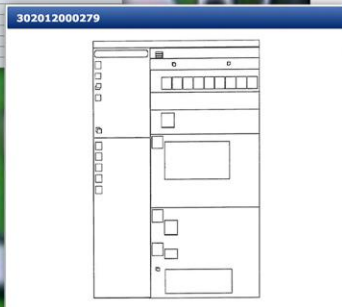
Today, Facebook holds more than 7,500 patents and 360 Design Registrations. However, only 23 of the patents date back to 2004. And, of this handful of patents, the first was bought by Facebook in 2010.

The surprising truth is that Facebook had no patents when it started - not even a Patent Pending Number! Anyone could have "copied" Facebook exactly and without fear, provided they called it something else.

So, why did Facebook acquire a bucket-load of patents in 2010?



Trade mark name	f
Application number	77273570
Applicant name	Facebook, Inc.
Application date	6-9-2007
Trade mark status	Registered
Trade mark office	US
Nice class	9,35,38,41,42,45



Indication of the product	PADRÃO ORNAMENTAL APLICADO A INTERFACE GRÁFICA
Design number	302012000279
Owner name	Facebook, Inc
Filing date	26-1-2012
Status	Registered and fully published
Design office	BR
Class	14,04



US010122839B1

(12) **United States Patent**
Campbell

(10) Patent No.: **US 10,122,839 B1**

(45) Date of Patent: ***Nov. 6, 2018**

(54) **TECHNIQUES FOR ENHANCING CONTENT ON A MOBILE DEVICE**

Facebook

(71) Applicant: **Facebook, Inc., Menlo Park, CA (US)**

Facebook was listed on the Stock Exchange in 2012. To **maximise its “value”**, Facebook had to convince investors that “barriers to entry” blocked competitors’ paths. For this, Facebook simply pointed to its patent bucket. No-one reads patents. Investors were quickly convinced; the perceived “risk” evaporated; and the stock price went up!





0.1 miles
Franklin St



PatentMyApp.com



US 20110098915A1

(19) United States

(12) Patent Application Publication
Disatnik et al.

(10) Pub. No.: US 2011/0098915 A1

(43) Pub. Date: Apr. 28, 2011

(54) DEVICE, SYSTEM, AND METHOD OF
DYNAMIC ROUTE GUIDANCE

Waze

In 2009, WAZE tried to patent:

1. determining an optimal route from A to B, and
2. using real-time traffic information continually to re-determine the optimal route while traveling along it.

... not very different to detouring into back roads when faced with a traffic jam.

And, WAZE was in no rush to get this patent granted – keeping it “Patent Pending” for 6 years! Basically, it had much more “**deterrence value**” as a “pending patent” than “**enforcement value**” as a “granted patent”.

In 2014, the patent was bought by: ...

11069996



Trade mark name	WAZE
Application number	11069996
Applicant name	WAZE MOBILE LTD.
Application date	7-5-2011
Trade mark status	Registered
Trade mark office	CO
Nice class	9





0.1 miles
Franklin St



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US 20110098915A1

(19) United States
(12) Patent Application Publication (10) Pub. No.: US 2011/0098915 A1
Disatnik et al. (43) Pub. Date: Apr. 28, 2011

(54) DEVICE, SYSTEM, AND METHOD OF
DYNAMIC ROUTE GUIDANCE

Waze

Google!

And, within a year of acquiring the pending patent, Google abandoned it.

WAZE clearly had no intention of using this patent for protection. Ostensibly, the pending patent was a “deterrent”; more importantly, the pending patent encouraged **investments**; but principally, the pending patent triggered a pay-day **EXIT!**



Trade mark name	WAZE
Application number	11069996
Applicant name	WAZE MOBILE LTD.
Application date	7-5-2011
Trade mark status	Registered
Trade mark office	CO
Nice class	9



Aratās



US 20160107088A1

(19) **United States**
 (12) **Patent Application Publication** (10) **Pub. No.: US 2016/0107088 A1**
 Jackson et al. (43) **Pub. Date: Apr. 21, 2016**

(54) **MUSIC BASED VIDEO GAME WITH USER-GENERATED CONTENT**

Guitar Hero

The GUITAR HERO game is “comprehensively covered” by: a granted Patent; Design Registrations for its instruments; and Trademarks for its branding.

