THE HONORABLE JAMES L. ROBART

UNITED STATES DISTRICT COURT
FOR THE WESTERN DISTRICT OF WASHINGTON
AT SEATTLE

WEPLE IP HOLDINGS LLC, Plaintiff, v. META PLATFORMS, INC., Defendant.	CASE NO.: 2:24-cv-01316-JLR **FIRST AMENDED COMPLAINT FOR PATENT INFRINGEMENT** **JURY TRIAL REQUESTED**

Plaintiff Weple IP Holdings LLC ("Weple") files this First Amended Complaint and demand for a jury trial seeking relief for patent infringement by Defendant Meta Platforms, Inc., ("Meta"). Plaintiff states and alleges the following:

THE PARTIES

1. Weple IP Holdings LLC is a limited liability company organized and existing under the laws of the State of Texas with a registered address at 5900 Balcones Drive, Suite 100, Austin, TX, 78731.

2. Meta is a corporation organized under the laws of Delaware. Meta is registered to do business in the state of Washington and maintains several business locations within the Western District of Washington, including locations in Bellevue, Redmond, and Seattle.

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BACKGROUND

3. Mary Anne Fletcher is an entrepreneur and the innovator behind several social media platforms, such as MeetGreet®, Meet®, and Weple®. Ms. Fletcher is also the sole inventor on 15 issued United States patents directed to social media platforms, including the patents asserted in this action.

4. Before her efforts on social media platform development, Ms. Fletcher worked as a professional model, during which time she collaborated with premier fashion and lifestyle brands such as Armani, Versace, Hugo Boss, Tommy Hilfiger, Reebok, Levi's, Evian, and Tiffany & Co. Ms. Fletcher established a substantial following through her visibility in print magazines, commercial advertisements, and fashion shows. Through her work with magazines, designers, photographers, and fashion creatives, Ms. Fletcher appreciated the power and impact of creative media in promoting brands and products. These experiences informed her development of a social media platform that empowered users to create, control, and market their personal image and media content.

5. Ms. Fletcher recognized the shortcomings of the existing social media landscape, particularly in mobile engagement, and sought to develop an improved platform that addressed its limitations. For example, existing social media platforms constrained users by offering a limited selection of content creative formats and ways to deliver content to their audience, which hampered creative expression and audience engagement. These platforms often lacked video tools for content creators, particularly live streaming, which is important for real-time engagement with audiences. They also offered inadequate options for users to manage personal promotion and commercialization of their name, image, and likeness. E-commerce integration was lacking, which prevented users from selling merchandise directly through the platforms. Additionally, platforms lacked advertising opportunities, which could provide substantial revenue streams to content creators and social media platform operators alike.

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6. Ms. Fletcher's solution is a comprehensive platform that facilitates the creation, management, distribution, and monetization of diverse content in a mobile environment. This innovative platform includes features such as advanced video content capabilities, allowing for the embedding of external images and audio to supplement native footage. The platform includes live streaming, along with the ability to notify followers of the initiation thereof, to facilitate real-time audience engagement. In addition, the platform provides multiple media streams with the flexibility to switch between them. User interaction is enabled through commenting, sharing, and bookmarking functionalities. The platform includes a media scheduling feature that allows users to define the time frame for which their content will be accessible, providing effective content management and advertising capabilities. Ms. Fletcher's solution also introduces an e-commerce component, encompassing in-app transactions, targeted advertising, sponsorship models, as well as mechanisms for gifting and donations. Through these features, Ms. Fletcher's platform offers individuals control over the distribution and economic potential of their digital content in ways previously unavailable.

7. Recognizing the significant value of her innovative platform, Ms. Fletcher filed a provisional patent application on her inventions in early 2010. This initial filing was followed by a non-provisional patent application a year later, which further described the unique aspects of her inventions.

8. Ms. Fletcher then began to develop and market a social media platform she called Weple®—an abbreviation reflecting the ethos of "We the People" and the goal of helping to democratize social media platforms for content creators. Weple® was designed to embody many aspects of Ms. Fletcher's invention so that users could support one another and generate income while sharing their lives.

9. Development of the Weple® social media platform faced significant obstacles when prominent platforms like Facebook and Instagram, both of which are controlled by Meta, integrated some of Weple's patented inventions. This eroded the distinctiveness of Weple's

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offerings and complicated efforts to attract the capital necessary to develop Weple® to its full envisioned potential.

THE ASSERTED PATENTS

10. This is a civil action for infringement of U.S. Patent No. 11,734,730 (the "'730 patent"), U.S. Patent No. 11,966,952 (the "'952 patent"), U.S. Patent No. 12,112,357 (the "'2357 patent"), U.S. Patent No. 12,118,591 (the "'591 patent"), U.S. Patent No. 12,131,356 (the "'356 patent"), and U.S. Patent No. 12,131,357 (the "'1357 patent") (collectively, the "Asserted Patents").

11. The '730 patent is entitled "Mobile Device Streaming Media Application" and issued on August 22, 2023. The '730 patent stems from Application No. 17/705,331, filed on March 27, 2022, and Provisional Application No. 61/304,331, filed on February 12, 2010. Weple owns the entire right, title, and interest in and to the '730 patent. A true and correct copy of the '730 patent is attached to this Complaint as Exhibit A.

12. The '952 patent is entitled "Mobile Device Streaming Media Application" and issued on April 23, 2024. The '952 patent stems from Application No. 18/423,193, filed on January 25, 2024, and Provisional Application No. 61/304,331, filed on February 12, 2010. Weple owns the entire right, title, and interest in and to the '952 patent. A true and correct copy of the '952 patent is attached to this Complaint as Exhibit B.

13. The '2357 patent is entitled "Mobile Device Streaming Media Application" and issued on October 8, 2024. The '2357 patent stems from Application No. 18/423,160, filed on January 25, 2024, and Provisional Application No. 61/304,331, filed on February 12, 2010. Weple owns the entire right, title, and interest in and to the '2357 patent. A true and correct copy of the '2357 patent is attached to this Complaint as Exhibit C.

14. The '591 patent is entitled "Mobile Device Streaming Media Application" and issued on October 15, 2024. The '591 patent stems from Application No. 18/739,850, filed on June 11, 2024, and Provisional Application No. 61/304,331, filed on February 12, 2010. Weple

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owns the entire right, title, and interest in and to the '591 patent. A true and correct copy of the '591 patent is attached to this Complaint as Exhibit D.

15. The '356 patent is entitled "Mobile Device Streaming Media Application" and issued on October 29, 2024. The '356 patent stems from Application No. 18/423,144, filed on January 25, 2024, and Provisional Application No. 61/304,331, filed on February 12, 2010. Weple owns the entire right, title, and interest in and to the '356 patent. A true and correct copy of the '356 patent is attached to this Complaint as Exhibit E.

16. The '1357 patent is entitled "Mobile Device Streaming Media Application" and issued on October 29, 2024. The '1357 patent stems from Application No. 18/423,180, filed on January 25, 2024, and Provisional Application No. 61/304,331, filed on February 12, 2010. Weple owns the entire right, title, and interest in and to the '1357 patent. A true and correct copy of the '1357 patent is attached to this Complaint as Exhibit F.

17. To the extent applicable, Weple has complied with 35 U.S.C. § 287 for each of the Asserted Patents.

18. The '730 patent is directed to improved methods of coordinating video message delivery to mobile applications that addressed the shortcomings of platforms existing at the time.

19. The popularity of sharing video content through social media has increased in recent years. The preference for video over other formats has been attributed to it being more engaging and relatively easier to consume. Video enables brands to tell compelling stories, showcase products effectively, and establish an emotional connection with their audience. Statistically, video has shown the ability to attract more shares, likes, and comments, thereby increasing overall engagement with the underlying media content.

20. Before the inventions of the '730 patent, the video creation capabilities available through social media platforms were limited. The associated video messaging systems for such platforms predominantly functioned through desktop applications, with separate applications needed for creating and viewing content. Video messaging systems often lacked the

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synchronous display of text and audio within the video messages and interactive capabilities like commenting directly within the video player, thus limiting user engagement. Further, live streaming and video messaging were typically isolated from one another, thereby failing to provide an integrated user experience.

21. The ’730 patent describes and claims a technological advancement over prior art video messaging methods. The methods of the ’730 patent provide a seamless integration within mobile applications for both creating and viewing video messages, also allowing for attached text and audio to be simultaneously presented within video messages, creating a more engaging multimedia experience. The methods also provide commenting capabilities for specific video messages, further allowing audience engagement. In addition, the methods integrate live streaming capabilities with video messaging within the same mobile application and include a notification system to alert users of available live streams within the video messaging application, ensuring users are promptly informed and able to join live sessions. The seamless transition between recorded video messages and live streams within the same application was a significant improvement in user experience over the prior art.[1]

22. The ’952 patent and the ’591 patent are directed to improved systems and methods of managing and presenting media messages delivered within mobile application feeds, which addressed the shortcomings of platforms existing at the time.

23. Before the inventions of the ’952 patent and the ’591 patent, social media platforms delivered user content through media feeds, with some allowing content uploads via mobile applications, but offered users limited control over the airing and distribution of their content. For example, they lacked the functionality for users to determine the availability of their media messages placed in feeds based on scheduled airtimes and expiration information associated with the media messages.

[1] For example, Meta recognized the innovation and benefits of live stream integration within the Facebook social media platform. (https://about.fb.com/news/2016/04/introducing-new-ways-to-create-share-and-discover-live-video-on-facebook/) (last visited Aug. 21, 2024).

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24. The '952 patent and the '591 patent disclose innovative systems and methods that address the limitations of the prior art through dynamic curation and selection of in-feed media messages, specifically advertising media messages, based on associated scheduled airtimes and expiration times. These systems and methods afford users control over when their media messages are available for distribution on the social media platform, an option not previously available to users of mobile applications. Media messages can be coordinated into multiple feeds that are then provided to multiple other users of the mobile applications or multiple feeds within the same mobile application. The inventive concepts of the '952 patent allow for strategic timing of media message releases, aligning them with optimal audience engagement times, which provides content management based on relevance and timeliness, thus enhancing the effectiveness and reach of social media campaigns and promotional efforts.[2] The inventive concepts of the '591 patent enable distribution of expiration-bound media messages across multiple feeds within the same application, allowing media messages to appear in multiple presentation contexts, thus broadening the associated audience exposure.

25. The '2357 patent and the '356 patent disclose improved systems and methods to manage the distribution of time-limited media messages across multiple social media feeds within one or more mobile applications, providing users access to media messages within switchable feeds and allowing advertisers extended reach and engagement across mobile applications.

26. The '2357 patent discloses an interactive, multi-feed experience within a single mobile application, wherein users can switch between at least two feeds. Media messages within expiration limits are placed across the feed structures, and displayed with a share prompt, further enhancing user interaction and potential reach through the generation of a shareable link back to the media message. The '356 patent advances the scope of distribution by extending it across mobile applications. The '356 patent discloses platform configurations

[2] For example, the industry recognized the significant impact and innovation of in-feed mobile advertising. (https://venturebeat.com/mobile/facebook-mobile-ads-boom/) (last visited Aug. 21, 2024).

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such that media messages with expiration limits appear in at least two switchable feeds within a single application and also in at least a third feed on a different mobile application. The inventions of the '356 patent allow delivery of limited-duration content across a broader mobile application ecosystem in ways single-feed or static placements could not achieve.

27. The '1357 patent is also directed to improved systems and methods of managing and presenting media messages delivered within mobile application feeds. The '1357 patent discloses improved systems and methods for enhancing user interaction with media messages placed in mobile application feeds. Media messages are displayed with prompts for sharing, bookmarking, and commenting on the media message, which fosters active engagement, allowing users to connect with content and providing advertisers and content creators the opportunity for expanded reach and user-driven promotion. The '1357 also discloses distribution of media messages across switchable feeds within a mobile application.

JURISDICTION AND VENUE

28. This is an action for patent infringement arising under the patent laws of the United States, 35 U.S.C. §§ 1, *et seq*. This Court has original subject matter jurisdiction over this action pursuant to 28 U.S.C. §§ 1331 and 1338(a).

29. This Court has personal jurisdiction over Meta consistent with the requirements of the Due Process Clause of the United Sates Constitution and the Washington Long-Arm Statute because Meta has committed acts within this Judicial District giving rise to this action. Meta, directly and through its subsidiaries, agents, and/or intermediaries, has committed and continues to commit acts of infringement in this Judicial District by, among other things, making and using social media platforms that infringe the Asserted Patents. Meta transacts business throughout the United States, including within the state of Washington where Meta also maintains business offices and facilities, which upon information and belief, support employees whose activities are relevant to the accused platforms and functionality at issue in this action.

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30. Venue is proper in this Judicial District under 28 U.S.C. § 1400(b) as Meta has committed acts of patent infringement within this Judicial District that have given rise to this action, and Meta maintains business offices and facilities in the Western District of Washington.

PRE-SUIT COMMUNICATIONS

31. Meta owns and operates social media platforms, such as Facebook, Instagram, and Messenger (the "Meta Platforms"). These platforms include mobile applications operating on mobile devices, such as the Facebook mobile application, the Instagram mobile application, the Meta Ads Manager mobile application, and the Meta Business Suite mobile application (the "Meta Mobile Applications").

32. On February 8, 2024, Weple sent a notice letter and infringement claim chart to Meta detailing Meta's infringement of the '730 patent through the operation of certain Meta Platforms and Meta Mobile Applications. The letter also explained how Meta could contact Weple to discuss an amicable resolution.

33. On May 3, 2024, after the issuance of the '952 patent, Weple sent a second notice letter and infringement claim chart to Meta detailing Meta's infringement of the '952 patent through the operation of certain Meta Platforms and Meta Mobile Applications. This letter reiterated Weple's willingness to discuss a resolution.

34. Weple attempted to engage Meta in discussions regarding the '730 and '952 patents. Despite Weple's efforts, Meta did not respond to Weple's letters or infringement allegations, forcing Weple to file its initial Complaint for patent infringement on August 22, 2024.

35. On October 29, 2024, Weple sent a notice letter and infringement claim charts to Meta detailing Meta's infringement of the recently issued '2357, '591, '356, and '1357 patents.

36. Meta knew of the '730 and '952 patents, as well as its infringement of those patents, no later than May 2024.

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37. Meta knew of the '2357, '591, '356, and '1357 patents, as well as its infringement of those patents, no later than October 29, 2024.

38. Meta does not have a license to the Asserted Patents, either express or implied.

39. On information and belief, Meta has not taken any affirmative steps to avoid infringing any of the Asserted Patents after learning of them.

COUNT I

(Infringement of the '730 Patent)

40. Weple restates and realleges all the foregoing paragraphs as if fully stated herein.

41. On information and belief, Meta operates and controls its Facebook and Instagram social media platforms, which include servers, and hardware and software components thereof, including non-transitory computer readable media that store computer-executable instructions and hardware and software that enable interaction with and include the Facebook and Instagram mobile applications (collectively "the '730 Accused Instrumentalities"). Meta has directly infringed and continues to directly infringe one or more claims of the '730 patent under 35 U.S.C. § 271(a), either literally or under the doctrine of equivalents, because Meta operates and controls the '730 Accused Instrumentalities by virtue of, for example, designing, programing, building, maintaining, and updating the '730 Accused Instrumentalities to perform one or more claims of the '730 patent.

42. Attached to this Complaint as Exhibit A1 is a representative chart that, on information and belief, describes how, as a non-limiting example, the elements of exemplary claim 1 of the '730 patent are met by the '730 Accused Instrumentalities. On information and belief, Meta's source code and/or other non-public documentation will also confirm that Meta's '730 Accused Instrumentalities have met and currently meet the elements of one or more claims of the '730 patent, as discussed herein and in Exhibit A1.

43. On information and belief, Meta has been aware of the inventions described and claimed in the '730 patent since at least shortly after the issuance of the '730 patent in August

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2023, or was willfully blind to the existence of the patent. On information and belief, Meta has known that the making and/or using of their '730 Accused Instrumentalities constitutes an act of direct infringement of the '730 patent. Moreover, Meta has had such knowledge upon service of Weple's February 2024 letter, which provided Meta with such knowledge, as demonstrated by the claim charts attached to the letter, and upon the filing and service of the initial Complaint, as demonstrated by the claim charts attached thereto. To the extent Meta did not have actual knowledge of its infringement, Meta's lack of actual knowledge is due to its deliberate decision to avoid learning of these facts. Meta, therefore, had knowledge that the making and/or using of Meta's '730 Accused Instrumentalities infringes the '730 patent or Meta was otherwise willfully blind to that fact.

44. On information and belief, Meta's infringement of the '730 patent has been and continues to be willful and merits enhanced damages.

45. For example, Meta has known of the '730 patent and its infringement of the '730 patent as described herein.

46. On information and belief, since knowing of the '730 patent and its infringement thereof, Meta has not taken any affirmative steps to avoid infringing the '730 patent.

47. On information and belief, Meta has made no attempt to design around the claims of the '730 patent.

48. On information and belief, Meta has no reasonable basis for believing that the claims of the '730 patent are either invalid or not infringed by the '730 Accused Instrumentalities and/or or its activities concerning the '730 Accused Instrumentalities.

49. Weple has been damaged as the result of Meta's willful infringement.

50. On information and belief, Meta will continue to infringe one or more claims of the '730 patent unless and until it is enjoined by this Court.

51. On information and belief, Meta has caused and will continue to cause Weple irreparable injury and damage by infringing the '730 patent. Weple will suffer further

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irreparable injury and damage, for which it has no adequate remedy at law, unless and until Meta is enjoined from infringing the claims of the '730 patent.

COUNT II

(Infringement of the '952 Patent)

52. Weple restates and realleges the allegations of all the foregoing paragraphs as if fully stated herein.

53. On information and belief, Meta has directly infringed and continues to directly infringe one or more claims of the '952 patent under 35 U.S.C. § 271(a), either literally or under the doctrine of equivalents, because it has made, used, sold, offered for sale, and/or imported and is currently making, using, selling, offering for sale, and/or importing, Facebook, Instagram, and Messenger social media platforms, which include servers, and hardware and software components thereof, including non-transitory computer readable media that store computer-executable instructions and hardware and software that enable interaction with and include the Facebook, Instagram, and Messenger mobile applications, as well as the Meta Ads Manager and Meta Business Suite mobile applications (collectively "the '952 Accused Instrumentalities"). Meta has also directly infringed and continues to directly infringe one or more claims of the '952 patent under 35 U.S.C. § 271(a), either literally or under the doctrine of equivalents, because Meta operates and controls the '952 Accused Instrumentalities by virtue of, for example, designing, programing, building, maintaining, and updating the '952 Accused Instrumentalities to perform one or more method claims of the '952 patent.

54. Attached to this Complaint as Exhibit B1 is a representative chart that, on information and belief, describes how, as a non-limiting example, the elements of exemplary claim 1 of the '952 patent are met by the '952 Accused Instrumentalities. On information and belief, Meta's source code and/or other non-public documentation will also confirm that Meta's '952 Accused Instrumentalities have met and currently meet the elements of one or more claims of the '952 patent, as discussed herein and in Exhibit B1.

55. Meta's infringement of the '952 patent has also been indirect.

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56. On information and belief, Meta has indirectly infringed and continues to indirectly infringe one or more claims of the '952 patent under 35 U.S.C. § 271(b) because it has induced, and continues to induce, third parties (including individual users and businesses) to use the '952 Accused Instrumentalities, in such manners that constitute direct infringement of one or more claims of the '952 patent.

57. For example, Meta has supplied, and continues to supply, such induced third parties with help pages, websites, instructions, tutorials, and other materials that instruct them how to use the '952 Accused Instrumentalities, with knowledge that usage in accordance with its instructions directly infringes at least claim 8 of the '952 patent, or with willful blindness to that fact. *See* Exhibit B1 (including the citations referenced therein). On information and belief, Meta will continue to encourage, aid, or otherwise cause these third parties to use the '952 Accused Instrumentalities in ways that directly infringe the '952 patent, and Meta has and will continue to encourage these acts with the specific intent to infringe the '952 patent. Alternatively, Meta has acted with willful blindness to these facts. On information and belief, Meta knows that there is a high probability that the use of Meta's '952 Accused Instrumentalities constitutes direct infringement of the '952 patent but took deliberate actions to avoid learning of these facts.

58. On information and belief, Meta has been aware of the inventions described and claimed in the '952 patent since at least shortly after the issuance of the '952 patent in January 2024, or was willfully blind to the existence of the patent. On information and belief, Meta has known that the making and/or using of their '952 Accused Instrumentalities constitutes an act of direct infringement of the '952 patent. Moreover, Meta has had such knowledge upon service of Weple's May 2024 letter, which provided Meta with such knowledge, as demonstrated by the claim charts attached to the letter, and upon the filing and service of the initial Complaint, as demonstrated by the claim charts attached thereto. To the extent Meta did not have actual knowledge of its infringement, Meta's lack of actual knowledge is due to its deliberate decision to avoid learning of these facts. Meta, therefore,

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had knowledge that the using of Meta's '952 Accused Instrumentalities by third parties infringes the '952 patent or Meta was otherwise willfully blind to that fact.

59. On information and belief, Meta has also indirectly infringed and continues to indirectly infringe the '952 patent under 35 U.S.C. § 271(f)(2) by supplying in or from the United States, one or more components of the '952 Accused Instrumentalities to third parties (including their foreign subsidiaries, customers, and other end users), and intending these third parties combine the components in a manner that would directly infringe at least claim 8 of the '952 patent if such combination occurred within the United States. For example, Meta has supplied, and continues to supply, such third parties outside of the United States with one or more components of the '952 Accused Instrumentalities (including software components associated with enabling the Facebook, Instagram, and Messenger social media platforms) with full knowledge of the '952 patent. These third parties have made or used the '952 Accused Instrumentalities according to instructions, manuals, brochures, documentation, tutorials, videos, mobile applications, website materials, promotional materials and the like that instructed/instruct them how to combine the components of the '952 Accused Instrumentalities to use them in ways that would infringe the '952 patent if such combination occurred within the United States. Meta provides these instructions to the third parties with the knowledge that assembly and usage in accordance with their instructions would infringe the '952 patent if such assembly and usage took place in the United States. Additionally, Meta's components are especially made and/or especially adapted for use in an infringing manner and Meta's components were/are not staple articles or commodities of commerce suitable for substantial noninfringing uses.

60. On information and belief, Meta's actions demonstrate an intent not only to have caused the acts described herein that form the basis of direct infringement by third parties (or would form the basis of direct infringement if they occurred within the United States), but also that Meta caused these acts with the specific intent to infringe the '952 patent. At a minimum, Meta's conduct demonstrates that Meta either knew or should have known that the acts of such

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third parties directly infringed/infringe the ’952 patent (or would have infringed if those acts occurred within the United States).

61. On information and belief, Meta’s infringement of the ’952 patent has been and continues to be willful and merits enhanced damages.

62. For example, Meta has known of the ’952 patent and its infringement of the ’952 patent as described herein.

63. On information and belief, since knowing of the ’952 patent and its infringement thereof, Meta has not taken any affirmative steps to avoid infringing the ’952 patent.

64. On information and belief, Meta has made no attempt to design around the claims of the ’952 patent.

65. On information and belief, Meta has no reasonable basis for believing that the claims of the ’952 patent are either invalid or not infringed by the ’952 Accused Instrumentalities and/or or its activities concerning the ’952 Accused Instrumentalities.

66. Weple has been damaged as the result of Meta’s willful infringement.

67. On information and belief, Meta will continue to infringe one or more claims of the ’952 patent unless and until it is enjoined by this Court.

68. On information and belief, Meta has caused and will continue to cause Weple irreparable injury and damage by infringing the ’952 patent. Weple will suffer further irreparable injury and damage, for which it has no adequate remedy at law, unless and until Meta is enjoined from infringing the claims of the ’952 patent.

COUNT III

(Infringement of the ’2357 Patent)

69. Weple restates and realleges the allegations of all the foregoing paragraphs as if fully stated herein.

70. On information and belief, Meta has directly infringed and continues to directly infringe one or more claims of the ’2357 patent under 35 U.S.C. § 271(a), either literally or under the doctrine of equivalents, because it has made, used, sold, offered for sale, and/or

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imported and is currently making, using, selling, offering for sale, and/or importing, Facebook, Instagram, and Messenger social media platforms, which include servers, and hardware and software components thereof, including non-transitory computer readable media that store computer-executable instructions and hardware and software that enable interaction with and include the Facebook, Instagram, and Messenger mobile applications, as well as the Meta Ads Manager and Meta Business Suite mobile applications (collectively "the '2357 Accused Instrumentalities"). Meta has also directly infringed and continues to directly infringe one or more claims of the '2357 patent under 35 U.S.C. § 271(a), either literally or under the doctrine of equivalents, because Meta operates and controls the '2357 Accused Instrumentalities by virtue of, for example, designing, programing, building, maintaining, and updating the '2357 Accused Instrumentalities to perform one or more method claims of the '2357 patent.

71. Attached to this Complaint as Exhibit C1 is a representative chart that, on information and belief, describes how, as a non-limiting example, the elements of exemplary claims 1 and 9 of the '2357 patent are met by the '2357 Accused Instrumentalities. On information and belief, Meta's source code and/or other non-public documentation will also confirm that Meta's '2357 Accused Instrumentalities have met and currently meet the elements of one or more claims of the '2357 patent, as discussed herein and in Exhibit C1.

72. Meta's infringement of the '2357 patent has also been indirect.

73. On information and belief, Meta has indirectly infringed and continues to indirectly infringe one or more claims of the '2357 patent under 35 U.S.C. § 271(b) because it has induced, and continues to induce, third parties (including individual users and businesses) to use the '2357 Accused Instrumentalities, in such manners that constitute direct infringement of one or more claims of the '2357 patent.

74. For example, Meta has supplied, and continues to supply, such induced third parties with help pages, websites, instructions, tutorials, and other materials that instruct them how to use the '2357 Accused Instrumentalities, with knowledge that usage in accordance with its instructions directly infringes at least claims 16 and 24 of the '2357 patent, or with willful

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blindness to that fact. *See* Exhibit C1 (including the citations referenced therein). On information and belief, Meta will continue to encourage, aid, or otherwise cause these third parties to use the '2357 Accused Instrumentalities in ways that directly infringe the '2357 patent, and Meta has and will continue to encourage these acts with the specific intent to infringe the '2357 patent. Alternatively, Meta has acted with willful blindness to these facts. On information and belief, Meta knows that there is a high probability that the use of Meta's '2357 Accused Instrumentalities constitutes direct infringement of the '2357 patent but took deliberate actions to avoid learning of these facts.

75. On information and belief, Meta has been aware of the inventions described and claimed in the '2357 patent since at least shortly after the issuance of the '2357 patent on October 8, 2024, or was willfully blind to the existence of the patent. On information and belief, Meta has known that the making and/or using of their '2357 Accused Instrumentalities constitutes an act of direct infringement of the '2357 patent. Moreover, Meta has had such knowledge upon service of Weple's October 29, 2024 letter, which provided Meta with such knowledge, as demonstrated by the claim charts attached to the letter. To the extent Meta did not have actual knowledge of its infringement, Meta's lack of actual knowledge is due to its deliberate decision to avoid learning of these facts. Meta, therefore, had knowledge that the using of Meta's '2357 Accused Instrumentalities by third parties infringes the '2357 patent or Meta was otherwise willfully blind to that fact.

76. On information and belief, Meta has also indirectly infringed and continues to indirectly infringe the '2357 patent under 35 U.S.C. § 271(f)(2) by supplying in or from the United States, one or more components of the '2357 Accused Instrumentalities to third parties (including their foreign subsidiaries, customers, and other end users), and intending these third parties combine the components in a manner that would directly infringe at least claims 16 and 24 of the '2357 patent if such combination occurred within the United States. For example, Meta has supplied, and continues to supply, such third parties outside of the United States with one or more components of the '2357 Accused Instrumentalities (including software

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components associated with enabling the Facebook, Instagram, and Messenger social media platforms) with full knowledge of the '2357 patent. These third parties have made or used the '2357 Accused Instrumentalities according to instructions, manuals, brochures, documentation, tutorials, videos, mobile applications, website materials, promotional materials and the like that instructed/instruct them how to combine the components of the '2357 Accused Instrumentalities to use them in ways that would infringe the '2357 patent if such combination occurred within the United States. Meta provides these instructions to the third parties with the knowledge that assembly and usage in accordance with their instructions would infringe the '2357 patent if such assembly and usage took place in the United States. Additionally, Meta's components are especially made and/or especially adapted for use in an infringing manner and Meta's components were/are not staple articles or commodities of commerce suitable for substantial noninfringing uses.

77. On information and belief, Meta's actions demonstrate an intent not only to have caused the acts described herein that form the basis of direct infringement by third parties (or would form the basis of direct infringement if they occurred within the United States), but also that Meta caused these acts with the specific intent to infringe the '2357 patent. At a minimum, Meta's conduct demonstrates that Meta either knew or should have known that the acts of such third parties directly infringed/infringe the '2357 patent (or would have infringed if those acts occurred within the United States).

78. On information and belief, Meta's infringement of the '2357 patent has been and continues to be willful and merits enhanced damages.

79. For example, Meta has known of the '2357 patent and its infringement of the '2357 patent as described herein.

80. On information and belief, since knowing of the '2357 patent and its infringement thereof, Meta has not taken any affirmative steps to avoid infringing the '2357 patent.

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81. On information and belief, Meta has made no attempt to design around the claims of the ’2357 patent.

82. On information and belief, Meta has no reasonable basis for believing that the claims of the ’2357 patent are either invalid or not infringed by the ’2357 Accused Instrumentalities and/or or its activities concerning the ’2357 Accused Instrumentalities.

83. Weple has been damaged as the result of Meta’s willful infringement.

84. On information and belief, Meta will continue to infringe one or more claims of the ’2357 patent unless and until it is enjoined by this Court.

85. On information and belief, Meta has caused and will continue to cause Weple irreparable injury and damage by infringing the ’2357 patent. Weple will suffer further irreparable injury and damage, for which it has no adequate remedy at law, unless and until Meta is enjoined from infringing the claims of the ’2357 patent.

COUNT IV

(Infringement of the ’591 Patent)

86. Weple restates and realleges the allegations of all the foregoing paragraphs as if fully stated herein.

87. On information and belief, Meta has directly infringed and continues to directly infringe one or more claims of the ’591 patent under 35 U.S.C. § 271(a), either literally or under the doctrine of equivalents, because it has made, used, sold, offered for sale, and/or imported and is currently making, using, selling, offering for sale, and/or importing, Facebook, Instagram, and Messenger social media platforms, which include servers, and hardware and software components thereof, including non-transitory computer readable media that store computer-executable instructions and hardware and software that enable interaction with and include the Facebook, Instagram, and Messenger mobile applications, as well as the Facebook desktop application, the Meta Ads Manager mobile and desktop applications, and the Meta Business Suite mobile and desktop applications (collectively “the ’591 Accused Instrumentalities”). Meta has also directly infringed and continues to directly infringe one or

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more claims of the '591 patent under 35 U.S.C. § 271(a), either literally or under the doctrine of equivalents, because Meta operates and controls the '591 Accused Instrumentalities by virtue of, for example, designing, programing, building, maintaining, and updating the '591 Accused Instrumentalities to perform one or more method claims of the '591 patent.

88. Attached to this Complaint as Exhibit D1 is a representative chart that, on information and belief, describes how, as a non-limiting example, the elements of exemplary claim 1 of the '591 patent are met by the '591 Accused Instrumentalities. On information and belief, Meta's source code and/or other non-public documentation will also confirm that Meta's '591 Accused Instrumentalities have met and currently meet the elements of one or more claims of the '591 patent, as discussed herein and in Exhibit D1.

89. Meta's infringement of the '591 patent has also been indirect.

90. On information and belief, Meta has indirectly infringed and continues to indirectly infringe one or more claims of the '591 patent under 35 U.S.C. § 271(b) because it has induced, and continues to induce, third parties (including individual users and businesses) to use the '591 Accused Instrumentalities, in such manners that constitute direct infringement of one or more claims of the '591 patent.

91. For example, Meta has supplied, and continues to supply, such induced third parties with help pages, websites, instructions, tutorials, and other materials that instruct them how to use the '591 Accused Instrumentalities, with knowledge that usage in accordance with its instructions directly infringes at least claim 11 of the '591 patent, or with willful blindness to that fact. *See* Exhibit D1 (including the citations referenced therein). On information and belief, Meta will continue to encourage, aid, or otherwise cause these third parties to use the '591 Accused Instrumentalities in ways that directly infringe the '591 patent, and Meta has and will continue to encourage these acts with the specific intent to infringe the '591 patent. Alternatively, Meta has acted with willful blindness to these facts. On information and belief, Meta knows that there is a high probability that the use of Meta's '591 Accused

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Instrumentalities constitutes direct infringement of the '591 patent but took deliberate actions to avoid learning of these facts.

92. On information and belief, Meta has been aware of the inventions described and claimed in the '591 patent since at least shortly after the issuance of the '591 patent on October 15, 2024, or was willfully blind to the existence of the patent. On information and belief, Meta has known that the making and/or using of their '591 Accused Instrumentalities constitutes an act of direct infringement of the '591 patent. Moreover, Meta has had such knowledge upon service of Weple's October 29, 2024 letter, which provided Meta with such knowledge, as demonstrated by the claim charts attached to the letter. To the extent Meta did not have actual knowledge of its infringement, Meta's lack of actual knowledge is due to its deliberate decision to avoid learning of these facts. Meta, therefore, had knowledge that the using of Meta's '591 Accused Instrumentalities by third parties infringes the '591 patent or Meta was otherwise willfully blind to that fact.

93. On information and belief, Meta has also indirectly infringed and continues to indirectly infringe the '591 patent under 35 U.S.C. § 271(f)(2) by supplying in or from the United States, one or more components of the '591 Accused Instrumentalities to third parties (including their foreign subsidiaries, customers, and other end users), and intending these third parties combine the components in a manner that would directly infringe at least claim 11 of the '591 patent if such combination occurred within the United States. For example, Meta has supplied, and continues to supply, such third parties outside of the United States with one or more components of the '591 Accused Instrumentalities (including software components associated with enabling the Facebook, Instagram, and Messenger social media platforms) with full knowledge of the '591 patent. These third parties have made or used the '591 Accused Instrumentalities according to instructions, manuals, brochures, documentation, tutorials, videos, mobile applications, website materials, promotional materials and the like that instructed/instruct them how to combine the components of the '591 Accused Instrumentalities to use them in ways that would infringe the '591 patent if such combination occurred within the

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United States. Meta provides these instructions to the third parties with the knowledge that assembly and usage in accordance with their instructions would infringe the '591 patent if such assembly and usage took place in the United States. Additionally, Meta's components are especially made and/or especially adapted for use in an infringing manner and Meta's components were/are not staple articles or commodities of commerce suitable for substantial noninfringing uses.

94. On information and belief, Meta's actions demonstrate an intent not only to have caused the acts described herein that form the basis of direct infringement by third parties (or would form the basis of direct infringement if they occurred within the United States), but also that Meta caused these acts with the specific intent to infringe the '591 patent. At a minimum, Meta's conduct demonstrates that Meta either knew or should have known that the acts of such third parties directly infringed/infringe the '591 patent (or would have infringed if those acts occurred within the United States).

95. On information and belief, Meta's infringement of the '591 patent has been and continues to be willful and merits enhanced damages.

96. For example, Meta has known of the '591 patent and its infringement of the '591 patent as described herein.

97. On information and belief, since knowing of the '591 patent and its infringement thereof, Meta has not taken any affirmative steps to avoid infringing the '591 patent.

98. On information and belief, Meta has made no attempt to design around the claims of the '591 patent.

99. On information and belief, Meta has no reasonable basis for believing that the claims of the '591 patent are either invalid or not infringed by the '591 Accused Instrumentalities and/or or its activities concerning the '591 Accused Instrumentalities.

100. Weple has been damaged as the result of Meta's willful infringement.

101. On information and belief, Meta will continue to infringe one or more claims of the '591 patent unless and until it is enjoined by this Court.

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COUNT V

(Infringement of the '356 Patent)

102. Weple restates and realleges the allegations of all the foregoing paragraphs as if fully stated herein.

103. On information and belief, Meta has directly infringed and continues to directly infringe one or more claims of the '356 patent under 35 U.S.C. § 271(a), either literally or under the doctrine of equivalents, because it has made, used, sold, offered for sale, and/or imported and is currently making, using, selling, offering for sale, and/or importing, Facebook, Instagram, and Messenger social media platforms, which include servers, and hardware and software components thereof, including non-transitory computer readable media that store computer-executable instructions and hardware and software that enable interaction with and include the Facebook, Instagram, and Messenger mobile applications, as well as the Meta Ads Manager and Meta Business Suite mobile applications (collectively "the '356 Accused Instrumentalities"). Meta has also directly infringed and continues to directly infringe one or more claims of the '356 patent under 35 U.S.C. § 271(a), either literally or under the doctrine of equivalents, because Meta operates and controls the '356 Accused Instrumentalities by virtue of, for example, designing, programing, building, maintaining, and updating the '356 Accused Instrumentalities to perform one or more method claims of the '356 patent.

104. Attached to this Complaint as Exhibit E1 is a representative chart that, on information and belief, describes how, as a non-limiting example, the elements of exemplary claims 1 and 9 of the '356 patent are met by the '356 Accused Instrumentalities. On information and belief, Meta's source code and/or other non-public documentation will also confirm that Meta's '356 Accused Instrumentalities have met and currently meet the elements of one or more claims of the '356 patent, as discussed herein and in Exhibit E1.

105. Meta's infringement of the '356 patent has also been indirect.

106. On information and belief, Meta has indirectly infringed and continues to indirectly infringe one or more claims of the '356 patent under 35 U.S.C. § 271(b) because it

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has induced, and continues to induce, third parties (including individual users and businesses) to use the '356 Accused Instrumentalities, in such manners that constitute direct infringement of one or more claims of the '356 patent.

107. For example, Meta has supplied, and continues to supply, such induced third parties with help pages, websites, instructions, tutorials, and other materials that instruct them how to use the '356 Accused Instrumentalities, with knowledge that usage in accordance with its instructions directly infringes at least claims 16 and 24 of the '356 patent, or with willful blindness to that fact. *See* Exhibit E1 (including the citations referenced therein). On information and belief, Meta will continue to encourage, aid, or otherwise cause these third parties to use the '356 Accused Instrumentalities in ways that directly infringe the '356 patent, and Meta has and will continue to encourage these acts with the specific intent to infringe the '356 patent. Alternatively, Meta has acted with willful blindness to these facts. On information and belief, Meta knows that there is a high probability that the use of Meta's '356 Accused Instrumentalities constitutes direct infringement of the '356 patent but took deliberate actions to avoid learning of these facts.

108. On information and belief, Meta has been aware of the inventions described and claimed in the '356 patent since at least October 29, 2024, or was willfully blind to the existence of the patent. On information and belief, Meta has known that the making and/or using of their '356 Accused Instrumentalities constitutes an act of direct infringement of the '356 patent. Moreover, Meta has had such knowledge upon service of Weple's October 29, 2024 letter, which provided Meta with such knowledge, as demonstrated by the claim charts attached to the letter. To the extent Meta did not have actual knowledge of its infringement, Meta's lack of actual knowledge is due to its deliberate decision to avoid learning of these facts. Meta, therefore, had knowledge that the using of Meta's '356 Accused Instrumentalities by third parties infringes the '356 patent or Meta was otherwise willfully blind to that fact.

109. On information and belief, Meta has also indirectly infringed and continues to indirectly infringe the '356 patent under 35 U.S.C. § 271(f)(2) by supplying in or from the

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United States, one or more components of the '356 Accused Instrumentalities to third parties (including their foreign subsidiaries, customers, and other end users), and intending these third parties combine the components in a manner that would directly infringe at least claims 16 and 24 of the '356 patent if such combination occurred within the United States. For example, Meta has supplied, and continues to supply, such third parties outside of the United States with one or more components of the '356 Accused Instrumentalities (including software components associated with enabling the Facebook, Instagram, and Messenger social media platforms) with full knowledge of the '356 patent. These third parties have made or used the '356 Accused Instrumentalities according to instructions, manuals, brochures, documentation, tutorials, videos, mobile applications, website materials, promotional materials and the like that instructed/instruct them how to combine the components of the '356 Accused Instrumentalities to use them in ways that would infringe the '356 patent if such combination occurred within the United States. Meta provides these instructions to the third parties with the knowledge that assembly and usage in accordance with their instructions would infringe the '356 patent if such assembly and usage took place in the United States. Additionally, Meta's components are especially made and/or especially adapted for use in an infringing manner and Meta's components were/are not staple articles or commodities of commerce suitable for substantial noninfringing uses.

110. On information and belief, Meta's actions demonstrate an intent not only to have caused the acts described herein that form the basis of direct infringement by third parties (or would form the basis of direct infringement if they occurred within the United States), but also that Meta caused these acts with the specific intent to infringe the '356 patent. At a minimum, Meta's conduct demonstrates that Meta either knew or should have known that the acts of such third parties directly infringed/infringe the '356 patent (or would have infringed if those acts occurred within the United States).

111. On information and belief, Meta's infringement of the '356 patent has been and continues to be willful and merits enhanced damages.

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112. For example, Meta has known of the ’356 patent and its infringement of the ’356 patent as described herein.

113. On information and belief, since knowing of the ’356 patent and its infringement thereof, Meta has not taken any affirmative steps to avoid infringing the ’356 patent.

114. On information and belief, Meta has made no attempt to design around the claims of the ’356 patent.

115. On information and belief, Meta has no reasonable basis for believing that the claims of the ’356 patent are either invalid or not infringed by the ’356 Accused Instrumentalities and/or or its activities concerning the ’356 Accused Instrumentalities.

116. Weple has been damaged as the result of Meta’s willful infringement.

117. On information and belief, Meta will continue to infringe one or more claims of the ’356 patent unless and until it is enjoined by this Court.

COUNT VI

(Infringement of the ’1357 Patent)

118. Weple restates and realleges the allegations of all the foregoing paragraphs as if fully stated herein.

119. On information and belief, Meta has directly infringed and continues to directly infringe one or more claims of the ’1357 patent under 35 U.S.C. § 271(a), either literally or under the doctrine of equivalents, because it has made, used, sold, offered for sale, and/or imported and is currently making, using, selling, offering for sale, and/or importing, Facebook, Instagram, and Messenger social media platforms, which include servers, and hardware and software components thereof, including non-transitory computer readable media that store computer-executable instructions and hardware and software that enable interaction with and include the Facebook, Instagram, and Messenger mobile applications, as well as the Meta Ads Manager and Meta Business Suite mobile applications (collectively “the ’1357 Accused Instrumentalities”). Meta has also directly infringed and continues to directly infringe one or more claims of the ’1357 patent under 35 U.S.C. § 271(a), either literally or under the doctrine

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of equivalents, because Meta operates and controls the '1357 Accused Instrumentalities by virtue of, for example, designing, programing, building, maintaining, and updating the '1357 Accused Instrumentalities to perform one or more method claims of the '1357 patent.

120. Attached to this Complaint as Exhibit F1 is a representative chart that, on information and belief, describes how, as a non-limiting example, the elements of exemplary claims 1 and 8 of the '1357 patent are met by the '1357 Accused Instrumentalities. On information and belief, Meta's source code and/or other non-public documentation will also confirm that Meta's '1357 Accused Instrumentalities have met and currently meet the elements of one or more claims of the '1357 patent, as discussed herein and in Exhibit F1.

121. Meta's infringement of the '1357 patent has also been indirect.

122. On information and belief, Meta has indirectly infringed and continues to indirectly infringe one or more claims of the '1357 patent under 35 U.S.C. § 271(b) because it has induced, and continues to induce, third parties (including individual users and businesses) to use the '1357 Accused Instrumentalities, in such manners that constitute direct infringement of one or more claims of the '1357 patent.

123. For example, Meta has supplied, and continues to supply, such induced third parties with help pages, websites, instructions, tutorials, and other materials that instruct them how to use the '1357 Accused Instrumentalities, with knowledge that usage in accordance with its instructions directly infringes at least claims 14 and 21 of the '1357 patent, or with willful blindness to that fact. *See* Exhibit F1 (including the citations referenced therein). On information and belief, Meta will continue to encourage, aid, or otherwise cause these third parties to use the '1357 Accused Instrumentalities in ways that directly infringe the '1357 patent, and Meta has and will continue to encourage these acts with the specific intent to infringe the '1357 patent. Alternatively, Meta has acted with willful blindness to these facts. On information and belief, Meta knows that there is a high probability that the use of Meta's '1357 Accused Instrumentalities constitutes direct infringement of the '1357 patent but took deliberate actions to avoid learning of these facts.

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124. On information and belief, Meta has been aware of the inventions described and claimed in the '1357 patent since at least October 29, 2024, or was willfully blind to the existence of the patent. On information and belief, Meta has known that the making and/or using of their '1357 Accused Instrumentalities constitutes an act of direct infringement of the '1357 patent. Moreover, Meta has had such knowledge upon service of Weple's October 29, 2024 letter, which provided Meta with such knowledge, as demonstrated by the claim charts attached to the letter. To the extent Meta did not have actual knowledge of its infringement, Meta's lack of actual knowledge is due to its deliberate decision to avoid learning of these facts. Meta, therefore, had knowledge that the using of Meta's '1357 Accused Instrumentalities by third parties infringes the '1357 patent or Meta was otherwise willfully blind to that fact.

