

IPR2025-00337 (10,474,687)

Patent Owner's Demonstrative Slides

Concerning claim 1 of U.S. Patent No. 10,474,687 (the '687 Patent)

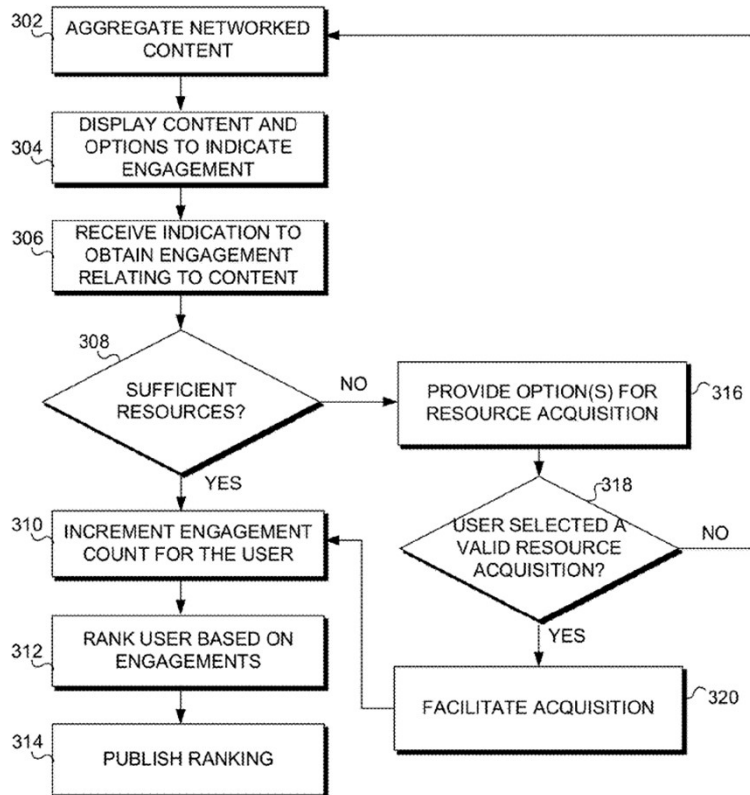


Figure 3 - '687 Patent

(57)

ABSTRACT

A system and method is disclosed for aggregating networked content, and allowing user to obtain an unlimited number of engagements relating to networked content. The system may publish a ranking of users based on the number of engagements obtained by the users. Such ranking may facilitate highlighting or otherwise setting apart those users who have obtained more engagements relating to content, thereby allowing a user or user's content to be noticed by others, even among a vast number of networked content that is available.

'687 Patent

Concerning claim 1 of the '687 Patent

[1a] A system for aggregating content and facilitating uncapped engagement of the content, the system comprising:

[1b] a computer system comprising one or more physical processors programmed by computer program instructions to:

[1c] obtain a networked content item authored by a user;

[1d] generate a user interface that displays a first number of engagements with the networked content item obtained by a first user, a second number of engagements with the networked content item obtained by a second user,

[1e] and a display option configured to receive a request to obtain a number of engagements with respect to the networked content item,

[1f] wherein a single engagement requires an amount of resources and the first number of engagements was obtained in exchange for a first amount of resource from the first user, and the second number of engagement was obtained in exchange for a second amount of resources from the second user;

[1g] provide, via a network, the user interface;

[1h] receive, via the user interface, an indication to obtain a third number of engagements relating to the networked content item from a third user different from the user that authored the networked content item, the first user, and the second user;

[1i] determine a third amount of resources required to obtain the third number of engagements by multiplying the amount of resources required for a single engagement with the third number;

[1j] debit the third amount of resources from a user account balance associated with the third user;

[1k] store, in a database accessible to the computer system, an association between the third number of engagements and the third user; and

[1l] provide, in the user interface, an indication of the third number of engagements.