You may expect the patent to protect: a game in which you strum-along to your favourite ditties; the guitar buttons; or the combination of an instrument and a game. The crux is that throughout the 4-year “Patent Pending” period, **competitors were uncertain what they couldn’t “copy”**.

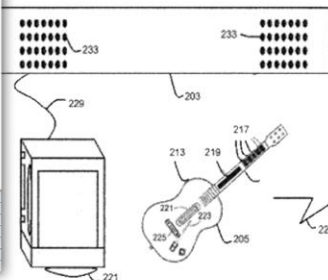
Ultimately, GUITAR HERO’s patent crystallised around this method ...



Indication of the product: Guitar controller
 Design number: D646274
 Owner name: Activision Publishing, Inc.
 Filing date: 2-7-2010
 Status: Empty
 Design office: US
 Class: 14.02



Trade mark name: GUITAR HERO SMASH HITS
 Application number: 77709913
 Applicant name: Activision Publishing, Inc.
 Application date: 8-4-2009
 Trade mark status: Registered
 Trade mark office: US
 Nice class: 9





US 20160107088A1

(19) United States

(12) Patent Application Publication (10) Pub. No.: US 2016/0107088 A1
 Jackson et al. (43) Pub. Date: Apr. 21, 2016

(54) MUSIC BASED VIDEO GAME WITH USER-GENERATED CONTENT

Guitar Hero

1. receiving a selection of songs;
2. creating a video game: (i) based on the songs; (ii) including the songs; and (iii) including instructive cues for the songs;
3. receiving payment; and
4. transmitting the video game to a game device.

This is exceptionally broad! It applies to drums, karaoke, piano ... you name it. But, it falls fantastically short of covering the basic PlayStation game! The **dithering induced** by the Pending Patent was a lot more useful.



Indication of the product: Drum video game controller.
 Design number: D607945
 Owner name: Activision Publishing, Inc.
 Filing date: 22-6-2009
 Status: Empty
 Design office: US
 Class: 21.01



Trade mark name: GH GUITAR HERO
 Application number: 78671660
 Applicant name: CMP ENTERTAINMENT MEDIA, INC.
 Application date: 15-7-2005
 Trade mark status: Ended
 Trade mark office: US
 Nice class: 35



US 20150186035A1

(19) **United States**

(12) **Patent Application Publication** (10) **Pub. No.: US 2015/0186035 A1**
 Systrom et al. (43) **Pub. Date: Jul. 2, 2015**

(54) **IMAGE PROCESSING FOR INTRODUCING
 BLURRING EFFECTS TO AN IMAGE**

Instagram

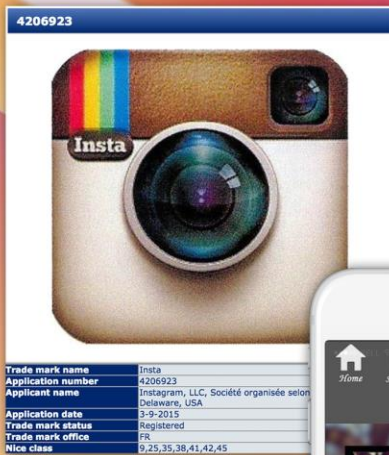
(71) Applicant: **Facebook, Inc., Menlo Park, CA (US)**

What stops you from competing with INSTAGRAM?
 Surprisingly little ...

The Instagram name and icons are protected by Trademarks.

All Instagram screen layouts and icons are also Design Registered.

And, the Instagram patent? Well, this covers ...