125. On information and belief, Meta has also indirectly infringed and continues to indirectly infringe the '1357 patent under 35 U.S.C. § 271(f)(2) by supplying in or from the United States, one or more components of the '1357 Accused Instrumentalities to third parties (including their foreign subsidiaries, customers, and other end users), and intending these third parties combine the components in a manner that would directly infringe at least claims 14 and 21 of the '1357 patent if such combination occurred within the United States. For example, Meta has supplied, and continues to supply, such third parties outside of the United States with one or more components of the '1357 Accused Instrumentalities (including software components associated with enabling the Facebook, Instagram, and Messenger social media platforms) with full knowledge of the '1357 patent. These third parties have made or used the '1357 Accused Instrumentalities according to instructions, manuals, brochures, documentation, tutorials, videos, mobile applications, website materials, promotional materials and the like that instructed/instruct them how to combine the components of the '1357 Accused Instrumentalities to use them in ways that would infringe the '1357 patent if such combination occurred within the United States. Meta provides these instructions to the third parties with the knowledge that assembly and usage in accordance with their instructions would infringe the '1357 patent if such assembly and usage took place in the United States. Additionally, Meta's

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components are especially made and/or especially adapted for use in an infringing manner and Meta's components were/are not staple articles or commodities of commerce suitable for substantial noninfringing uses.

126. On information and belief, Meta's actions demonstrate an intent not only to have caused the acts described herein that form the basis of direct infringement by third parties (or would form the basis of direct infringement if they occurred within the United States), but also that Meta caused these acts with the specific intent to infringe the '1357 patent. At a minimum, Meta's conduct demonstrates that Meta either knew or should have known that the acts of such third parties directly infringed/infringe the '1357 patent (or would have infringed if those acts occurred within the United States).

127. On information and belief, Meta's infringement of the '1357 patent has been and continues to be willful and merits enhanced damages.

128. For example, Meta has known of the '1357 patent and its infringement of the '1357 patent as described herein.

129. On information and belief, since knowing of the '1357 patent and its infringement thereof, Meta has not taken any affirmative steps to avoid infringing the '1357 patent.

130. On information and belief, Meta has made no attempt to design around the claims of the '1357 patent.

131. On information and belief, Meta has no reasonable basis for believing that the claims of the '1357 patent are either invalid or not infringed by the '1357 Accused Instrumentalities and/or or its activities concerning the '1357 Accused Instrumentalities.

132. Weple has been damaged as the result of Meta's willful infringement.

133. On information and belief, Meta will continue to infringe one or more claims of the '1357 patent unless and until it is enjoined by this Court.

JURY DEMAND

134. Weple requests a jury trial as to all issues that are triable by a jury in this action.

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PRAYER FOR RELIEF

WHEREFORE, Weple respectfully requests that this Court:

A. Enter judgment that Meta has infringed one or more of the claims of the Asserted Patents;

B. Enter an order permanently enjoining Meta and its officers, agents, employes, attorneys, and all persons in active concert or participation with any of them, from infringing the Asserted Patents;

C. Award Weple all appropriate damages for the infringement of the Asserted Patents, including pre-judgment and post-judgment interest, costs, and all other relief permitted under 35 U.S.C. § 284;

D. Award Weple an accounting for acts of infringement not presented at trial, including an award of additional damages for such acts of infringement;

E. Enter judgment that Meta's infringement of the Asserted Patents has been deliberate and willful;

F. Treble the damages awarded to Weple under 35 U.S.C. § 284 by reason of Meta's deliberate or willful infringement of one or more claims of the Asserted Patents;

G. Declare this case to be "exceptional" under 35 U.S.C. § 285 and award Weple its attorneys' fees, expenses, and costs incurred in this action; and

H. Award Weple such other and further relief at law or in equity as the Court deems just and proper.

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DATED: October 31, 2024

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Exhibit A

US011734730B2

(12) **United States Patent**
Fletcher

(10) **Patent No.: US 11,734,730 B2**
(45) **Date of Patent: *Aug. 22, 2023**

(54) **MOBILE DEVICE STREAMING MEDIA APPLICATION**

(71) Applicant: **Mary Anne Fletcher**, Jackson, GA (US)

(72) Inventor: **Mary Anne Fletcher**, Jackson, GA (US)

(73) Assignee: **WEPLE IP HOLDINGS LLC**, Austin, TX (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

This patent is subject to a terminal disclaimer.

(21) Appl. No.: **17/705,331**

(22) Filed: **Mar. 27, 2022**

(65) **Prior Publication Data**

US 2022/0215444 A1 Jul. 7, 2022

Related U.S. Application Data

(63) Continuation of application No. 17/384,911, filed on Jul. 26, 2021, now Pat. No. 11,605,112, which is a (Continued)

(51) **Int. Cl.**
G06Q 30/02 (2023.01)
H04L 51/52 (2022.01)
(Continued)

(52) **U.S. Cl.**
CPC ***G06Q 30/0279*** (2013.01); ***G06Q 30/02*** (2013.01); ***G06Q 30/0267*** (2013.01);
(Continued)

(58) **Field of Classification Search**
CPC G06Q 30/0279; G06Q 30/0269; G06Q 30/0267; G06Q 30/0273; G06Q 30/0641; H04L 51/04; H04L 65/4076; H04L 65/04
(Continued)

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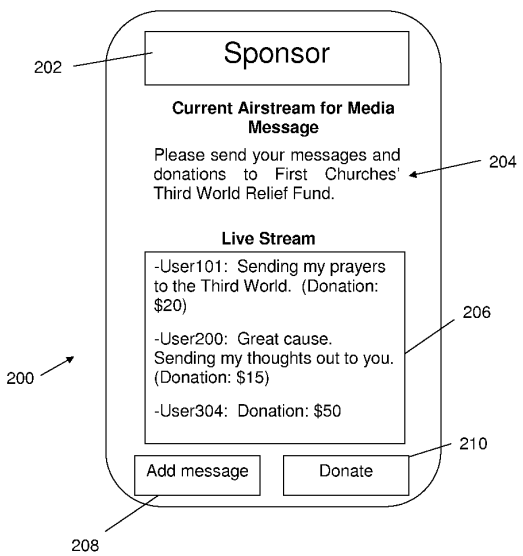
Office Action from U.S. Appl. No. 17/384,911.
(Continued)

Primary Examiner — Tauqir Hussain
(74) *Attorney, Agent, or Firm* — Vance Intellectual Property, PC

(57) **ABSTRACT**

A system and process for coordinating streaming content or messages is provided. A network-connected server maintains a database containing media content-related data, such as the text of a message, accompanying media, time of airing, payment and related comments. A user can view these feeds or streams of these consciousness messages by downloading a mobile application or browsing to a website. The application can also be used to create, schedule and pay for a media content message.

9 Claims, 14 Drawing Sheets



Related U.S. Application Data

continuation of application No. 16/812,495, filed on Mar. 9, 2020, now Pat. No. 11,074,627, which is a continuation of application No. 16/790,953, filed on Feb. 14, 2020, now Pat. No. 10,909,583, which is a continuation of application No. 16/157,269, filed on Oct. 11, 2018, now Pat. No. 10,565,628, which is a continuation of application No. 15/273,335, filed on Sep. 22, 2016, now Pat. No. 10,102,553, which is a continuation of application No. 15/041,422, filed on Feb. 11, 2016, now Pat. No. 9,456,013, which is a continuation of application No. 14/512,353, filed on Oct. 10, 2014, now Pat. No. 9,294,527, which is a continuation of application No. 13/967,414, filed on Aug. 15, 2013, now Pat. No. 8,862,678, which is a continuation of application No. 13/027,191, filed on Feb. 14, 2011, now Pat. No. 8,516,063.

(60) Provisional application No. 61/304,331, filed on Feb. 12, 2010.

(51) **Int. Cl.**

H04L 65/613	(2022.01)
H04L 65/611	(2022.01)
H04L 51/04	(2022.01)
H04L 65/403	(2022.01)
H04L 65/60	(2022.01)
G06Q 30/00	(2023.01)
G06Q 30/0279	(2023.01)
G06Q 30/0251	(2023.01)
G06Q 30/0601	(2023.01)
G06Q 30/0273	(2023.01)
G06Q 30/0241	(2023.01)

(52) **U.S. Cl.**

CPC ***G06Q 30/0269*** (2013.01); ***G06Q 30/0273*** (2013.01); ***G06Q 30/0641*** (2013.01); ***H04L 51/04*** (2013.01); ***H04L 51/52*** (2022.05); ***H04L 65/403*** (2013.01); ***H04L 65/60*** (2013.01); ***H04L 65/611*** (2022.05); ***H04L 65/613*** (2022.05); *G06Q 30/0277* (2013.01)

(58) **Field of Classification Search**

USPC 709/227

See application file for complete search history.

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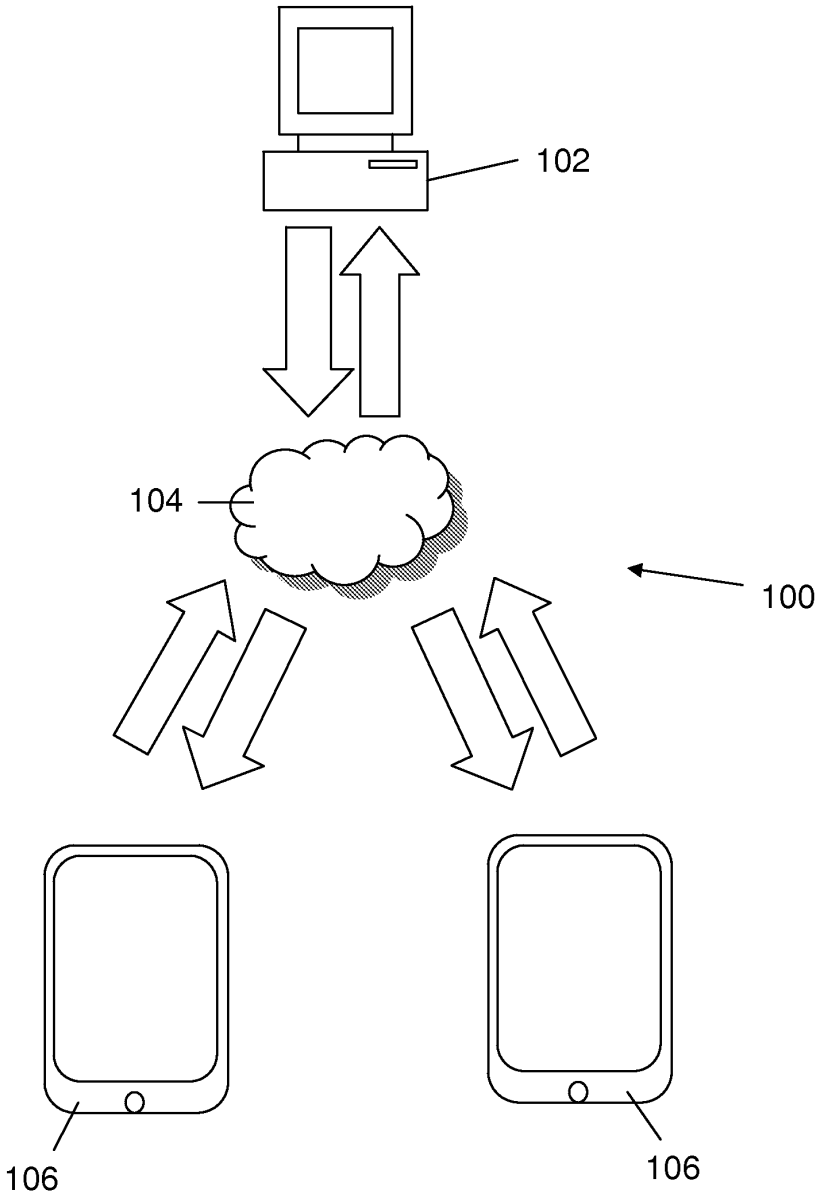


Figure 1

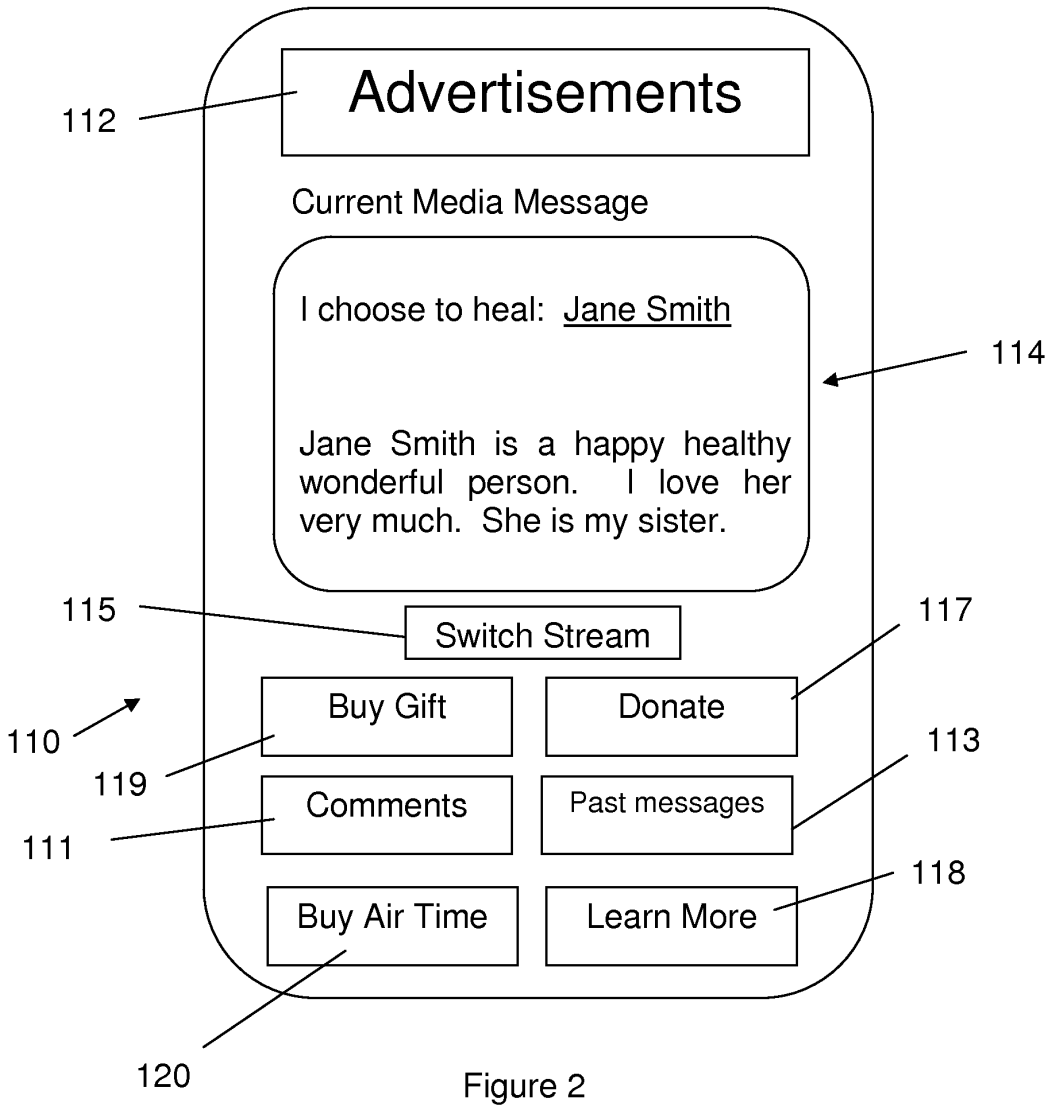

Advertisements
112
Current Media Message
I choose to heal: Jane Smith
Jane Smith is a happy healthy wonderful person. I love her very much. She is my sister.
114
115
Switch Stream
117
110
Buy Gift
Donate
119
113
Comments
Past messages
111
118
Buy Air Time
Learn More
120

Figure 2

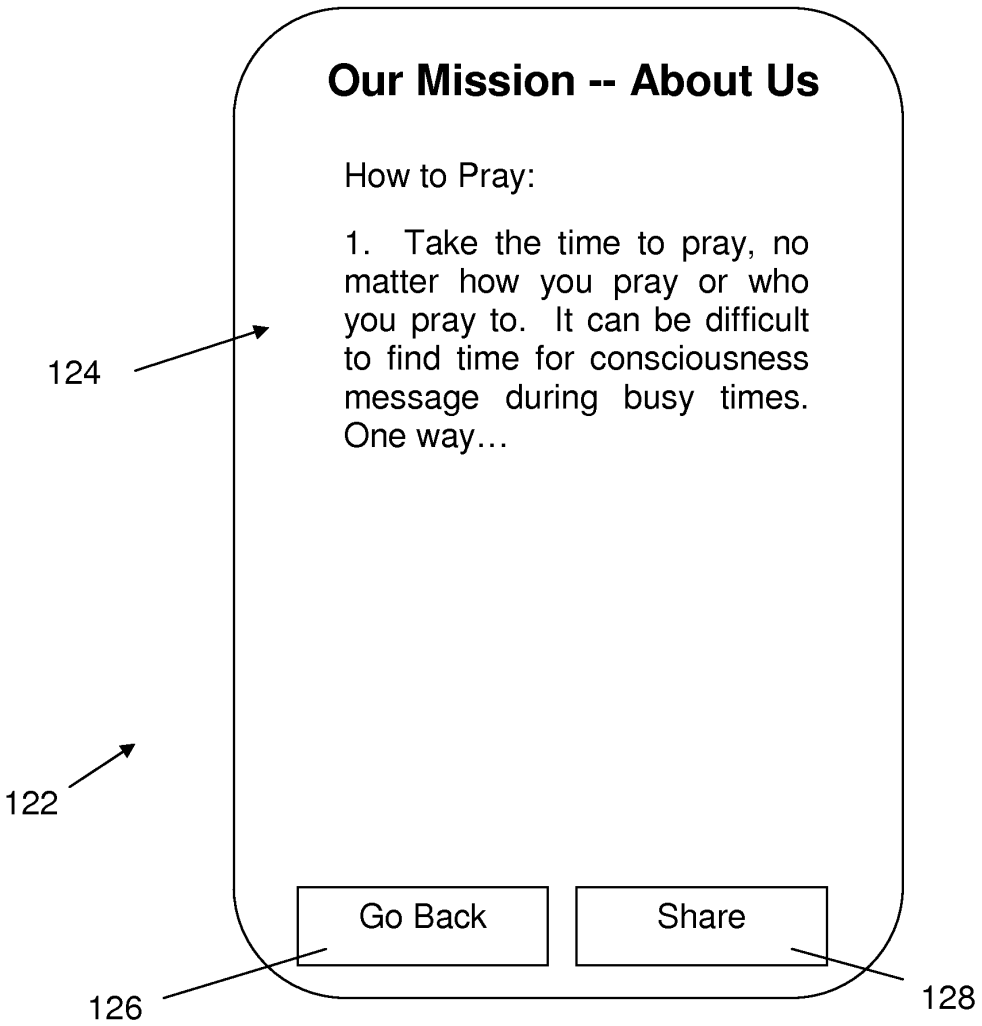

Our Mission -- About Us
How to Pray:
1. Take the time to pray, no matter how you pray or who you pray to. It can be difficult to find time for consciousness message during busy times. One way…
124
122
Go Back
Share
126
128

Figure 3

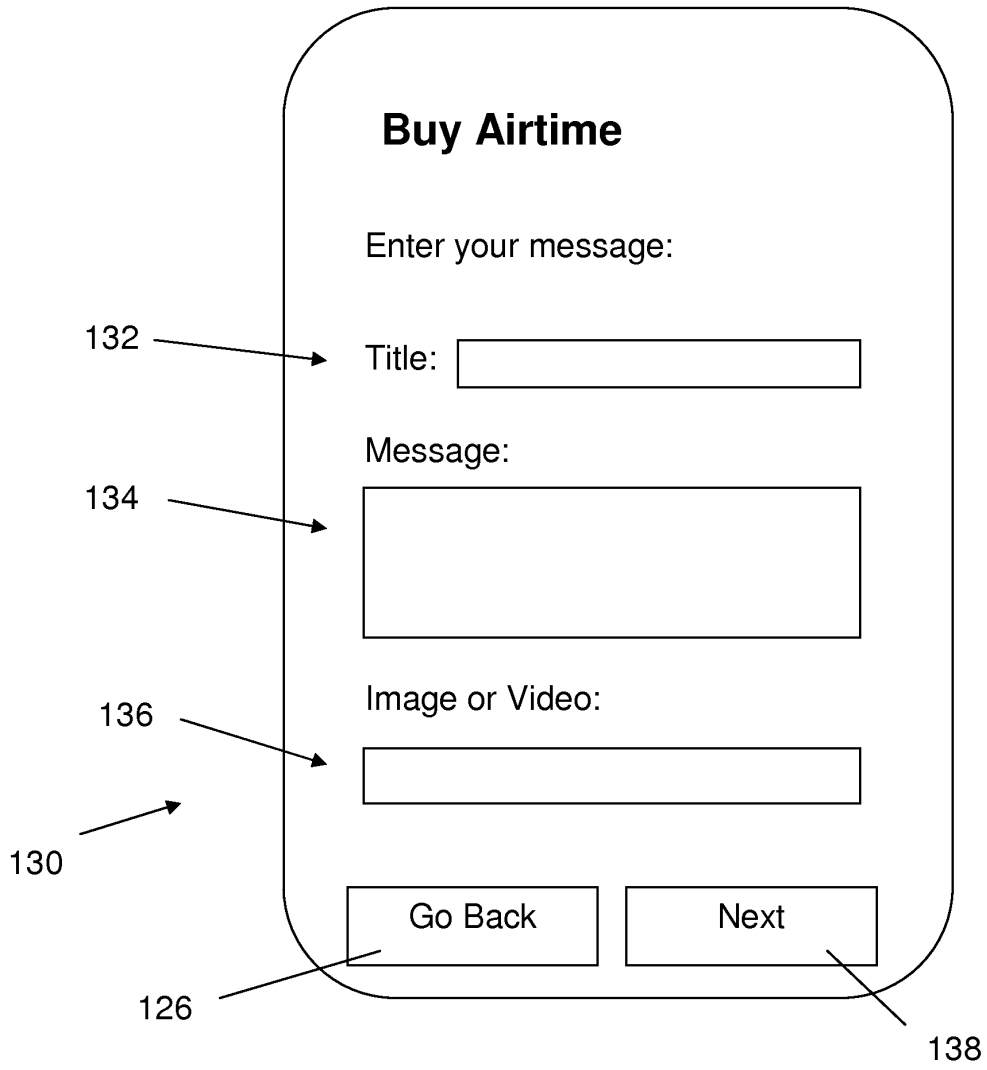

Buy Airtime
Enter your message:
132
Title:
Message:
134
Image or Video:
136
130
Go Back
Next
126
138

Figure 4

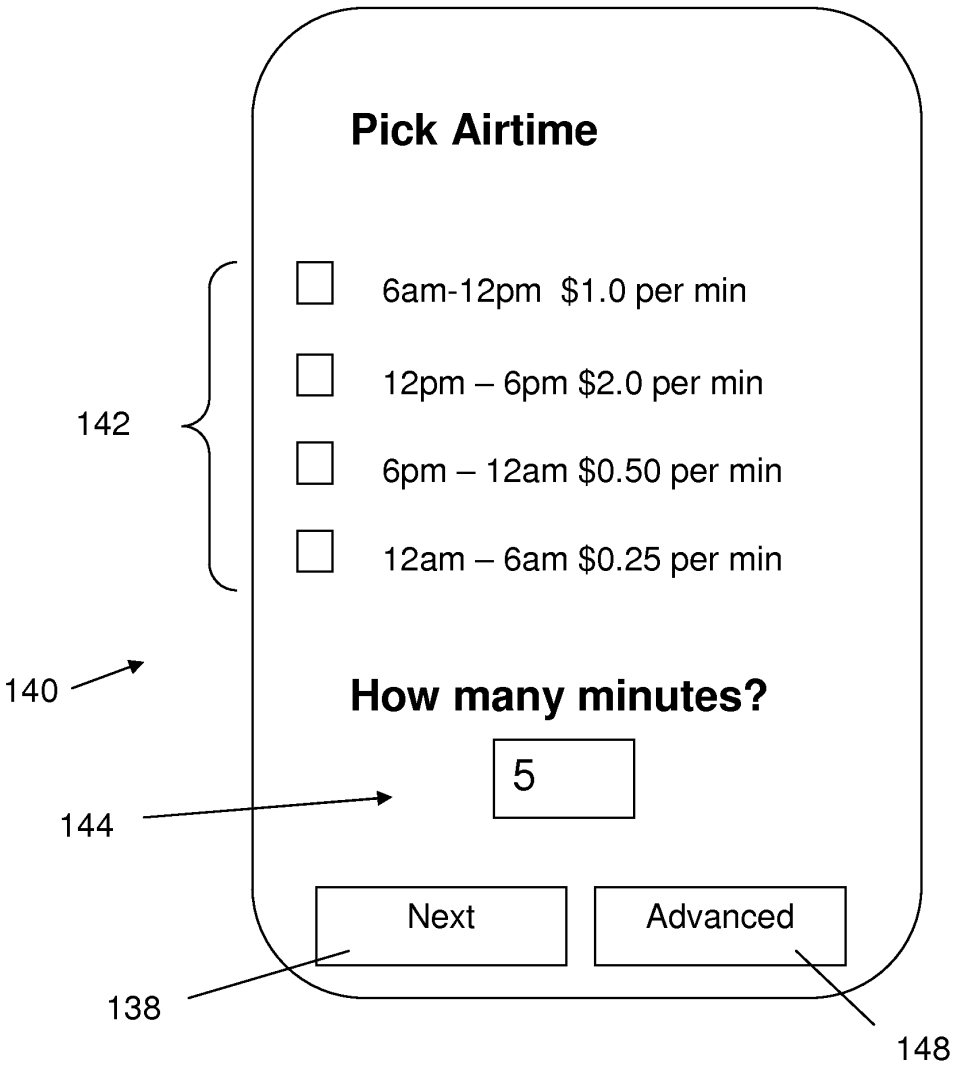

Pick Airtime
6am-12pm $1.0 per min
12pm – 6pm $2.0 per min
6pm – 12am $0.50 per min
12am – 6am $0.25 per min
142
140
How many minutes?
5
144
Next
Advanced
138
148

Figure 5

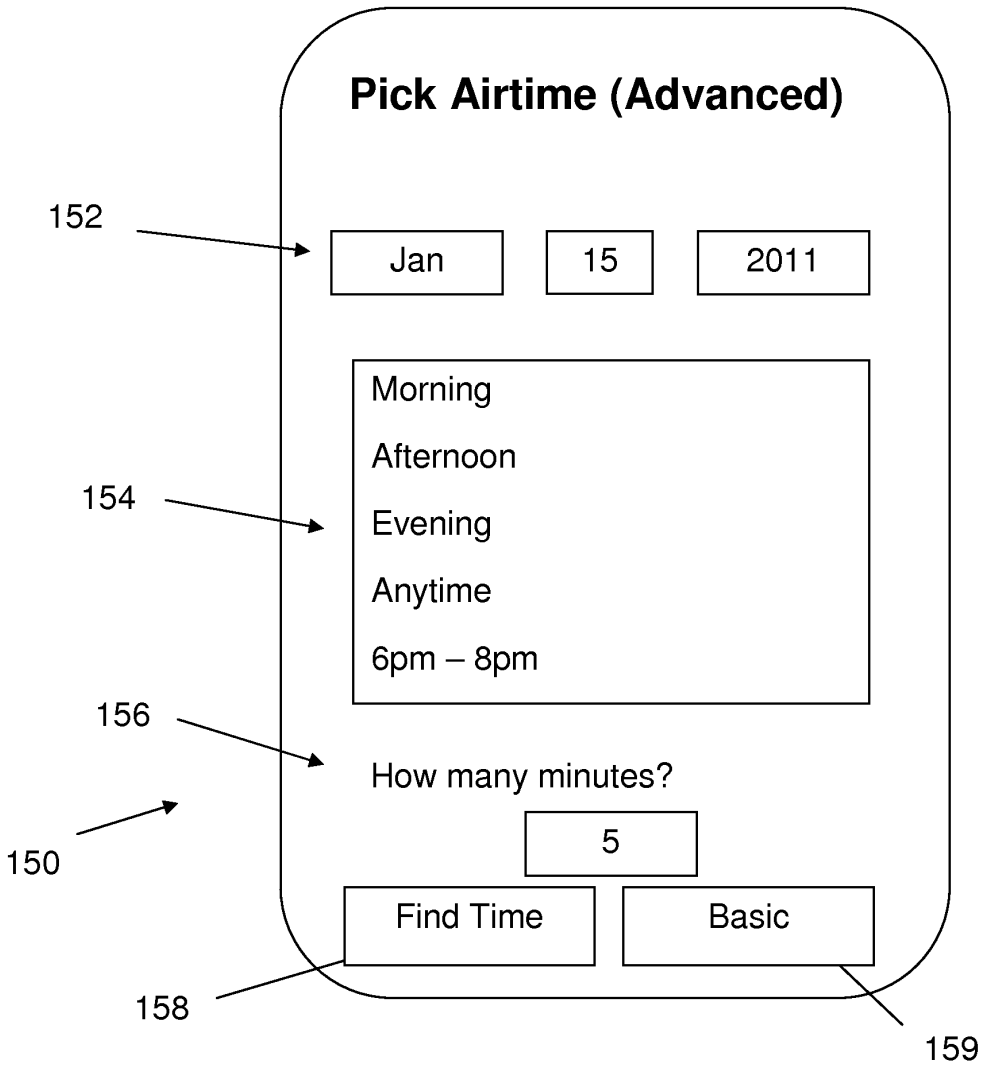

Pick Airtime (Advanced)
152
Jan
15
2011
Morning
Afternoon
154
Evening
Anytime
6pm – 8pm
156
How many minutes?
150
5
Find Time
Basic
158
159

Figure 6

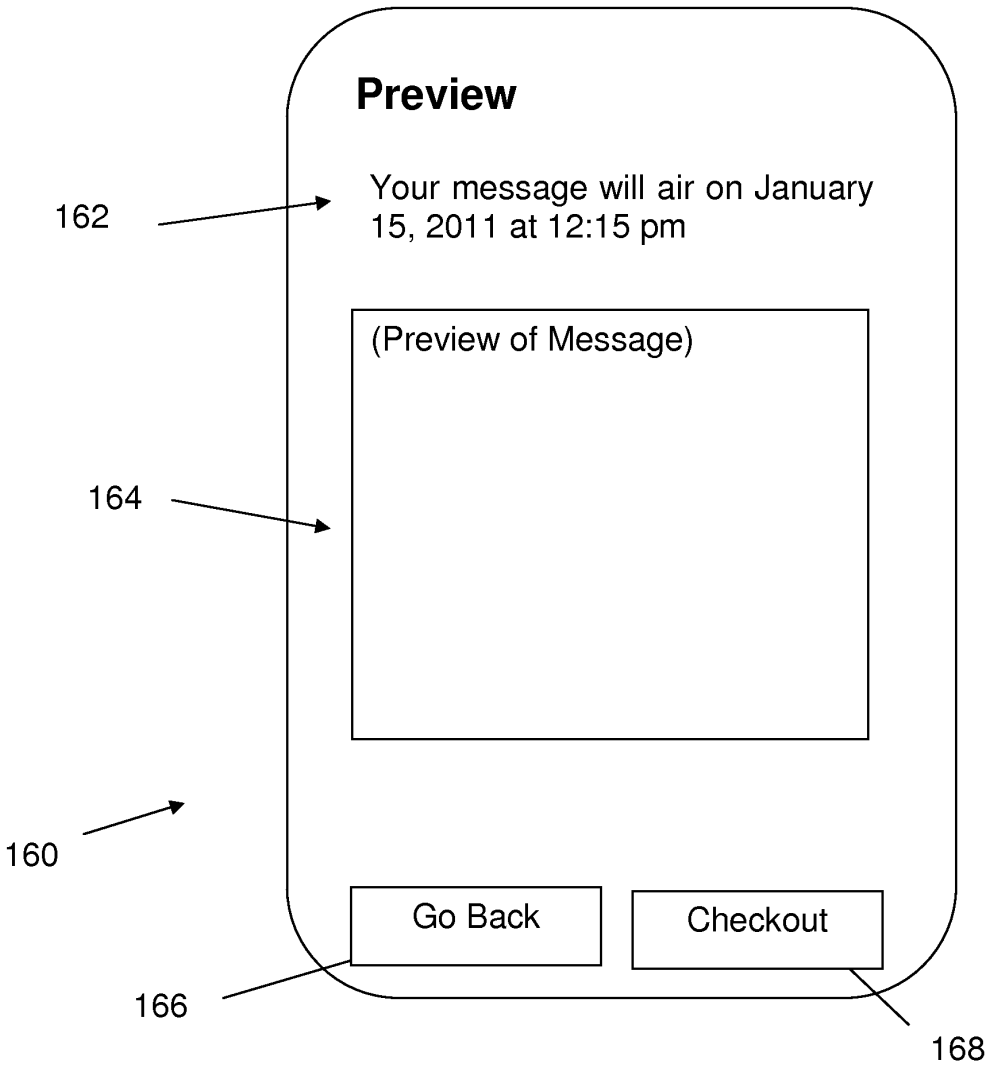

Preview
Your message will air on January 15, 2011 at 12:15 pm
(Preview of Message)
Go Back
Checkout
162
164
160
166
168

Figure 7

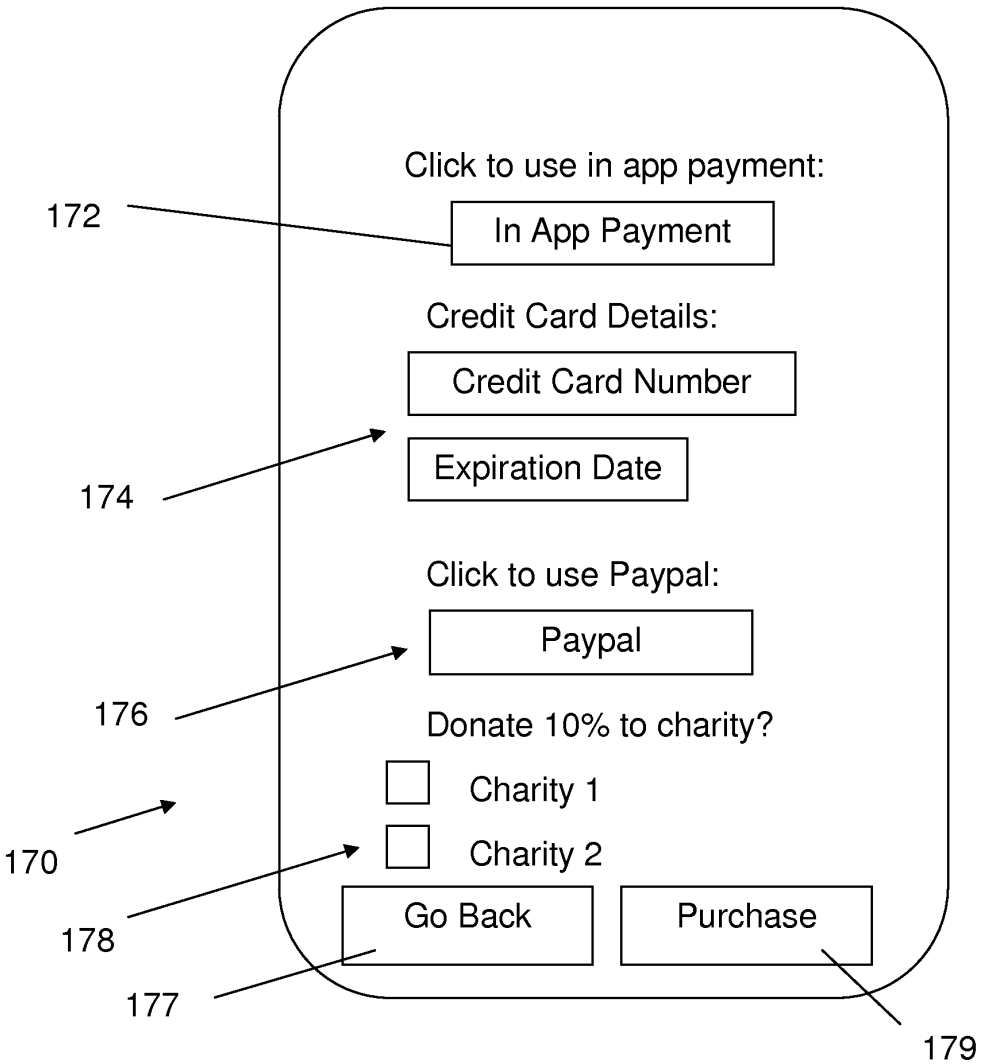

Click to use in app payment:
172
In App Payment
Credit Card Details:
Credit Card Number
Expiration Date
174
Click to use Paypal:
Paypal
176
Donate 10% to charity?
Charity 1
Charity 2
170
178
Go Back
Purchase
177
179

Figure 8

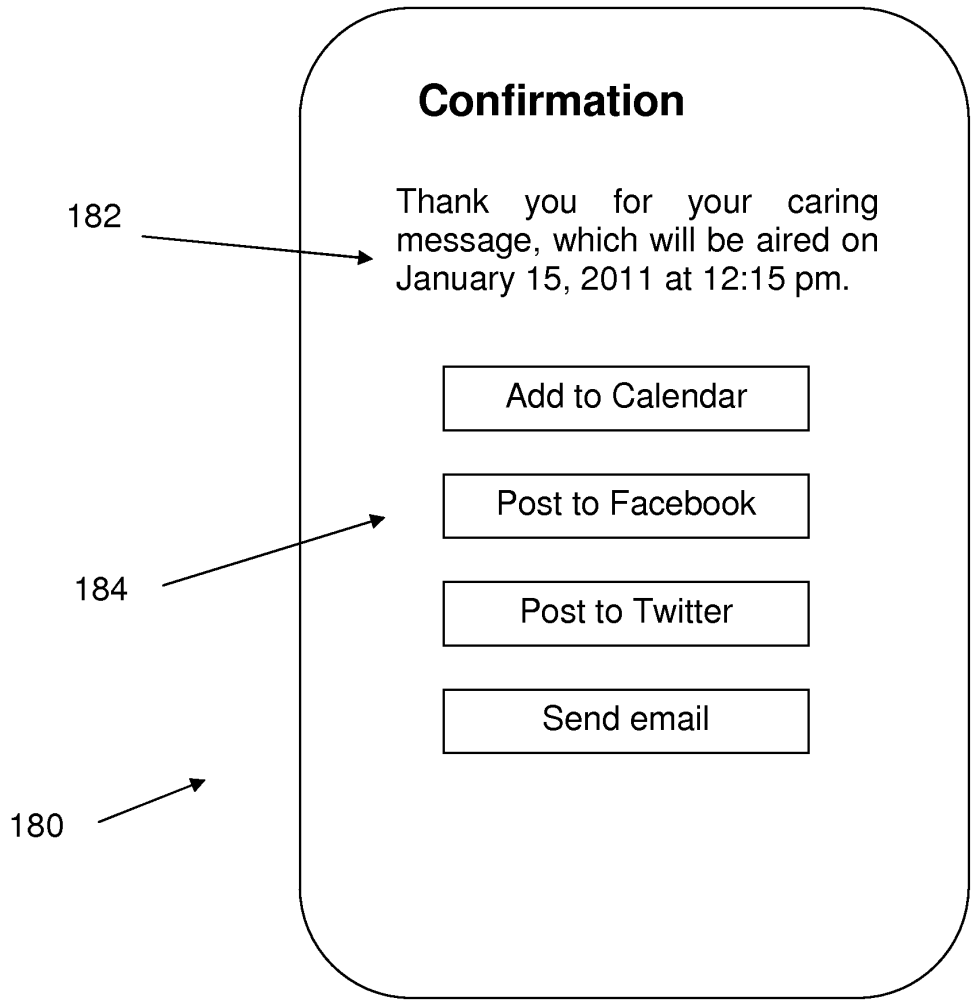

Confirmation
Thank you for your caring message, which will be aired on January 15, 2011 at 12:15 pm.
Add to Calendar
Post to Facebook
Post to Twitter
Send email
182
184
180

Figure 9

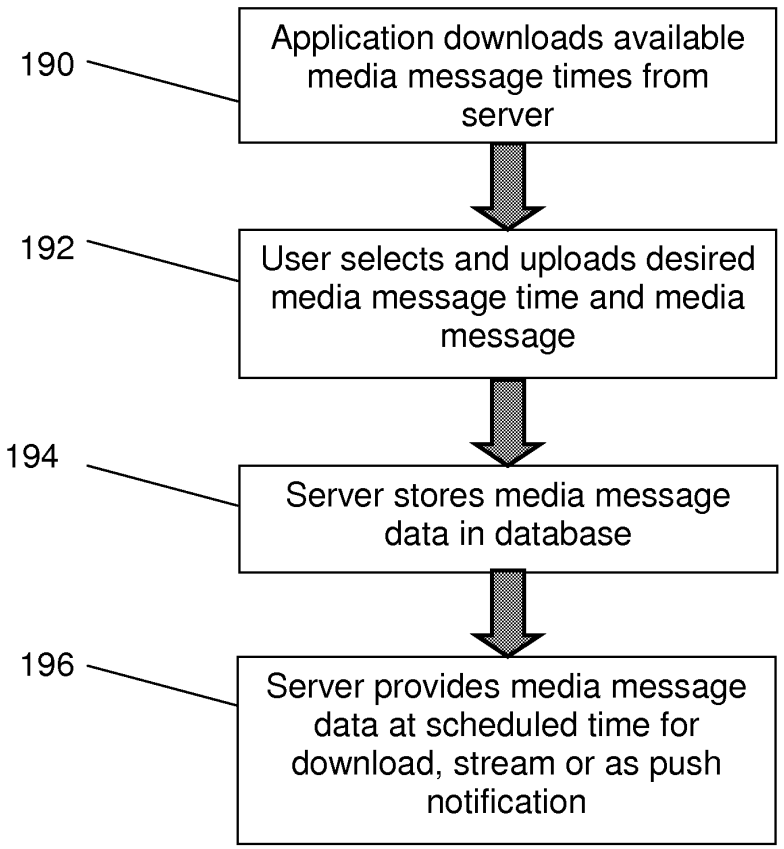

190
Application downloads available media message times from server
192
User selects and uploads desired media message time and media message
194
Server stores media message data in database
196
Server provides media message data at scheduled time for download, stream or as push notification

Figure 10

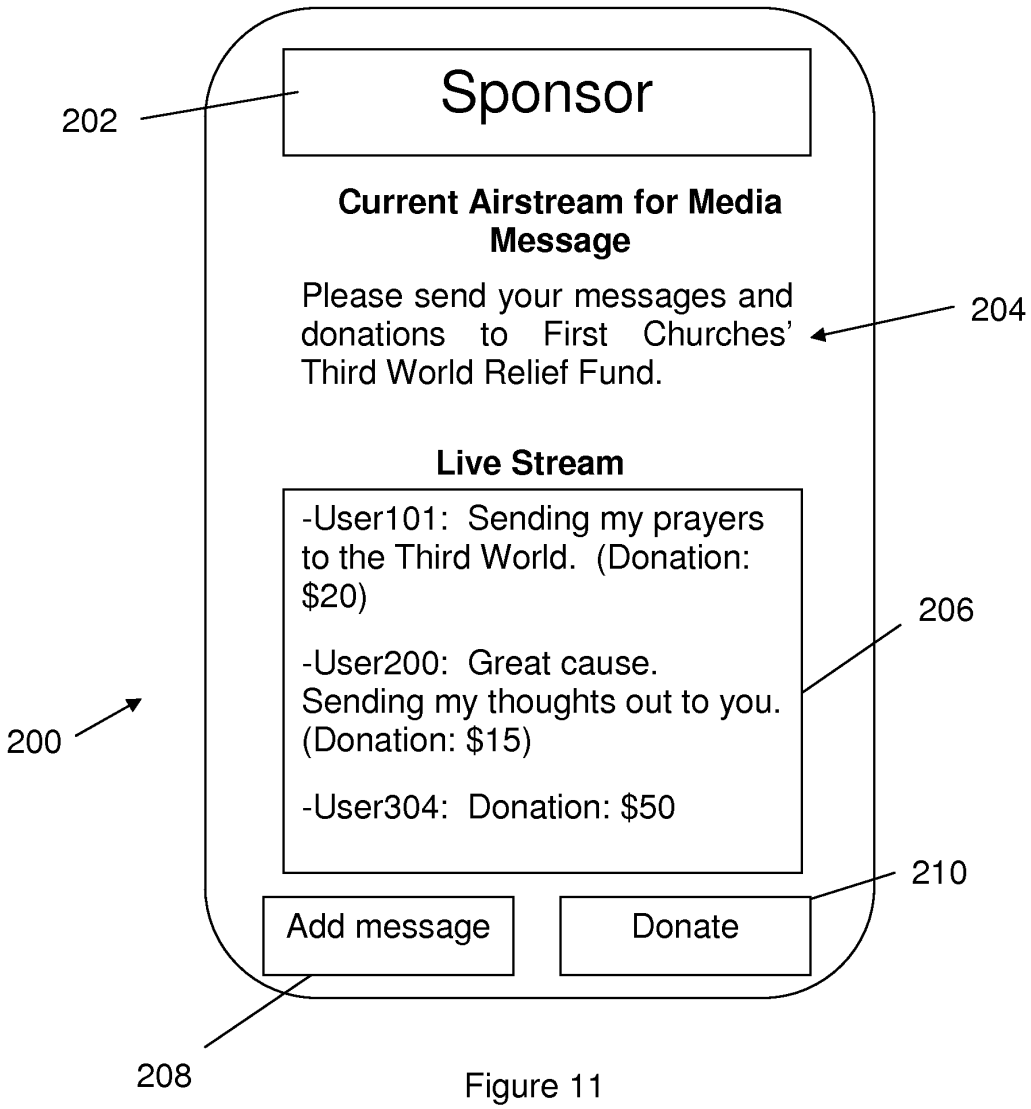

202
Sponsor
Current Airstream for Media Message
Please send your messages and donations to First Churches' Third World Relief Fund.
204
Live Stream
-User101: Sending my prayers to the Third World. (Donation: $20)
-User200: Great cause. Sending my thoughts out to you. (Donation: $15)
-User304: Donation: $50
206
200
210
Add message
Donate
208