Concerning claim 1 of the '687 Patent - References

Claim(s) Challenged	35 U.S.C. §	Reference(s)/Basis
1–3, 5, 6, 13–15, 17, 18	103	Fuloria ² , Andler ³
11, 23	103	Fuloria, Andler, WO '100 ⁴
12, 24	103	Fuloria, Andler, Bartholomew ⁵
4, 16	103	Fuloria, Andler, Kirk ⁶
7–10, 19–22	103	Fuloria, Andler, Cheung ⁷

Concerning claim 1 of the '687 Patent

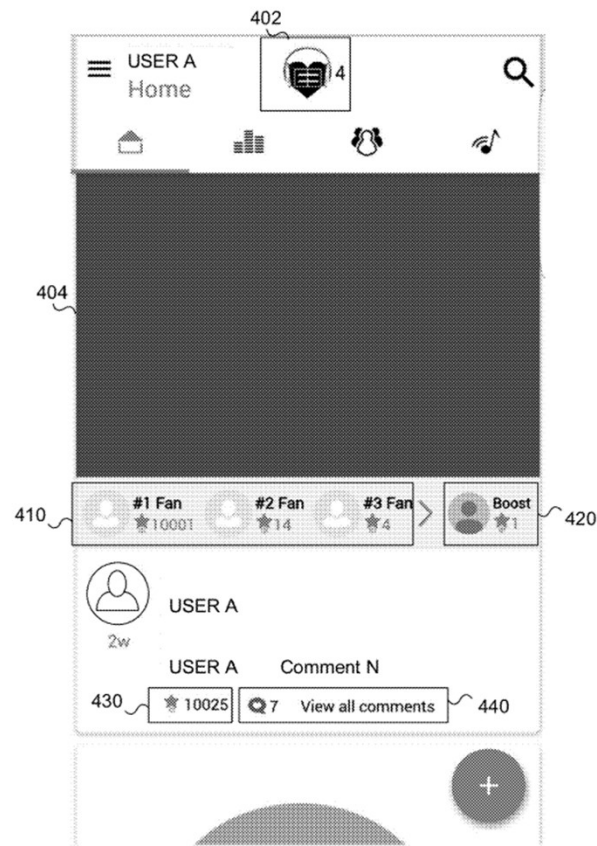


Figure 4 – '687 Patent

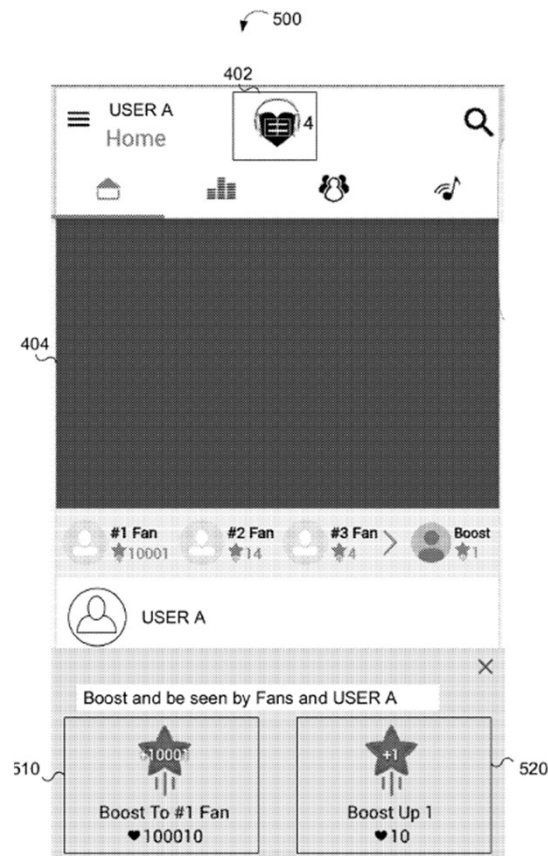


Figure 5 – '687 Patent

Concerning claim 1 of the '687 Patent

(57)

ABSTRACT

Methods, apparatuses and systems directed to allowing users of a social networking system to promote specific social networking objects in exchange for payment. In particular embodiments, promoted social networking objects may be exported to a sponsored story system for display in a sponsored story area of the promoting user's friends' home pages. In particular embodiments, the promoted social networking objects may be pinned for a predetermined amount of time, clicks, or impressions at the top of the news feeds for the first degree connections of the promoting user.

Fuloria

(57)

ABSTRACT

A method, apparatus, system, and computer program product for displaying top fan status information relating to selected content in a social network. An item of content is selected in a social network application. An engagement score is determined for each of one or more first users. Each engagement score is based on interactions of each of the one or more first users with the selected item of content. A subset of the one or more first users that has interacted with the item of social content the most is identified and displayed.

Andler

Concerning claim 1 of the '687 Patent

Element [1e]

Fuloria in View of Andler does not teach the element [1e].

Element [1f]

Fuloria in view of Andler does not teach the element [1f].

Concerning claim 1 of the '687 Patent

Element [1h]

Fuloria in View of Andler does not teach the element [1h].

Element [1i]

Fuloria thus does not teach element [1i].