US 20150186035A1

(19) **United States**

(12) **Patent Application Publication** (10) **Pub. No.: US 2015/0186035 A1**
 Systrom et al. (43) **Pub. Date: Jul. 2, 2015**

(54) **IMAGE PROCESSING FOR INTRODUCING
 BLURRING EFFECTS TO AN IMAGE**

Instagram

(71) Applicant: **Facebook, Inc.**, Menlo Park, CA (US)

Software that blurs an image. Instagram’s curious single patent covers a system including:

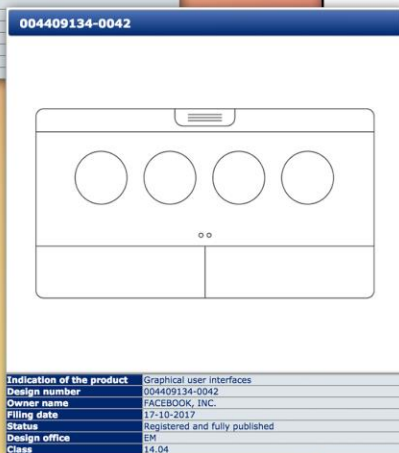
1. a touchscreen on which a user selects a mask (that includes a blurred region and an un-blurred region) to be applied to a photo; and
2. a processor that: (i) applies the selected mask; and (ii) generates and displays an image of the masked photo.

... Exceptionally underwhelming!

But, this irrelevant little patent remained “Patent Pending” for 3 years, giving Instagram **“room to grow”** and root itself in the market.



Trade mark name	INSTAGRAM
Application number	000644946-2015
Applicant name	Instagram, LLC
Application date	18-12-2015
Trade mark status	Registered
Trade mark office	PE
Nice class	B8



Indication of the product	Graphical user interfaces
Design number	004409134-0042
Owner name	FACEBOOK, INC.
Filing date	17-10-2017
Status	Registered and fully published
Design office	EM
Class	14.04



US007853664B1

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

(10) Patent No.: **US 7,853,664 B1**
(45) Date of Patent: **Dec. 14, 2010**

(54) **METHOD AND SYSTEM FOR PURCHASING
PRE-RECORDED MUSIC**

Shazam

SHAZAM holds a bouquet of trademarks, designs and patents. So, how did SoundHound survive a dance-off with this Big-Dog Travolta?

Well, Soundhound ensured that its name and icons weren't "similar" to Shazam's Trademarks or icon Design Registrations.

But, most importantly ...



Trade mark name	SHAZAM
Application number	77131912
Applicant name	Shazam Entertainment Limited
Application date	15-3-2007
Trade mark status	Registered
Trade mark office	US
Nice class	9



Trade mark name	1708377-00
Application number	1708377-00
Applicant name	SHAZAM ENTERTAINMENT LIMITED
Application date	22-12-2014
Trade mark status	Registered
Trade mark office	CA
Nice class	9,35,38,41



US007853664B1

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

(10) Patent No.: **US 7,853,664 B1**
(45) Date of Patent: **Dec. 14, 2010**

(54) **METHOD AND SYSTEM FOR PURCHASING
PRE-RECORDED MUSIC**

Shazam

Whereas Shazam’s patents cover:

- (i) sending a music sample via a cellphone;
- (ii) performing a complex search using "fingerprints" associated with "landmarks" to find matching music; and
- (iii) communicating the matched music to the user.

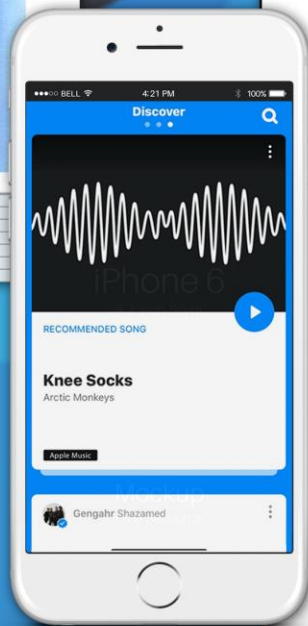
Soundhound performs a basic matching search across multiple recordings of each song.