Figure 11

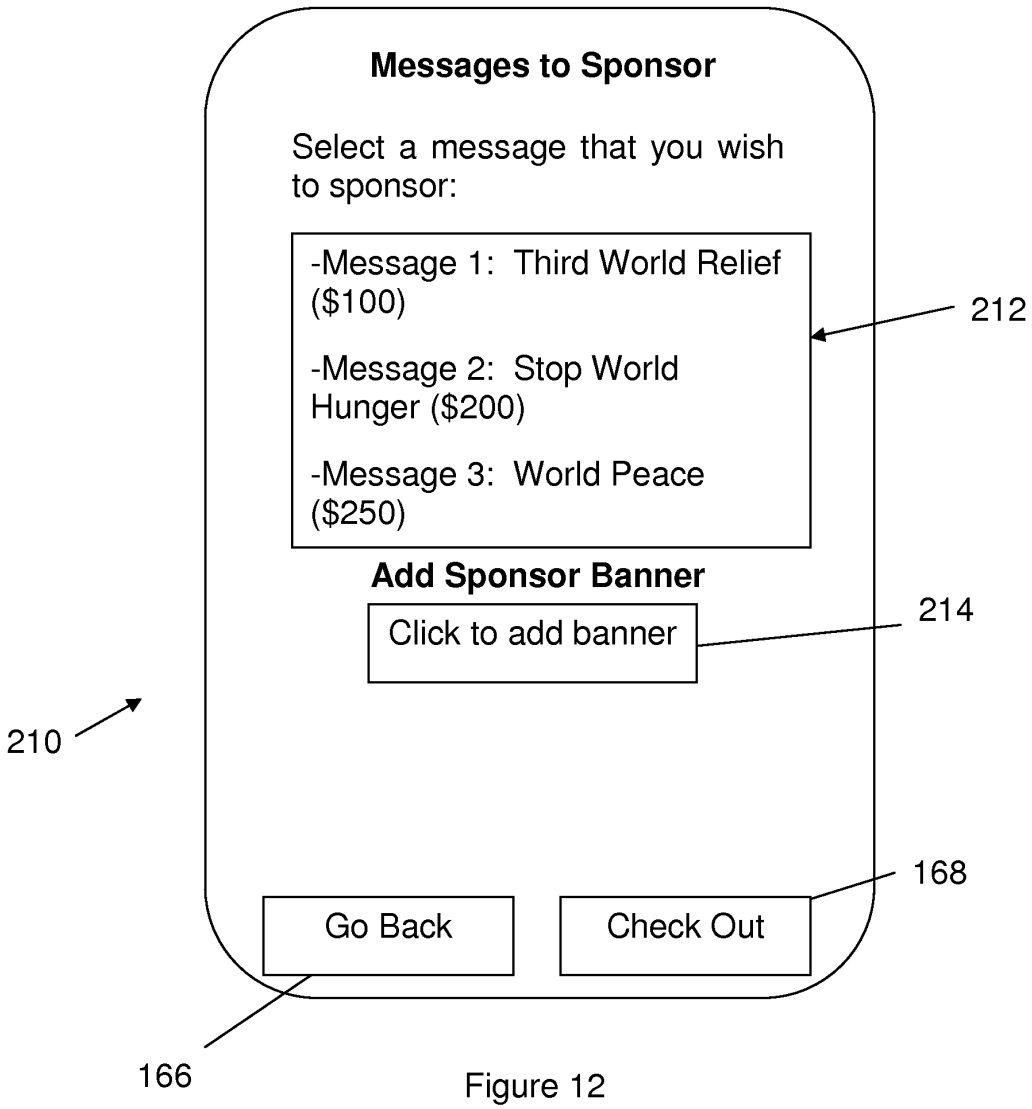

Messages to Sponsor
Select a message that you wish to sponsor:
-Message 1: Third World Relief ($100)
-Message 2: Stop World Hunger ($200)
-Message 3: World Peace ($250)
212
Add Sponsor Banner
Click to add banner
214
210
168
Go Back
Check Out
166

Figure 12

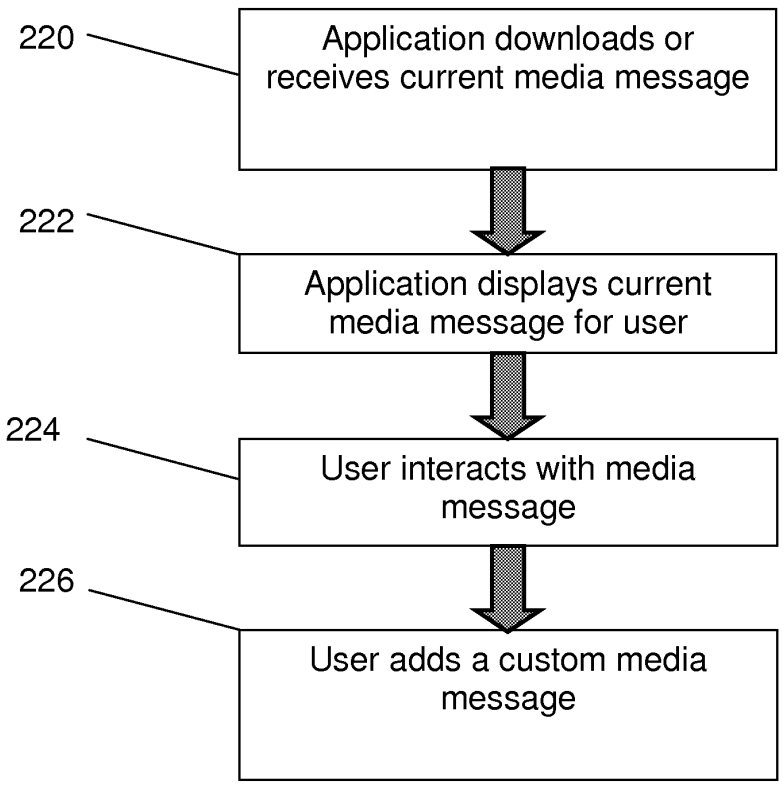

220
Application downloads or receives current media message
222
Application displays current media message for user
224
User interacts with media message
226
User adds a custom media message

Figure 13

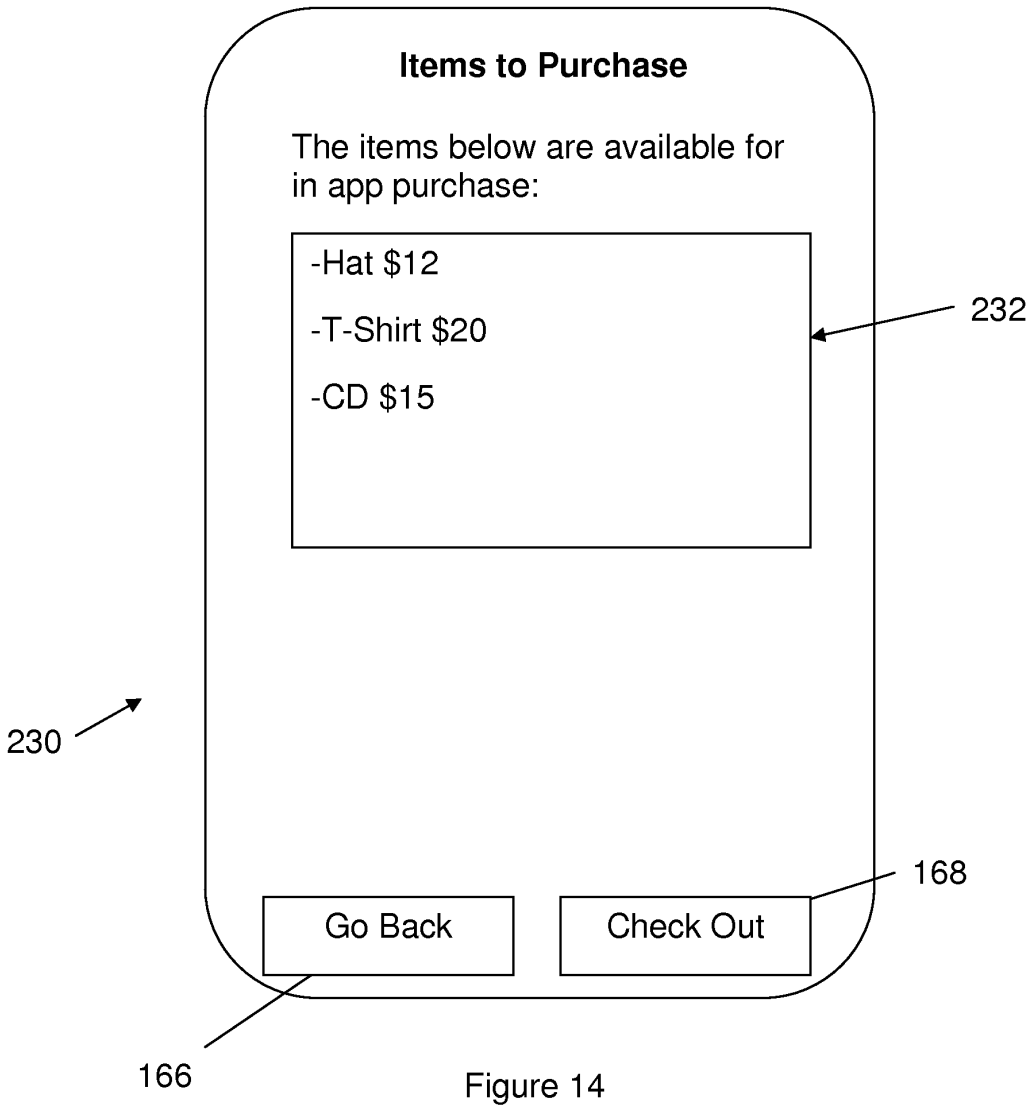

Items to Purchase
The items below are available for in app purchase:
-Hat $12
-T-Shirt $20
-CD $15
232
230
168
Go Back
Check Out
166

Figure 14

MOBILE DEVICE STREAMING MEDIA APPLICATION

RELATED APPLICATIONS

This application is a continuation of U.S. patent application Ser. No. 17/384,911, filed Jul. 26, 2021, which is a continuation of U.S. patent application Ser. No. 16/812,495, filed Mar. 9, 2020, which is a continuation of U.S. patent application Ser. No. 16/790,953, filed Feb. 14, 2020, which is a continuation of U.S. patent application Ser. No. 16/157,269, filed Oct. 11, 2018, which is a continuation of U.S. patent application Ser. No. 15/273,335, filed Sep. 22, 2016, which is a continuation of U.S. patent application Ser. No. 15/041,422, filed Feb. 11, 2016, which is a continuation of U.S. patent application Ser. No. 14/512,353, filed Oct. 10, 2014, which is a continuation of U.S. patent application Ser. No. 13/967,414, filed Aug. 15, 2013, which is a continuation of U.S. patent application Ser. No. 13/027,191, filed Feb. 14, 2011, which claims priority to U.S. Provisional Application No. 61/304,331, filed Feb. 12, 2010, entitled Mobile Device Prayer Application. The entireties of U.S. patent application No. 17/384,911, U.S. patent application Ser. No. 16/812,495, U.S. Patent Application No. 16/790,953, U.S. patent application Ser. No. 16/157,269, U.S. Patent Application No. 15/273,335, U.S. patent application Ser. No. 15/041,422, U.S. Patent Application No. 14/512,353, U.S. patent application Ser. No. 13/967,414, U.S. Patent Application No. 13/027,191, and U.S. Provisional Application No. 61/304,331 are hereby incorporated by reference herein.

BACKGROUND OF THE INVENTION

Streaming media is multimedia that is constantly received by and presented to an end-user while being delivered by a streaming provider. The name refers to the delivery method of the medium rather than to the medium itself. The distinction is usually applied to media that are distributed over telecommunications networks, as most other delivery systems are either inherently streaming (e.g., radio, television) or inherently non-streaming (e.g., books, video cassettes, audio CDs). The verb 'to stream' is also derived from this term, meaning to deliver media in this manner. Internet television is a commonly streamed medium.

Live streaming, more specifically, means taking the media and broadcasting it live over the Internet. The process involves a camera for the media, an encoder to digitize the content, a media publisher where the streams are made available to potential end-users and a content delivery network to distribute and deliver the content. The media can then be viewed by end-users live.

Consciousness is variously defined as subjective experience, awareness, the ability to experience "feeling," wakefulness, the understanding of the concept "self," or the executive control system of the mind. It is an umbrella term that may refer to a variety of mental phenomena. Although humans realize what everyday experiences are, consciousness itself resists being defined, philosophers note.

Consciousness is the subject of much research in philosophy of mind, psychology, neuroscience, cognitive science and artificial intelligence. Issues of practical concern include how the presence of consciousness can be assessed in severely ill or comatose people; whether non-human consciousness exists and if so how it can be measured; at what point in fetal development consciousness begins; and whether computers can achieve a conscious state.

Prayer is a form of religious practice that seeks to activate a volitional rapport to a god or spirit through deliberate practice. Prayer may be either individual or communal and take place in public or in private.

It may involve the use of words or song. When language is used, prayer may take the form of a hymn, incantation, formal creedal statement, or a spontaneous utterance in the praying person. There are different forms of prayer such as petitionary prayers, prayers of supplication, thanksgiving, and worship/praise.

Prayer may be directed towards a deity, spirit, deceased person, or lofty idea, for the purpose of worshipping, requesting guidance, requesting assistance, confessing sins or to express one's thoughts and emotions. Thus, people pray for many reasons such as personal benefit or for the sake of others.

Most major religions involve prayer in one way or another. Some ritualize the act of prayer, requiring a strict sequence of actions or placing a restriction on who is permitted to pray, while others teach that prayer may be practiced spontaneously by anyone at any time.

SUMMARY OF THE INVENTION

In one embodiment according to the present invention, a system and process for coordinating a programmed media stream is provided. Preferably, this content relates to consciousness messages such as prayers, requests for charity, thoughts or similar messages. However, this content can also relate to breaking news, music videos, comedy or similar content. A network-connected server maintains a database containing media content-related data, such as the text of a message, accompanying media, time of airing, payment and related comments. A user can view these feeds or streams of these streams by downloading a mobile application or browsing to a website. The application or website can also be used to create, schedule and pay for media content airtime for a message or program.

BRIEF DESCRIPTION OF THE DRAWINGS

These and other aspects, features and advantages of which embodiments of the invention are capable of will be apparent and elucidated from the following description of embodiments of the present invention, reference being made to the accompanying drawings, in which

FIG. **1** illustrates a media content coordination system according to an embodiment of the present invention;

FIG. **2** illustrates a current media content interface according to an embodiment of the present invention;

FIG. **3** illustrates an about us interface according to an embodiment of the present invention;

FIG. **4** illustrates an airtime purchase interface according to an embodiment of the present invention;

FIG. **5** illustrates an airtime date selection interface according to an embodiment of the present invention;

FIG. **6** illustrates an advanced airtime date selection interface according to an embodiment of the present invention;

FIG. **7** illustrates a media content preview interface according to an embodiment of the present invention;

FIG. **8** illustrates a payment interface according to an embodiment of the present invention;

FIG. **9** illustrates a confirmation interface according to an embodiment of the present invention;

FIG. **10** illustrates a process of coordinating media content times according to an embodiment of the present invention;

FIG. **11** illustrates a media content airstream interface according to an embodiment of the present invention;

FIG. **12** illustrates a media content sponsorship interface according to an embodiment of the present invention;

FIG. **13** illustrates a process of viewing and interacting with a current message according to an embodiment of the present invention; and,

FIG. **14** illustrates an interface for in app purchases of items according to an embodiment of the present invention.

DESCRIPTION OF EMBODIMENTS

Specific embodiments of the invention will now be described with reference to the accompanying drawings. This invention may, however, be embodied in many different forms and should not be construed as limited to the embodiments set forth herein; rather, these embodiments are provided so that this disclosure will be thorough and complete, and will fully convey the scope of the invention to those skilled in the art. The terminology used in the detailed description of the embodiments illustrated in the accompanying drawings is not intended to be limiting of the invention. In the drawings, like numbers refer to like elements.

Unless otherwise defined, all terms (including technical and scientific terms) used herein have the same meaning as commonly understood by one of ordinary skill in the art to which this invention belongs. It will be further understood that terms, such as those defined in commonly used dictionaries, should be interpreted as having a meaning that is consistent with their meaning in the context of the relevant art and will not be interpreted in an idealized or overly formal sense unless expressly so defined herein.

The terms message, media message or program are used interchangeably in this specification and generally refer to text, audio, video or still images sent across the internet. In one aspect of the present invention, the system can be used for any media content type, such as news, comedy, drama, environmental messages, offers to purchase related items, and similar messages. In another aspect of the present invention, the system is used for consciousness messages, such as prayers, collective thoughts, appeals to charity and inspirational messages.

FIG. **1** illustrates an example media coordination system **100** according to the present invention which allows network connected devices, such as mobile devices **106** (cell phones, portable music players, tables, laptops, etc.), to coordinate times for specific media messages/programs to be streamed to other application users (e.g., a feed of message posts or a stream of real-time media data). Generally, a computer server **102** (e.g., a processor, RAM, a hard drive, an operating system, web serving software and database software) is connected to a wide area network **104** such as the internet or wireless cell phone data network. Mobile devices **106** are also connected to the network **104**, allowing for communication to and from the server **102**.

As seen in item **220** of the flow chart of FIG. **13**, a user either executes the mobile media application on their mobile device or uses a browser to browse to an internet page supplied by the server **102**. The application downloads the current media message/program (i.e., a thought or prayer video scheduled for airing at that time) from the server. Alternately, the server **102** may automatically push the current media message or link to the current media message via phone notifications, email or text messages.

In one example, delivery of the current media message to the mobile device **106** is performed as a feed that is downloaded as requested by the user. In another example, delivery of the current media message is achieved with a live streaming media file (e.g., streaming audio/video) that provides images, text and/or audio to the user's mobile device. In this respect, the media message stream is similar to a live television station having scheduled media messages as its programming.

In item **222**, the mobile application displays the media message data supplied by the server **102**. This data may include the text of a media message, an attached or linked-to media file, donation information and media message expiration information (i.e., when the current media message expires causing the mobile application to download a new current media message). Alternately, the media message data may be a live media stream, previously rendered by the server **102**, which displays the images, text, audio, video or other items in a common media format (e.g., h.264 mp4 video format). In one preferred embodiment, the media message is a prayer, collective consciousness message, request for charity, environmental or similar message.

In item **224**, the user views the media message data in an interface of the mobile application and interacts with the interface. For example, the user may add a comment about the media message, a donation, a greeting card or share a link to the media message via a social network, email, text message or similar communication. The user may also make purchases within the application (e.g., in app purchases, credit cards, Pay Pal, etc.) to buy gift certificates for message air time, greeting cards, or similar in application items.

In item **226**, the user can design, upload and pay for a custom media message that is stored and aired from the server **102**. The server will similarly air the custom media message at the specified time as the current media message, thereby distributing that media message out to other users of the mobile application and website.

FIG. **10** illustrates a flow chart of an example process for coordinating media messages. As seen in item **190**, the mobile application is executed on the mobile device **106** that can download available times that a media message can be scheduled. A user can request availability of a specific time or the mobile application can download a variety of free times.

In item **192**, the user selects a time that they would like to have their media message available, the text of their media message, any images or videos that they would like to accompany the media message, and payment information. This data is uploaded to server **102** and stored in a database in item **194**.

As seen in item **196**, the sever **102** provides media message data according to the scheduled time. This data can be rendered and streamed as a live streaming format, made available for download to each mobile device **106** running the application or can be sent out via a push notification, email or text message. Optionally, the push notification, email or text message can include a link that opens the mobile media message application to that specific media message or to a webpage displaying that media message.

The current media message can also be displayed on any participating websites. For example, an otherwise nonaffiliated website could include code that displays the current media message. In another example, the media message can be posted to a social media site, such as Facebook or Twitter, which allows users to subscribe. In this respect, people visiting websites otherwise unrelated to the server **102** can also view the current media message.

FIGS. **2-9** illustrate various example aspects and interfaces of the mobile media message application according to the present invention. FIG. **2** illustrates the current media message interface **110** that displays the media message currently scheduled by the server **102**. The current media message interface **110** preferably includes a media message text display **114** that displays the text of the media message specified by person who created the current media message.

Optionally, the current media message interface includes an advertisement banner **112** for displaying advertisements from a downloaded source, such as from Google AdSense or Apple in app advertising. Optionally, the mobile media message application can allow a user the option to include this banner **112** during the media message creation process to financially subsidize the price of posting the media message.

The interface **110** also includes a comments button **111** that displays a comment interface for leaving messages related to the current media message. A past media messages button **113** is also include for displaying a list of past media messages or bookmarked media messages.

Preferably, multiple feeds or streams are available to the mobile application. For example, some streams can be specific breaking news, religion, music, or pets. Selecting the switch stream button **115** allows the user to switch between these streams.

The donate button **117** allows the user to donate money to originator of the media message, thereby allowing users or entities to raise money in addition to soliciting media messages. The buy gift button **119** allows the user to buy items for the author of the current message or another user. Gifts can include virtual greeting cards, gift certificates, message air time, and similar items. The buy air time button **120** displays an interface for creating and purchasing a media message that will be displayed on the application and the learn more button **118** displays an about us interface **122** seen in FIG. **3**.

The about us interface **122** preferably includes information about the developer and information **124** about how to pray. A share button **128** allows the user to share specific media message tips with others (e.g., by emailing text of the media message information **124**). The go back button **126** returns the user to the previous screen.

If the user selects the buy airtime button **120** in interface **110**, the buy airtime interface **130** is displayed, as seen in FIG. **4**. Title input **132** allows a user to enter a text title for their media message, while text of the media message can be entered in message input **134**. Optionally, the user can attach or add a link to an image, audio and/or video in the media input **136**. This media is uploaded to the server **102** and rendered in to the stream for broadcast at the scheduled time. The next button **138** displays the airtime selection interface **140** as seen in FIG. **5**.

The airtime selection interface **140** preferably provides a plurality of selectable time ranges **142** (e.g., check boxes) and their accompanying cost. A minute input **144** allows the user to specify the amount of time the user would like their media message to be displayed as the current media message. Selecting the advanced button **148** displays the advanced airtime interface **150** seen in FIG. **6**.

The advanced airtime interface **150** allows the user more control over exactly when the media message will be shown as the current media message. For example, a date interface **152** allows the user to specify a specific day to air the media message, the time interface **154** provides more detailed time ranges, and the time interface allows input of the amount of time the media message will air as the current media message. Selecting the basic button **159** returns the user to the airtime selection interface **140** while selecting the find time button **158** attempts to find an unreserved free time for the media message.

Once the server **102** has found a free time according to the criteria selected by the user, the preview interface **160** is displayed, as seen in FIG. **7**. The proposed message date **162** is located at the top of the interface **160**, followed by the preview of the media message **164**. The user can select the go back button **166** to return to a previous interface to correct information or can select the checkout button **168** to display the payment interface **170**, seen in FIG. **8**.

The payment interface **170** allows the user to select their desired method of payment. This interface can be used for buying air time on a stream or for any other activity that may require payment (e.g., purchasing gift certificates or greeting cards).

For example, the user can select the in app payment button **172** to cause payment through an "in app" payment system, such as Apple's in app payment system. The user may also enter their credit card information in the credit card input **174** or can select the Paypal button **176** to bring up Paypal login credentials for payment via Paypal. Preferably, the interface **170** includes a plurality of charity inputs **178** (e.g., checkboxes) for specifying donations to specific charities. The user can return to previous interfaces via the go back button **177** or can submit the payment information via the purchase button **179**.

Once the payment information has been submitted and confirmed by the server **102**, the confirmation interface **180** is displayed, as seen in FIG. **9**. A confirmation message **182** is displayed at the top of the interface **180** to confirm the exact time the media message will be available. Additionally, a plurality of media message sharing buttons **184** are displayed to allow the user to easily share details (e.g., date, time, hypertext link) to the media message on various calendar, email, text message or social media websites.

FIG. **11** illustrates an alternate media message interface **200** according to the present invention. The interface **200** allows a user or organization to post a media message, media (music, video, image, etc.) and/or request for donations, seen in the media message display **204**. This airstream media message can be purchased through an interface similar to those previously described in this specification. Optionally, an advertiser may sponsor such a stream and post their ad banner in the banner display **202**.

The interface **200** also displays live or regularly updated comments and media messages from users in the live stream display **206**. If a user wishes to comment, add a greeting card (or similar link) or add a message, the add message button **208** can be selected, prompting the user for a text comments and an optional donation amount. Alternately, the user can select the donate button **210** to donate money without adding a comment (e.g., utilizing the payment interface **170**). These comments and donation amounts are transmitted to the server **102**, processed, and then displayed in the live stream display **206** for all users to view.

FIG. **12** illustrates a sponsor interface **210** that allows an advertiser or user to sponsor a specific current media message or airstream media message. A media message selection input **212** downloads and displays from the server **102** a list of media messages and sponsor prices that are available for sponsorship. A specific media message can be selected and the sponsor's ad banner can be uploaded to the server **102** by clicking the add banner button **214**. Once the user is satisfied by their selection, the check out button **168** can be used to pay.

FIG. **14** illustrates an item purchase interface **230** that allows the user to make in app purchases of items via the item selection interface **232**. This allows the user to select a desired item (real or virtual) for purchase, then select the check out button **168**, which leads to the previously described payment interface **170**.

In one specific example, the present invention can be particularly used to facilitate prayer or collective consciousness. For example, users can purchase air time to display a prayer or collective thought. In another example, a request for donations (e.g., from a person or charity) can be uploaded to the stream to allow users to donate money within the mobile application.

In another specific example, the present invention can be used to purchase airtime and upload ongoing news or informational video. In this respect, a stream may be directed to eye witness news or similar breaking new.

In another specific example, a stream can be directed to music videos. Hence, a user can purchase airtime and upload their own music videos that will stream at a specific time and date.

In another example, a stream can be directed to short films. Users can produce their own films, purchase airtime, and then upload the films to air on the channel at a specific time.

In another example according to the present invention, the server can provide a user or company with their own media stream to control. In this respect, the other users can post messages on this third party controlled stream, allowing the stream creator to designate airtime price, which uploads are approved and additional items for purchase.

Although the invention has been described in terms of particular embodiments and applications, one of ordinary skill in the art, in light of this teaching, can generate additional embodiments and modifications without departing from the spirit of or exceeding the scope of the claimed invention. Accordingly, it is to be understood that the drawings and descriptions herein are proffered by way of example to facilitate comprehension of the invention and should not be construed to limit the scope thereof.

What is claimed is:

1. A method of coordinating video messages, the method comprising:

providing one or more mobile applications for both viewing and creating video messages;

receiving a plurality of video messages from the one or more mobile applications, wherein the plurality of video messages includes text and audio to be simultaneously presented;

storing the plurality of video messages in a database;

sending to a first one of the mobile applications the plurality of video messagess, wherein the first one of the mobile applications simultaneously presents the text and the audio with each one of the video messages and provides a comment prompt that, when selected, allows a comment to be added by the first one of the mobile applications to a corresponding one of the video messages when presented;

receiving a notification that a second one of the mobile applications has started a live stream video message; and

streaming the live stream video message to the first one of the mobile applications upon receiving a request from the first one of the mobile applications to receive the live stream video message.

2. The method of claim **1**, further comprising maintaining a database containing related comments for the plurality of video messages.

3. The method of claim **1**, further comprising causing a textual message associated with the live stream video message to be presented while the second one of the mobile applications streams the live stream video message.

4. The method of claim **3**, wherein the textual message originates from the first one of the mobile applications and is delivered to the second one of the mobile applications.

5. The method of claim **1**, wherein the first one of the mobile applications includes an interface with a purchase prompt that allows the first one of the mobile applications to submit a purchase request to the second one of the mobile applications.

6. The method of claim **5**, wherein the purchase request is for a virtual items made available to the first one of the mobile applications.

7. The method of claim **1**, further comprising receiving a request from a third one of the mobile applications to present a particular video message among the plurality of video messages, and causing the particular video message to be presented on the third one of the mobile applications.

8. The method of claim **1**, wherein the first one of the mobile applications includes a share prompt that, when selected, shares a link to a particular video message among the plurality of video messages with a third one of the mobile applications.

9. The method of claim **1**, further comprising streaming the live stream video message to a third one of the mobile applications and to a fourth one of the mobile applications, and causing a textual message from the first one of the mobile applications associated with the live stream video message to be presented on the third one of the mobile applications and on the fourth one of the mobile applications.

* * * * *

Exhibit A1

Exhibit A1 – U.S. PATENT 11,734,730

U.S. Patent 11,734,730		Meta Activity
	Claim 1	
1A	A method of coordinating video messages, the method comprising:	Meta, through both its Facebook and Instagram platforms, performs a method of coordinating video messages through its servers and mobile applications. For example, the Facebook and Instagram mobile applications create video messages that are provided to servers. The mobile applications present, for viewing, video messages received from the servers, which can be, for example, posts, reels, stories, and live streams. They also present a comment prompt associated with video messages and provide notifications when a live stream is available. Further discussion of these and other features that correspond to the claims of the '730 patent, as well as exemplary evidence, is provided herein. Exemplary Sources https://www.facebook.com/help/866249956813928/?helpref=related_topics https://help.instagram.com/110121795815331/?helpref=hc_fnav
1B	providing one or more mobile applications for both viewing and creating video messages;	*See* Row 1A. The mobile application both creates and presents for viewing video messages, such as through posts, stories, reels, and/or live streams. For example, the mobile application includes a "create reel" option that allows the mobile application to create a reel from a video and publish the reel to a Meta server. The reels can be viewed through mobile applications. The mobile application also provides for live streaming, such as through the "Go Live" feature (Facebook) or the "Live Broadcast" feature (Instagram) of the mobile application. These live streams can be viewed through the mobile application as well. Additional examples are explained in the Facebook Help Center and Instagram Help Center, portions of which are reproduced and/or linked below.

Exhibit A1 – U.S. PATENT 11,734,730

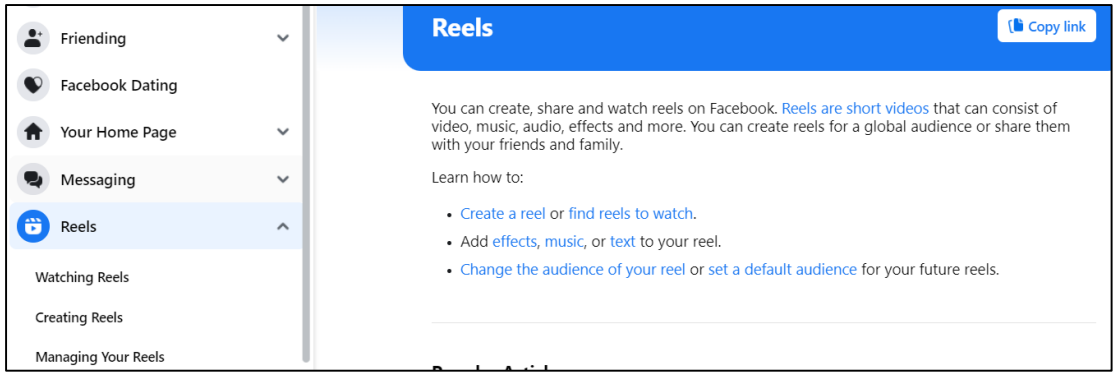
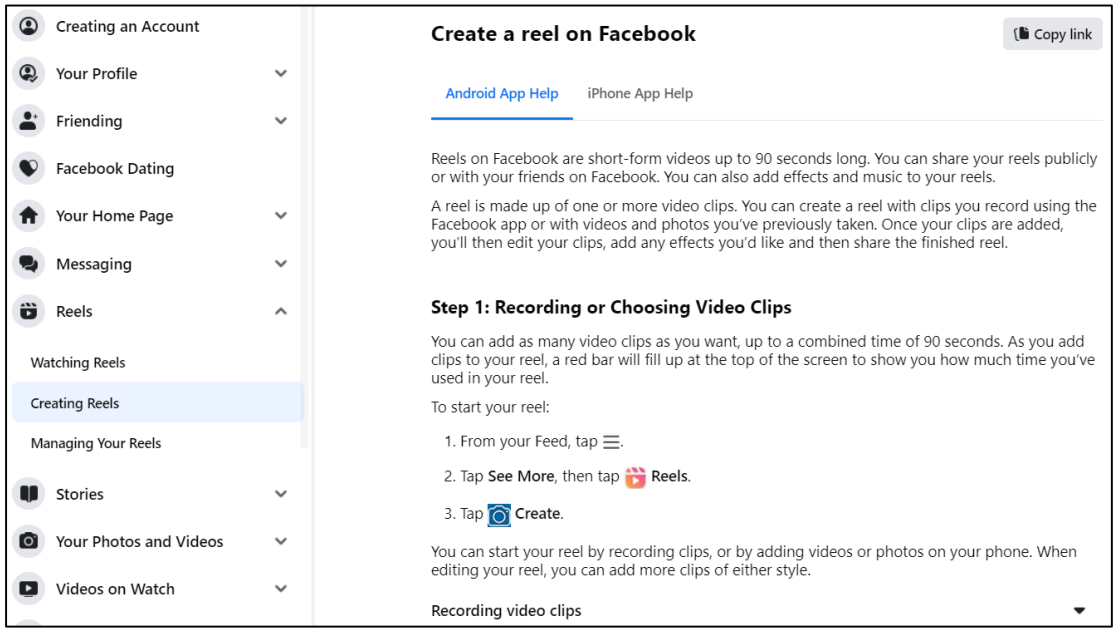
U.S. Patent 11,734,730	Meta Activity
	 

Exhibit A1 – U.S. PATENT 11,734,730

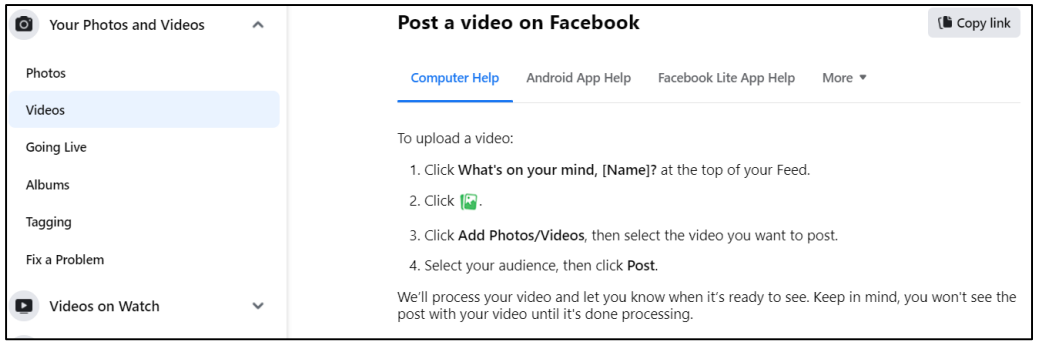
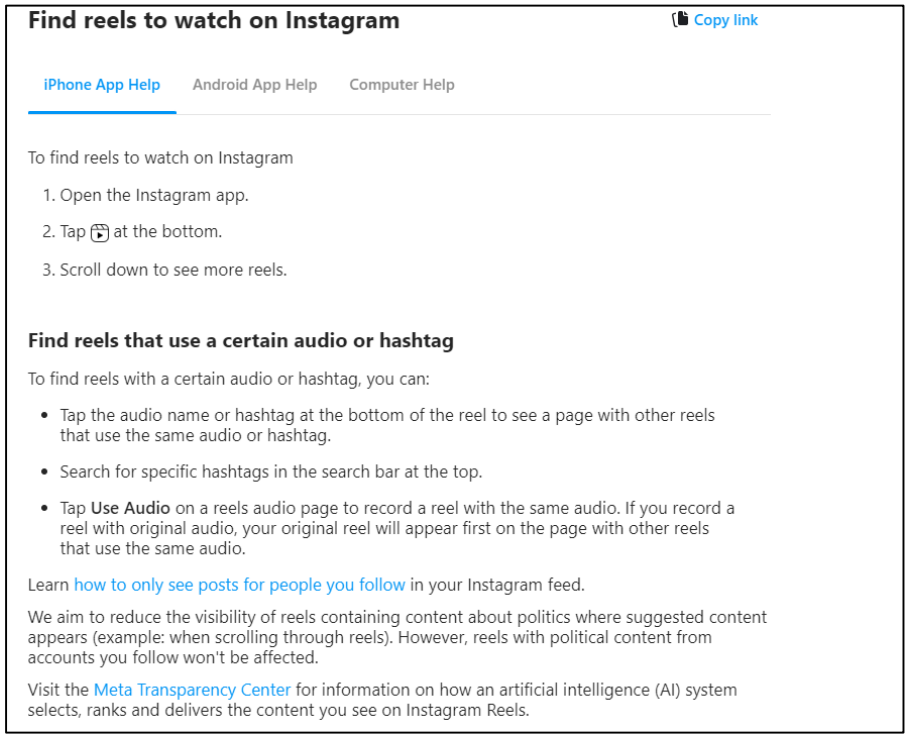
U.S. Patent 11,734,730	Meta Activity
	
	

Exhibit A1 – U.S. PATENT 11,734,730

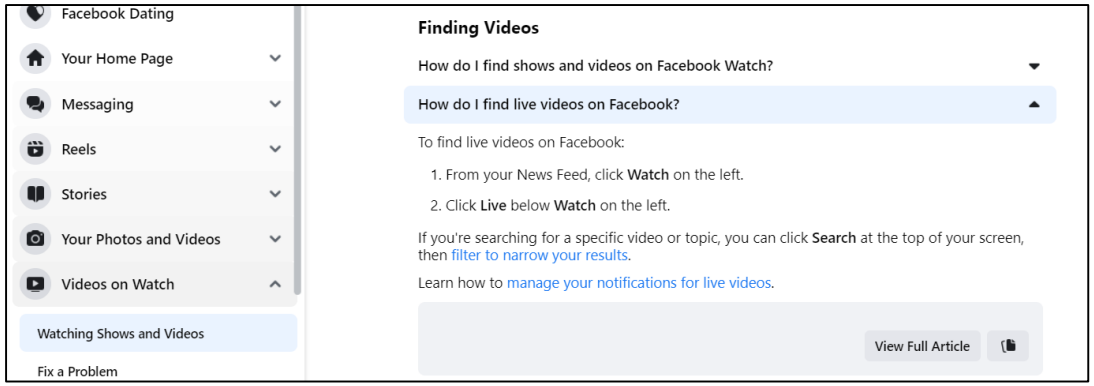
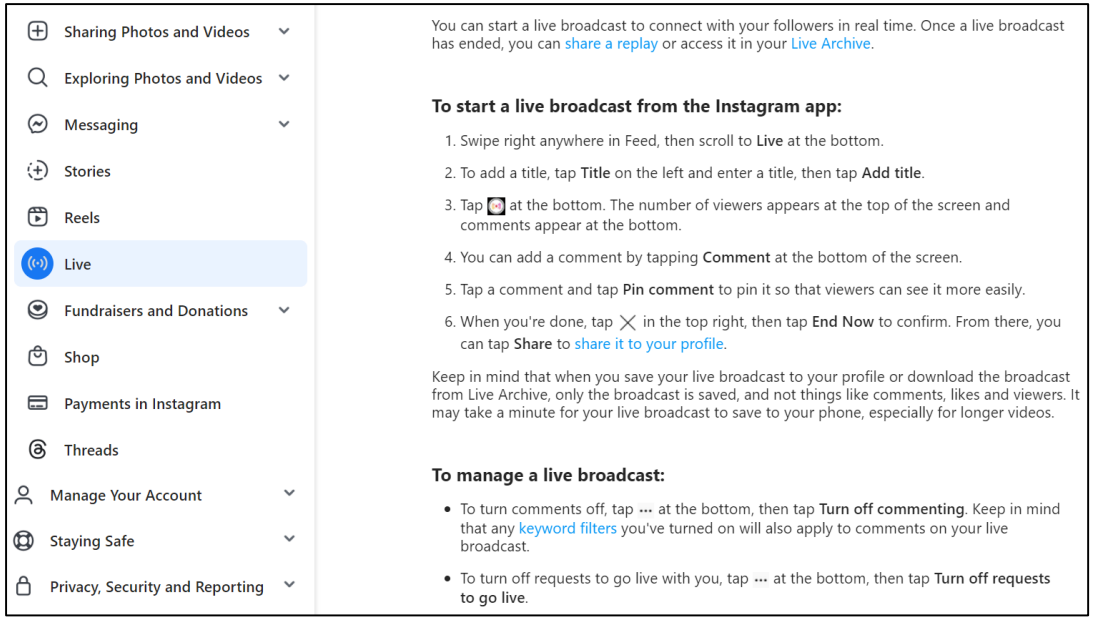
U.S. Patent 11,734,730	Meta Activity
	
	

Exhibit A1 – U.S. PATENT 11,734,730

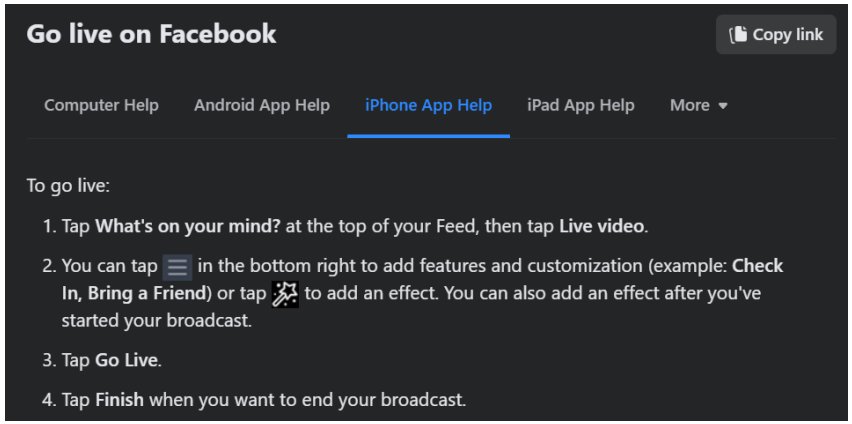
U.S. Patent 11,734,730	Meta Activity
	 Exemplary Sources https://www.facebook.com/help/753046815962474/?helpref=hc_fnav https://www.facebook.com/help/401287967326510/?helpref=hc_fnav https://www.facebook.com/help/2862139500770200?cms_platform=android-app&helpref=platform_switcher https://www.facebook.com/help/166707406722029?helpref=about_content https://www.facebook.com/help/1636872026560015/?helpref=uf_share https://statusbrew.com/insights/how-to-go-live-on-facebook/#what-is-facebook-live https://help.instagram.com/666412317561393/?cms_platform=iphone-app&helpref=platform_switcher https://help.instagram.com/2720958398006062/?cms_platform=iphone-app&helpref=platform_switcher https://help.instagram.com/140491076362332/?helpref=hc_fnav https://help.instagram.com/292478487812558/?cms_platform=iphone-app&helpref=platform_switcher

Exhibit A1 – U.S. PATENT 11,734,730

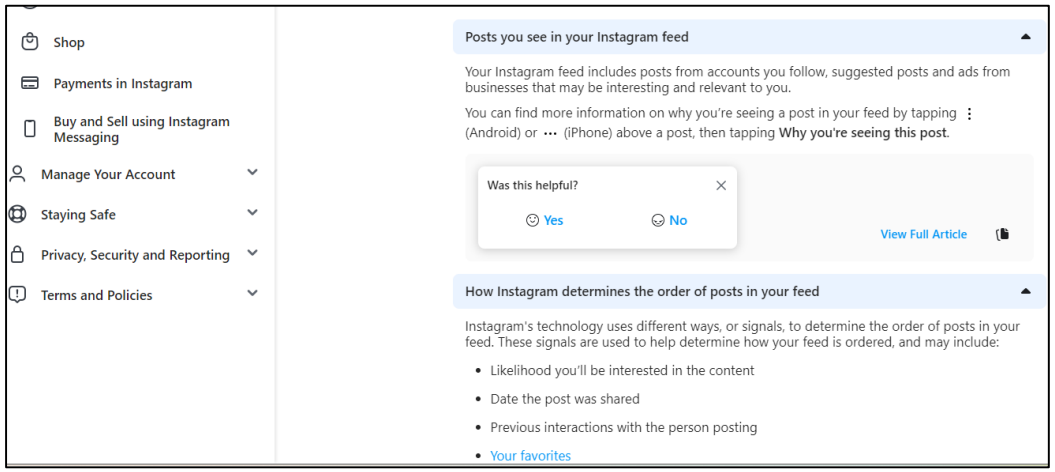
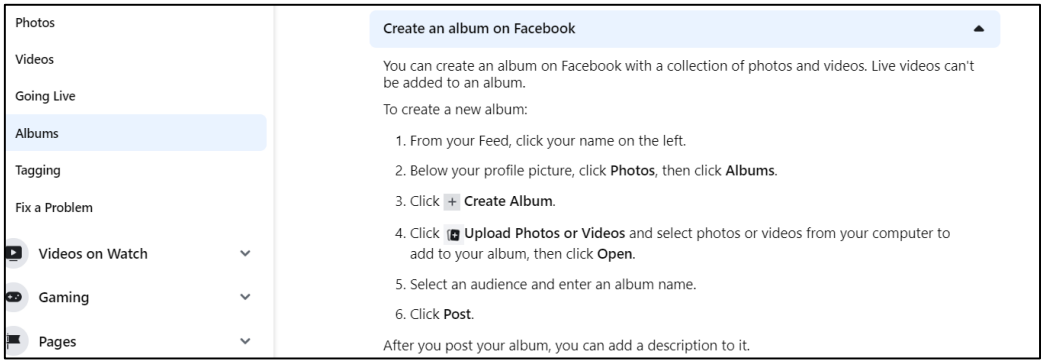
U.S. Patent 11,734,730		Meta Activity
1C	receiving a plurality of video messages from the one or more mobile applications,	*See* Row 1B. The Meta servers receive and store a plurality of video messages from mobile applications. For example, albums can be created that are comprised of a plurality of videos. The mobile application also allows for searching through categories of videos.  

Exhibit A1 – U.S. PATENT 11,734,730

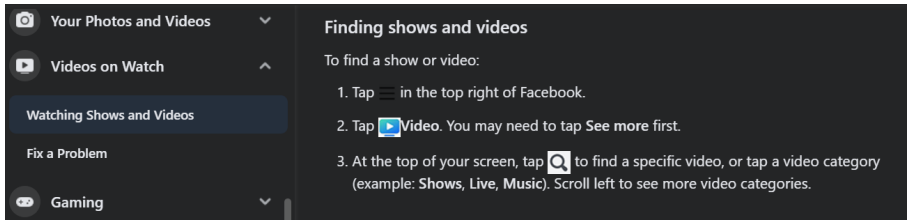
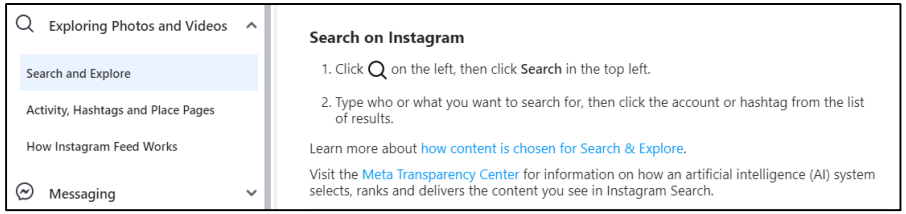
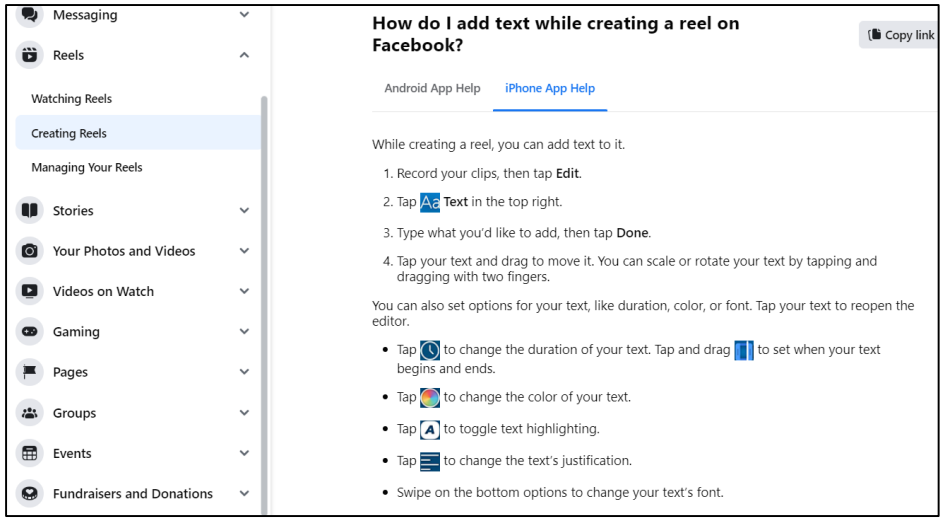
U.S. Patent 11,734,730		Meta Activity
		  Exemplary Sources https://www.facebook.com/help/490693151131920/?helpref=hc_fnav https://www.facebook.com/help/android-app/221747465020503 https://help.instagram.com/1986234648360433/?helpref=hc_fnav https://help.instagram.com/140491076362332/?helpref=hc_fnav
1D	wherein the plurality of video messages includes text and audio to be simultaneously presented;	*See* Row 1B. The video messages can include text and audio that are simultaneously presented with video. For example, both reels and stories can include text, such as stylized text and stickers, for simultaneous presentation with video in the video message.

Exhibit A1 – U.S. PATENT 11,734,730

U.S. Patent 11,734,730	Meta Activity
	

Add text to your reel

When creating a reel on Instagram, you can add text to it.

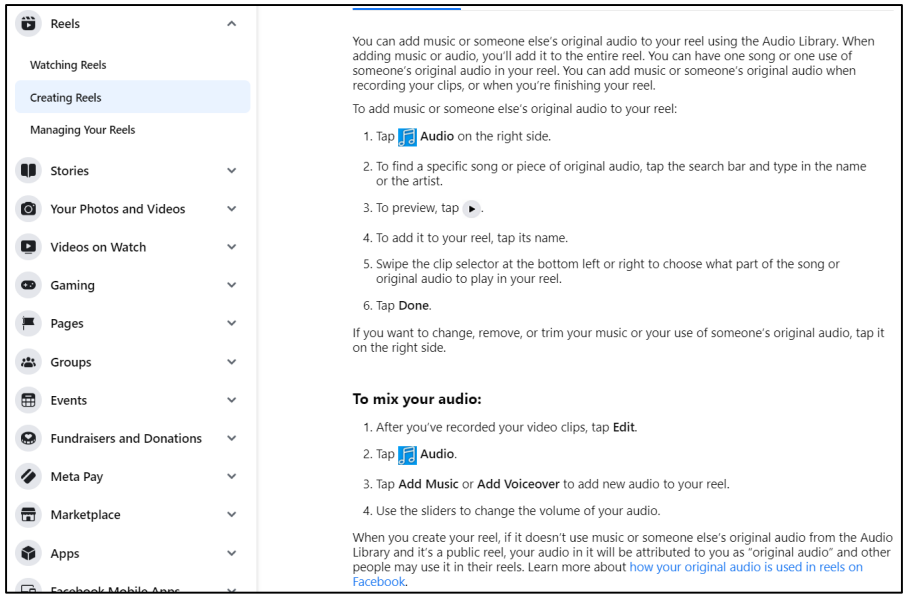
1. Begin creating a reel on Instagram.
2. After recording a reel or choosing a clip to add to your reel, tap Aa at the top right.
3. Type in your text, then choose how you want your text to be shown.
4. At the top, tap the options for your text's alignment, color, highlighting, and animation.
5. On the left, swipe up and down to change your text's size.
6. At the bottom, swipe left and right to change your text's font.
7. Once you're happy with your text, tap **Done**.
8. Tap and drag your text to move it.

Exhibit A1 – U.S. PATENT 11,734,730

U.S. Patent 11,734,730	Meta Activity
	When you share a photo or video to your story on Facebook, you can add music, polls, locations, feelings, GIFs and other information to your story using stickers. To add a sticker to your story: 1. Tap **Create Story** at the top of your Feed. 2. Add your photo or video. Tap a story type at the top (example: **Selfie**, **Boomerang**), select a photo or video from your camera roll, or tap to take a new photo or video. 3. Tap in the top right, then select a sticker. 4. To edit most stickers, you can tap to change the style, tap and hold to move it, or use two fingers to rotate it or change the size. To remove a sticker, drag it to at the bottom of the screen. 5. Tap **Privacy** in the bottom left to select the audience. 6. Tap **Share to Story**. Note: Stickers can't be added to text stories. If you're not seeing certain stickers you'd like to use (example: music or polls), make sure your app is updated to the latest version by visiting the App Store or Google Play Store. Learn more about stories on Facebook. **How do I add text to my story on Facebook?** To add text to a photo or video in your story on Facebook: 1. At the top of your Feed, click **Create story**. 2. Click **Create a photo story** and select your photo or video. 3. Click **Add text** on the left, then add your text. You can also: • Click the font name (example: **Headline, Classic, Fancy**) to see different fonts. • Click the colored circle to change your text color. 4. After you add your text, you can drag to move it or change the size. To remove your text, hover over it, then click . 5. Click **Share to story**. In addition, these video messages can include audio, such as voice-overs and music, for simultaneous presentation with the video.

Exhibit A1 – U.S. PATENT 11,734,730

U.S. Patent 11,734,730	Meta Activity



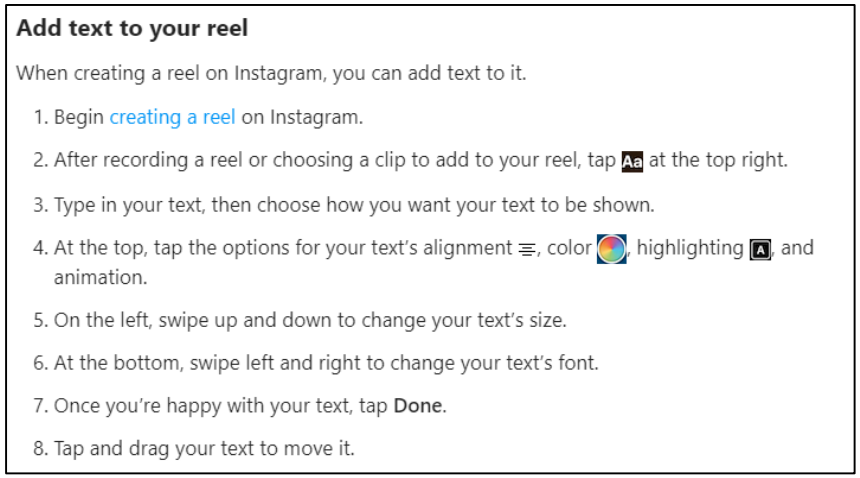


Exhibit A1 – U.S. PATENT 11,734,730

U.S. Patent 11,734,730	Meta Activity
	To add music to your story: 1. Open the Facebook app for iOS or Android. 2. Tap **Create story** at the top of your Feed. 3. At the top of the screen, swipe to the right and tap **Music**. 4. Tap to select a song. If you want to display music lyrics, select a song with the **Lyrics** label next to it. 5. Tap to open the music editor. 6. Drag the slider left or right to select a clip from the song, then tap **Done**. 7. Tap to select a display style (example: **Aa**) then tap **Done**. You can choose music lyrics if they're available for your selected song, or different sticker formats with the song name and artist. 8. The song will appear on your story. You can tap to change the style, tap and hold to move it, or use two fingers to rotate it or change the size. To remove the song, drag it to at the bottom of the screen. 9. Tap the circle at the right of the screen (example:) to change the background or add a photo or video from your camera roll. 10. Tap **Share** (Android) or **Share to story** (iOS). Exemplary Sources https://www.facebook.com/help/585057775846104?cms_platform=iphone-app&helpref=platform_switcher https://www.facebook.com/help/126560554619115/?helpref=hc_fnav https://www.facebook.com/help/1221002915080894?cms_platform=iphone-app&helpref=platform_switcher https://www.facebook.com/business/help/419816202267568?id=526867548205796 https://statusbrew.com/insights/how-to-go-live-on-facebook/#what-is-facebook-live https://help.instagram.com/270447560766967/?helpref=hc_fnav https://help.instagram.com/329208821595430/?cms_platform=iphone-app&helpref=platform_switcher

Exhibit A1 – U.S. PATENT 11,734,730

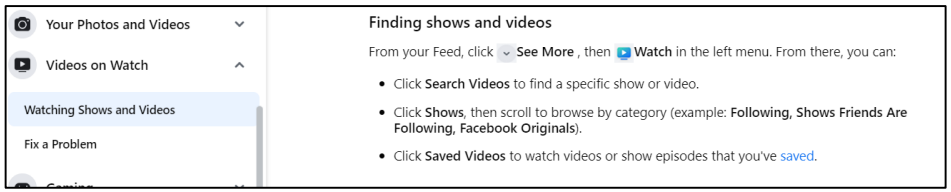
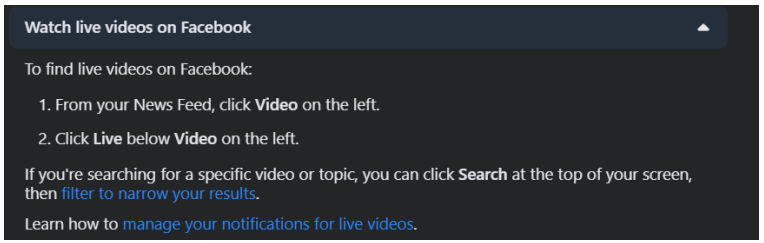
U.S. Patent 11,734,730		Meta Activity
1E	storing the plurality of video messages in a database;	*See* Row 1C. The servers store a plurality of video messages received from the mobile applications in one or more databases, as demonstrated by, for example, the ability of the servers to organize, index, and retrieve video messages. The storage of messages in a structured database allows, among other things, multiple video messages to be associated with each other, such as in an album. It also allows for the ability to search through video collections.  

Exhibit A1 – U.S. PATENT 11,734,730

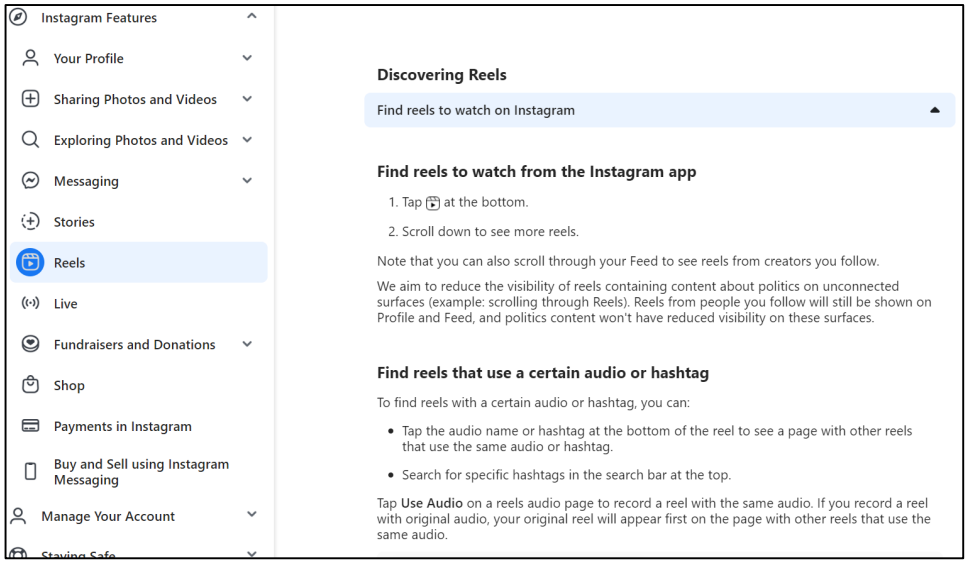
U.S. Patent 11,734,730		Meta Activity
		 Exemplary Sources https://www.facebook.com/help/401287967326510?helpref=about_content https://www.facebook.com/help/490693151131920/?helpref=hc_fnav https://help.instagram.com/1038071743007909 https://help.instagram.com/270447560766967/?helpref=hc_fnav
1F	sending to a first one of the mobile applications the plurality of video messages,	*See* Row 1B. The Meta servers send a plurality of stored video messages to mobile applications. A first one of the mobile applications that receives the plurality of video messages presents the video messages for viewing. For example, the Facebook and Instagram Help Centers describe the viewing of video messages.

Exhibit A1 – U.S. PATENT 11,734,730

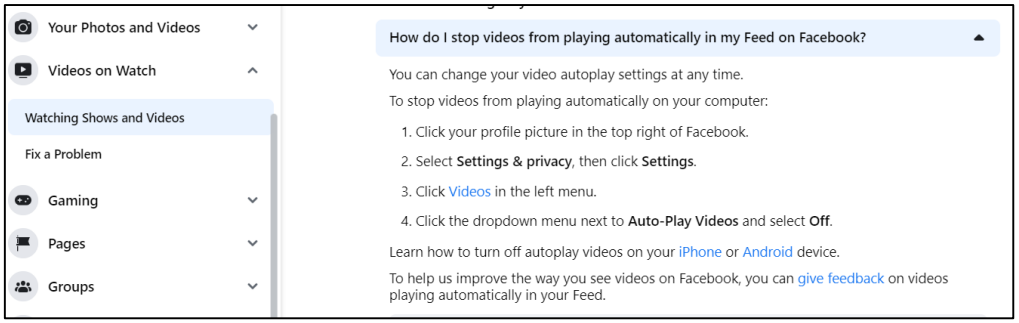
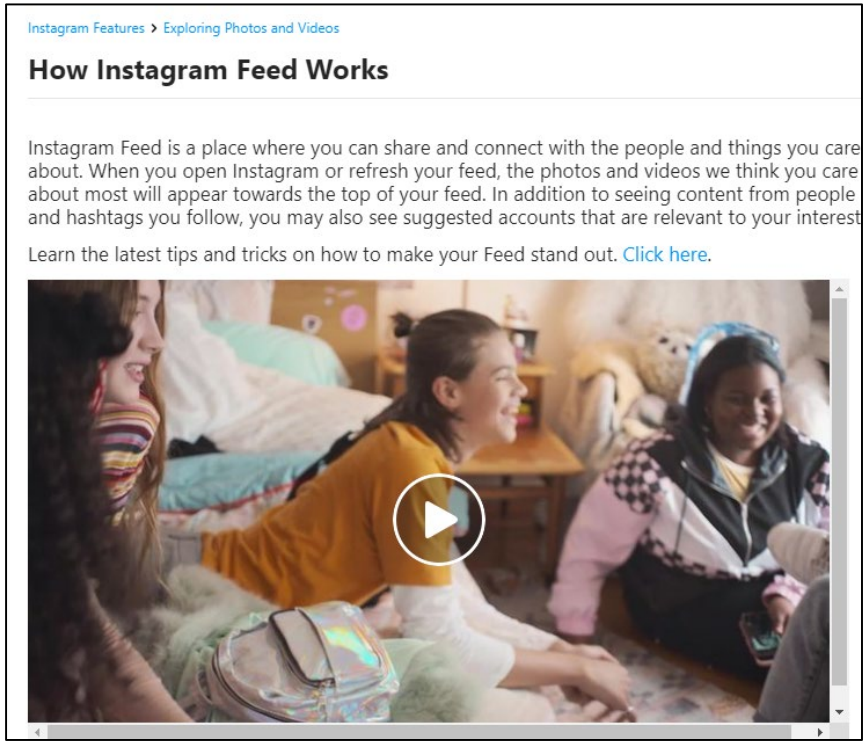
U.S. Patent 11,734,730	Meta Activity
	 

Exhibit A1 – U.S. PATENT 11,734,730

U.S. Patent 11,734,730		Meta Activity
		Exemplary Sources https://www.facebook.com/help/401287967326510?helpref=about_content https://www.youtube.com/watch?v=uymE8TEtv58 (showing the presentation of reels video messages provided by servers through the mobile application) https://help.instagram.com/1038071743007909 https://help.instagram.com/270447560766967/?helpref=hc_fnav https://help.instagram.com/1986234648360433/?helpref=hc_fnav
1G	wherein the first one of the mobile applications simultaneously presents the text and the audio with each one of the video messages	*See* Row 1D and Row 1F. For each video message of the plurality of video messages, the mobile applications simultaneously present any associated text and audio with the video. For example, the mobile applications present the plurality of video messages by presenting a first video message with its associated text and audio, then present a second video message with its associated text and audio, and so on. Exemplary Sources https://www.facebook.com/help/585057775846104?cms_platform=iphone-app&helpref=platform_switcher https://help.instagram.com/1986234648360433/?helpref=hc_fnav https://www.youtube.com/watch?v=E8oabM_OMeA (describing how to edit audio and add text during specific time points within video)
1H	and provides a comment prompt that, when selected, allows a comment to be added by the first one of the mobile applications to a corresponding one of the video messages when presented;	The mobile applications provide a comment prompt when presenting a video message. The comment prompt is identified by an icon with the word "Comment" (Facebook) or simply an icon (Instagram). The comment prompt provides an interface that allows a comment to be added by the mobile application and associated with the presented video message. The comments added through the prompt are thereafter available for presentation by mobile applications presenting the video message.

Exhibit A1 – U.S. PATENT 11,734,730

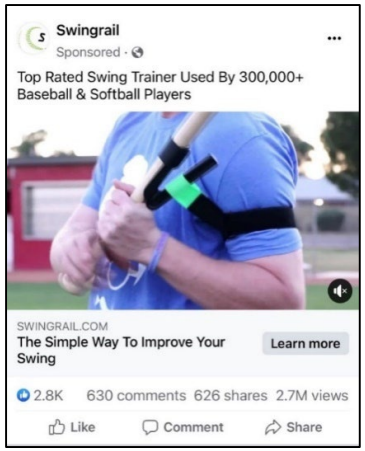
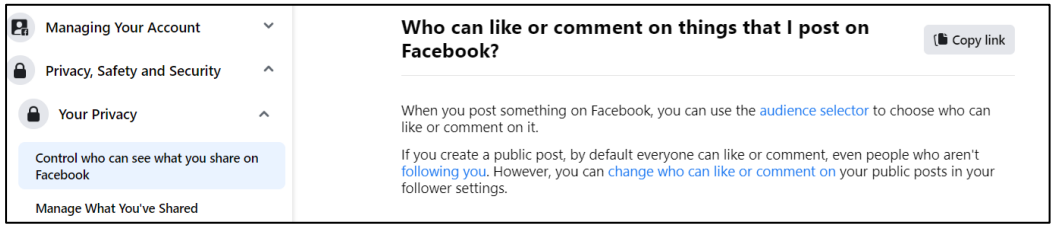
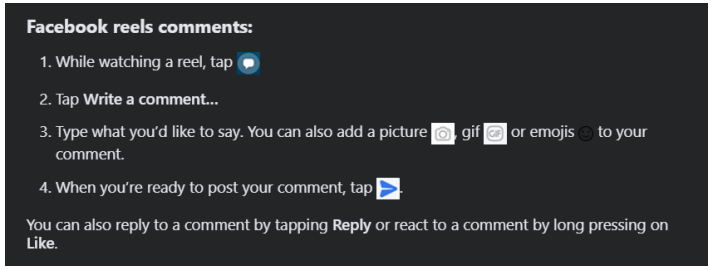
U.S. Patent 11,734,730	Meta Activity
	  

Exhibit A1 – U.S. PATENT 11,734,730

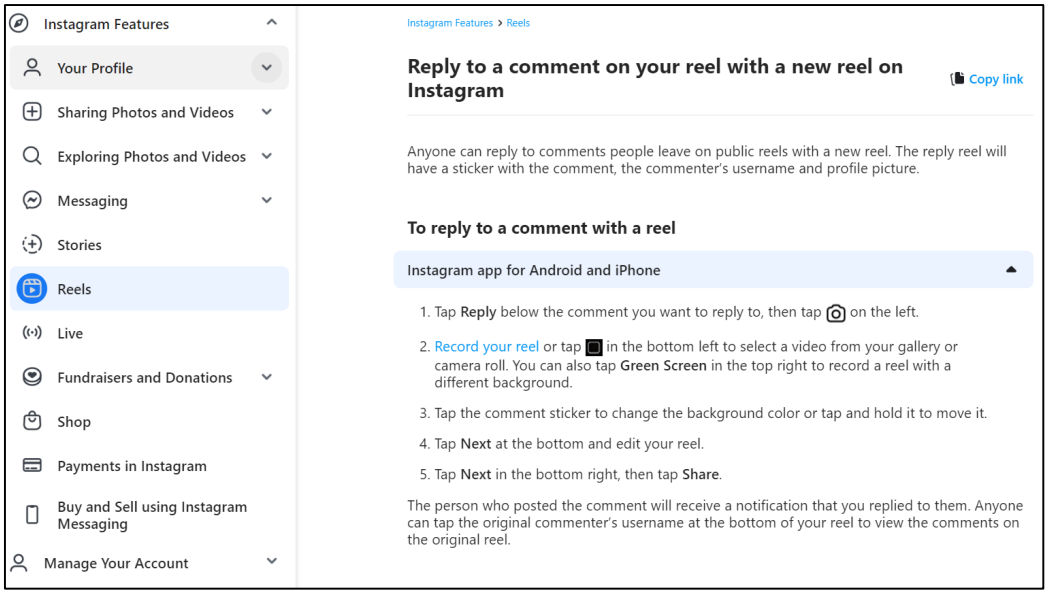
U.S. Patent 11,734,730		Meta Activity
		 Exemplary Sources https://www.facebook.com/help/167598583302066/?helpref=search&query=add%20comment&search_session_id=d6420c5614875b0c0813256103859a08&sr=11 https://www.facebook.com/help/1461842980969682/?cms_platform=iphone-app&helpref=platform_switcher https://help.instagram.com/249714943742850/?helpref=search&query=comment%27&search_session_id=e467cc10b842f41723461e7b9ed5110d&sr=17 https://www.youtube.com/watch?v=T7XaHXKWBnk
1l	receiving a notification that a second one of the mobile applications has started a live stream video message; and	In the case of a live stream video message, the mobile applications communicate with the Meta server(s) to indicate that a live stream is available from the mobile application. Facebook explains that mobile applications will "Go live" after an interaction with the "Live Video" prompt. For Instagram, the mobile application will start a live broadcast through the "Live" menu.

Exhibit A1 – U.S. PATENT 11,734,730

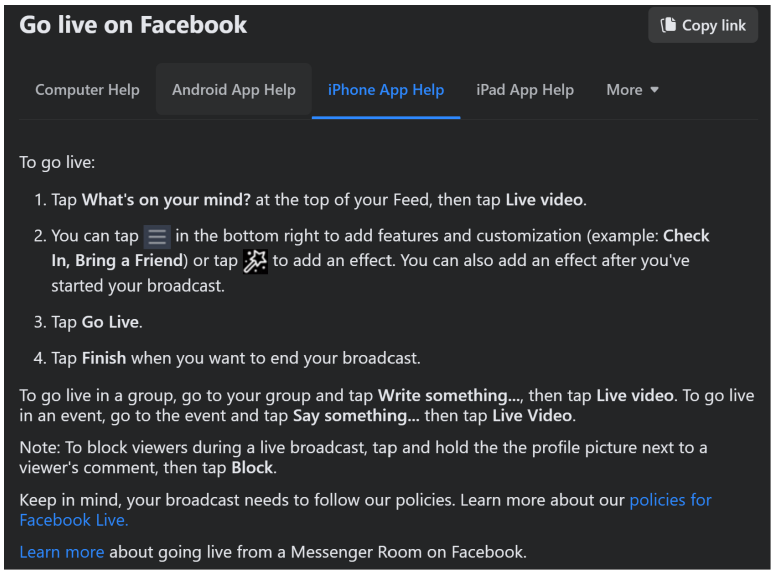
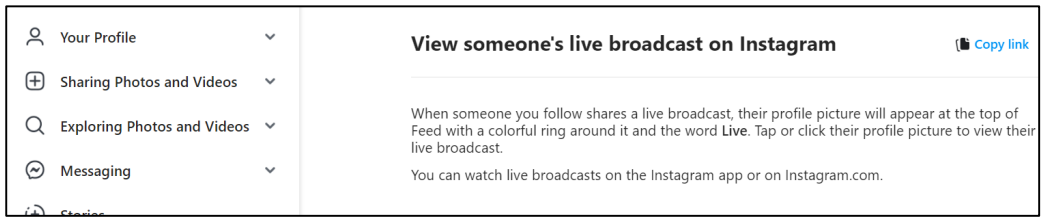
U.S. Patent 11,734,730	Meta Activity
	 The server also notifies other mobile applications, such as those mobile applications associated with accounts that follow the account from which the live video stream originates. 

Exhibit A1 – U.S. PATENT 11,734,730

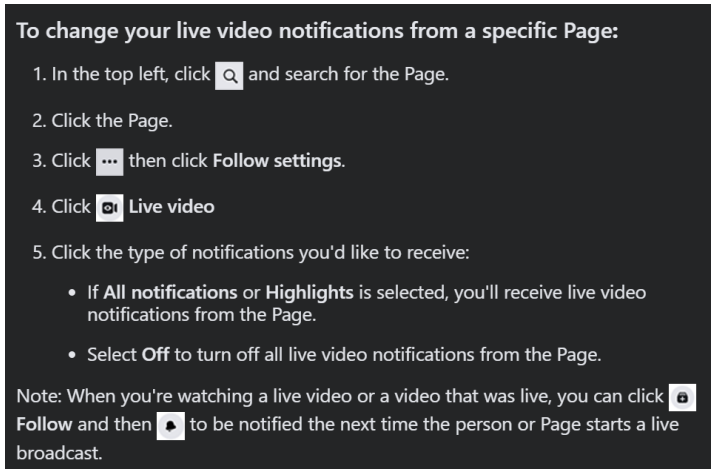
U.S. Patent 11,734,730		Meta Activity
		 Exemplary Sources https://www.facebook.com/help/iphone-app/1636872026560015 https://www.facebook.com/help/208481212895336 https://help.instagram.com/292478487812558/?cms_platform=iphone-app&helpref=platform_switcher https://help.instagram.com/699289326902954/?helpref=related_articles
1J	streaming the live stream video message to the first one of the mobile applications upon receiving a request from the first one of the mobile applications to receive the live stream video message.	*See* Row 1I. The mobile applications indicate when a live stream video message is available. The mobile applications can also request that the live stream video message be sent to the mobile application from the server. When received, the mobile applications will stream the live stream video received from the server(s).

Exhibit A1 – U.S. PATENT 11,734,730

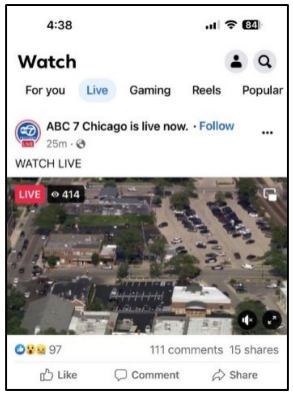
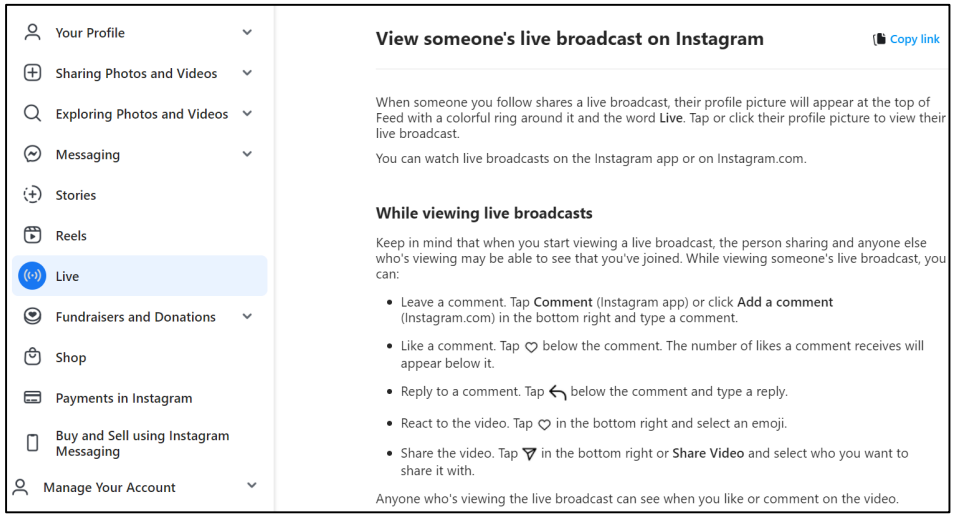
U.S. Patent 11,734,730	Meta Activity
	
	

Exhibit A1 – U.S. PATENT 11,734,730

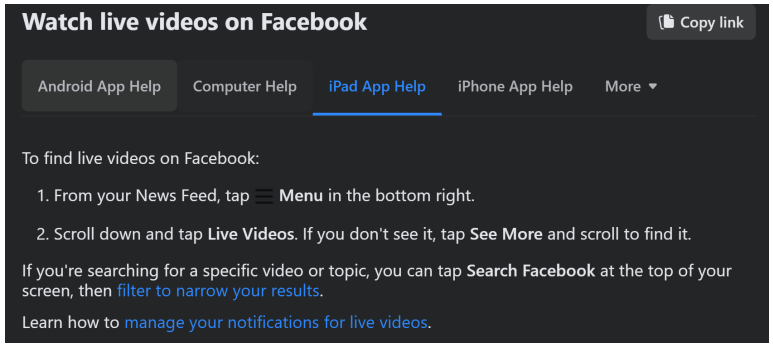
U.S. Patent 11,734,730		Meta Activity
		 Exemplary Sources https://www.facebook.com/help/401287967326510/?helpref=hc_fnav https://help.instagram.com/699289326902954/?helpref=related_articles

Exhibit B

US011966952B1

(12) **United States Patent**
Fletcher

(10) **Patent No.: US 11,966,952 B1**
(45) **Date of Patent: Apr. 23, 2024**

(54) **MOBILE DEVICE STREAMING MEDIA APPLICATION**

(71) Applicant: **Weple IP Holdings LLC**, Austin, TX (US)

(72) Inventor: **Mary Anne Fletcher**, Jackson, GA (US)

(73) Assignee: **Weple IP Holdings LLC**, Austin, TX (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: **18/423,193**

(22) Filed: **Jan. 25, 2024**

Related U.S. Application Data

(63) Continuation of application No. 18/346,318, filed on Jul. 3, 2023, which is a continuation of application (Continued)

(51) **Int. Cl.**

G06Q 30/0279	(2023.01)
G06Q 30/02	(2023.01)
G06Q 30/0241	(2023.01)
G06Q 30/0251	(2023.01)
G06Q 30/0273	(2023.01)
G06Q 30/0601	(2023.01)

(Continued)

(52) **U.S. Cl.**
CPC ***G06Q 30/0279*** (2013.01); ***G06Q 30/02*** (2013.01); ***G06Q 30/0267*** (2013.01); ***G06Q 30/0269*** (2013.01); ***G06Q 30/0273*** (2013.01); ***G06Q 30/0641*** (2013.01); ***H04L 51/04*** (2013.01); ***H04L 51/52*** (2022.05); ***H04L 65/403*** (2013.01); ***H04L 65/60*** (2013.01); ***H04L 65/611*** (2022.05); ***H04L 65/613*** (2022.05); *G06Q 30/0277* (2013.01)

(58) **Field of Classification Search**
CPC G06Q 30/0279; G06Q 30/0269; G06Q 30/0267; G06Q 30/0273; G06Q 30/0641; H04L 51/04; H04L 65/4076; H04L 65/04
USPC 709/227
See application file for complete search history.

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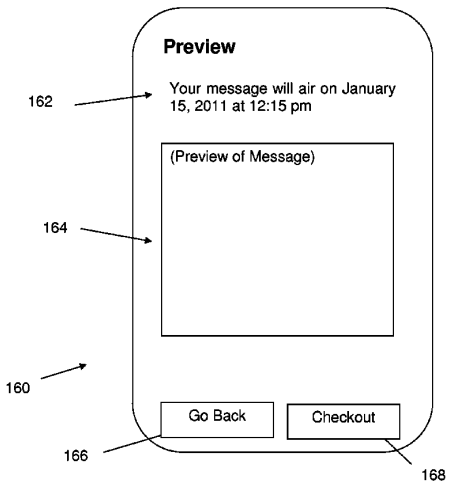
(Continued)

Primary Examiner — Tauqir Hussain
(74) *Attorney, Agent, or Firm* — Avantech Law, LLP

(57) **ABSTRACT**

A system and process for coordinating streaming content or messages is provided. A network-connected server maintains a database containing media content-related data, such as the text of a message, accompanying media, time of airing, payment, and related comments. A user can view these feeds or streams of these consciousness messages by downloading a mobile application or browsing to a website. The application can also be used to create, schedule, and pay for a media content message.

24 Claims, 14 Drawing Sheets



Related U.S. Application Data

No. 17/705,331, filed on Mar. 27, 2022, now Pat. No. 11,734,730, which is a continuation of application No. 17/384,911, filed on Jul. 26, 2021, now Pat. No. 11,605,112, which is a continuation of application No. 16/812,495, filed on Mar. 9, 2020, now Pat. No. 11,074,627, which is a continuation of application No. 16/790,953, filed on Feb. 14, 2020, now Pat. No. 10,909,583, which is a continuation of application No. 16/157,269, filed on Oct. 11, 2018, now Pat. No. 10,565,628, which is a continuation of application No. 15/273,335, filed on Sep. 22, 2016, now Pat. No. 10,102,553, which is a continuation of application No. 15/041,422, filed on Feb. 11, 2016, now Pat. No. 9,456,013, which is a continuation of application No. 14/512,353, filed on Oct. 10, 2014, now Pat. No. 9,294,527, which is a continuation of application No. 13/967,414, filed on Aug. 15, 2013, now Pat. No. 8,862,678, which is a continuation of application No. 13/027,191, filed on Feb. 14, 2011, now Pat. No. 8,516,063.

(60) Provisional application No. 61/304,331, filed on Feb. 12, 2010.

(51) **Int. Cl.**

H04L 51/04	(2022.01)
H04L 51/52	(2022.01)
H04L 51/56	(2022.01)
H04L 65/403	(2022.01)
H04L 65/60	(2022.01)
H04L 65/611	(2022.01)
H04L 65/613	(2022.01)
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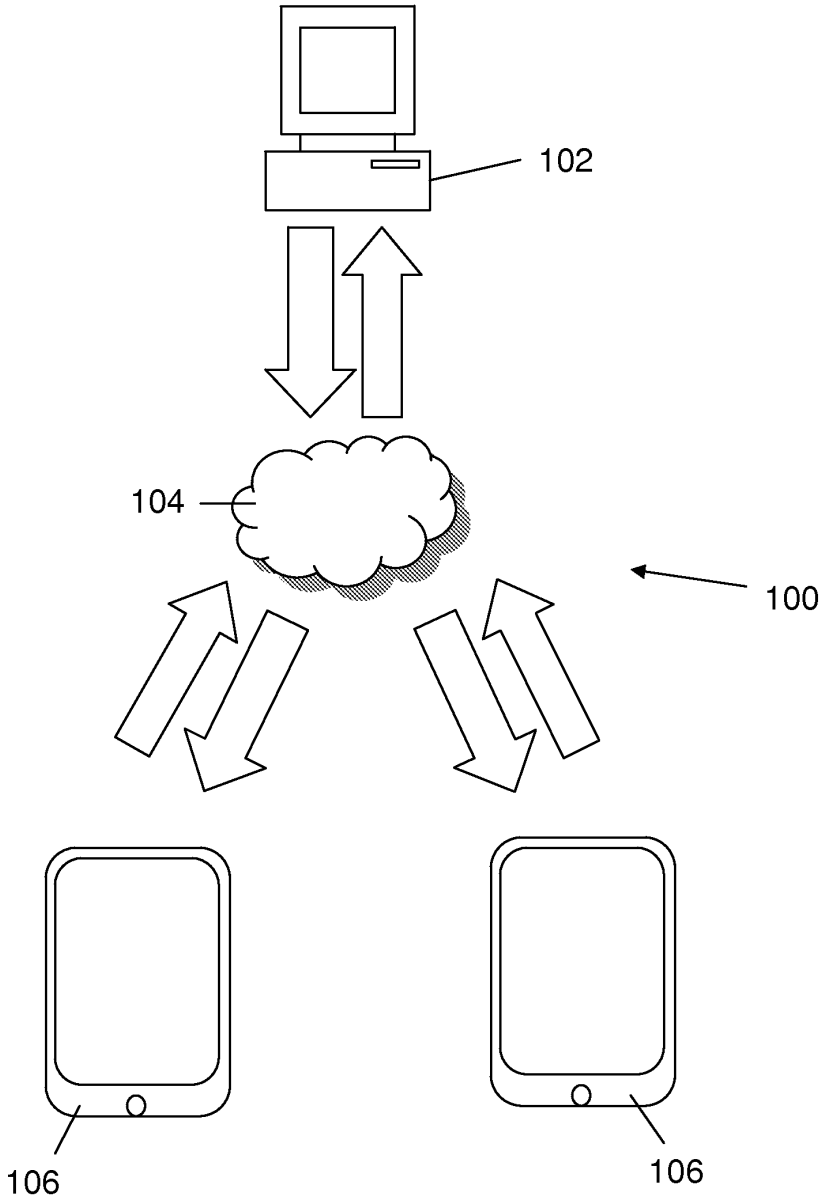


Figure 1

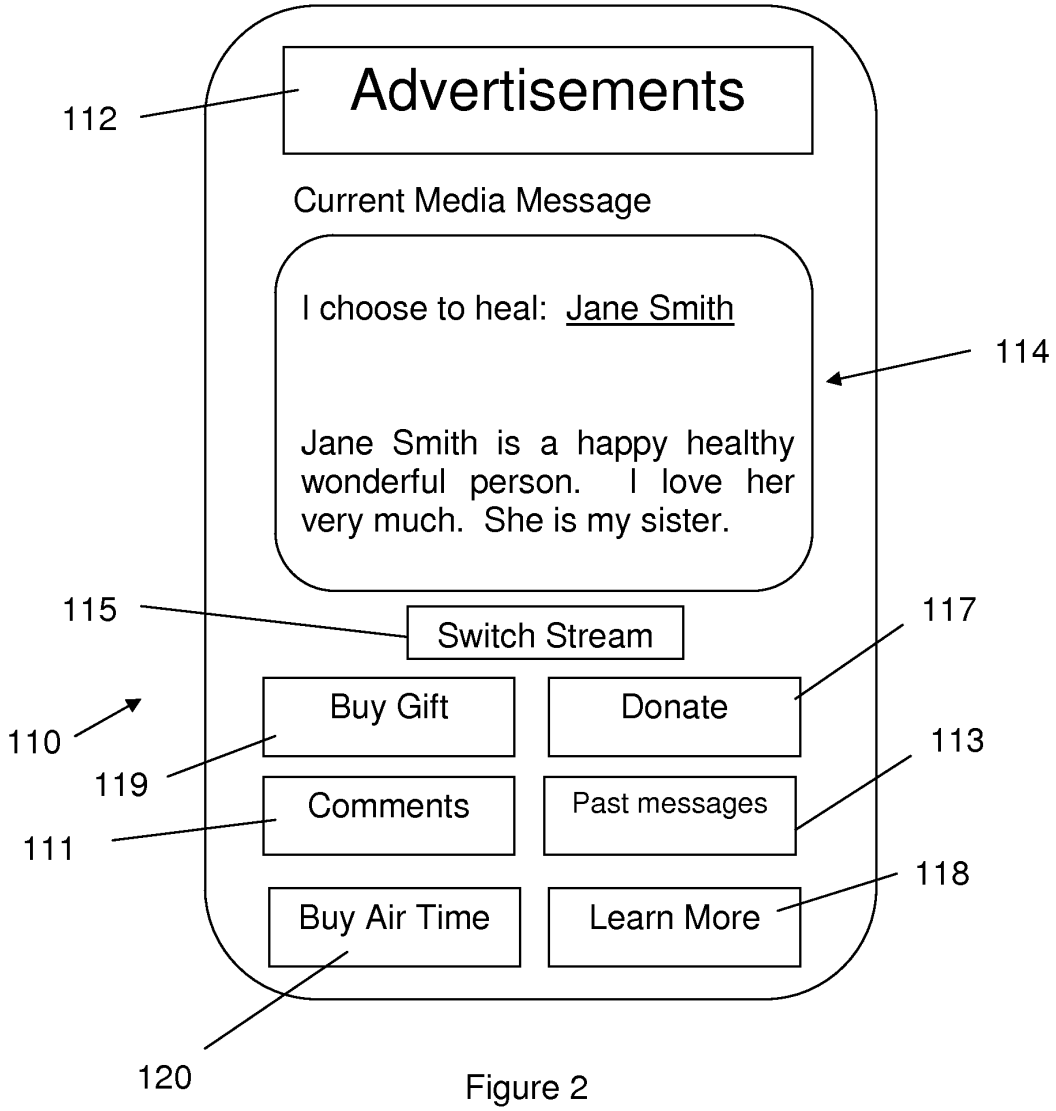

Advertisements
112
Current Media Message
I choose to heal: Jane Smith
Jane Smith is a happy healthy wonderful person. I love her very much. She is my sister.
114
115
Switch Stream
117
Buy Gift
Donate
110
119
113
Comments
Past messages
111
118
Buy Air Time
Learn More
120