Basically SoundHound dodded through Shazam’s “IP minefield”. But, don’t underestimate the massive **deterrence** effect that SoundHound and Shazam patents continue to exert on other “rats and mice”, and their potential investors.

001302392-0001



Indication of the product	Graphic symbols
Design number	001302392-0001
Owner name	SHAZAM ENTERTAINMENT LIMITED
Filing date	11-11-2011
Status	Design lapsed
Design office	EM
Class	32.00





US 20110301985A1

(19) **United States**
 (12) **Patent Application Publication** (10) **Pub. No.: US 2011/0301985 A1**
 Camp et al. (43) **Pub. Date: Dec. 8, 2011**

(54) **SYSTEM AND METHOD FOR OPERATING A SERVICE TO ARRANGE TRANSPORT AMONGST PARTIES THROUGH USE OF MOBILE DEVICES**

Uber

After a record 9 years of effectively deterring competitors with “Patent Pending” stamps, Uber was finally granted a patent in 2018!

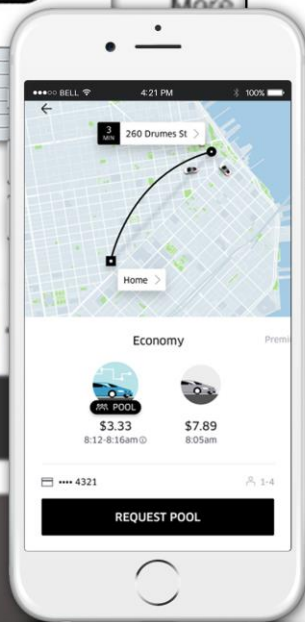
According to Uber’s website “How Uber Works”, a rider hails a cab in **5 easy steps**:

- Step 1: A rider opens the App
- Step 2: The rider is matched with a driver
- Step 3: The driver picks up the rider
- Step 4: The driver takes the rider to the destination
- Step 5: The driver and rider leave ratings and reviews

But, Uber’s foundational patent covers a method of hailing a ride in **11 steps** ...



Trade mark name	U
Application number	1174425
Applicant name	Uber Technologies, Inc.
Application date	18-4-2013
Trade mark status	Registered
Trade mark office	WO
Nice class	9,39





US 20110301985A1

(19) **United States**

(12) **Patent Application Publication**

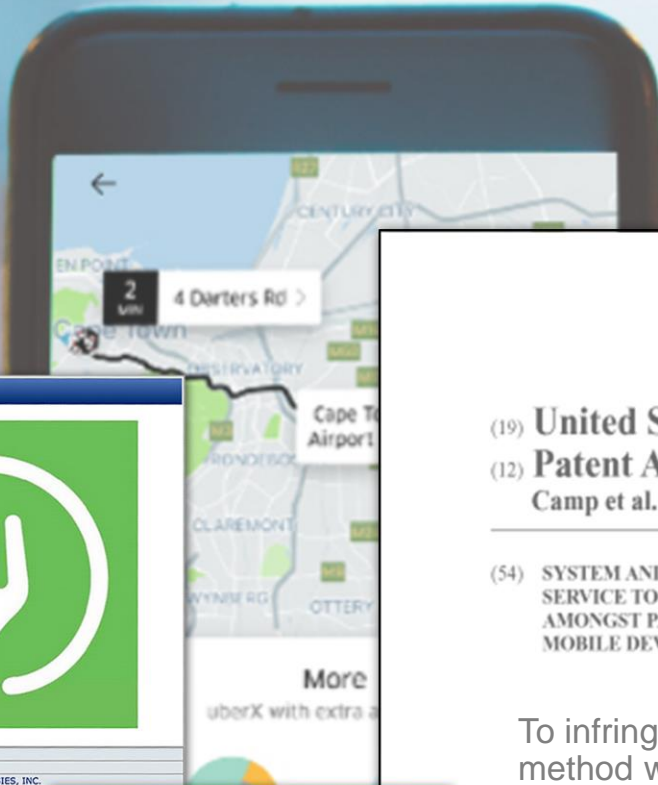
Camp et al.

(10) **Pub. No.: US 2011/0301985 A1**

(43) **Pub. Date: Dec. 8, 2011**

Uber

1. detecting activation of a user's mobile app;
2. determining the user's GPS co-ordinates;
3. determining GPS co-ordinates of vehicles via drivers' mobile apps;
4. displaying a map on the user's app;
5. assigning a vehicle having regard to: (i) proximity of the vehicle to the user's location; and (ii) the user's preferred class of vehicles;
6. displaying on the user's map: (i) the user's location; (ii) the vehicle's location; and (iii) estimated arrival time of the vehicle;
7. receiving a transport request (with pickup location) from the user via an interface **displayed concurrent** with the map;
8. communicating the pickup location to the vehicle's driver's app;
9. receiving the GPS coordinates of the vehicle and displaying the vehicle's location on the user's map;
10. tracking the route to a drop-off location using either the driver's or the user's GPS coordinates; and
11. determining a fare based on the pickup location and the tracked route to the drop-off location.



Trade mark name	
Application number	86454698
Applicant name	UBER TECHNOLOGIES, INC.
Application date	14-11-2014
Trade mark status	Registered
Trade mark office	US
Nice class	9



Indication of the product	Display screen computing device with graphical user interface
Design number	D795268
Owner name	Uber Technologies, Inc.
Filing date	25-8-2015
Status	Empty
Design office	US
Class	14.03



US 20110301985A1

(19) **United States**
 (12) **Patent Application Publication** (10) Pub. No.: **US 2011/0301985 A1**
 Camp et al. (43) Pub. Date: **Dec. 8, 2011**

(54) **SYSTEM AND METHOD FOR OPERATING A SERVICE TO ARRANGE TRANSPORT AMONGST PARTIES THROUGH USE OF MOBILE DEVICES**

Uber

To infringe this Uber patent your method would need to include ALL eleven steps. Remove one, and you're free to use your Ride Hailing App.

Our top tip: Don't place the transport request button on the same page as the map.

Another clear case of a **"patent pending"** bark being worse than the patent bite.

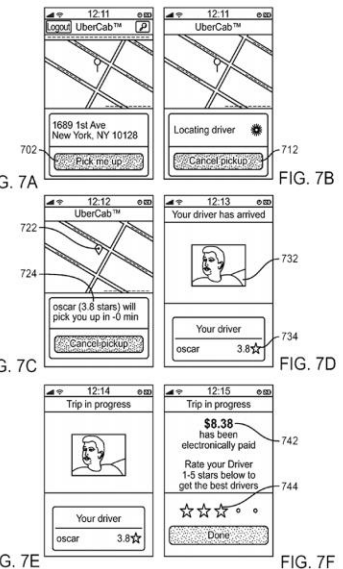


FIG. 7E

FIG. 7F



US 20170256168A1

(19) **United States**
 (12) **Patent Application Publication** (10) **Pub. No.: US 2017/0256168 A1**
 Lambert et al. (43) **Pub. Date: Sep. 7, 2017**

(54) **RIDE CHAINING**
 (71) Applicant: **Lyft, Inc., San Francisco, CA (US)**



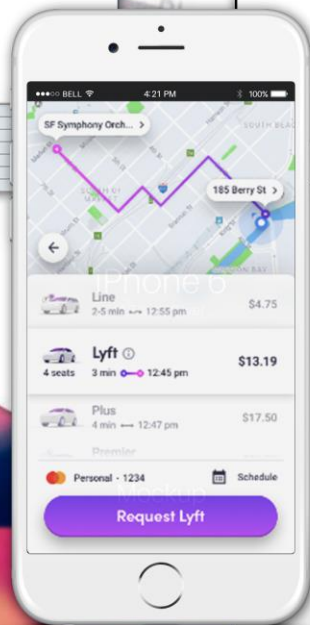
Uber's patent for hailing a cab in 11-steps, did not prevent LYFT from developing a cunning little tweak – a tweak so cunning it was considered sufficiently inventive to justify its own patent.