Figure 2

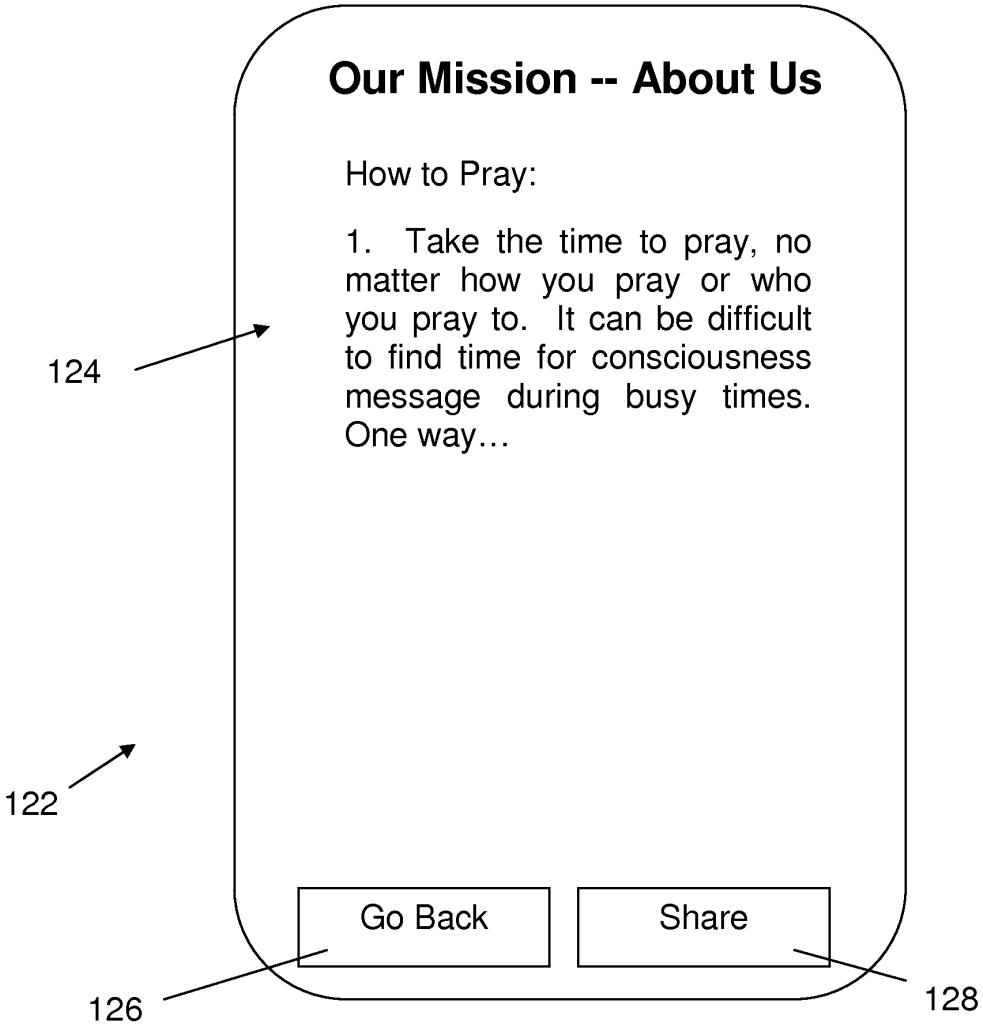

Our Mission -- About Us
How to Pray:
1. Take the time to pray, no matter how you pray or who you pray to. It can be difficult to find time for consciousness message during busy times. One way…
124
122
Go Back
Share
126
128

Figure 3

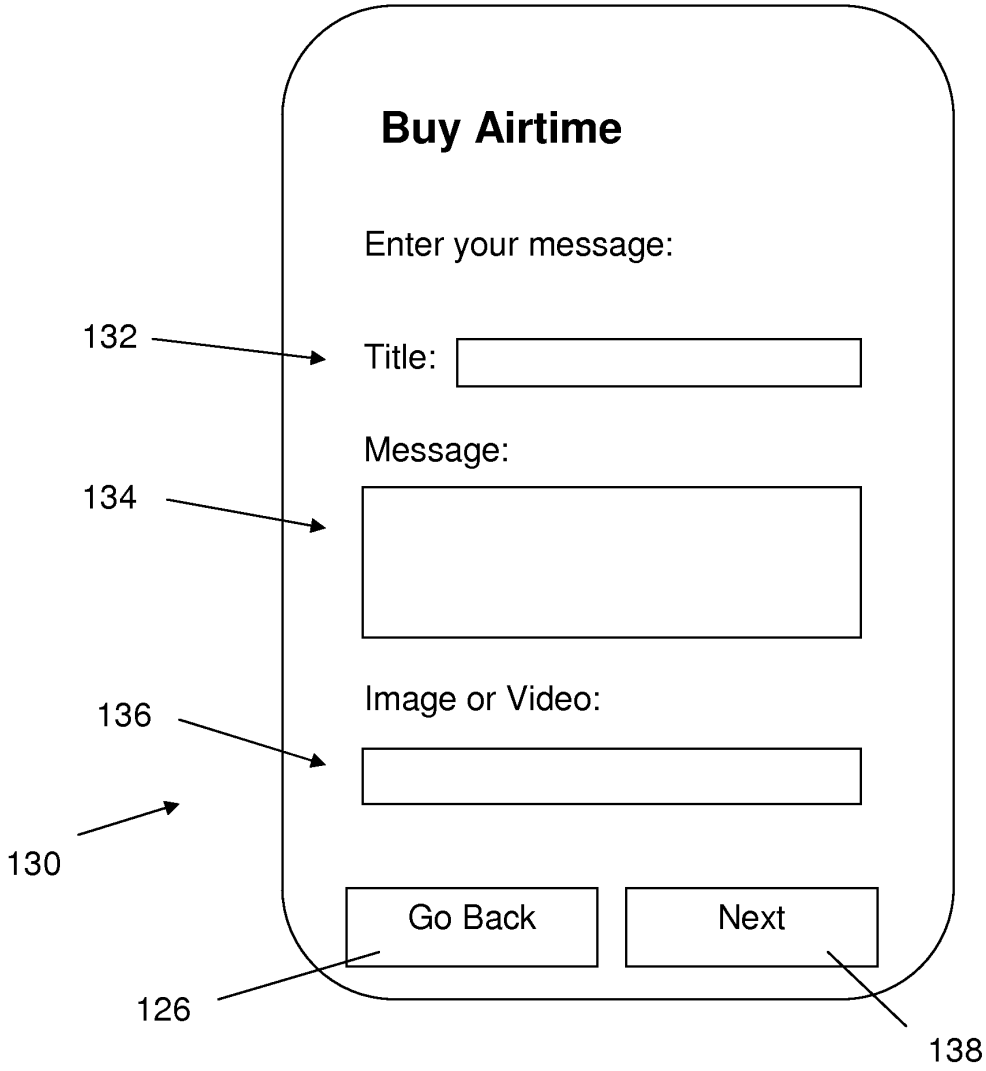

Buy Airtime
Enter your message:
132
Title:
Message:
134
Image or Video:
136
130
Go Back
Next
126
138

Figure 4

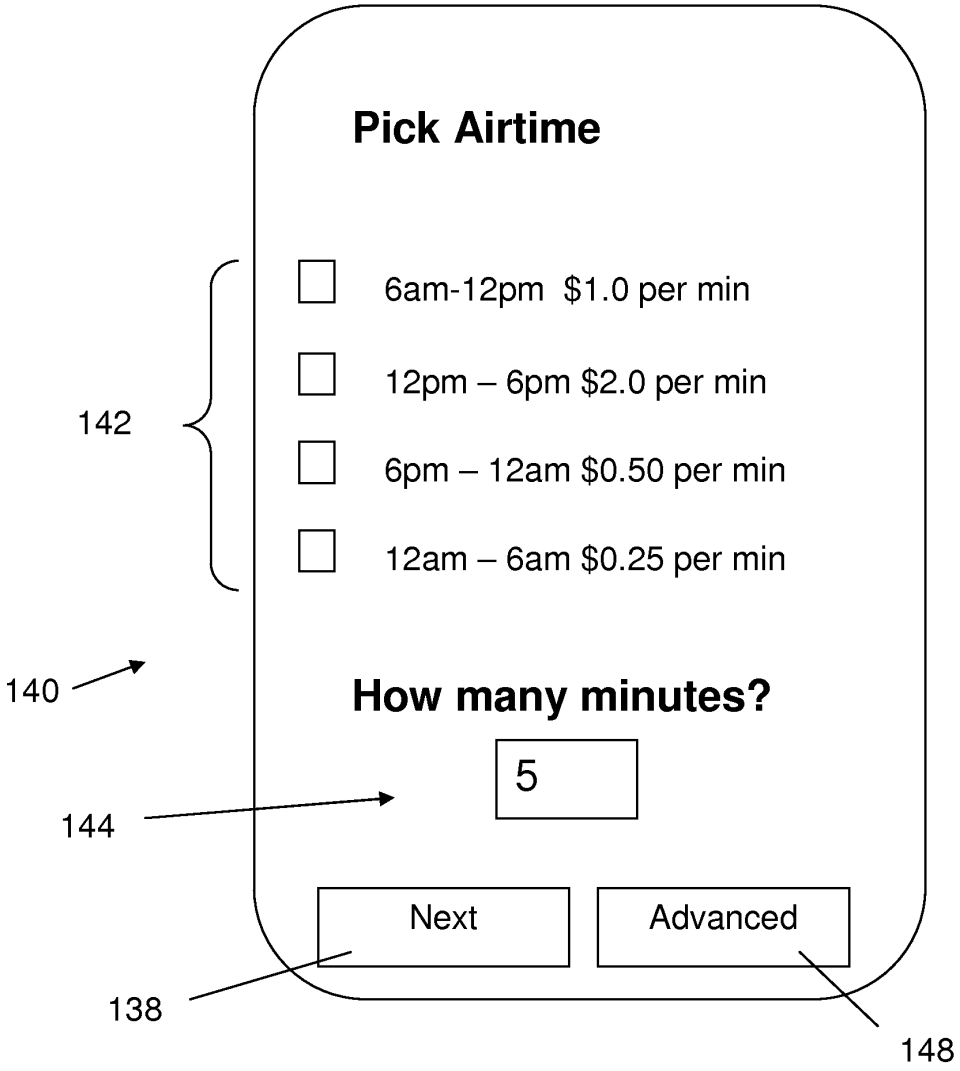

Pick Airtime
6am-12pm $1.0 per min
12pm – 6pm $2.0 per min
6pm – 12am $0.50 per min
12am – 6am $0.25 per min
142
140
How many minutes?
5
144
Next
Advanced
138
148

Figure 5

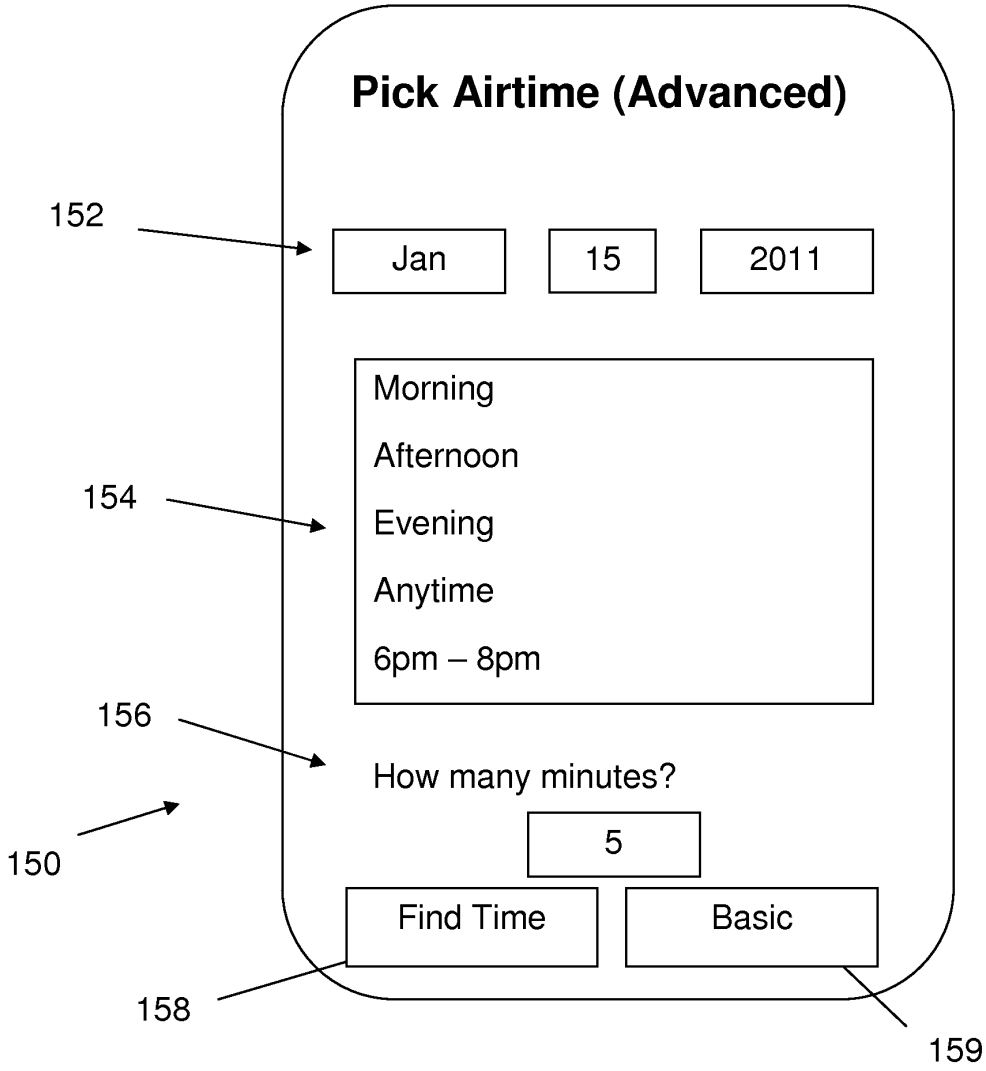

Pick Airtime (Advanced)
152
Jan
15
2011
Morning
Afternoon
154
Evening
Anytime
6pm – 8pm
156
How many minutes?
150
5
Find Time
Basic
158
159

Figure 6

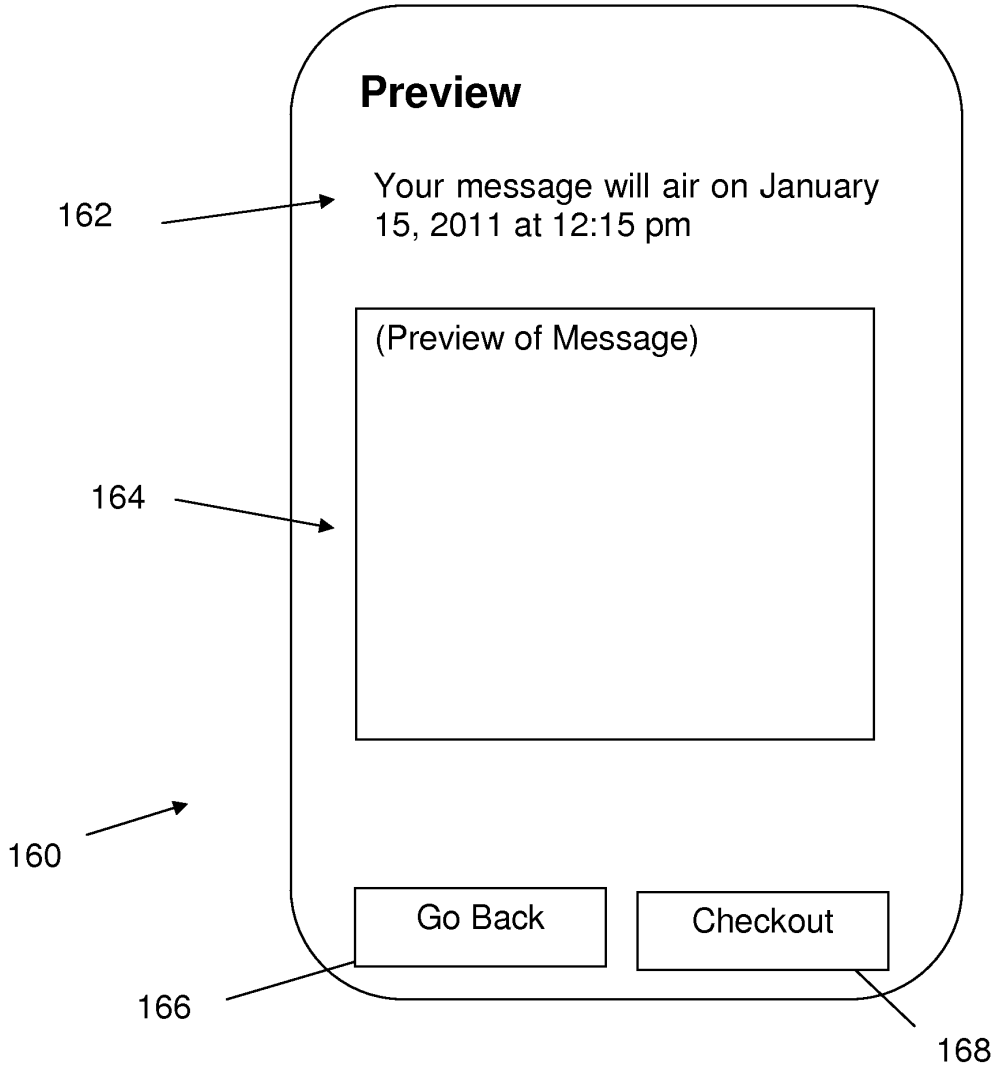

Preview
Your message will air on January 15, 2011 at 12:15 pm
(Preview of Message)
Go Back
Checkout
162
164
160
166
168

Figure 7

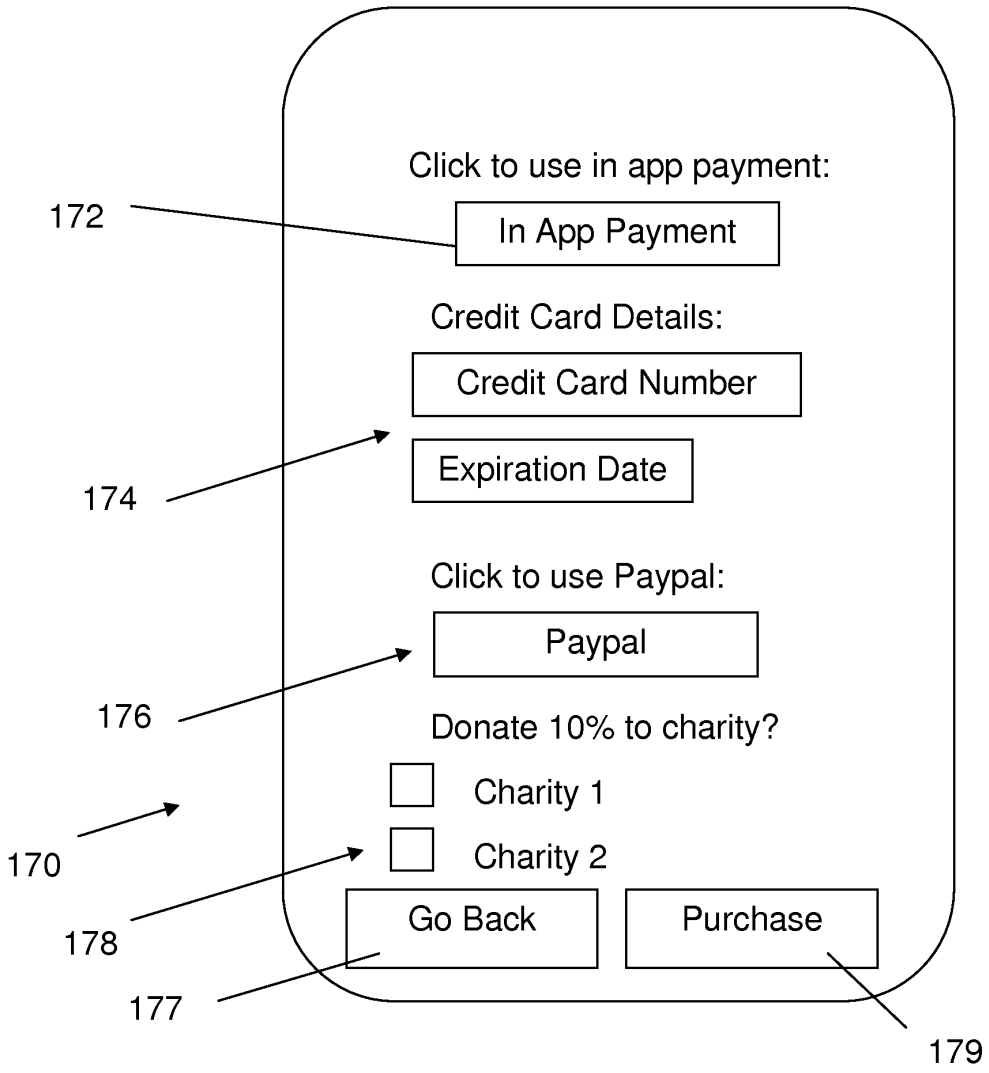

Click to use in app payment:
172
In App Payment
Credit Card Details:
Credit Card Number
Expiration Date
174
Click to use Paypal:
Paypal
176
Donate 10% to charity?
Charity 1
170
Charity 2
178
Go Back
Purchase
177
179

Figure 8

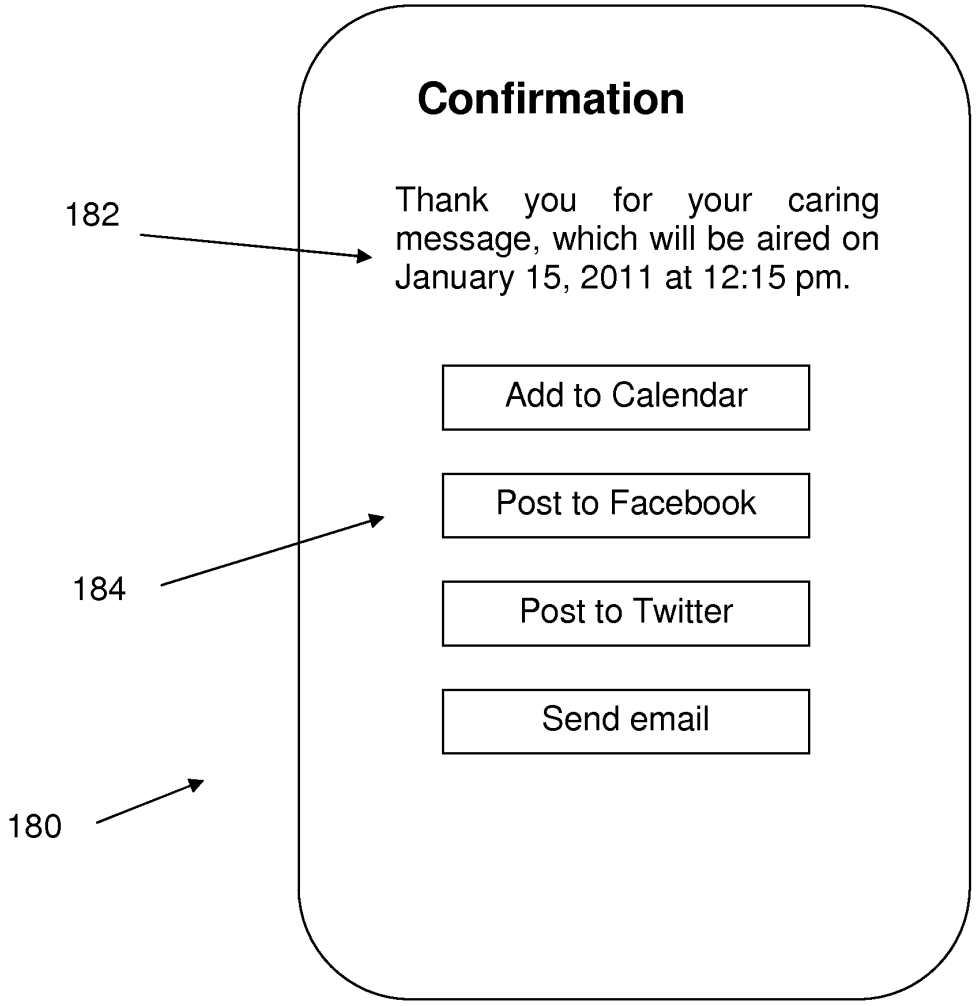

Confirmation
Thank you for your caring message, which will be aired on January 15, 2011 at 12:15 pm.
Add to Calendar
Post to Facebook
Post to Twitter
Send email
182
184
180

Figure 9

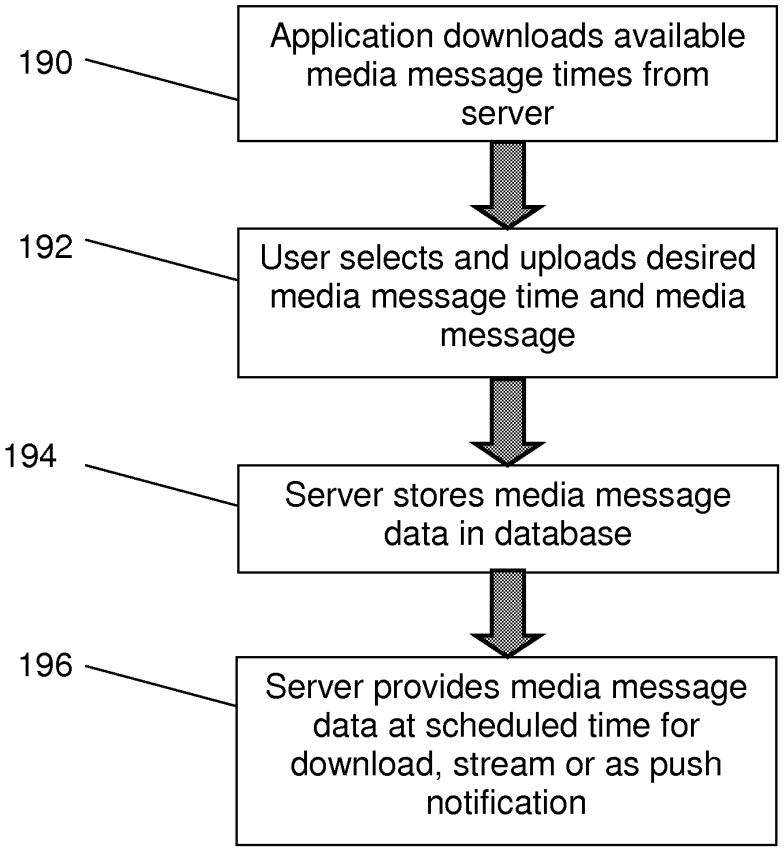

190
Application downloads available media message times from server
192
User selects and uploads desired media message time and media message
194
Server stores media message data in database
196
Server provides media message data at scheduled time for download, stream or as push notification

Figure 10

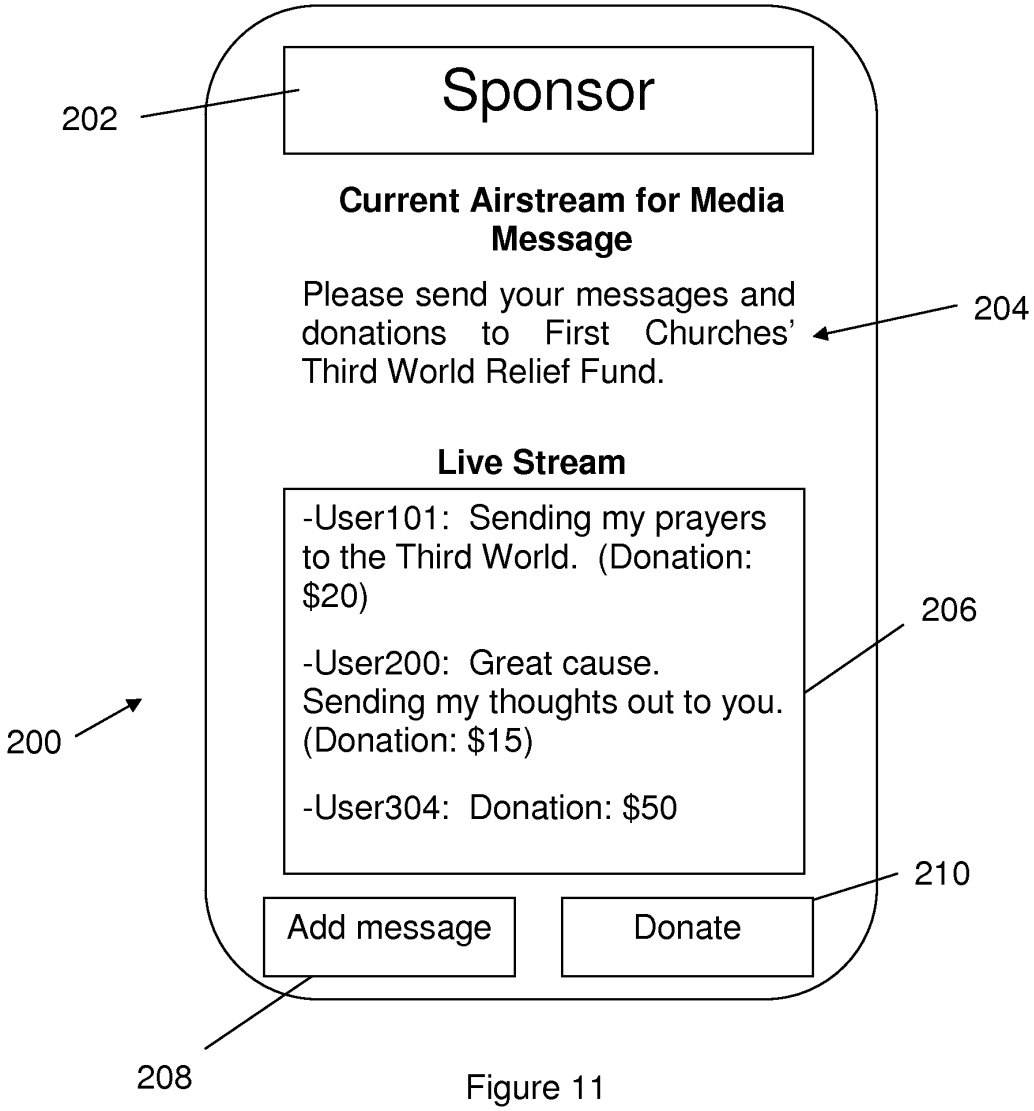

202
Sponsor
Current Airstream for Media Message
Please send your messages and donations to First Churches' Third World Relief Fund.
204
Live Stream
-User101: Sending my prayers to the Third World. (Donation: $20)
-User200: Great cause. Sending my thoughts out to you. (Donation: $15)
-User304: Donation: $50
206
200
210
Add message
Donate
208

Figure 11

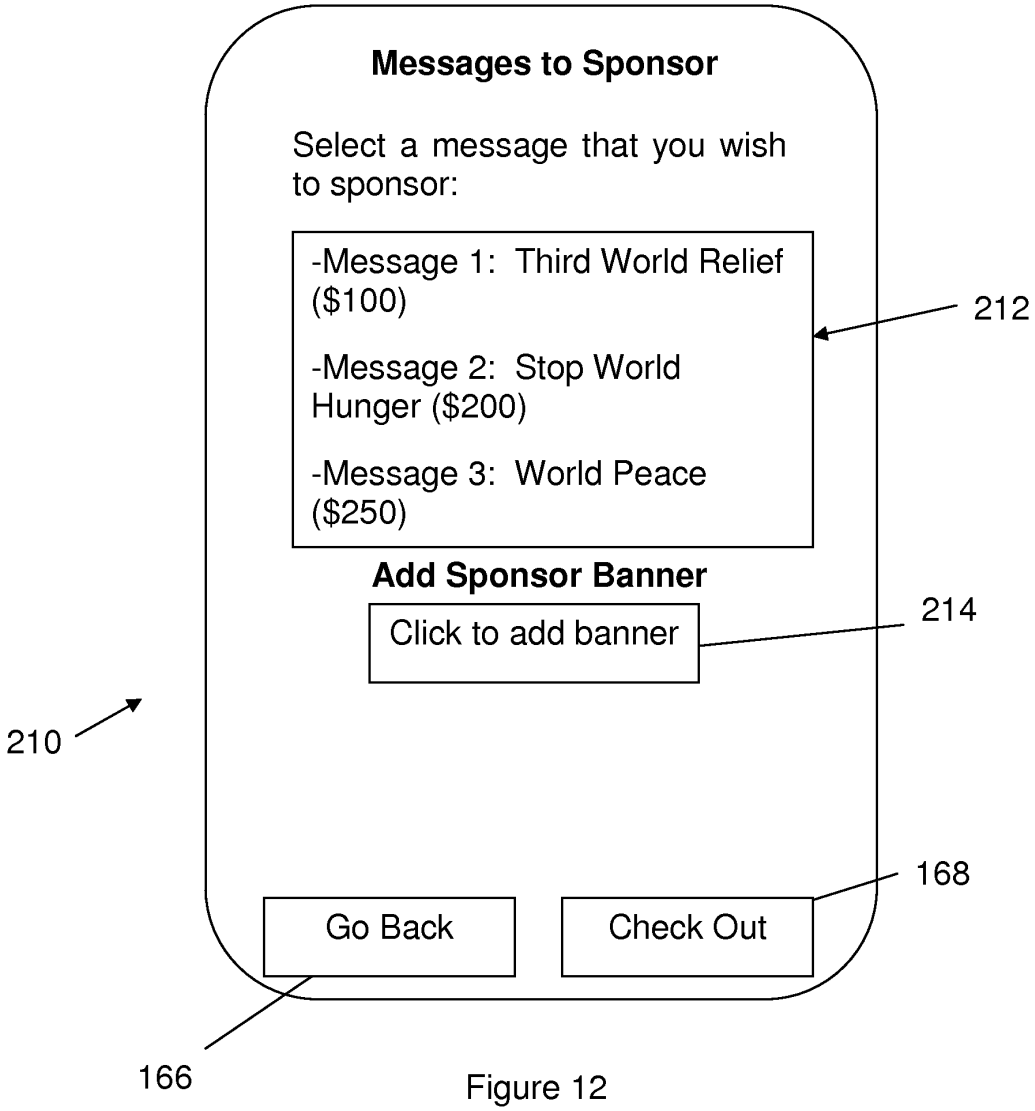

Messages to Sponsor
Select a message that you wish to sponsor:
-Message 1: Third World Relief ($100)
-Message 2: Stop World Hunger ($200)
-Message 3: World Peace ($250)
212
Add Sponsor Banner
Click to add banner
214
210
168
Go Back
Check Out
166

Figure 12

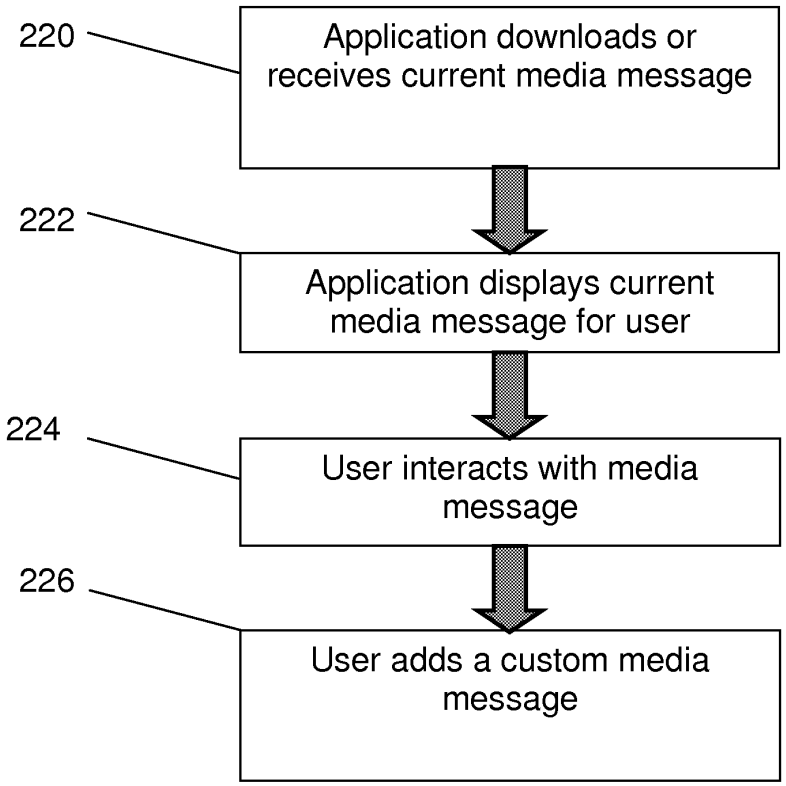

220
Application downloads or receives current media message
222
Application displays current media message for user
224
User interacts with media message
226
User adds a custom media message

Figure 13

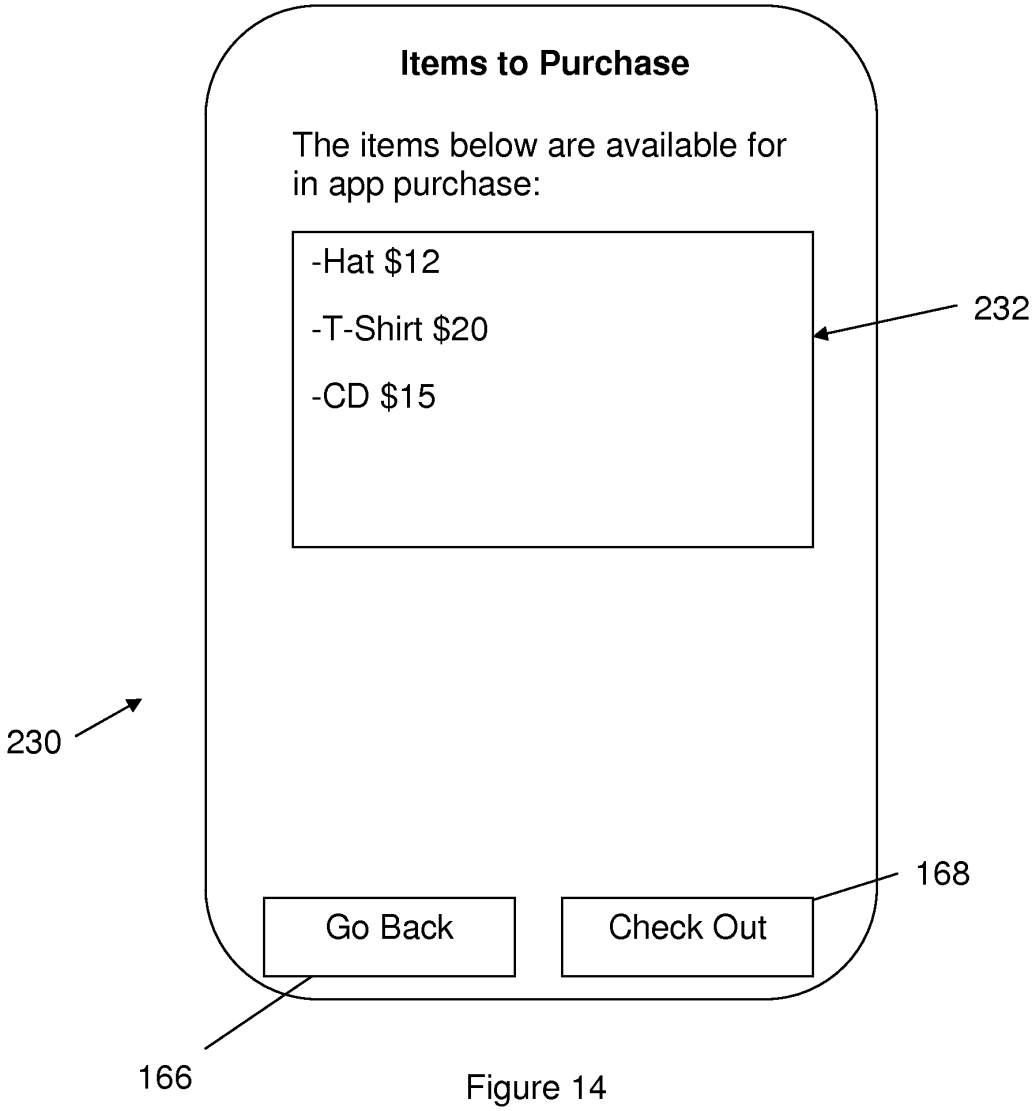

Items to Purchase
The items below are available for in app purchase:
-Hat $12
-T-Shirt $20
-CD $15
232
230
168
Go Back
Check Out
166

Figure 14

MOBILE DEVICE STREAMING MEDIA APPLICATION

CROSS-REFERENCE TO RELATED APPLICATIONS

This application is a continuation of U.S. patent application Ser. No. 18/346,318, filed Jul. 3, 2023, which is a continuation of U.S. patent application Ser. No. 17/705,331, filed Mar. 27, 2022, which is a continuation of U.S. patent application Ser. No. 17/384,911, filed Jul. 26, 2021, which is a continuation of U.S. patent application Ser. No. 16/812,495, filed Mar. 9, 2020, which is a continuation of U.S. patent application Ser. No. 16/790,953, filed Feb. 14, 2020, which is a continuation of U.S. patent application Ser. No. 16/157,269, filed Oct. 11, 2018, which is a continuation of U.S. patent application Ser. No. 15/273,335, filed Sep. 22, 2016, which is a continuation of U.S. patent application Ser. No. 15/041,422, filed Feb. 11, 2016, which is a continuation of U.S. patent application Ser. No. 14/512,353, filed Oct. 10, 2014, which is a continuation of U.S. patent application Ser. No. 13/967,414, filed Aug. 15, 2013, which is a continuation of U.S. patent application Ser. No. 13/027,191, filed Feb. 14, 2011, which claims priority to U.S. Provisional Patent Application No. 61/304,331, filed Feb. 12, 2010. The entireties of U.S. patent application Ser. No. 18/346,318, U.S. patent application Ser. No. 17/705,331, U.S. patent application Ser. No. 17/384,911, U.S. patent application Ser. No. 16/812,495, U.S. patent application Ser. No. 16/790,953, U.S. patent application Ser. No. 16/157,269, U.S. patent application Ser. No. 15/273,335, U.S. patent application Ser. No. 15/041,422, U.S. patent application Ser. No. 14/512,353, U.S. patent application Ser. No. 13/967,414, U.S. patent application Ser. No. 13/027,191, and U.S. Provisional Patent Application No. 61/304,331 are hereby incorporated by reference herein.

BACKGROUND OF THE INVENTION

Streaming media is multimedia that is constantly received by and presented to an end-user while being delivered by a streaming provider. The name refers to the delivery method of the medium rather than to the medium itself. The distinction is usually applied to media that are distributed over telecommunications networks, as most other delivery systems are either inherently streaming (e.g., radio, television) or inherently non-streaming (e.g., books, video cassettes, audio CDs). The verb "to stream" is also derived from this term, meaning to deliver media in this manner Internet television is a commonly streamed medium.

Live streaming, more specifically, means taking the media and broadcasting it live over the Internet. The process involves a camera for the media, an encoder to digitize the content, a media publisher where the streams are made available to potential end-users and a content delivery network to distribute and deliver the content. The media can then be viewed by end-users live.

Consciousness is variously defined as subjective experience, awareness, the ability to experience "feeling," wakefulness, the understanding of the concept "self," or the executive control system of the mind. It is an umbrella term that may refer to a variety of mental phenomena. Although humans realize what everyday experiences are, consciousness itself resists being defined, philosophers note.

Consciousness is the subject of much research in philosophy of mind, psychology, neuroscience, cognitive science, and artificial intelligence. Issues of practical concern include how the presence of consciousness can be assessed in severely ill or comatose people; whether non-human consciousness exists and, if so, how it can be measured; at what point in fetal development consciousness begins; and whether computers can achieve a conscious state.

Prayer is a form of religious practice that seeks to activate a volitional rapport to a god or spirit through deliberate practice. Prayer may be either individual or communal and take place in public or in private.

It may involve the use of words or song. When language is used, prayer may take the form of a hymn, incantation, formal creedal statement, or a spontaneous utterance in the praying person. There are different forms of prayer such as petitionary prayers, prayers of supplication, thanksgiving, and worship/praise.

Prayer may be directed towards a deity, spirit, deceased person, or lofty idea, for the purpose of worshipping, requesting guidance, requesting assistance, confessing sins, or to express one's thoughts and emotions. Thus, people pray for many reasons such as personal benefit or for the sake of others.

Most major religions involve prayer in one way or another. Some ritualize the act of prayer, requiring a strict sequence of actions or placing a restriction on who is permitted to pray, while others teach that prayer may be practiced spontaneously by anyone at any time.

SUMMARY OF THE INVENTION

In one embodiment according to the present invention, a system and process for coordinating a programmed media stream is provided. Preferably, this content relates to consciousness messages such as prayers, requests for charity, thoughts, or similar messages. However, this content can also relate to breaking news, music videos, comedy, or similar content. A network-connected server maintains a database containing media content-related data, such as the text of a message, accompanying media, time of airing, payment, and related comments. A user can view these feeds or streams of these streams by downloading a mobile application or browsing to a website. The application or website can also be used to create, schedule, and pay for media content airtime for a message or program.

BRIEF DESCRIPTION OF THE DRAWINGS

These and other aspects, features, and advantages of which embodiments of the invention are capable of will be apparent and elucidated from the following description of embodiments of the present invention, reference being made to the accompanying drawings, in which:

FIG. **1** illustrates a media content coordination system according to an embodiment of the present invention;

FIG. **2** illustrates a current media content interface according to an embodiment of the present invention;

FIG. **3** illustrates an about us interface according to an embodiment of the present invention;

FIG. **4** illustrates an airtime purchase interface according to an embodiment of the present invention;

FIG. **5** illustrates an airtime date selection interface according to an embodiment of the present invention;

FIG. **6** illustrates an advanced airtime date selection interface according to an embodiment of the present invention;

FIG. **7** illustrates a media content preview interface according to an embodiment of the present invention;

FIG. **8** illustrates a payment interface according to an embodiment of the present invention;

FIG. **9** illustrates a confirmation interface according to an embodiment of the present invention;

FIG. **10** illustrates a process of coordinating media content times according to an embodiment of the present invention:

FIG. **11** illustrates a media content airstream interface according to an embodiment of the present invention;

FIG. **12** illustrates a media content sponsorship interface according to an embodiment of the present invention;

FIG. **13** illustrates a process of viewing and interacting with a current message according to an embodiment of the present invention; and,

FIG. **14** illustrates an interface for in app purchases of items according to an embodiment of the present invention.

DESCRIPTION OF EMBODIMENTS

Specific embodiments of the invention will now be described with reference to the accompanying drawings. This invention may, however, be embodied in many different forms and should not be construed as limited to the embodiments set forth herein; rather, these embodiments are provided so that this disclosure will be thorough and complete, and will fully convey the scope of the invention to those skilled in the art. The terminology used in the detailed description of the embodiments illustrated in the accompanying drawings is not intended to be limiting of the invention. In the drawings, like numbers refer to like elements.

Unless otherwise defined, all terms (including technical and scientific terms) used herein have the same meaning as commonly understood by one of ordinary skill in the art to which this invention belongs. It will be further understood that terms, such as those defined in commonly used dictionaries, should be interpreted as having a meaning that is consistent with their meaning in the context of the relevant art and will not be interpreted in an idealized or overly formal sense unless expressly so defined herein.

The terms message, media message, or program are used interchangeably in this specification and generally refer to text, audio, video, or still images sent across the internet. In one aspect of the present invention, the system can be used for any media content type, such as news, comedy, drama, environmental messages, offers to purchase related items, and similar messages. In another aspect of the present invention, the system is used for consciousness messages, such as prayers, collective thoughts, appeals to charity, and inspirational messages.

FIG. **1** illustrates an example media coordination system **100** according to the present invention which allows network connected devices, such as mobile devices **106** (cell phones, portable music players, tables, laptops, etc.), to coordinate times for specific media messages/programs to be streamed to other application users (e.g., a feed of message posts or a stream of real-time media data). Generally, a computer server **102** (e.g., a processor, RAM, a hard drive, an operating system, web serving software and database software) is connected to a wide area network **104** such as the internet or wireless cell phone data network. Mobile devices **106** are also connected to the network **104**, allowing for communication to and from the server **102**.

As seen in item **220** of the flow chart of FIG. **13**, a user either executes the mobile media application on their mobile device or uses a browser to browse to an internet page supplied by the server **102**. The application downloads the current media message/program (i.e., a thought or prayer video scheduled for airing at that time) from the server. Alternately, the server **102** may automatically push the current media message or link to the current media message via phone notifications, email, or text messages.

In one example, delivery of the current media message to the mobile device **106** is performed as a feed that is downloaded as requested by the user. In another example, delivery of the current media message is achieved with a live streaming media file (e.g., streaming audio/video) that provides images, text, and/or audio to the user's mobile device. In this respect, the media message stream is similar to a live television station having scheduled media messages as its programming.

In item **222**, the mobile application displays the media message data supplied by the server **102**. This data may include the text of a media message, an attached or linked-to media file, donation information, and media message expiration information (i.e., when the current media message expires causing the mobile application to download a new current media message). Alternately, the media message data may be a live media stream, previously rendered by the server **102**, which displays the images, text, audio, video, or other items in a common media format (e.g., h.264 mp4 video format). In one preferred embodiment, the media message is a prayer, collective consciousness message, request for charity, environmental, or similar message.

In item **224**, the user views the media message data in an interface of the mobile application and interacts with the interface. For example, the user may add a comment about the media message, a donation, a greeting card, or share a link to the media message via a social network, email, text message, or similar communication. The user may also make purchases within the application (e.g., in app purchases, credit cards, Pay Pal, etc.) to buy gift certificates for message airtime, greeting cards, or similar in-application items.

In item **226**, the user can design, upload, and pay for a custom media message that is stored and aired from the server **102**. The server will similarly air the custom media message at the specified time as the current media message, thereby distributing that media message out to other users of the mobile application and website.

FIG. **10** illustrates a flow chart of an example process for coordinating media messages. As seen in item **190**, the mobile application is executed on the mobile device **106** that can download available times that a media message can be scheduled. A user can request availability of a specific time or the mobile application can download a variety of free times.

In item **192**, the user selects a time that they would like to have their media message available, the text of their media message, any images, or videos that they would like to accompany the media message, and payment information. This data is uploaded to server **102** and stored in a database in item **194**.

As seen in item **196**, the sever **102** provides media message data according to the scheduled time. This data can be rendered and streamed as a live streaming format, made available for download to each mobile device **106** running the application or can be sent out via a push notification, email, or text message. Optionally, the push notification, email, or text message can include a link that opens the mobile media message application to that specific media message or to a webpage displaying that media message.

The current media message can also be displayed on any participating websites. For example, an otherwise nonaffiliated website could include code that displays the current

media message. In another example, the media message can be posted to a social media site, such as Facebook or Twitter, which allows users to subscribe. In this respect, people visiting websites otherwise unrelated to the server **102** can also view the current media message.

FIGS. **2-9** illustrate various example aspects and interfaces of the mobile media message application according to the present invention. FIG. **2** illustrates the current media message interface **110** that displays the media message currently scheduled by the server **102**. The current media message interface **110** preferably includes a media message text display **114** that displays the text of the media message specified by the person who created the current media message.

Optionally, the current media message interface includes an advertisement banner **112** for displaying advertisements from a downloaded source, such as from Google AdSense or Apple in-app advertising. Optionally, the mobile media message application can allow a user the option to include this banner **112** during the media message creation process to financially subsidize the price of posting the media message.

The interface **110** also includes a comments button **111** that displays a comment interface for leaving messages related to the current media message. A past media messages button **113** is also included for displaying a list of past media messages or bookmarked media messages.

Preferably, multiple feeds or streams are available to the mobile application. For example, some streams can be specific breaking news, religion, music, or pets. Selecting the switch stream button **115** allows the user to switch between these streams.

The donate button **117** allows the user to donate money to originator of the media message, thereby allowing users or entities to raise money in addition to soliciting media messages. The buy gift button **119** allows the user to buy items for the author of the current message or another user. Gifts can include virtual greeting cards, gift certificates, message airtime, and similar items. The buy airtime button **120** displays an interface for creating and purchasing a media message that will be displayed on the application and the learn more button **118** displays an about us interface **122** seen in FIG. **3**.

The about us interface **122** preferably includes information about the developer and information **124** about how to pray. A share button **128** allows the user to share specific media message tips with others (e.g., by emailing text of the media message information **124**). The go back button **126** returns the user to the previous screen.

If the user selects the buy airtime button **120** in interface **110**, the buy airtime interface **130** is displayed, as seen in FIG. **4**. Title input **132** allows a user to enter a text title for their media message, while text of the media message can be entered in message input **134**. Optionally, the user can attach or add a link to an image, audio, and/or video in the media input **136**. This media is uploaded to the server **102** and rendered into the stream for broadcast at the scheduled time. The next button **138** displays the airtime selection interface **140** as seen in FIG. **5**.

The airtime selection interface **140** preferably provides a plurality of selectable time ranges **142** (e.g., check boxes) and their accompanying cost. A minute input **144** allows the user to specify the amount of time the user would like their media message to be displayed as the current media message. Selecting the advanced button **148** displays the advanced airtime interface **150** seen in FIG. **6**.

The advanced airtime interface **150** allows the user more control over exactly when the media message will be shown as the current media message. For example, a date interface **152** allows the user to specify a specific day to air the media message, the time interface **154** provides more detailed time ranges, and the time interface allows input of the amount of time the media message will air as the current media message. Selecting the basic button **159** returns the user to the airtime selection interface **140** while selecting the find time button **158** attempts to find an unreserved free time for the media message.

Once the server **102** has found a free time according to the criteria selected by the user, the preview interface **160** is displayed, as seen in FIG. **7**. The proposed message date 162 is located at the top of the interface **160**, followed by the preview of the media message **164**. The user can select the go back button **166** to return to a previous interface to correct information or can select the checkout button **168** to display the payment interface **170**, seen in FIG. **8**.

The payment interface **170** allows the user to select their desired method of payment. This interface can be used for buying airtime on a stream or for any other activity that may require payment (e.g., purchasing gift certificates or greeting cards).

For example, the user can select the in-app payment button **172** to cause payment through an "in-app" payment system, such as Apple's in-app payment system. The user may also enter their credit card information in the credit card input **174** or can select the PayPal button **176** to bring up PayPal login credentials for payment via PayPal. Preferably, the interface **170** includes a plurality of charity inputs **178** (e.g., checkboxes) for specifying donations to specific charities. The user can return to previous interfaces via the go back button **177** or can submit the payment information via the purchase button **179**.

Once the payment information has been submitted and confirmed by the server **102**, the confirmation interface **180** is displayed, as seen in FIG. **9**. A confirmation message **182** is displayed at the top of the interface **180** to confirm the exact time the media message will be available. Additionally, a plurality of media message sharing buttons **184** are displayed to allow the user to easily share details (e.g., date, time, hypertext link) to the media message on various calendar, email, text message, or social media websites.

FIG. **11** illustrates an alternate media message interface **200** according to the present invention. The interface **200** allows a user or organization to post a media message, media (music, video, image, etc.), and/or request for donations, seen in the media message display **204**. This airstream media message can be purchased through an interface similar to those previously described in this specification. Optionally, an advertiser may sponsor such a stream and post their ad banner in the banner display **202**.

The interface **200** also displays live or regularly updated comments and media messages from users in the live stream display **206**. If a user wishes to comment, add a greeting card (or similar link), or add a message, the add message button **208** can be selected, prompting the user for a text comments and an optional donation amount. Alternately, the user can select the donate button **210** to donate money without adding a comment (e.g., utilizing the payment interface **170**). These comments and donation amounts are transmitted to the server **102**, processed, and then displayed in the live stream display **206** for all users to view.

FIG. **12** illustrates a sponsor interface **210** that allows an advertiser or user to sponsor a specific current media message or airstream media message. A media message selec-

tion input **212** downloads and displays from the server **102** a list of media messages and sponsor prices that are available for sponsorship. A specific media message can be selected and the sponsor's ad banner can be uploaded to the server **102** by clicking the add banner button **214**. Once the user is satisfied by their selection, the check out button **168** can be used to pay.

FIG. **14** illustrates an item purchase interface **230** that allows the user to make in-app purchases of items via the item selection interface **232**. This allows the user to select a desired item (real or virtual) for purchase, then select the check out button **168**, which leads to the previously described payment interface **170**.

In one specific example, the present invention can be particularly used to facilitate prayer or collective consciousness. For example, users can purchase airtime to display a prayer or collective thought. In another example, a request for donations (e.g., from a person or charity) can be uploaded to the stream to allow users to donate money within the mobile application.

In another specific example, the present invention can be used to purchase airtime and upload ongoing news or informational video. In this respect, a stream may be directed to eye-witness news or similar breaking new.

In another specific example, a stream can be directed to music videos. Hence, a user can purchase airtime and upload their own music videos that will stream at a specific time and date.

In another example, a stream can be directed to short films. Users can produce their own films, purchase airtime, and then upload the films to air on the channel at a specific time.

In another example according to the present invention, the server can provide a user or company with their own media stream to control. In this respect, the other users can post messages on this third party controlled stream, allowing the stream creator to designate airtime price, which uploads are approved and additional items for purchase.

Although the invention has been described in terms of particular embodiments and applications, one of ordinary skill in the art, in light of this teaching, can generate additional embodiments and modifications without departing from the spirit of or exceeding the scope of the claimed invention. Accordingly, it is to be understood that the drawings and descriptions herein are proffered by way of example to facilitate comprehension of the invention and should not be construed to limit the scope thereof.

What is claimed is:

1. A method, comprising:

receiving, at one or more servers, a plurality of media messages from one or more mobile applications executable on a corresponding one or more mobile devices, wherein respective ones of the plurality of media messages are associated with a scheduled airtime that indicates when the media message is first available for presentation and expiration information to determine when the media message is no longer available for presentation;

storing the plurality of media messages on the one or more servers;

selecting, for inclusion in a first feed, a first subset of the respective ones of the media messages from among the plurality of media messages based on the scheduled airtime and the expiration information of the respective ones of the media messages;

providing the first feed to a first mobile application executable on a first mobile device, the first mobile application configured to present the first feed, wherein presentation of the first feed by the first mobile application includes presentation of an advertisement prompt with a media message included in the first feed, wherein interaction with the advertisement prompt via the first mobile application causes presentation of a first advertisement;

selecting, for inclusion in a second feed, a second subset of the respective ones of the media messages from among the plurality of media messages based on the scheduled airtime and the expiration information of the respective ones of the media messages; and

providing the second feed to a second mobile application executable on a second mobile device, the second mobile application configured to present the second feed, the second feed differing from the first feed, wherein presentation of the second feed by the second mobile application includes presentation of an advertisement prompt with a media message included in the second feed, wherein interaction with the advertisement prompt via the second mobile application causes presentation of a second advertisement.

2. The method of claim **1**, wherein the media message included in the first feed is encoded with a link that enables access to a webpage.

3. The method of claim **1**, wherein presentation of the first feed by the first mobile application includes presentation of a sharing prompt with the media message included in the first feed, wherein interaction with the sharing prompt via the first mobile application facilitates generation of a link configured to enable access to the media message.

4. The method of claim **1**, wherein presentation of the first feed by the first mobile application includes presentation of a bookmark prompt with the media message included in the first feed, wherein interaction with the bookmark prompt via the first mobile application enables the media message to be associated with another bookmarked media message through the first mobile application.

5. The method of claim **1**, wherein presentation of the first feed by the first mobile application includes presentation of an item purchase prompt with the media message included in the first feed, wherein interaction with the item purchase prompt via the first mobile application enables presentation of information to initiate purchase of an item.

6. The method of claim **1**, wherein the media message included in the feed is a video that includes one or more of an attached image or attached audio that is not native to the video.

7. The method of claim **1**, wherein the scheduled airtime of the media message included in the first feed is purchased prior to providing the first feed to the first mobile application.

8. A system, comprising:

one or more servers including memory, machine-readable instructions, and one or more processors, the one or more processors configured to execute the machine-readable instructions to perform operations comprising:

receiving, at the one or more servers, a plurality of media messages from one or more mobile applications executable on a corresponding one or more mobile devices, wherein respective ones of the plurality of media messages are associated with a scheduled airtime that indicates when the media message is first available for presentation and expiration information to determine when the media message is no longer available for presentation;

storing the plurality of media messages on the one or more servers;

selecting, for inclusion in a first feed, a first subset of the respective ones of the media messages from among the plurality of media messages based on the scheduled airtime and the expiration information of the respective ones of the media messages;

providing the first feed to a first mobile application executable on a first mobile device, the first mobile application configured to present the first feed, wherein presentation of the first feed by the first mobile application includes presentation of an advertisement prompt with a media message included in the first feed, wherein interaction with the advertisement prompt via the first mobile application causes presentation of a first advertisement;

selecting, for inclusion in a second feed, a second subset of the respective ones of the media messages from among the plurality of media messages based on the scheduled airtime and the expiration information of the respective ones of the media messages; and

providing the second feed to a second mobile application executable on a second mobile device, the second mobile application configured to present the second feed, the second feed differing from the first feed, wherein presentation of the second feed by the second mobile application includes presentation of an advertisement prompt with a media message included in the second feed, wherein interaction with the advertisement prompt via the second mobile application causes presentation of a second advertisement.

9. The system of claim **8**, wherein the media message included in the first feed is encoded with a link that enables access to a webpage.

10. The system of claim **8**, wherein presentation of the first feed by the first mobile application includes presentation of a sharing prompt with the media message included in the first feed, wherein interaction with the sharing prompt via the first mobile application facilitates generation of a link configured to enable access to the media message.

11. The system of claim **8**, wherein presentation of the first feed by the first mobile application includes presentation of a bookmark prompt with the media message included in the first feed, wherein interaction with the bookmark prompt via the first mobile application enables the media message to be associated with another bookmarked media message through the first mobile application.

12. The system of claim **8**, wherein presentation of the first feed by the first mobile application includes presentation of an item purchase prompt with the media message included in the first feed, wherein interaction with the item purchase prompt via the first mobile application enables presentation of information to initiate purchase of an item.

13. The system of claim **8**, wherein the media message included in the feed is a video that includes one or more of an attached image or attached audio that is not native to the video.

14. The system of claim **8**, wherein the scheduled airtime of the media message included in the first feed is purchased prior to providing the first feed to the first mobile application.

15. A non-transitory machine-readable storage medium comprising instructions that, when executed, cause one or more processors of one or more servers to:

receive, at the one or more servers, a plurality of media messages from one or more mobile applications executable on a corresponding one or more mobile devices, wherein respective ones of the plurality of media messages are associated with a scheduled airtime that indicates when the media message is first available for presentation and expiration information to determine when the media message is no longer available for presentation;

store the plurality of media messages on the one or more servers;

select, for inclusion in a first feed, a first subset of the respective ones of the media messages from among the plurality of media messages based on the scheduled airtime and the expiration information of the respective ones of the media messages;

provide the first feed to a first mobile application executable on a first mobile device, the first mobile application configured to present the first feed, wherein presentation of the first feed by the first mobile application includes presentation of an advertisement prompt with a media message included in the first feed, wherein interaction with the advertisement prompt via the first mobile application causes presentation of a first advertisement;

select, for inclusion in a second feed, a second subset of the respective ones of the media messages from among the plurality of media messages based on the scheduled airtime and the expiration information of the respective ones of the media messages; and

provide the second feed to a second mobile application executable on a second mobile device, the second mobile application configured to present the second feed, the second feed differing from the first feed, wherein presentation of the second feed by the second mobile application includes presentation of an advertisement prompt with a media message included in the second feed, wherein interaction with the advertisement prompt via the second mobile application causes presentation of a second advertisement.

16. The non-transitory machine-readable storage medium of claim **15**, wherein the media message included in the first feed is encoded with a link that enables access to a webpage.

17. The non-transitory machine-readable storage medium of claim **15**, wherein presentation of the first feed by the first mobile application includes presentation of a sharing prompt with the media message included in the first feed, wherein interaction with the sharing prompt via the first mobile application facilitates generation of a link configured to enable access to the media message.

18. The non-transitory machine-readable storage medium of claim **15**, wherein presentation of the first feed by the first mobile application includes presentation of a bookmark prompt with the media message included in the first feed, wherein interaction with the bookmark prompt via the first mobile application enables the media message to be associated with another bookmarked media message through the first mobile application.

19. The non-transitory machine-readable storage medium of claim **15**, wherein presentation of the first feed by the first mobile application includes presentation of an item purchase prompt with the media message included in the first feed, wherein interaction with the item purchase prompt via the first mobile application enables presentation of information to initiate purchase of an item.

20. The non-transitory machine-readable storage medium of claim **15**, wherein the media message included in the feed

is a video that includes one or more of an attached image or attached audio that is not native to the video.

21. The non-transitory machine-readable storage medium of claim **15**, wherein the scheduled airtime of the media message included in the first feed is purchased prior to providing the first feed to the first mobile application.

22. The method of claim **1**, wherein presentation of the first feed by the first mobile application includes presentation of a comment prompt with the media message included in the first feed, wherein interaction with the comment prompt via the first mobile application enables a comment to be associated with the media message.

23. The system of claim **8**, wherein presentation of the first feed by the first mobile application includes presentation of a comment prompt with the media message included in the first feed, wherein interaction with the comment prompt via the first mobile application enables a comment to be associated with the media message.

24. The non-transitory machine-readable storage medium of claim **15**, wherein presentation of the first feed by the first mobile application includes presentation of a comment prompt with the media message included in the first feed, wherein interaction with the comment prompt via the first mobile application enables a comment to be associated with the media message.

* * * * *

Exhibit B1

Exhibit B1 – U.S. Patent No. 11,966,952

U.S. Patent 11,966,952		Meta Activity
	Claim 1	
1A	A method, comprising: receiving, at one or more servers, a plurality of media messages from one or more mobile applications executable on a corresponding one or more mobile devices, wherein respective ones of the plurality of media messages are associated with a scheduled airtime that indicates when the media message is first available for presentation and expiration information to determine when the media message is no longer available for presentation;	Meta operates and controls the '952 Accused Instrumentalities, as defined in the First Amended Complaint. The '952 Accused Instrumentalities receive at one or more servers, a plurality of media messages from one or more mobile applications executable on a corresponding one or more mobile devices, wherein respective ones of the plurality of media messages are associated with a scheduled airtime that indicates when the media message is first available for presentation and expiration information to determine when the media message is no longer available for presentation. The '952 Accused Instrumentalities provide for the generation of advertising media messages, which Meta refers to as "ad creatives," through Meta mobile applications. For example, mobile applications, such as Facebook, Meta Ads Manager, or Meta Business Suite, can generate such advertising media messages for delivery on Meta's Facebook or Instagram platforms. The advertising media message includes content, such as photos, video, and text, as well as associated information, such as a start time that indicates when the advertising message will be made available for presentation and expiration information that is used to determine when the message will no longer be available for presentation, such as the identified end time or when a budgeted spending amount is reached, as shown in the images that follow. Servers in the '952 Accused Instrumentalities receive the advertising media message and associated information from the mobile application that generates the advertising media message.

Exhibit B1 – U.S. Patent No. 11,966,952

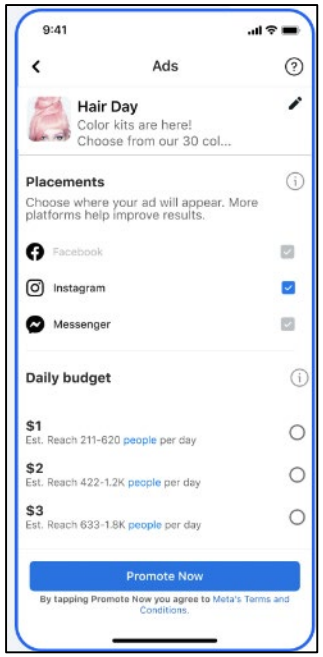
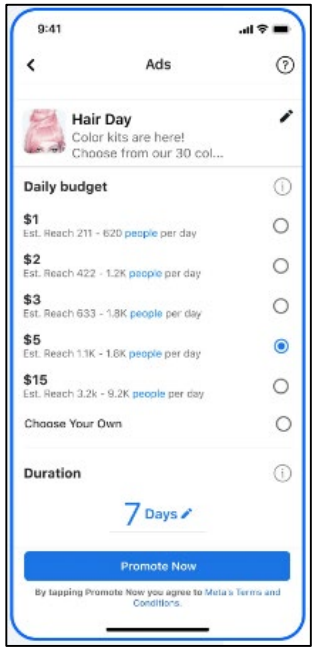
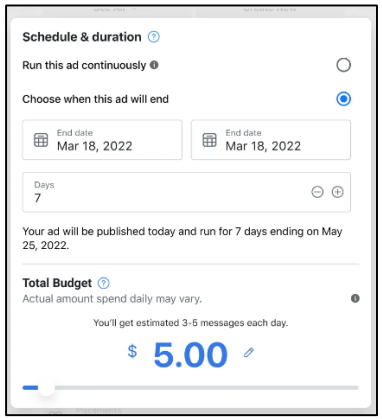
U.S. Patent 11,966,952		Meta Activity
		  

Exhibit B1 – U.S. Patent No. 11,966,952

U.S. Patent 11,966,952		Meta Activity
		Exemplary Sources https://www.facebook.com/business/ads/#faq https://www.facebook.com/business/learn/lessons/create-facebook-ads-from-facebook-page https://www.facebook.com/business/learn/lessons/introduction-to-page-promotions https://www.facebook.com/business/learn/lessons/create-ads-promote-business https://business.facebook.com/business/help/705965862850667?id=373423763458293 https://www.facebook.com/business/help/813510795795140?id=3349108371785391 https://www.facebook.com/business/help/280594309504695?id=2030300680608329 https://www.descript.com/blog/article/how-to-run-facebook-ads# https://www.facebook.com/business/learn/lessons/meta-ads-manager-advertising https://www.facebook.com/business/ads/ad-budget-schedule/ https://www.facebook.com/business/ads/ad-creative/ https://www.facebook.com/business/help/788333711222886?id=571563249872422 https://www.facebook.com/business/ads-guide/update/image https://www.facebook.com/business/ads-guide/update/video https://www.facebook.com/business/marketing-partners/partner-news/reach-and-frequency-90-day-campaign-length
1B	storing the plurality of media messages on the one or more servers;	The '952 Accused Instrumentalities store the plurality of media messages on the one or more servers. For example, servers receive the advertising media messages from the mobile application and store them on servers for selection and delivery to a mobile application.

Exhibit B1 – U.S. Patent No. 11,966,952

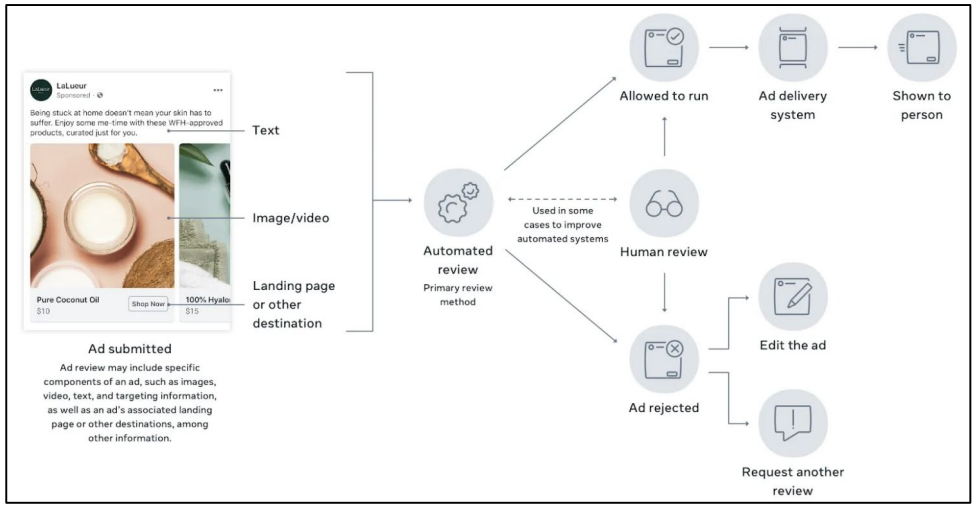
U.S. Patent 11,966,952		Meta Activity
		 *See* Row 1A. Exemplary Sources https://www.facebook.com/business/help/204798856225114?id=649869995454285
1C	selecting, for inclusion in a first feed, a first subset of the respective ones of the media messages from among the plurality of media messages based on the scheduled airtime and the expiration information of the respective ones of the media messages;	The '952 Accused Instrumentalities select, for inclusion in a first feed, a first subset of the respective ones of the media messages from among the plurality of media messages based on the scheduled airtime and the expiration information of the respective ones of the media messages . For example, advertising media messages are included as a subset of the media messages in various feeds provided to mobile applications across Meta technology platforms, including Reels, Stories, and Feeds on both Facebook and Instagram. The advertising media messages are selected for inclusion in the feed based on the begin times and expiration information, such as end times and budgets. *See* Rows 1A & 1B.

Exhibit B1 – U.S. Patent No. 11,966,952

U.S. Patent 11,966,952		Meta Activity
		Exemplary Sources https://www.facebook.com/business/help/407108559393196?id=369787570424415 https://www.facebook.com/business/ads/ad-budget-schedule/
1D	providing the first feed to a first mobile application executable on a first mobile device, the first mobile application configured to present the first feed, wherein presentation of the first feed by the first mobile application includes presentation of an advertisement prompt with a media message included in the first feed, wherein interaction with the advertisement prompt via the first mobile application causes presentation of a first advertisement;	The '952 Accused Instrumentalities provide the first feed to a first mobile application executable on a first mobile device, the first mobile application configured to present the first feed, wherein presentation of the first feed by the first mobile application includes presentation of an advertisement prompt with a media message included in the first feed, wherein interaction with the advertisement prompt via the first mobile application causes presentation of a first advertisement. For example, the '952 Accused Instrumentalities provide feeds to mobile applications across all Meta platforms, including Facebook, Instagram, and Messenger. Advertising media messages placed in a feed are displayed with advertisement prompts, such as a "call-to-action" button. Meta offers a range of call-to-action buttons, such as "Learn More" and "Shop Now," that are presented with the advertising media message. An interaction with the advertising prompt causes the mobile application to present an advertisement, such as an external website, shop, blog, or external mobile app.

Exhibit B1 – U.S. Patent No. 11,966,952

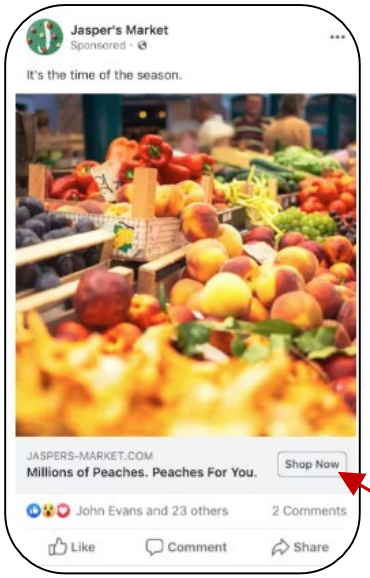
U.S. Patent 11,966,952		Meta Activity
		 *See* Row 1C. Exemplary Sources https://www.facebook.com/business/help/450688792208401 https://www.facebook.com/business/help/410873986524407 https://www.facebook.com/business/m/get-started-meta-advertising https://www.facebook.com/business/help/407108559393196?id=369787570424415 https://www.facebook.com/business/help/t/1052075512053923 ("At your ad's destination, potential customers can learn more about your products and services. That way, they'll be one step closer to making a purchase or doing business with you.")
1E	selecting, for inclusion in a second feed, a second subset of the respective ones of the media	The '952 Accused Instrumentalities select, for inclusion in a second feed, a second subset of the respective ones of the media messages from among the plurality of media messages based on the scheduled airtime and the expiration information of the respective ones of the media messages. For

Exhibit B1 – U.S. Patent No. 11,966,952

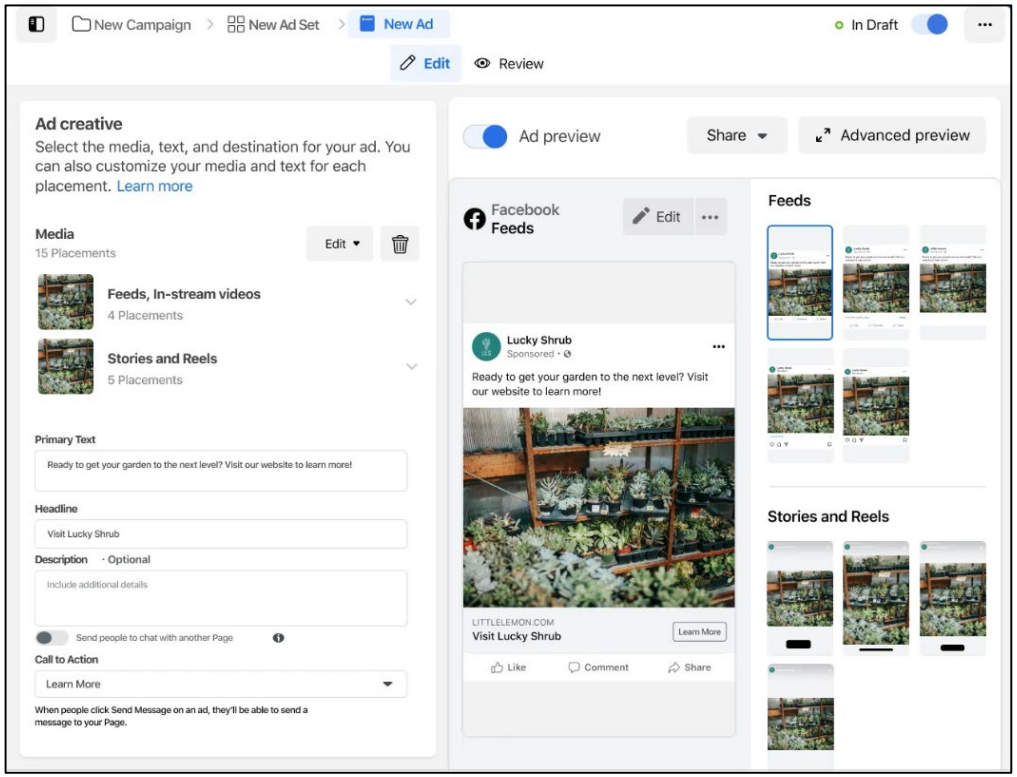
U.S. Patent 11,966,952		Meta Activity
	messages from among the plurality of media messages based on the scheduled airtime and the expiration information of the respective ones of the media messages; and	example, a mobile application can receive multiple, different feeds. In addition, different mobile applications receive different feeds of media messages that include advertising media messages. An example of various feed placements for advertising media messages, including Reels, Stories, and Feeds, is shown in the following image of a Meta "ad preview."  *See* Row 1C. <u>Exemplary Sources</u>

Exhibit B1 – U.S. Patent No. 11,966,952

U.S. Patent 11,966,952		Meta Activity
		https://ai.meta.com/blog/facebook-feed-improvements-ai-show-more-less/ https://www.facebook.com/business/help/407108559393196?id=369787570424415 https://www.facebook.com/business/learn/lessons/meta-ads-manager-advertising/
1F	providing the second feed to a second mobile application executable on a second mobile device, the second mobile application configured to present the second feed, the second feed differing from the first feed, wherein presentation of the second feed by the second mobile application includes presentation of an advertisement prompt with a media message included in the second feed, wherein interaction with the advertisement prompt via the second mobile application causes presentation of a second advertisement.	The '952 Accused Instrumentalities provide the second feed to a second mobile application executable on a second mobile device, the second mobile application configured to present the second feed, the second feed differing from the first feed, wherein presentation of the second feed by the second mobile application includes presentation of an advertisement prompt with a media message included in the second feed, wherein interaction with the advertisement prompt via the second mobile application causes presentation of a second advertisement. For example, servers in the '952 Accused Instrumentalities employ programming rules and machine learning techniques to determine the content displayed in a user's Facebook or Instagram feed and provide a feed to a first mobile application that differs from the feed provided to a second mobile application. Advertising media messages placed in a feed are displayed with advertisement prompts, such as call-to-action buttons. Meta offers a range of call-to-action buttons, such as "Learn More" and "Shop Now," that are presented with the advertising media message. An interaction with the advertising prompt causes the mobile application to present an advertisement, such as an external website, shop, blog, or external mobile app. *See* Rows 1C & 1D. Exemplary Sources https://www.facebook.com/business/ads/ad-targeting https://ai.meta.com/blog/facebook-feed-improvements-ai-show-more-less/ (Oct. 5, 2022) ("…we use deep learning models to generate user and post-level embeddings (sets of numbers), which help predict the types of content a person wants to see more of or less of in their Feeds.")
	Claim 8	

Exhibit B1 – U.S. Patent No. 11,966,952

U.S. Patent 11,966,952		Meta Activity
8A	A system, comprising: one or more servers including memory, machine-readable instructions, and one or more processors, the one or more processors configured to execute the machine-readable instructions to perform operations comprising:	Meta operates and controls the '952 Accused Instrumentalities, as defined in the First Amended Complaint. Meta makes and uses the '952 Accused Instrumentalities that are comprised of one or more servers including memory, machine-readable instructions, and one or more processors, the one or more processors configured to execute the machine-readable instructions to perform the steps recited in Claim 8. *See* Claim 1, Rows 1A-1F.
8B	receiving, at the one or more servers, a plurality of media messages from one or more mobile applications executable on a corresponding one or more mobile devices, wherein respective ones of the plurality of media messages are associated with a scheduled airtime that indicates when the media message is first available for presentation and expiration information to determine when the media message is no longer available for presentation;	*See* Claim 1, Row A.
8C	storing the plurality of media messages on the one or more servers;	*See* Claim 1, Row B.
8D	selecting, for inclusion in a first	*See* Claim 1, Row C.

Exhibit B1 – U.S. Patent No. 11,966,952

U.S. Patent 11,966,952		Meta Activity
	feed, a first subset of the respective ones of the media messages from among the plurality of media messages based on the scheduled airtime and the expiration information of the respective ones of the media messages;	
8E	providing the first feed to a first mobile application executable on a first mobile device, the first mobile application configured to present the first feed, wherein presentation of the first feed by the first mobile application includes presentation of an advertisement prompt with a media message included in the first feed, wherein interaction with the advertisement prompt via the first mobile application causes presentation of a first advertisement;	*See* Claim 1, Row D.
8F	selecting, for inclusion in a second feed, a second subset of the respective ones of the media messages from among the plurality of media messages	*See* Claim 1, Row E.

Exhibit B1 – U.S. Patent No. 11,966,952

U.S. Patent 11,966,952		Meta Activity
	based on the scheduled airtime and the expiration information of the respective ones of the media messages; and	
8G	providing the second feed to a second mobile application executable on a second mobile device, the second mobile application configured to present the second feed, the second feed differing from the first feed, wherein presentation of the second feed by the second mobile application includes presentation of an advertisement prompt with a media message included in the second feed, wherein interaction with the advertisement prompt via the second mobile application causes presentation of a second advertisement.	*See* Claim 1, Row F.

Exhibit C

US012112357B2

(12) **United States Patent**
Fletcher

(10) **Patent No.: US 12,112,357 B2**
(45) **Date of Patent: *Oct. 8, 2024**

(54) **MOBILE DEVICE STREAMING MEDIA APPLICATION**

(71) Applicant: **Weple IP Holdings LLC**, Austin, TX (US)

(72) Inventor: **Mary Anne Fletcher**, Jackson, GA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

This patent is subject to a terminal disclaimer.

(21) Appl. No.: **18/423,160**

(22) Filed: **Jan. 25, 2024**

(65) **Prior Publication Data**

US 2024/0161153 A1 May 16, 2024

Related U.S. Application Data

(63) Continuation of application No. 18/346,318, filed on Jul. 3, 2023, which is a continuation of application (Continued)

(51) **Int. Cl.**
G06Q 30/0279 (2023.01)
G06Q 30/02 (2023.01)
(Continued)

(52) **U.S. Cl.**
CPC ***G06Q 30/0279*** (2013.01); ***G06Q 30/02*** (2013.01); ***G06Q 30/0267*** (2013.01); ***G06Q 30/0269*** (2013.01); ***G06Q 30/0273*** (2013.01); ***G06Q 30/0641*** (2013.01); ***H04L 51/04*** (2013.01); ***H04L 51/52*** (2022.05); ***H04L 65/403*** (2013.01); ***H04L 65/60*** (2013.01);
(Continued)

(58) **Field of Classification Search**
CPC G06Q 30/0279; G06Q 30/0269; G06Q 30/0267; G06Q 30/0273; G06Q 30/0641; H04L 51/04; H04L 65/4076; H04L 65/04
USPC 709/219
See application file for complete search history.

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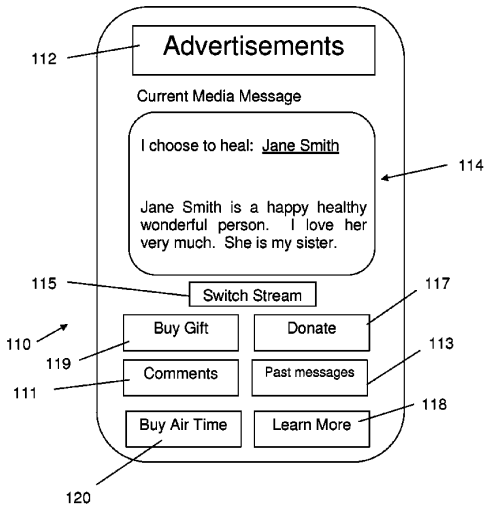
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Primary Examiner — Tauqir Hussain
(74) *Attorney, Agent, or Firm* — Avantech Law, LLP

(57) **ABSTRACT**

A system and process for coordinating streaming content or messages is provided. A network-connected server maintains a database containing media content-related data, such as the text of a message, accompanying media, time of airing, payment, and related comments. A user can view these feeds or streams of these consciousness messages by downloading a mobile application or browsing to a website. The application can also be used to create, schedule, and pay for a media content message.

30 Claims, 14 Drawing Sheets



Related U.S. Application Data

No. 17/705,331, filed on Mar. 27, 2022, now Pat. No. 11,734,730, which is a continuation of application No. 17/384,911, filed on Jul. 26, 2021, now Pat. No. 11,605,112, which is a continuation of application No. 16/812,495, filed on Mar. 9, 2020, now Pat. No. 11,074,627, which is a continuation of application No. 16/790,953, filed on Feb. 14, 2020, now Pat. No. 10,909,583, which is a continuation of application No. 16/157,269, filed on Oct. 11, 2018, now Pat. No. 10,565,628, which is a continuation of application No. 15/273,335, filed on Sep. 22, 2016, now Pat. No. 10,102,553, which is a continuation of application No. 15/041,422, filed on Feb. 11, 2016, now Pat. No. 9,456,013, which is a continuation of application No. 14/512,353, filed on Oct. 10, 2014, now Pat. No. 9,294,527, which is a continuation of application No. 13/967,414, filed on Aug. 15, 2013, now Pat. No. 8,862,678, which is a continuation of application No. 13/027,191, filed on Feb. 14, 2011, now Pat. No. 8,516,063.

(60) Provisional application No. 61/304,331, filed on Feb. 12, 2010.