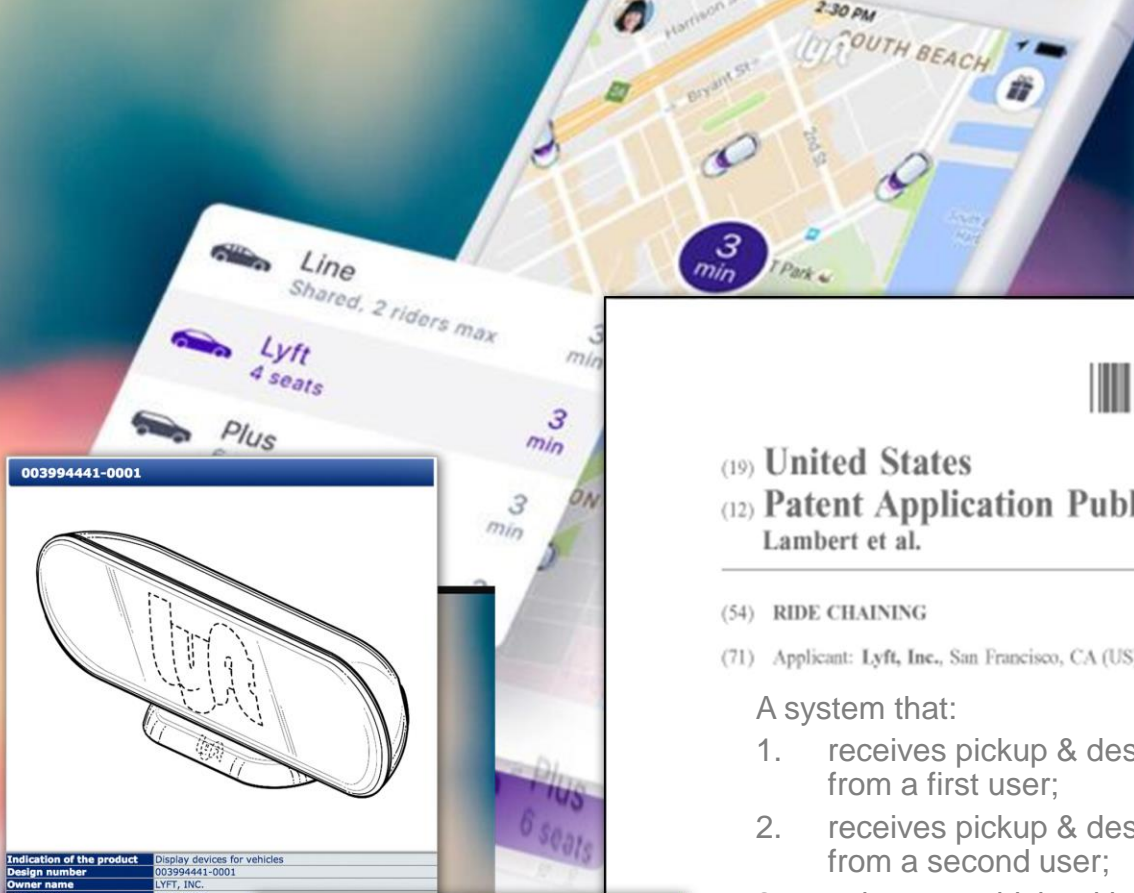
Lyft patented ...