(51) **Int. Cl.**

G06Q 30/0241	(2023.01)
G06Q 30/0251	(2023.01)
G06Q 30/0273	(2023.01)
G06Q 30/0601	(2023.01)
H04L 51/04	(2022.01)
H04L 51/52	(2022.01)
H04L 65/403	(2022.01)
H04L 65/60	(2022.01)
H04L 65/611	(2022.01)
H04L 65/613	(2022.01)

(52) **U.S. Cl.**

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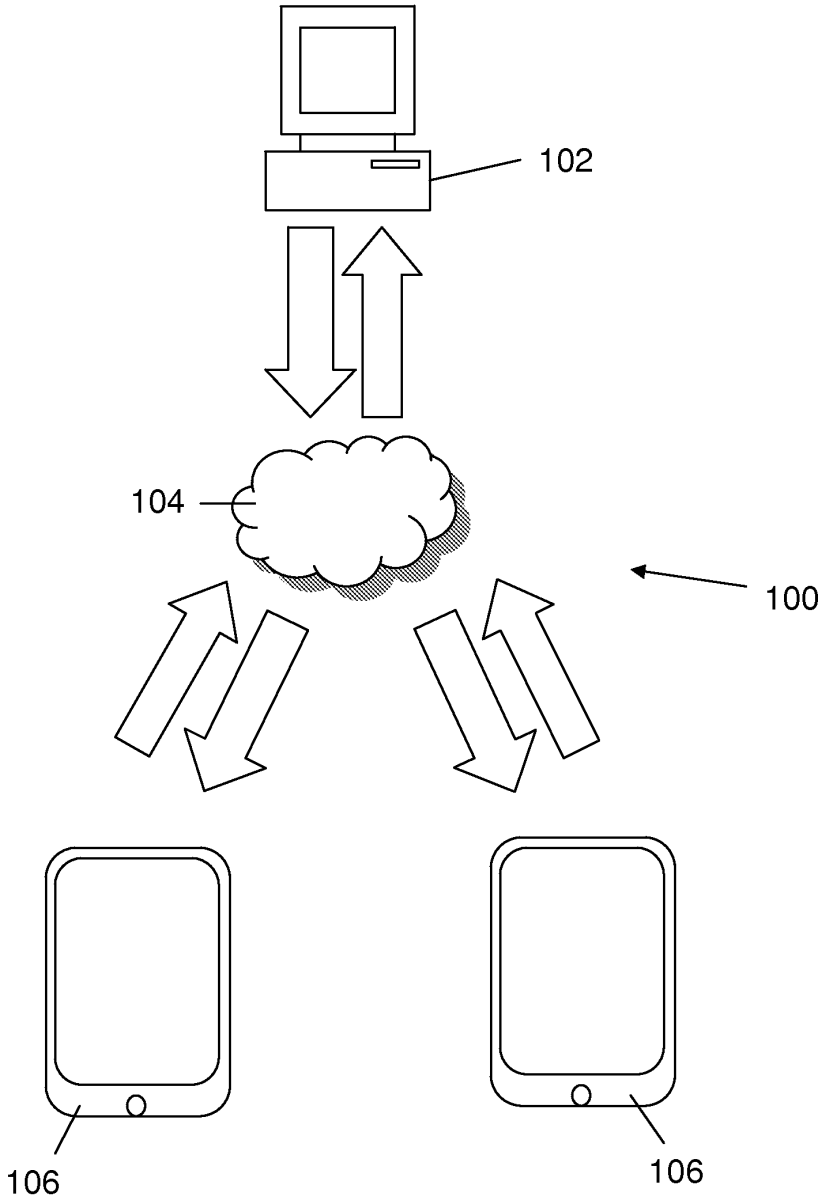


Figure 1

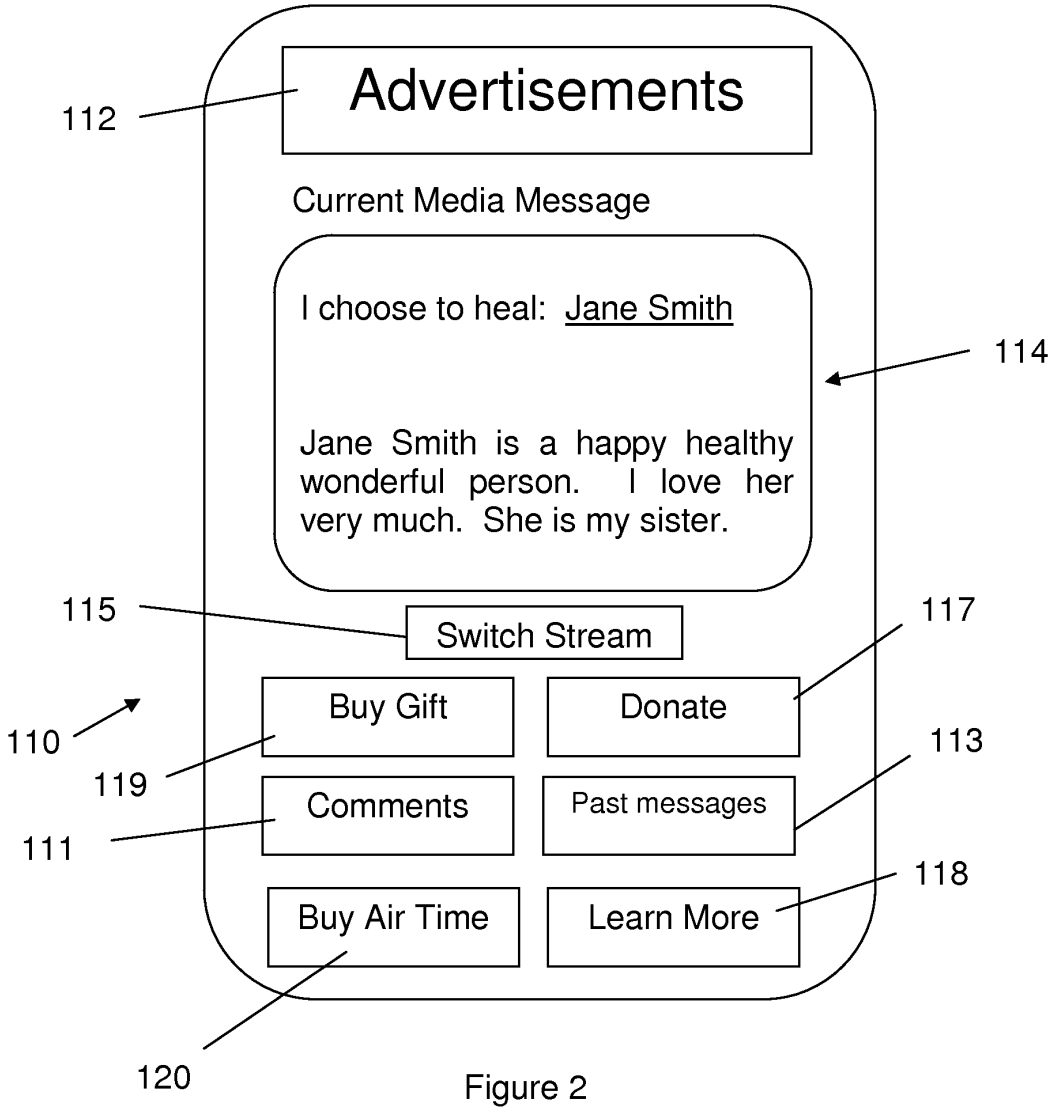

Advertisements
112
Current Media Message
I choose to heal: Jane Smith
Jane Smith is a happy healthy wonderful person. I love her very much. She is my sister.
114
115
Switch Stream
117
110
Buy Gift
Donate
119
113
Comments
Past messages
111
118
Buy Air Time
Learn More
120

Figure 2

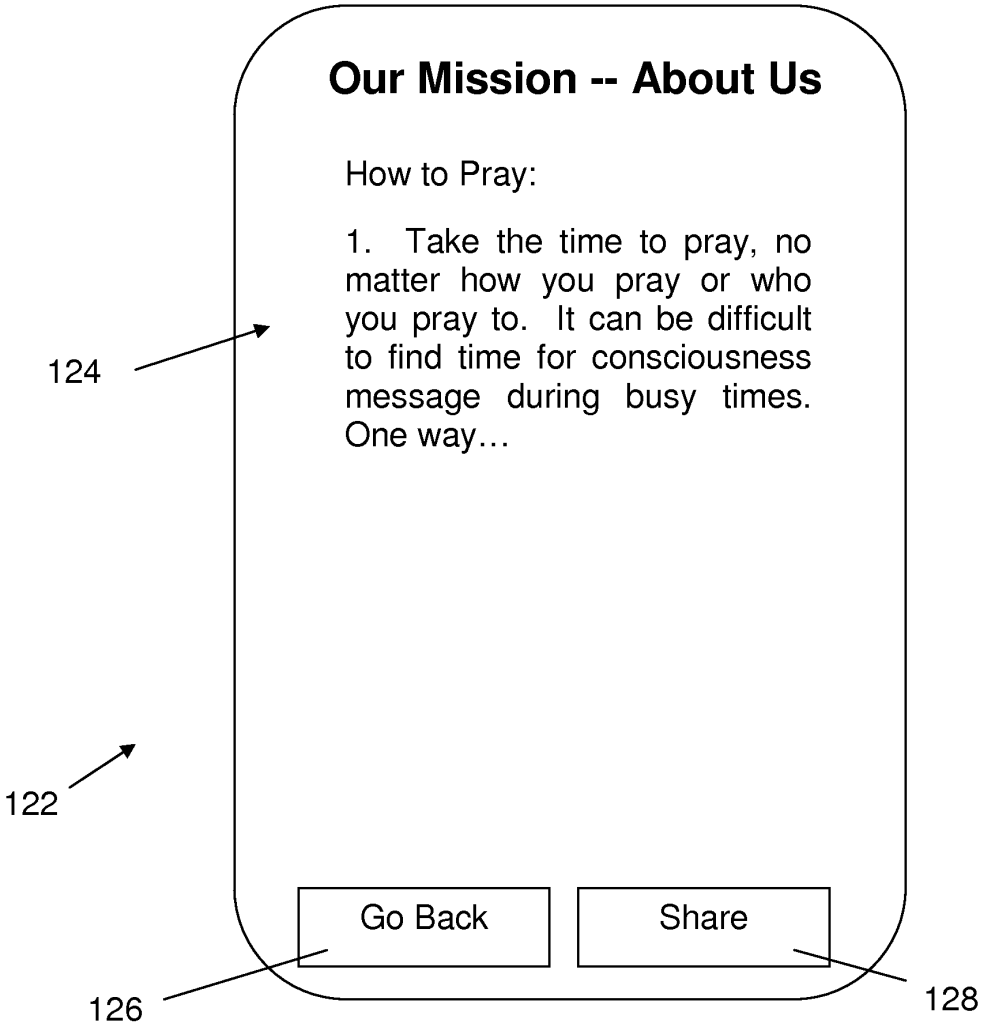

Our Mission -- About Us
How to Pray:
1. Take the time to pray, no matter how you pray or who you pray to. It can be difficult to find time for consciousness message during busy times. One way…
124
122
Go Back
Share
126
128

Figure 3

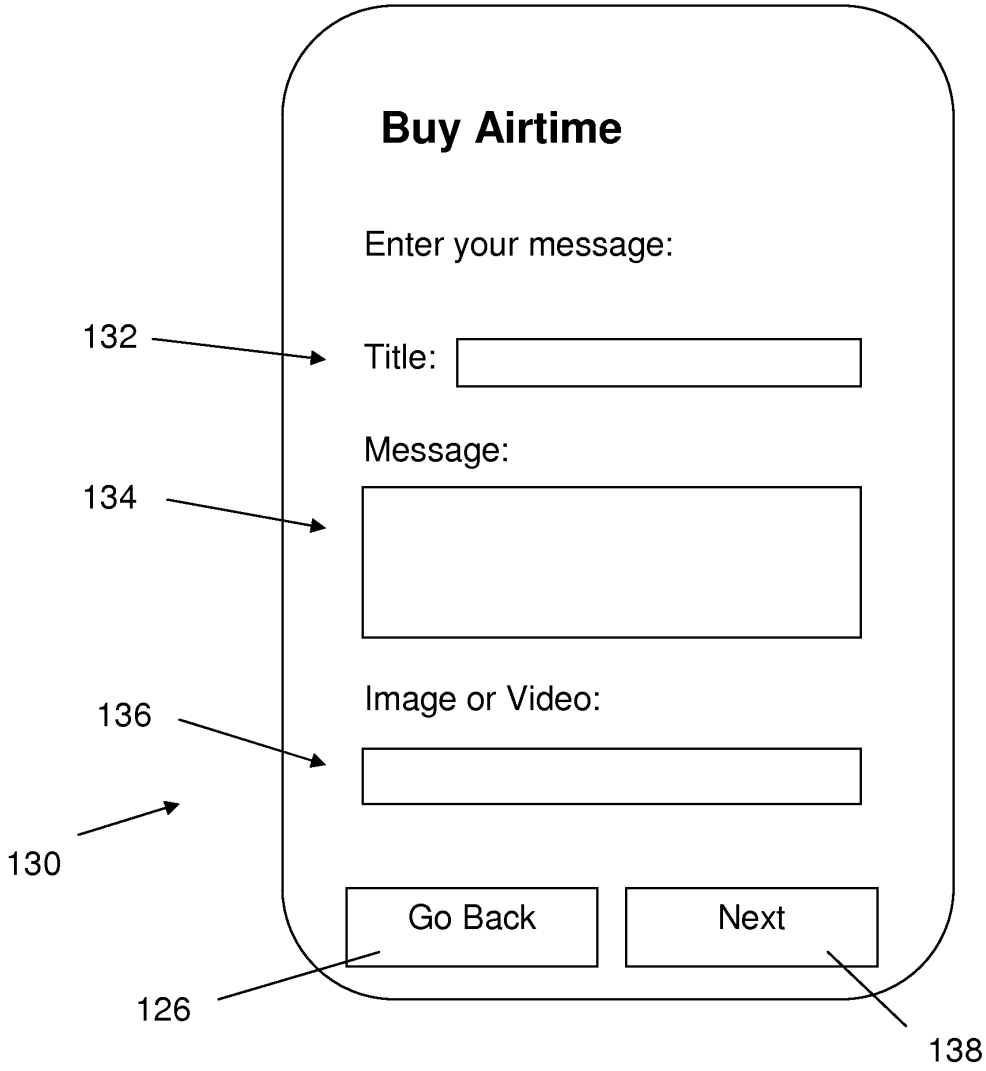

Buy Airtime
Enter your message:
132
Title:
Message:
134
Image or Video:
136
130
Go Back
Next
126
138

Figure 4

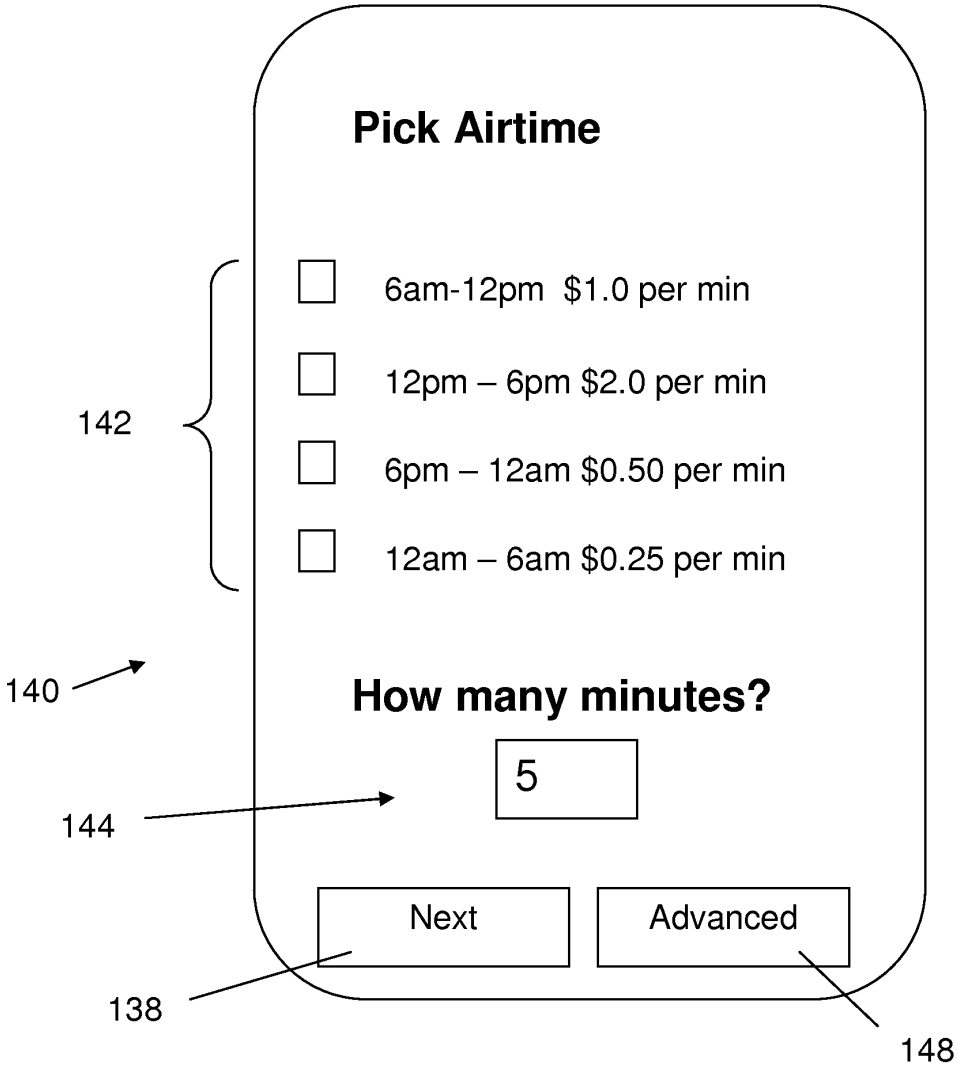

Pick Airtime
6am-12pm $1.0 per min
12pm – 6pm $2.0 per min
6pm – 12am $0.50 per min
12am – 6am $0.25 per min
142
140
How many minutes?
5
144
Next
Advanced
138
148

Figure 5

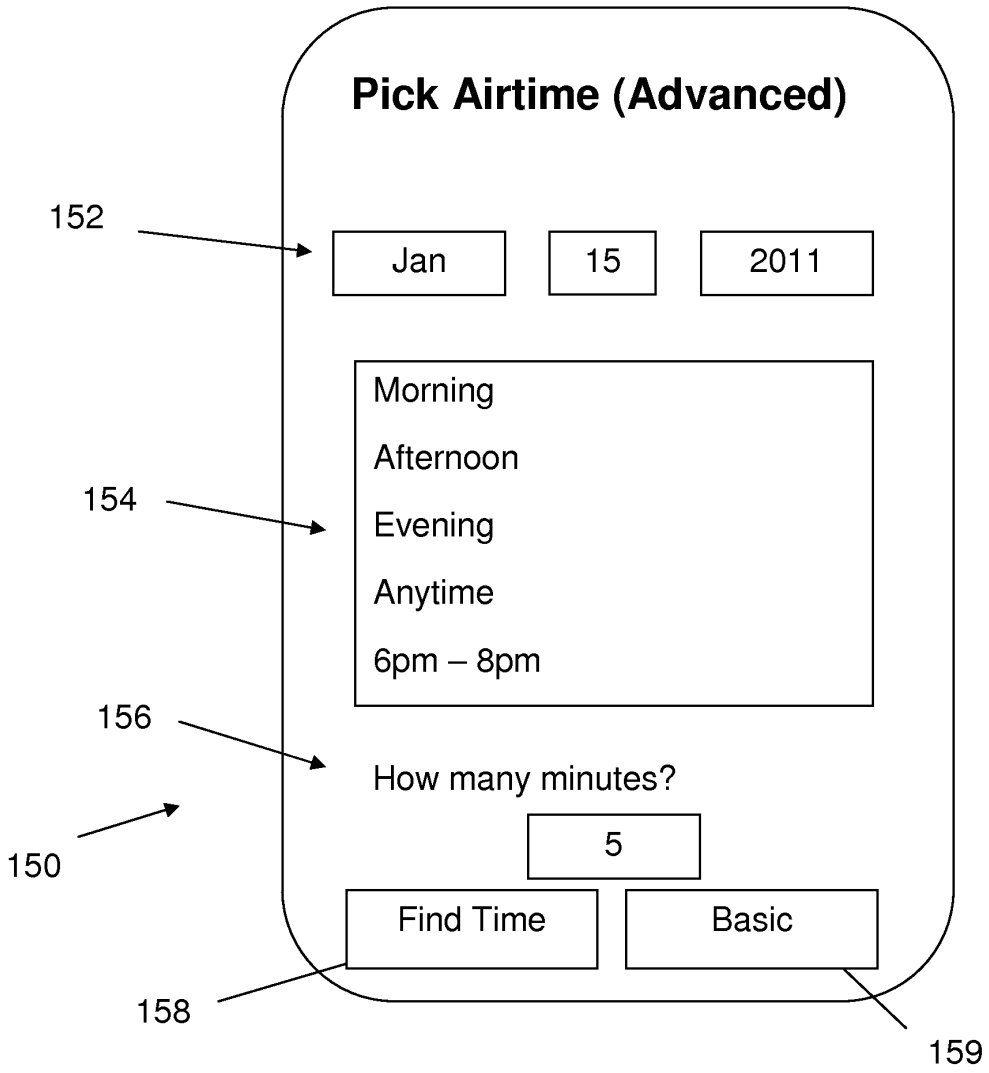

Pick Airtime (Advanced)
152
Jan
15
2011
Morning
Afternoon
154
Evening
Anytime
6pm – 8pm
156
How many minutes?
150
5
Find Time
Basic
158
159

Figure 6

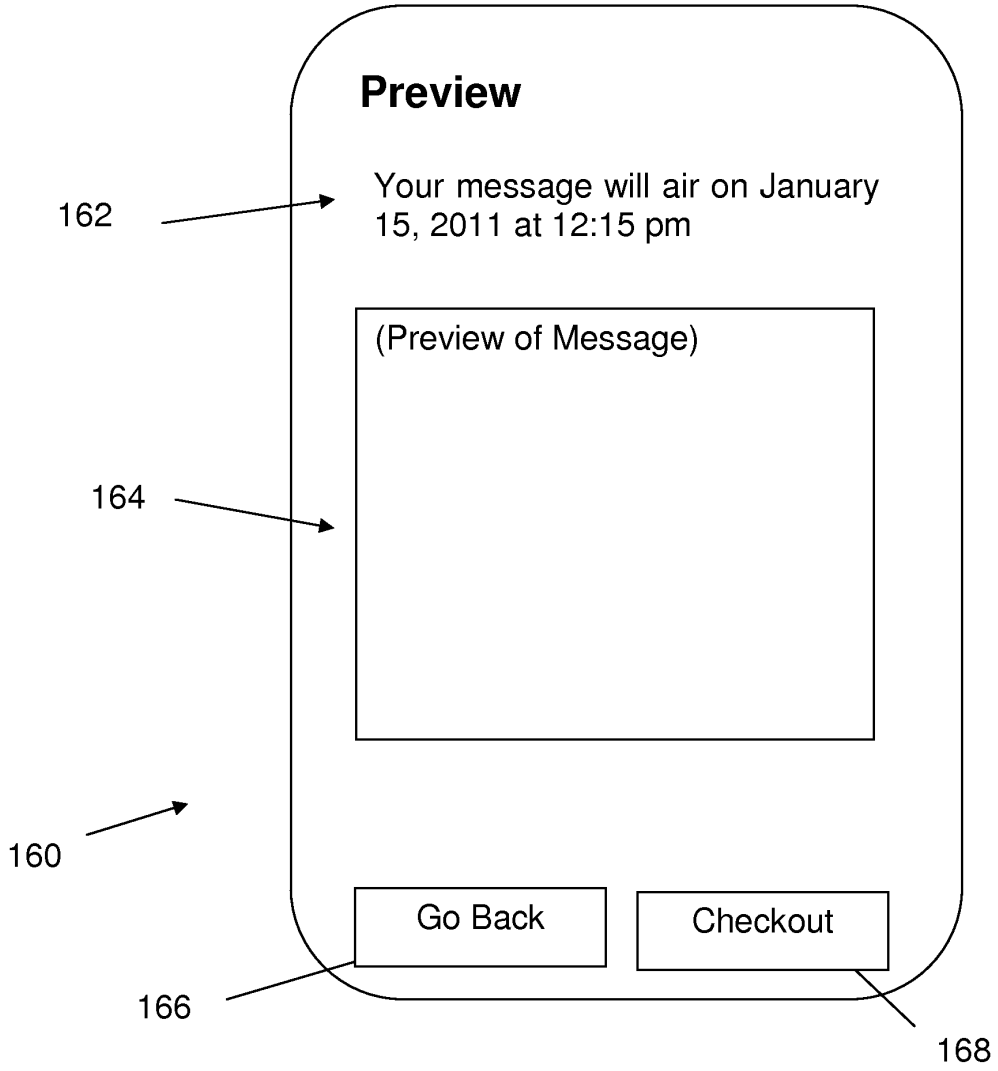

Preview
Your message will air on January 15, 2011 at 12:15 pm
(Preview of Message)
Go Back
Checkout
162
164
160
166
168

Figure 7

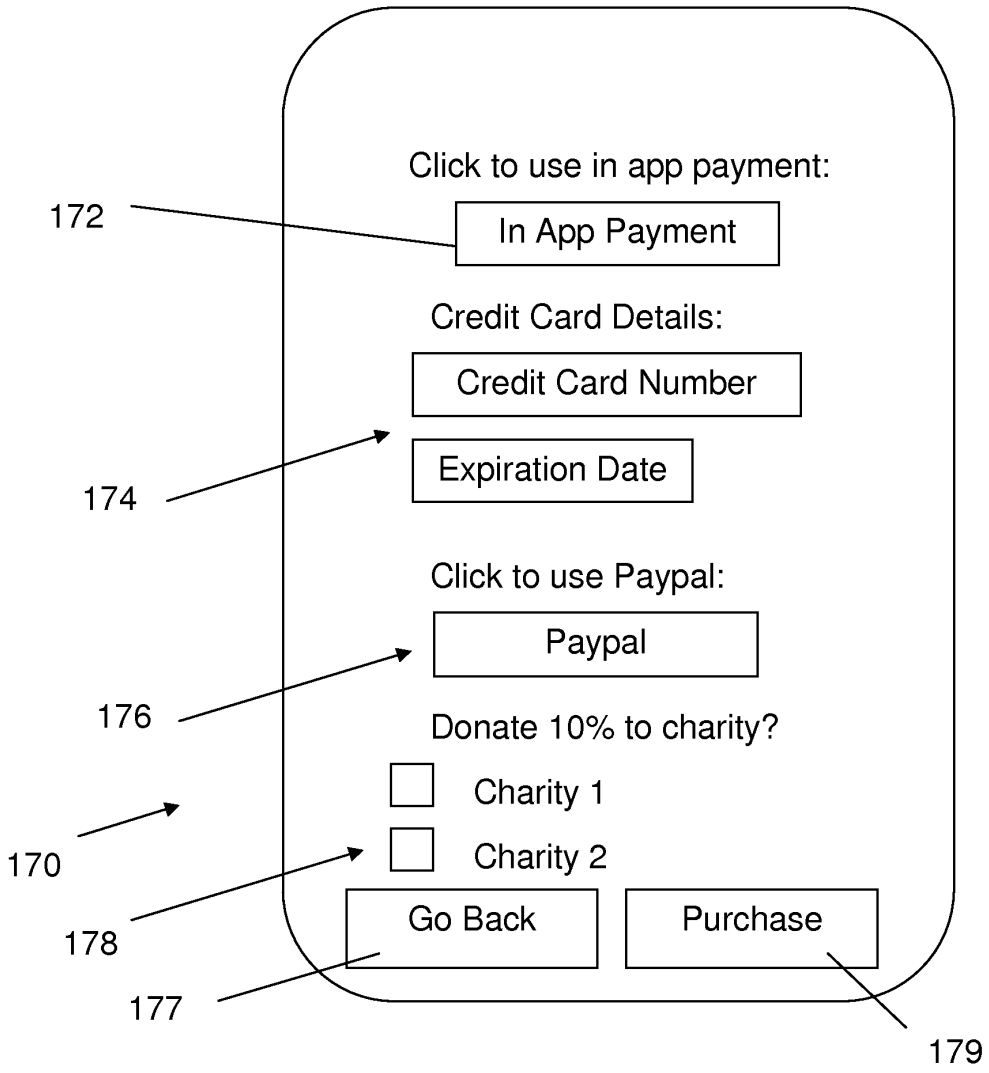

Click to use in app payment:
172
In App Payment
Credit Card Details:
Credit Card Number
Expiration Date
174
Click to use Paypal:
Paypal
176
Donate 10% to charity?
Charity 1
Charity 2
170
178
Go Back
Purchase
177
179

Figure 8

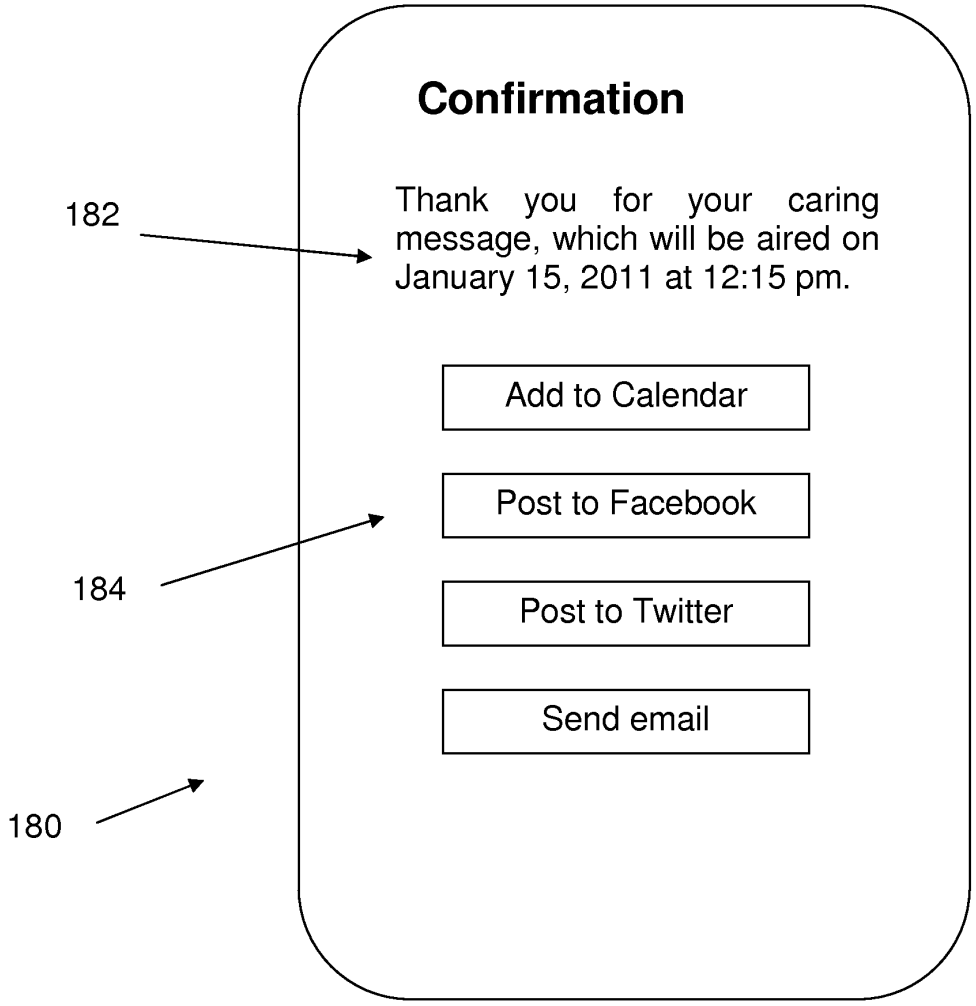

Confirmation
Thank you for your caring message, which will be aired on January 15, 2011 at 12:15 pm.
Add to Calendar
Post to Facebook
Post to Twitter
Send email
182
184
180

Figure 9

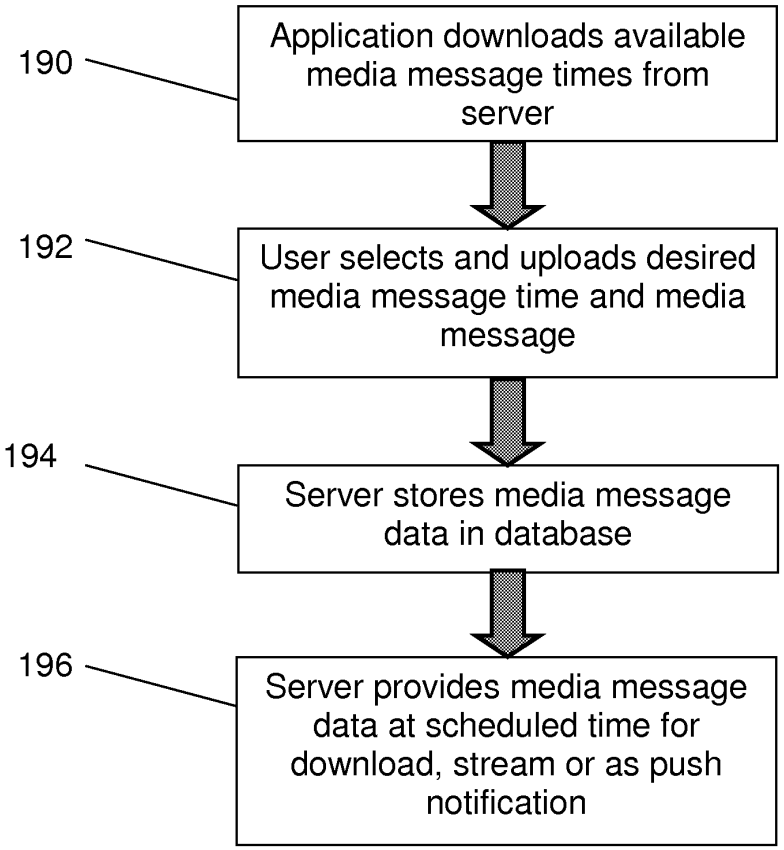

190
Application downloads available media message times from server
192
User selects and uploads desired media message time and media message
194
Server stores media message data in database
196
Server provides media message data at scheduled time for download, stream or as push notification

Figure 10

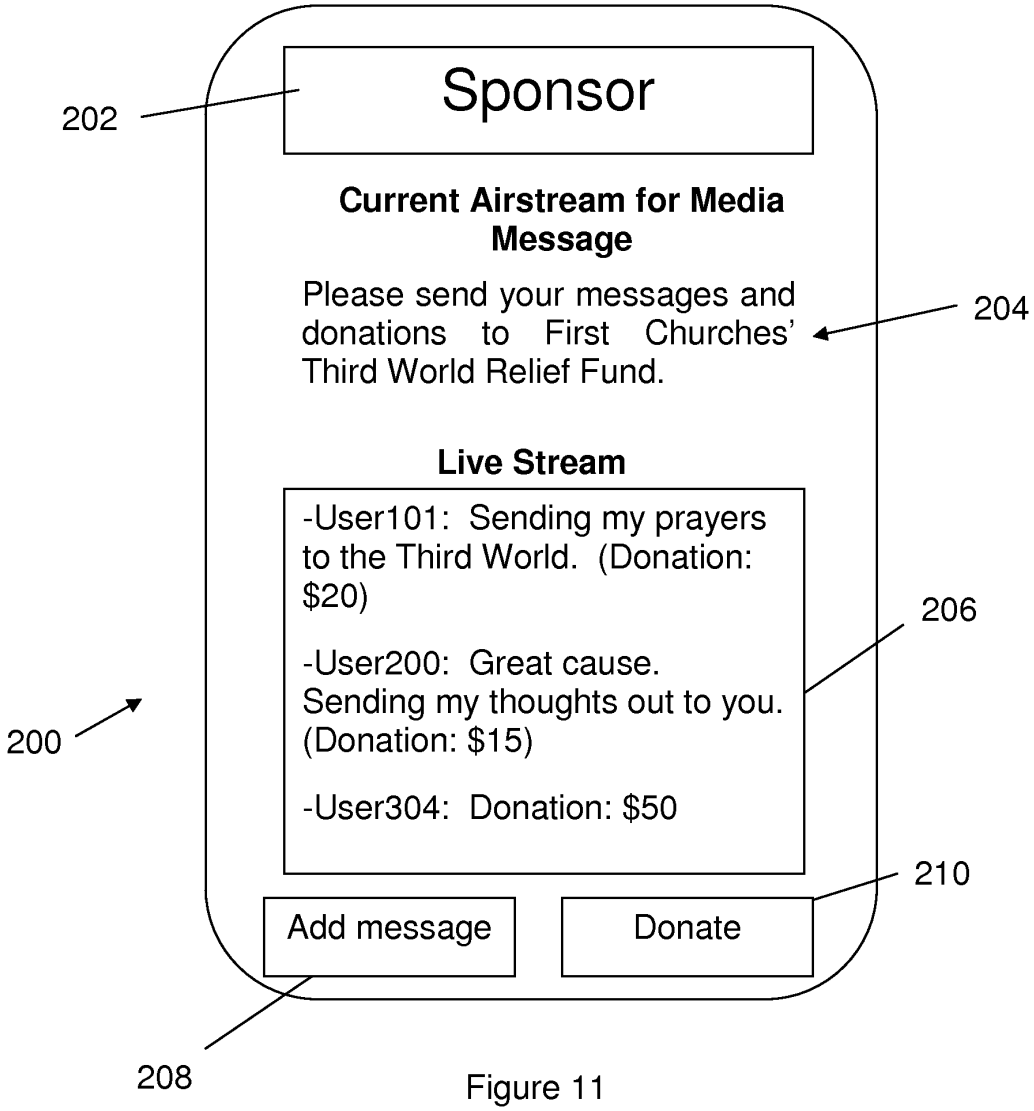

Sponsor
202
Current Airstream for Media Message
Please send your messages and donations to First Churches' Third World Relief Fund.
204
Live Stream
-User101: Sending my prayers to the Third World. (Donation: $20)
-User200: Great cause. Sending my thoughts out to you. (Donation: $15)
-User304: Donation: $50
206
200
210
Add message
Donate
208

Figure 11

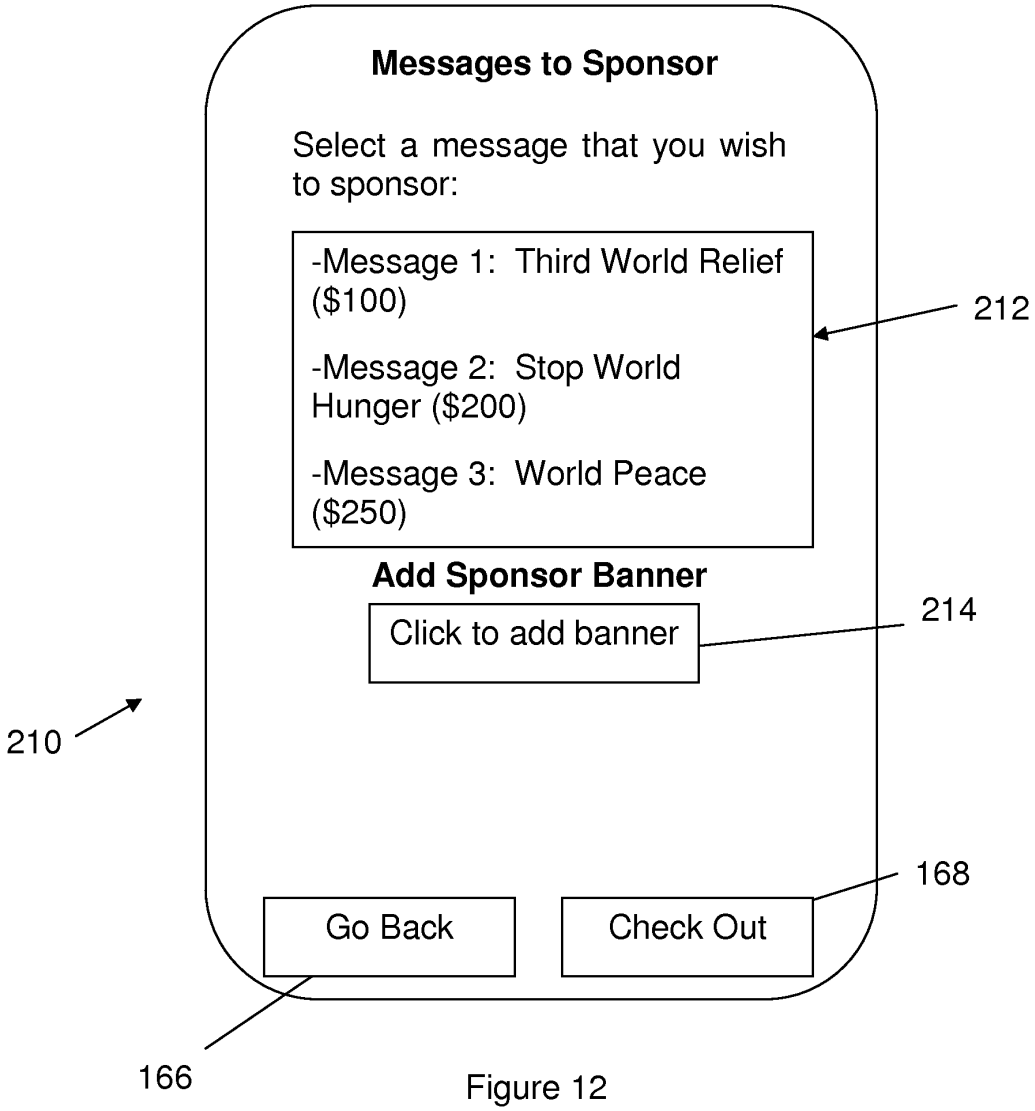

Messages to Sponsor
Select a message that you wish to sponsor:
-Message 1: Third World Relief ($100)
-Message 2: Stop World Hunger ($200)
-Message 3: World Peace ($250)
212
Add Sponsor Banner
Click to add banner
214
210
168
Go Back
Check Out
166

Figure 12

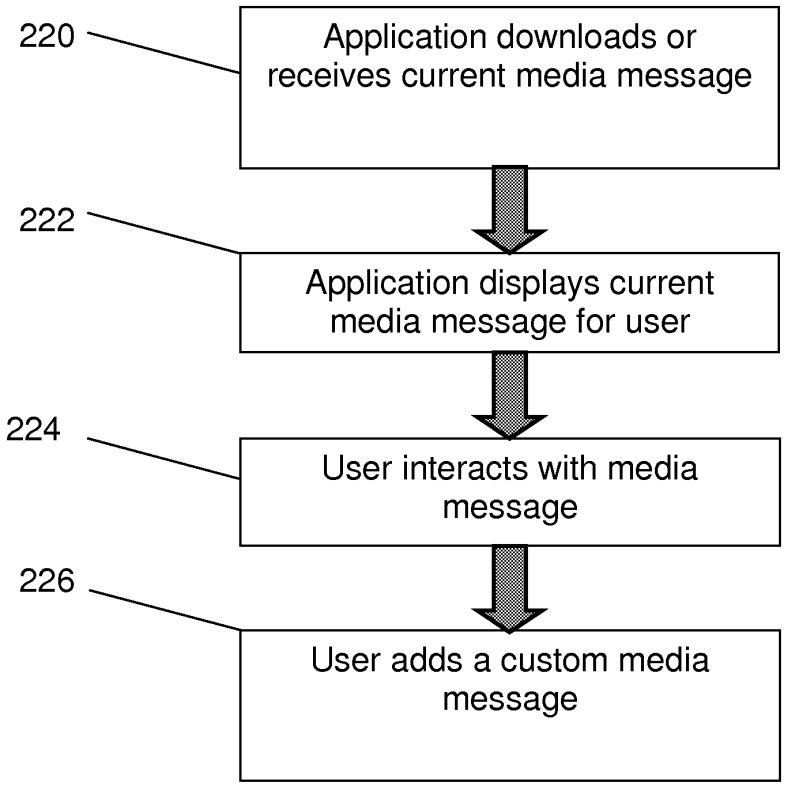

220
Application downloads or receives current media message
222
Application displays current media message for user
224
User interacts with media message
226
User adds a custom media message

Figure 13

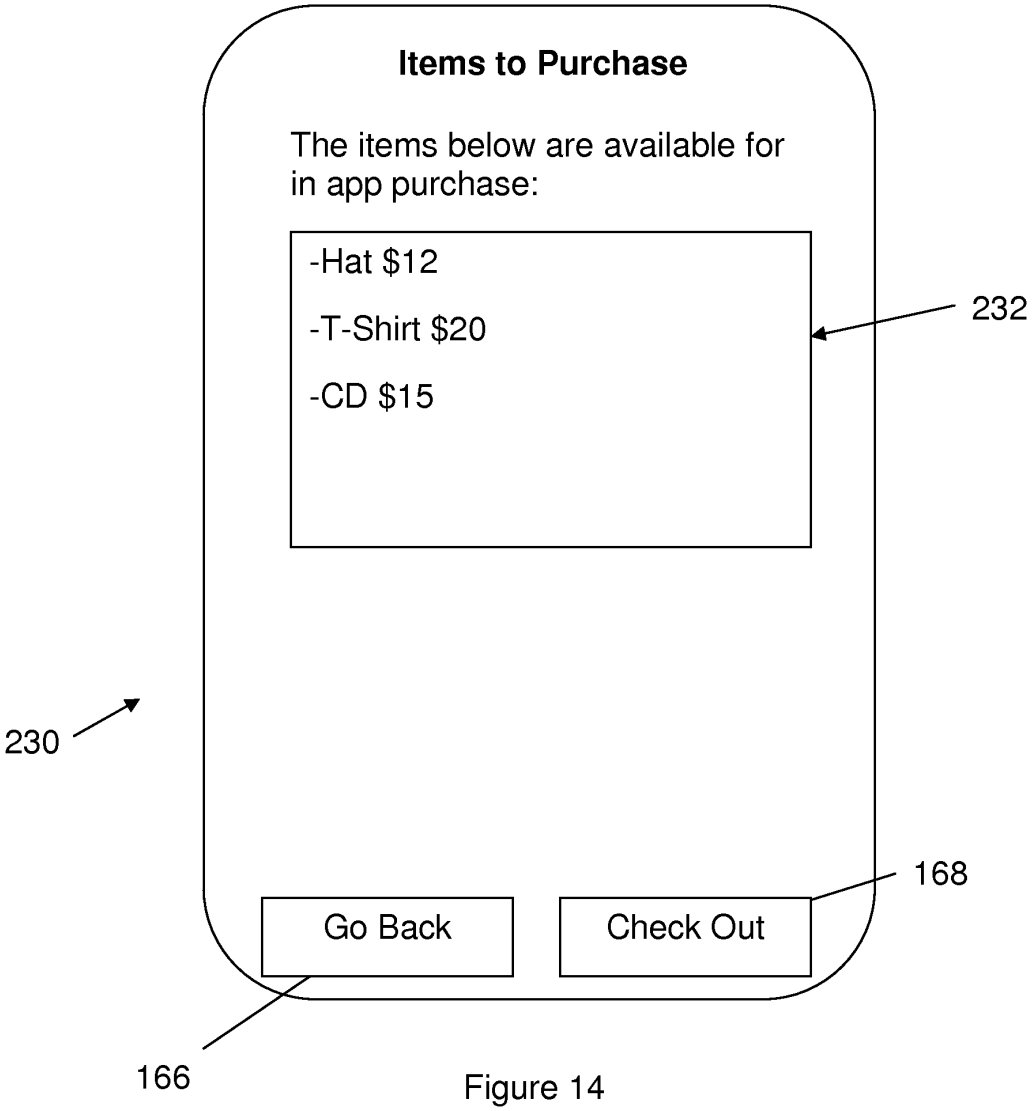

Items to Purchase
The items below are available for in app purchase:
-Hat $12
-T-Shirt $20
-CD $15
232
230
168
Go Back
Check Out
166

Figure 14

MOBILE DEVICE STREAMING MEDIA APPLICATION

CROSS-REFERENCE TO RELATED APPLICATIONS

This application is a continuation of U.S. patent application Ser. No. 18/346,318, filed Jul. 3, 2023, which is a continuation of U.S. patent application Ser. No. 17/705,331, filed Mar. 27, 2022, which is a continuation of U.S. patent application Ser. No. 17/384,911, filed Jul. 26, 2021, which is a continuation of U.S. patent application Ser. No. 16/812,495, filed Mar. 9, 2020, which is a continuation of U.S. patent application Ser. No. 16/790,953, filed Feb. 14, 2020, which is a continuation of U.S. patent application Ser. No. 16/157,269, filed Oct. 11, 2018, which is a continuation of U.S. patent application Ser. No. 15/273,335, filed Sep. 22, 2016, which is a continuation of U.S. patent application Ser. No. 15/041,422, filed Feb. 11, 2016, which is a continuation of U.S. patent application Ser. No. 14/512,353, filed Oct. 10, 2014, which is a continuation of U.S. patent application Ser. No. 13/967,414, filed Aug. 15, 2013, which is a continuation of U.S. patent application Ser. No. 13/027,191, filed Feb. 14, 2011, which claims priority to U.S. Provisional Patent Application No. 61/304,331, filed Feb. 12, 2010. The entireties of U.S. patent application Ser. No. 18/346,318, U.S. patent application Ser. No. 17/705,331, U.S. patent application Ser. No. 17/384,911, U.S. patent application Ser. No. 16/812,495, U.S. patent application Ser. No. 16/790,953, U.S. patent application Ser. No. 16/157,269, U.S. patent application Ser. No. 15/273,335, U.S. patent application Ser. No. 15/041,422, U.S. patent application Ser. No. 14/512,353, U.S. patent application Ser. No. 13/967,414, U.S. patent application Ser. No. 13/027,191, and U.S. Provisional Patent Application No. 61/304,331 are hereby incorporated by reference herein.