012420022



Trade mark name	
Application number	012420022
Applicant name	LYFT, INC.
Application date	12-12-2013
Trade mark status	Registered
Trade mark office	EM
Nice class	9,35,38



US 20170256168A1

(19) **United States**

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

(10) Pub. No.: **US 2017/0256168 A1**

(43) Pub. Date: **Sep. 7, 2017**

(54) **RIDE CHAINING**



(71) Applicant: **Lyft, Inc., San Francisco, CA (US)**

A system that:

1. receives pickup & destination details and passenger number from a first user;
2. receives pickup & destination details and passenger number from a second user;
3. selects a vehicle with sufficient passenger space for both users;
4. determines a combined route for both users;
5. selects an alternative pickup location for the second user along the combined route; and
6. provides combined route (with pickup and destination details) to the selected vehicle driver.

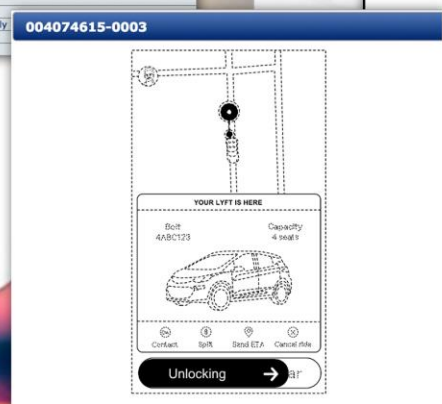
Having its own patent doesn't "shield" Lyft from Uber's patent – Lyft still needs to ensure it doesn't apply all Uber's 11-steps. But, this Lyft patent should prevent your Uber cab from picking up strangers.

.. Great "patent currency" for bartering with Uber.



003994441-0001

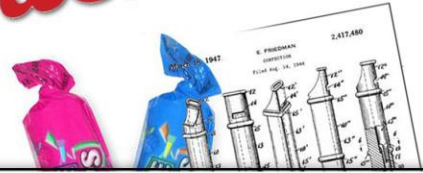
Indication of the product	Display devices for vehicles
Design number	003994441-0001
Owner name	LYFT, INC.
Filing date	10-5-2017
Status	Registered and fully published
Design office	EM
Class	12.16



004074615-0003

Indication of the product	Graphical user interfaces
Design number	004074615-0003
Owner name	LYFT, INC.
Filing date	29-5-2017
Status	Registered and fully published
Design office	EM
Class	14.04

Explore



(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)
(19) World Intellectual Property Organization
International Bureau

(43) International Publication Date
21 May 2015 (21.05.2015)

WIPO | PCT

(10) International Publication Number
WO 2015/073383 A1

Pinterest

(71) Applicant: PINTEREST, INC. [US/US]; 808 Brannan Street, San Francisco, California 94103 (US).

PINTEREST launched in March 2010. Initially, Pinterest had only the general concept of an “image board”, which wasn’t inherently patentable.

Three and a half years later, Pinterest filed its first patent. What super-technology took 3 long years to develop, and remained “Patent Pending” for 4 years?

1. presenting a first image including various objects;
2. receiving a user’s selection of a first object;
3. creating a second image including a second object that is visually similar to the selected first object; and
4. presenting concurrently the first image and a portion of the second image (showing the second object).

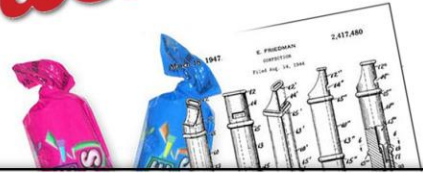


Pinterest

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(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)
 (19) World Intellectual Property Organization
 International Bureau

(43) International Publication Date
 21 May 2015 (21.05.2015)

(10) International Publication Number
 WO 2015/073383 A1

WIPO | PCT

Pinterest

(71) Applicant: PINTEREST, INC. [US/US]; 808 Brannan Street, San Francisco, California 94103 (US).



Doesn't Google Images to the same? So much for protection!



Pinterest also Trademark registered the word "PIN". Now, that's a nice one! ... am torn between peggin' and staplin' pictures to my Peggin'terest / Stapplin'terest board.



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