BACKGROUND OF THE INVENTION

Streaming media is multimedia that is constantly received by and presented to an end-user while being delivered by a streaming provider. The name refers to the delivery method of the medium rather than to the medium itself. The distinction is usually applied to media that are distributed over telecommunications networks, as most other delivery systems are either inherently streaming (e.g., radio, television) or inherently non-streaming (e.g., books, video cassettes, audio CDs). The verb "to stream" is also derived from this term, meaning to deliver media in this manner. Internet television is a commonly streamed medium.

Live streaming, more specifically, means taking the media and broadcasting it live over the Internet. The process involves a camera for the media, an encoder to digitize the content, a media publisher where the streams are made available to potential end-users and a content delivery network to distribute and deliver the content. The media can then be viewed by end-users live.

Consciousness is variously defined as subjective experience, awareness, the ability to experience "feeling," wakefulness, the understanding of the concept "self," or the executive control system of the mind. It is an umbrella term that may refer to a variety of mental phenomena. Although humans realize what everyday experiences are, consciousness itself resists being defined, philosophers note.

Consciousness is the subject of much research in philosophy of mind, psychology, neuroscience, cognitive science, and artificial intelligence. Issues of practical concern include how the presence of consciousness can be assessed in severely ill or comatose people; whether non-human consciousness exists and, if so, how it can be measured; at what point in fetal development consciousness begins; and whether computers can achieve a conscious state.

Prayer is a form of religious practice that seeks to activate a volitional rapport to a god or spirit through deliberate practice. Prayer may be either individual or communal and take place in public or in private.

It may involve the use of words or song. When language is used, prayer may take the form of a hymn, incantation, formal creedal statement, or a spontaneous utterance in the praying person. There are different forms of prayer such as petitionary prayers, prayers of supplication, thanksgiving, and worship/praise.

Prayer may be directed towards a deity, spirit, deceased person, or lofty idea, for the purpose of worshipping, requesting guidance, requesting assistance, confessing sins, or to express one's thoughts and emotions. Thus, people pray for many reasons such as personal benefit or for the sake of others.

Most major religions involve prayer in one way or another. Some ritualize the act of prayer, requiring a strict sequence of actions or placing a restriction on who is permitted to pray, while others teach that prayer may be practiced spontaneously by anyone at any time.

SUMMARY OF THE INVENTION

In one embodiment according to the present invention, a system and process for coordinating a programmed media stream is provided. Preferably, this content relates to consciousness messages such as prayers, requests for charity, thoughts, or similar messages. However, this content can also relate to breaking news, music videos, comedy, or similar content. A network-connected server maintains a database containing media content-related data, such as the text of a message, accompanying media, time of airing, payment, and related comments. A user can view these feeds or streams of these streams by downloading a mobile application or browsing to a website. The application or website can also be used to create, schedule, and pay for media content airtime for a message or program.

BRIEF DESCRIPTION OF THE DRAWINGS

These and other aspects, features, and advantages of which embodiments of the invention are capable of will be apparent and elucidated from the following description of embodiments of the present invention, reference being made to the accompanying drawings, in which:

FIG. **1** illustrates a media content coordination system according to an embodiment of the present invention;

FIG. **2** illustrates a current media content interface according to an embodiment of the present invention;

FIG. **3** illustrates an about us interface according to an embodiment of the present invention;

FIG. **4** illustrates an airtime purchase interface according to an embodiment of the present invention;

FIG. **5** illustrates an airtime date selection interface according to an embodiment of the present invention;

FIG. **6** illustrates an advanced airtime date selection interface according to an embodiment of the present invention;

FIG. **7** illustrates a media content preview interface according to an embodiment of the present invention;

FIG. **8** illustrates a payment interface according to an embodiment of the present invention;

FIG. **9** illustrates a confirmation interface according to an embodiment of the present invention;

FIG. **10** illustrates a process of coordinating media content times according to an embodiment of the present invention:

FIG. **11** illustrates a media content airstream interface according to an embodiment of the present invention;

FIG. **12** illustrates a media content sponsorship interface according to an embodiment of the present invention;

FIG. **13** illustrates a process of viewing and interacting with a current message according to an embodiment of the present invention; and,

FIG. **14** illustrates an interface for in app purchases of items according to an embodiment of the present invention.

DESCRIPTION OF EMBODIMENTS

Specific embodiments of the invention will now be described with reference to the accompanying drawings. This invention may, however, be embodied in many different forms and should not be construed as limited to the embodiments set forth herein; rather, these embodiments are provided so that this disclosure will be thorough and complete, and will fully convey the scope of the invention to those skilled in the art. The terminology used in the detailed description of the embodiments illustrated in the accompanying drawings is not intended to be limiting of the invention. In the drawings, like numbers refer to like elements.

Unless otherwise defined, all terms (including technical and scientific terms) used herein have the same meaning as commonly understood by one of ordinary skill in the art to which this invention belongs. It will be further understood that terms, such as those defined in commonly used dictionaries, should be interpreted as having a meaning that is consistent with their meaning in the context of the relevant art and will not be interpreted in an idealized or overly formal sense unless expressly so defined herein.

The terms message, media message, or program are used interchangeably in this specification and generally refer to text, audio, video, or still images sent across the internet. In one aspect of the present invention, the system can be used for any media content type, such as news, comedy, drama, environmental messages, offers to purchase related items, and similar messages. In another aspect of the present invention, the system is used for consciousness messages, such as prayers, collective thoughts, appeals to charity, and inspirational messages.

FIG. **1** illustrates an example media coordination system **100** according to the present invention which allows network connected devices, such as mobile devices **106** (cell phones, portable music players, tables, laptops, etc.), to coordinate times for specific media messages/programs to be streamed to other application users (e.g., a feed of message posts or a stream of real-time media data). Generally, a computer server **102** (e.g., a processor, RAM, a hard drive, an operating system, web serving software and database software) is connected to a wide area network **104** such as the internet or wireless cell phone data network. Mobile devices **106** are also connected to the network **104**, allowing for communication to and from the server **102**.

As seen in item **220** of the flow chart of FIG. **13**, a user either executes the mobile media application on their mobile device or uses a browser to browse to an internet page supplied by the server **102**. The application downloads the current media message/program (i.e., a thought or prayer video scheduled for airing at that time) from the server. Alternately, the server **102** may automatically push the current media message or link to the current media message via phone notifications, email, or text messages.

In one example, delivery of the current media message to the mobile device **106** is performed as a feed that is downloaded as requested by the user. In another example, delivery of the current media message is achieved with a live streaming media file (e.g., streaming audio/video) that provides images, text, and/or audio to the user's mobile device. In this respect, the media message stream is similar to a live television station having scheduled media messages as its programming.

In item **222**, the mobile application displays the media message data supplied by the server **102**. This data may include the text of a media message, an attached or linked-to media file, donation information, and media message expiration information (i.e., when the current media message expires causing the mobile application to download a new current media message). Alternately, the media message data may be a live media stream, previously rendered by the server **102**, which displays the images, text, audio, video, or other items in a common media format (e.g., h.264 mp4 video format). In one preferred embodiment, the media message is a prayer, collective consciousness message, request for charity, environmental, or similar message.

In item **224**, the user views the media message data in an interface of the mobile application and interacts with the interface. For example, the user may add a comment about the media message, a donation, a greeting card, or share a link to the media message via a social network, email, text message, or similar communication. The user may also make purchases within the application (e.g., in app purchases, credit cards, Pay Pal, etc.) to buy gift certificates for message airtime, greeting cards, or similar in-application items.

In item **226**, the user can design, upload, and pay for a custom media message that is stored and aired from the server **102**. The server will similarly air the custom media message at the specified time as the current media message, thereby distributing that media message out to other users of the mobile application and website.

FIG. **10** illustrates a flow chart of an example process for coordinating media messages. As seen in item **190**, the mobile application is executed on the mobile device **106** that can download available times that a media message can be scheduled. A user can request availability of a specific time or the mobile application can download a variety of free times.

In item **192**, the user selects a time that they would like to have their media message available, the text of their media message, any images, or videos that they would like to accompany the media message, and payment information. This data is uploaded to server **102** and stored in a database in item **194**.

As seen in item **196**, the sever **102** provides media message data according to the scheduled time. This data can be rendered and streamed as a live streaming format, made available for download to each mobile device **106** running the application or can be sent out via a push notification, email, or text message. Optionally, the push notification, email, or text message can include a link that opens the mobile media message application to that specific media message or to a webpage displaying that media message.

The current media message can also be displayed on any participating websites. For example, an otherwise nonaffiliated website could include code that displays the current

media message. In another example, the media message can be posted to a social media site, such as Facebook or Twitter, which allows users to subscribe. In this respect, people visiting websites otherwise unrelated to the server **102** can also view the current media message.

FIGS. **2-9** illustrate various example aspects and interfaces of the mobile media message application according to the present invention. FIG. **2** illustrates the current media message interface **110** that displays the media message currently scheduled by the server **102**. The current media message interface **110** preferably includes a media message text display **114** that displays the text of the media message specified by the person who created the current media message.

Optionally, the current media message interface includes an advertisement banner **112** for displaying advertisements from a downloaded source, such as from Google AdSense or Apple in-app advertising. Optionally, the mobile media message application can allow a user the option to include this banner **112** during the media message creation process to financially subsidize the price of posting the media message.

The interface **110** also includes a comments button **111** that displays a comment interface for leaving messages related to the current media message. A past media messages button **113** is also included for displaying a list of past media messages or bookmarked media messages.

Preferably, multiple feeds or streams are available to the mobile application. For example, some streams can be specific breaking news, religion, music, or pets. Selecting the switch stream button **115** allows the user to switch between these streams.

The donate button **117** allows the user to donate money to originator of the media message, thereby allowing users or entities to raise money in addition to soliciting media messages. The buy gift button **119** allows the user to buy items for the author of the current message or another user. Gifts can include virtual greeting cards, gift certificates, message airtime, and similar items. The buy airtime button **120** displays an interface for creating and purchasing a media message that will be displayed on the application and the learn more button **118** displays an about us interface **122** seen in FIG. **3**.

The about us interface **122** preferably includes information about the developer and information **124** about how to pray. A share button **128** allows the user to share specific media message tips with others (e.g., by emailing text of the media message information **124**). The go back button **126** returns the user to the previous screen.

If the user selects the buy airtime button **120** in interface **110**, the buy airtime interface **130** is displayed, as seen in FIG. **4**. Title input **132** allows a user to enter a text title for their media message, while text of the media message can be entered in message input **134**. Optionally, the user can attach or add a link to an image, audio, and/or video in the media input **136**. This media is uploaded to the server **102** and rendered into the stream for broadcast at the scheduled time. The next button **138** displays the airtime selection interface **140** as seen in FIG. **5**.

The airtime selection interface **140** preferably provides a plurality of selectable time ranges **142** (e.g., check boxes) and their accompanying cost. A minute input **144** allows the user to specify the amount of time the user would like their media message to be displayed as the current media message. Selecting the advanced button **148** displays the advanced airtime interface **150** seen in FIG. **6**.

The advanced airtime interface **150** allows the user more control over exactly when the media message will be shown as the current media message. For example, a date interface **152** allows the user to specify a specific day to air the media message, the time interface **154** provides more detailed time ranges, and the time interface allows input of the amount of time the media message will air as the current media message. Selecting the basic button **159** returns the user to the airtime selection interface **140** while selecting the find time button **158** attempts to find an unreserved free time for the media message.

Once the server **102** has found a free time according to the criteria selected by the user, the preview interface **160** is displayed, as seen in FIG. **7**. The proposed message date 162 is located at the top of the interface **160**, followed by the preview of the media message **164**. The user can select the go back button **166** to return to a previous interface to correct information or can select the checkout button **168** to display the payment interface **170**, seen in FIG. **8**.

The payment interface **170** allows the user to select their desired method of payment. This interface can be used for buying airtime on a stream or for any other activity that may require payment (e.g., purchasing gift certificates or greeting cards).

For example, the user can select the in-app payment button **172** to cause payment through an "in-app" payment system, such as Apple's in-app payment system. The user may also enter their credit card information in the credit card input **174** or can select the PayPal button **176** to bring up PayPal login credentials for payment via PayPal. Preferably, the interface **170** includes a plurality of charity inputs **178** (e.g., checkboxes) for specifying donations to specific charities. The user can return to previous interfaces via the go back button **177** or can submit the payment information via the purchase button **179**.

Once the payment information has been submitted and confirmed by the server **102**, the confirmation interface **180** is displayed, as seen in FIG. **9**. A confirmation message **182** is displayed at the top of the interface **180** to confirm the exact time the media message will be available. Additionally, a plurality of media message sharing buttons **184** are displayed to allow the user to easily share details (e.g., date, time, hypertext link) to the media message on various calendar, email, text message, or social media websites.

FIG. **11** illustrates an alternate media message interface **200** according to the present invention. The interface **200** allows a user or organization to post a media message, media (music, video, image, etc.), and/or request for donations, seen in the media message display **204**. This airstream media message can be purchased through an interface similar to those previously described in this specification. Optionally, an advertiser may sponsor such a stream and post their ad banner in the banner display **202**.

The interface **200** also displays live or regularly updated comments and media messages from users in the live stream display **206**. If a user wishes to comment, add a greeting card (or similar link), or add a message, the add message button **208** can be selected, prompting the user for a text comments and an optional donation amount. Alternately, the user can select the donate button **210** to donate money without adding a comment (e.g., utilizing the payment interface **170**). These comments and donation amounts are transmitted to the server **102**, processed, and then displayed in the live stream display **206** for all users to view.

FIG. **12** illustrates a sponsor interface **210** that allows an advertiser or user to sponsor a specific current media message or airstream media message. A media message selec-

tion input **212** downloads and displays from the server **102** a list of media messages and sponsor prices that are available for sponsorship. A specific media message can be selected and the sponsor's ad banner can be uploaded to the server **102** by clicking the add banner button **214**. Once the user is satisfied by their selection, the check out button **168** can be used to pay.

FIG. **14** illustrates an item purchase interface **230** that allows the user to make in-app purchases of items via the item selection interface **232**. This allows the user to select a desired item (real or virtual) for purchase, then select the check out button **168**, which leads to the previously described payment interface **170**.

In one specific example, the present invention can be particularly used to facilitate prayer or collective consciousness. For example, users can purchase airtime to display a prayer or collective thought. In another example, a request for donations (e.g., from a person or charity) can be uploaded to the stream to allow users to donate money within the mobile application.

In another specific example, the present invention can be used to purchase airtime and upload ongoing news or informational video. In this respect, a stream may be directed to eye-witness news or similar breaking new.

In another specific example, a stream can be directed to music videos. Hence, a user can purchase airtime and upload their own music videos that will stream at a specific time and date.

In another example, a stream can be directed to short films. Users can produce their own films, purchase airtime, and then upload the films to air on the channel at a specific time.

In another example according to the present invention, the server can provide a user or company with their own media stream to control. In this respect, the other users can post messages on this third party controlled stream, allowing the stream creator to designate airtime price, which uploads are approved and additional items for purchase.

Although the invention has been described in terms of particular embodiments and applications, one of ordinary skill in the art, in light of this teaching, can generate additional embodiments and modifications without departing from the spirit of or exceeding the scope of the claimed invention. Accordingly, it is to be understood that the drawings and descriptions herein are proffered by way of example to facilitate comprehension of the invention and should not be construed to limit the scope thereof.

What is claimed is:

1. A method, comprising:

receiving, at one or more servers, a plurality of media messages from one or more mobile applications executable on a corresponding one or more mobile devices;

storing the plurality of media messages on the one or more servers, wherein one or more stored media messages are associated with expiration information to determine when the one or more stored media messages can no longer be provided in a feed;

selecting, for inclusion in respective ones of a first feed and a second, corresponding ones of a first subset and a second subset of media messages from among the plurality of media messages stored on the one or more servers, wherein the respective selections of the first subset and the second subset of media messages are based at least in part on the expiration information, wherein the second feed differs from the first feed;

providing the first feed from the one or more servers to a mobile application executable on a mobile device, the mobile application configured to present the first feed, wherein presentation of the first feed by the mobile application includes presentation of a sharing prompt with a media message included in the first feed, wherein interaction with the sharing prompt via the mobile application facilitates generation of a link configured to enable access to the media message; and

providing the second feed from the one or more servers to the mobile application, the mobile application configured to present the second feed, wherein the mobile application is further configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the mobile application.

2. The method of claim **1**, wherein respective ones of the plurality of media messages received at the one or more servers include an image or video captured by the one or more mobile applications via a corresponding one or more cameras of the corresponding one or more mobile devices.

3. The method of claim **2**, wherein the media message included in the first feed includes one or more of an attached image or attached audio that is not native to the image or video captured by the one or more mobile applications via the corresponding one or more cameras of the corresponding one or more mobile devices.

4. The method of claim **1**, wherein the link is a first link, wherein the media message included in the first feed is encoded with a second link, wherein interaction with the second link via the mobile application enables access to a webpage.

5. The method of claim **1**, wherein presentation of the first feed by the mobile application includes presentation of a comment prompt with the media message included in the first feed, wherein interaction with the comment prompt via the mobile application enables a comment to be associated with the media message.

6. The method of claim **1**, wherein presentation of the first feed by the mobile application includes presentation of an advertisement prompt with the media message included in the first feed, wherein interaction with the advertisement prompt via the mobile application causes presentation of an advertisement.

7. The method of claim **1**, wherein presentation of the first feed by the mobile application includes presentation of an item purchase prompt with the media message included in the first feed, wherein interaction with the item purchase prompt via the mobile application enables presentation of information to initiate purchase of an item.

8. The method of claim **1**, wherein the one or more stored media messages are associated with corresponding scheduled airtimes to determine when the one or more stored media messages can first be provided in a feed.

9. A method, comprising:

generating a plurality of media messages at one or more mobile applications executable on a corresponding one or more mobile devices, wherein respective ones of the plurality of media messages include an image or video captured by the one or more mobile applications via a corresponding one or more cameras of the corresponding one or more mobile devices;

receiving, at one or more servers, the plurality of media messages from the one or more mobile applications;

storing the plurality of media messages on the one or more servers, wherein one or more stored media messages are associated with expiration information to determine when the one or more stored media messages can no longer be provided in a feed;

selecting, for inclusion in respective ones of a first feed and a second, corresponding ones of a first subset and a second subset of media messages from among the plurality of media messages stored on the one or more servers, wherein the respective selections of the first subset and the second subset of media messages are based at least in part on the expiration information, wherein the second feed differs from the first feed;

providing the first feed from the one or more servers to a mobile application executable on a mobile device, the mobile application configured to present the first feed, wherein presentation of the first feed by the mobile application includes presentation of a sharing prompt with a media message included in the first feed, wherein interaction with the sharing prompt via the mobile application facilitates generation of a link configured to enable access to the media message; and

providing the second feed from the one or more servers to the mobile application, the mobile application configured to present the second feed, wherein the mobile application is further configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the mobile application.

10. The method of claim **9**, wherein the link is a first link, wherein the media message included in the first feed is encoded with a second link, wherein interaction with the second link via the mobile application enables access to a webpage.

11. The method of claim **9**, wherein presentation of the first feed by the mobile application includes presentation of a comment prompt with the media message included in the first feed, wherein interaction with the comment prompt via the mobile application enables a comment to be associated with the media message.

12. The method of claim **9**, wherein presentation of the first feed by the mobile application includes presentation of an advertisement prompt with the media message included in the first feed, wherein interaction with the advertisement prompt via the mobile application causes presentation of an advertisement.

13. The method of claim **9**, wherein presentation of the first feed by the mobile application includes presentation of an item purchase prompt with the media message included in the first feed, wherein interaction with the item purchase prompt via the mobile application enables presentation of information to initiate purchase of an item.

14. The method of claim **9**, wherein the media message included in the first feed includes one or more of an attached image or attached audio that is not native to the image or video captured by the one or more mobile applications via the corresponding one or more cameras of the corresponding one or more mobile devices.

15. The method of claim **9**, wherein the one or more stored media messages are associated with corresponding scheduled airtimes to determine when the one or more stored media messages can first be provided in a feed.

16. A system, comprising:

one or more servers including memory, machine-readable instructions, and one or more processors, the one or more processors configured to execute the machine-readable instructions to perform operations comprising:

receiving, at the one or more servers, a plurality of media messages from one or more mobile applications executable on a corresponding one or more mobile devices;

storing the plurality of media messages on the one or more servers, wherein one or more stored media messages are associated with expiration information to determine when the one or more stored media messages can no longer be provided in a feed;

selecting, for inclusion in respective ones of a first feed and a second, corresponding ones of a first subset and a second subset of media messages from among the plurality of media messages stored on the one or more servers, wherein the respective selections of the first subset and the second subset of media messages are based at least in part on the expiration information, wherein the second feed differs from the first feed;

providing the first feed from the one or more servers to a mobile application executable on a mobile device, the mobile application configured to present the first feed, wherein presentation of the first feed by the mobile application includes presentation of a sharing prompt with a media message included in the first feed, wherein interaction with the sharing prompt via the mobile application facilitates generation of a link configured to enable access to the media message; and

providing the second feed from the one or more servers to the mobile application, the mobile application configured to present the second feed, wherein the mobile application is further configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the mobile application.

17. The system of claim **16**, wherein respective ones of the plurality of media messages received at the one or more servers include an image or video captured by the one or more mobile applications via a corresponding one or more cameras of the corresponding one or more mobile devices.

18. The system of claim **17**, wherein the media message included in the first feed includes one or more of an attached image or attached audio that is not native to the image or video captured by the one or more mobile applications via the corresponding one or more cameras of the corresponding one or more mobile devices.

19. The system of claim **16**, wherein the link is a first link, wherein the media message included in the first feed is encoded with a second link, wherein interaction with the second link via the mobile application enables access to a webpage.

20. The system of claim **16**, wherein presentation of the first feed by the mobile application includes presentation of a comment prompt with the media message included in the first feed, wherein interaction with the comment prompt via the mobile application enables a comment to be associated with the media message.

21. The system of claim **16**, wherein presentation of the first feed by the mobile application includes presentation of an advertisement prompt with the media message included in the first feed, wherein interaction with the advertisement prompt via the mobile application causes presentation of an advertisement.

22. The system of claim **16**, wherein presentation of the first feed by the mobile application includes presentation of an item purchase prompt with the media message included in the first feed, wherein interaction with the item purchase prompt via the mobile application enables presentation of information to initiate purchase of an item.

23. The system of claim **16**, wherein the one or more stored media messages are associated with corresponding

scheduled airtimes to determine when the one or more stored media messages can first be provided in a feed.

24. A system, comprising:

one or more mobile applications executable on a corresponding one or more mobile devices, the one or more mobile applications configured to create a plurality of media messages, wherein respective ones of the plurality of media messages include an image or video captured via a corresponding one or more cameras of the corresponding one or more mobile devices; and

one or more servers including memory, machine-readable instructions, and one or more processors, the one or more processors configured to execute the machine-readable instructions to perform operations comprising:

receiving, at the one or more servers, the plurality of media messages from the one or more mobile applications;

storing the plurality of media messages on the one or more servers, wherein one or more stored media messages are associated with expiration information to determine when the one or more stored media messages can no longer be provided in a feed;

selecting, for inclusion in respective ones of a first feed and a second, corresponding ones of a first subset and a second subset of media messages from among the plurality of media messages stored on the one or more servers, wherein the respective selections of the first subset and the second subset of media messages are based at least in part on the expiration information, wherein the second feed differs from the first feed;

providing the first feed from the one or more servers to a mobile application executable on a mobile device, the mobile application configured to present the first feed, wherein presentation of the first feed by the mobile application includes presentation of a sharing prompt with a media message included in the first feed, wherein interaction with the sharing prompt via the mobile application facilitates generation of a link configured to enable access to the media message; and

providing the second feed from the one or more servers to the mobile application, the mobile application configured to present the second feed, wherein the mobile application is further configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the mobile application.

25. The system of claim **24**, wherein the link is a first link, wherein the media message included in the first feed is encoded with a second link, wherein interaction with the second link via the mobile application enables access to a webpage.

26. The system of claim **24**, wherein presentation of the first feed by the mobile application includes presentation of a comment prompt with the media message included in the first feed, wherein interaction with the comment prompt via the mobile application enables a comment to be associated with the media message.

27. The system of claim **24**, wherein presentation of the first feed by the mobile application includes presentation of an advertisement prompt with the media message included in the first feed, wherein interaction with the advertisement prompt via the mobile application causes presentation of an advertisement.

28. The system of claim **24**, wherein presentation of the first feed by the mobile application includes presentation of an item purchase prompt with the media message included in the first feed, wherein interaction with the item purchase prompt via the mobile application enables presentation of information to initiate purchase of an item.

29. The system of claim **24**, wherein the media message included in the first feed includes one or more of an attached image or attached audio that is not native to the image or video captured by the one or more mobile applications via the corresponding one or more cameras of the corresponding one or more mobile devices.

30. The system of claim **24**, wherein the one or more stored media messages are associated with corresponding scheduled airtimes to determine when the one or more stored media messages can first be provided in a feed.

* * * * *

Exhibit C1

Exhibit C1 -- U.S. Patent No. 12,112,357

U.S. Patent 12,112,357		Meta Activity
	Claim 1	
1A	A method, comprising: receiving, at one or more servers, a plurality of media messages from one or more mobile applications executable on a corresponding one or more mobile devices;	Meta operates and controls the '2357 Accused Instrumentalities, as defined in the First Amended Complaint. The '2357 Accused Instrumentalities receive at one or more servers, a plurality of media messages from one or more mobile applications executable on a corresponding one or more mobile devices. For example, the '2357 Accused Instrumentalities provide for the generation of advertising media messages, which Meta refers to as "ad creatives," through Meta mobile applications. Mobile applications, such as Facebook, Meta Ads Manager, or Meta Business Suite, can generate such advertising media messages for delivery on Meta's Facebook, Messenger, or Instagram platforms. The advertising media message includes content, such as photos, video, and text, as well as associated information such as expiration information that is used to determine when the message will no longer be available for presentation. Servers in the '2357 Accused Instrumentalities receive the advertising media message and associated information from the mobile application that generates the advertising media message. The '2357 Accused Instrumentalities also provide for the generation of media messages through the Facebook and Instagram "Stories" feature, by which media messages are generated for delivery on Meta platforms. The media message includes content such as photos, video, and text, as well as associated information such as expiration information that is used to determine when the message will no longer be available for presentation. Servers in the '2357 Accused Instrumentalities receive the media message and associated information from the mobile application that generates the media message. Exemplary Sources https://www.facebook.com/business/ads/#faq https://www.facebook.com/business/learn/lessons/create-facebook-ads-from-facebook-page https://www.facebook.com/business/learn/lessons/create-ads-promote-business

Exhibit C1 -- U.S. Patent No. 12,112,357

U.S. Patent 12,112,357		Meta Activity
		https://business.facebook.com/business/help/705965862850667?id=373423763458293 https://www.facebook.com/business/help/813510795795140?id=3349108371785391 https://www.facebook.com/business/help/280594309504695?id=2030300680608329 https://www.facebook.com/business/learn/lessons/meta-ads-manager-advertising https://www.facebook.com/business/ads/ad-budget-schedule/ https://www.facebook.com/business/ads/ad-creative/ https://www.facebook.com/business/ads-guide/update https://www.facebook.com/business/ads-guide/update/image https://www.facebook.com/business/ads-guide/update/video https://www.facebook.com/business/ads-guide/update/image/facebook-facebook-reels https://www.facebook.com/business/ads-guide/update/video/facebook-story https://www.facebook.com/business/ads-guide/update/video/instagram-profile-feed https://www.facebook.com/business/ads-guide/update/video/instagram-story https://www.facebook.com/business/ads-guide/update/image/instagram-reels https://www.facebook.com/business/help/292794301336717?id=526867548205796 https://www.facebook.com/business/help/324798284973916?id=526867548205796 https://help.instagram.com/1257341144298972/?cms_platform=iphone-app&helpref=platform_switcher https://en-gb.facebook.com/help/1825407747718430?cms_platform=iphone-app&helpref=platform_switcher
1B	storing the plurality of media messages on the one or more servers, wherein one or more stored media messages are associated with expiration information to determine when the one or more stored media messages can no longer be provided in a feed;	The '2357 Accused Instrumentalities store the plurality of media messages on the one or more servers, wherein one or more stored media messages are associated with expiration information to determine when the one or more stored media messages can no longer be provided in a feed. For example, servers receive the advertising media messages from the mobile application and store them on servers for selection and delivery to a mobile application. Expiration information is used to determine when a message will no longer be provided in a feed, such as the identified end time or when a budgeted spending amount specified with the media message is reached.

Exhibit C1 -- U.S. Patent No. 12,112,357

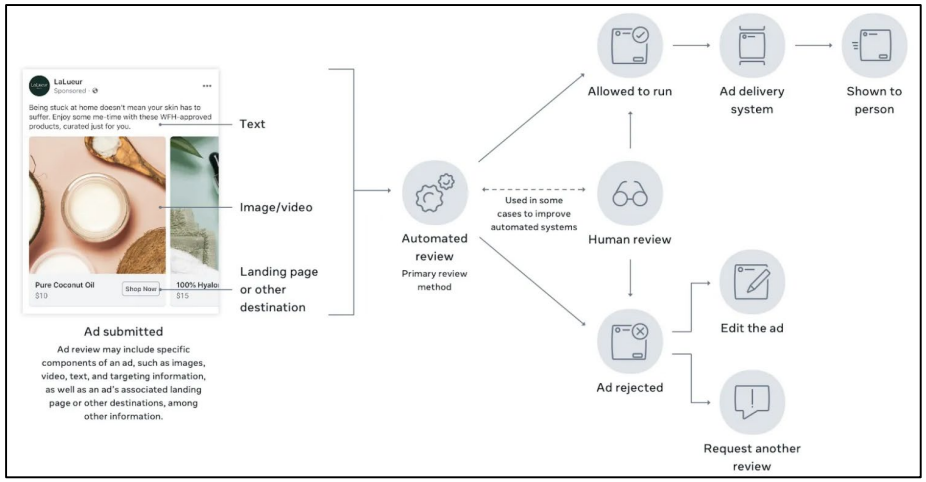
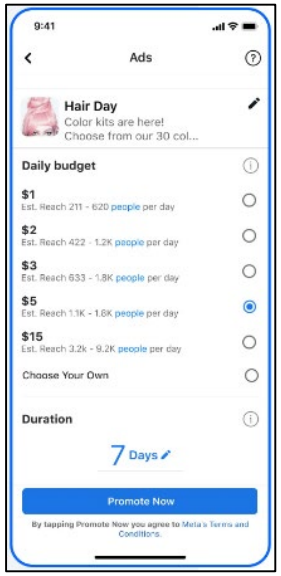
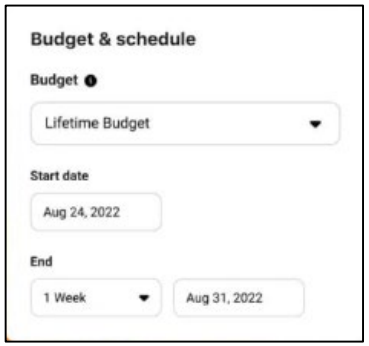
U.S. Patent 12,112,357	Meta Activity
	  

Exhibit C1 -- U.S. Patent No. 12,112,357

U.S. Patent 12,112,357		Meta Activity
		In another example, media messages generated through the Stories feature are stored on Meta's servers for selection and delivery to a mobile application. Expiration information is used to determine when a message will no longer be provided in Stories feeds, such as 24 hours after upload. As Meta explains, "Stories allow you to share everyday moments and grow closer to the people and interests you care about through photos and video that disappear after 24 hours." *See* Row 1A. Exemplary Sources https://www.facebook.com/business/help/204798856225114?id=649869995454285 https://www.facebook.com/business/learn/lessons/create-facebook-ads-from-facebook-page https://www.facebook.com/business/ads/ad-budget-schedule/ https://www.facebook.com/business/help/1037425549606837?id=629338044106215 ("We don't deliver your ads outside of the schedule you set.") https://www.facebook.com/business/help/998181913623584?id=1792465934137726 https://about.instagram.com/features/stories https://www.facebook.com/help/1664219720539259?cms_platform=iphone-app&helpref=platform_switcher
1C	selecting, for inclusion in respective ones of a first feed and a second, corresponding ones of a first subset and a second subset of media messages from among the plurality of media messages stored on the one or more servers, wherein the respective selections of the first subset and the second subset of media messages are	The '2357 Accused Instrumentalities select for inclusion in respective ones of a first feed and a second, corresponding ones of a first subset and a second subset of media messages from among the plurality of media messages stored on the one or more servers, wherein the respective selections of the first subset and the second subset of media messages are based at least in part on the expiration information, wherein the second feed differs from the first feed. For example, advertising media messages are included as a subset of the media messages in various feeds provided to mobile applications across Meta technology platforms, including Reels, Stories, and Feeds on both Facebook and Instagram. An example of feed placements is shown in the following

Exhibit C1 -- U.S. Patent No. 12,112,357

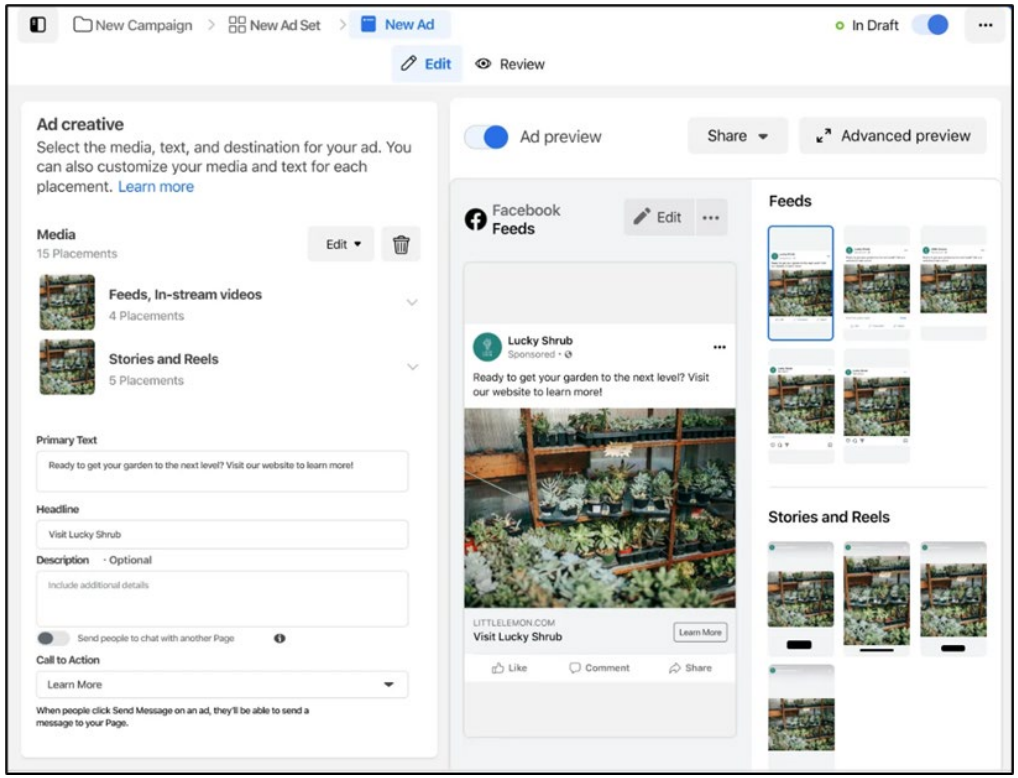
U.S. Patent 12,112,357		Meta Activity
	based at least in part on the expiration information, wherein the second feed differs from the first feed;	image of a Meta "ad preview." The advertising media messages are selected for inclusion in a feed based at least in part on expiration information, such as end times and budgets.  Additionally, media messages generated through the Stories feature are included as a subset of the media messages in various feeds provided to mobile applications across Meta technology platforms and are selected for inclusion in a feed based at least in part on expiration information associated with the media message. The following images from Meta websites illustrate placements available for media messages generated through the Facebook and Instagram Stories feature.

Exhibit C1 -- U.S. Patent No. 12,112,357

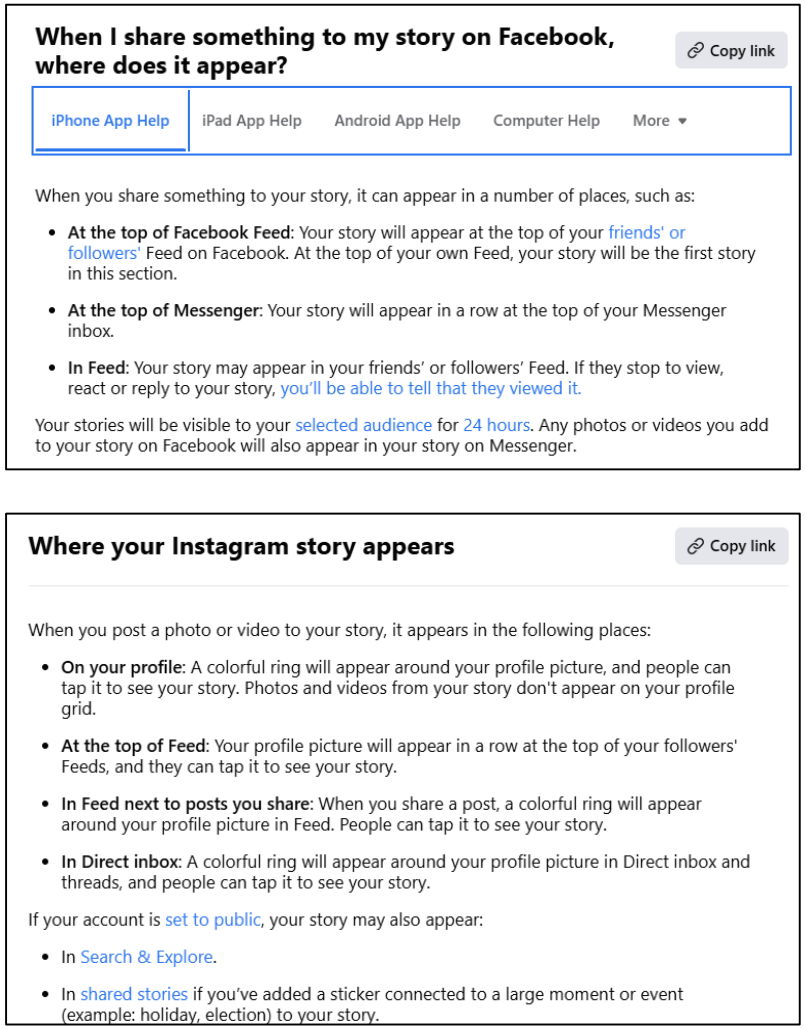
U.S. Patent 12,112,357	Meta Activity
	

Exhibit C1 -- U.S. Patent No. 12,112,357

U.S. Patent 12,112,357		Meta Activity
		Servers in the '2357 Accused Instrumentalities also employ programming rules and machine learning techniques to determine the content displayed in a user's Facebook or Instagram feeds to generate unique feeds such that a first feed and a second feed differ from one another. *See* Rows 1A & 1B. Exemplary Sources https://www.facebook.com/business/help/407108559393196?id=369787570424415 https://www.facebook.com/business/learn/lessons/meta-ads-manager-advertising/ https://www.facebook.com/business/help/1037425549606837?id=629338044106215 https://www.facebook.com/business/help/998181913623584?id=1792465934137726 https://ai.meta.com/blog/facebook-feed-improvements-ai-show-more-less/ (Oct. 5, 2022) ("…we use deep learning models to generate user and post-level embeddings (sets of numbers), which help predict the types of content a person wants to see more of or less of in their Feeds.") https://www.facebook.com/business/help/718033381901819?id=208060977200861 https://www.facebook.com/help/1860890874146432?cms_platform=iphone-app&helpref=platform_switcher https://www.facebook.com/help/392382044488940/
1D	providing the first feed from the one or more servers to a mobile application executable on a mobile device, the mobile application configured to present the first feed, wherein presentation of the first feed by the mobile application includes presentation of a sharing prompt with a media message included in the first feed, wherein interaction	The '2357 Accused Instrumentalities provide the first feed from the one or more servers to a mobile application executable on a mobile device, the mobile application configured to present the first feed, wherein presentation of the first feed by the mobile application includes presentation of a sharing prompt with a media message included in the first feed, wherein interaction with the sharing prompt via the mobile application facilitates generation of a link configured to enable access to the media message. For example, the '2357 Accused Instrumentalities provide feeds across Meta Technology platforms, including Reels, Stories, and Feeds on both Facebook and Instagram mobile applications. Additionally, advertising media messages placed in mobile application feeds, such as the various Facebook and Instagram feeds, are displayed with a sharing icon or button, as illustrated in the image

Exhibit C1 -- U.S. Patent No. 12,112,357

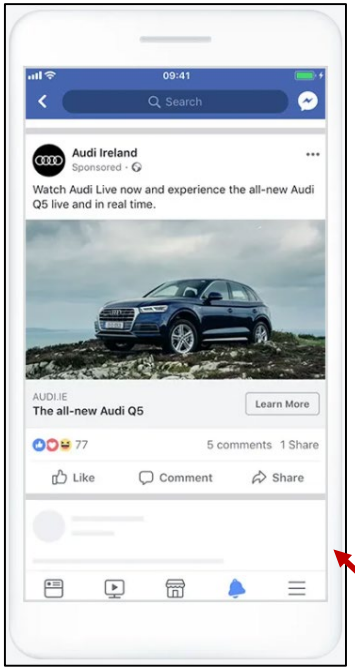
U.S. Patent 12,112,357		Meta Activity
	with the sharing prompt via the mobile application facilitates generation of a link configured to enable access to the media message; and	that follows. Interaction with the icon or button generates an access link to the advertising media message. Meta explains on its website, as shown in the following image, that selecting the share icon presented with a posted media message generates a link, which may be copied and provides access to the media message. Further, media messages placed in mobile application feeds through the Stories feature are displayed with a sharing icon or button. Interaction with the icon or button generates an access link to the media message. 

Exhibit C1 -- U.S. Patent No. 12,112,357

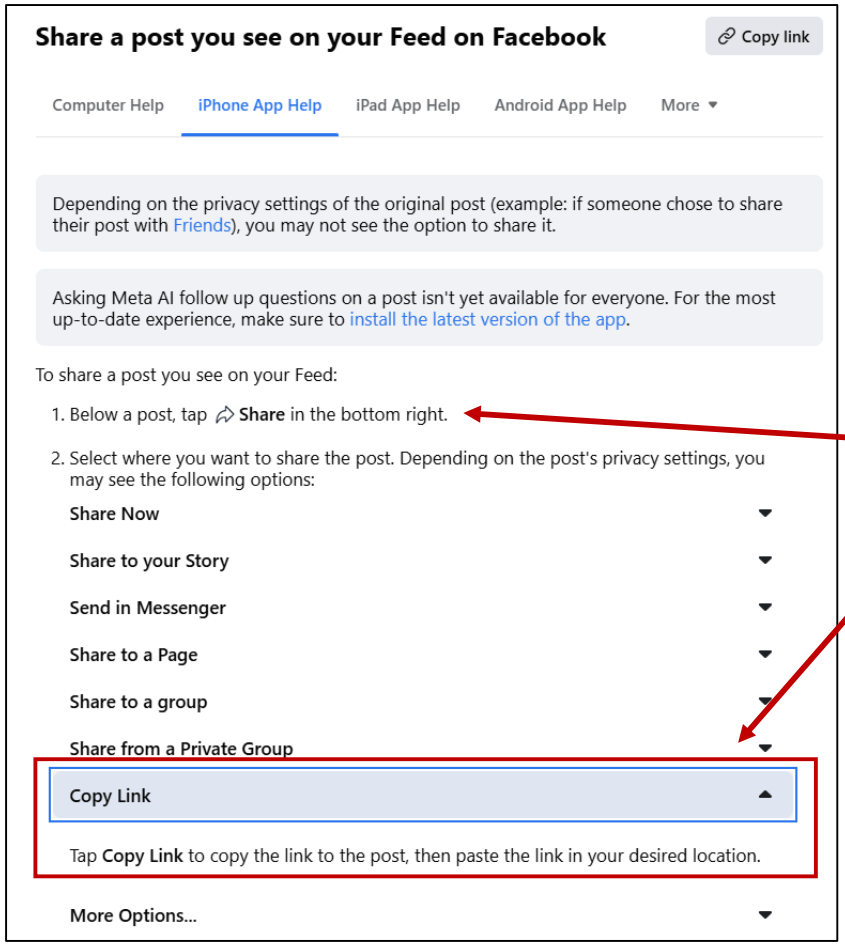
U.S. Patent 12,112,357	Meta Activity
	

Exhibit C1 -- U.S. Patent No. 12,112,357

U.S. Patent 12,112,357		Meta Activity
		 *See* Rows 1A-1C. Exemplary Sources https://www.facebook.com/help/1155510281178725/?helpref=hc_fnav https://www.facebook.com/help/475378724739085/?helpref=hc_fnav https://www.facebook.com/help/349797465699432/?helpref=hc_fnav https://help.instagram.com/1986234648360433/?helpref=hc_fnav https://help.instagram.com/270447560766967/?helpref=hc_fnav https://help.instagram.com/1660923094227526/?helpref=hc_fnav

Exhibit C1 -- U.S. Patent No. 12,112,357

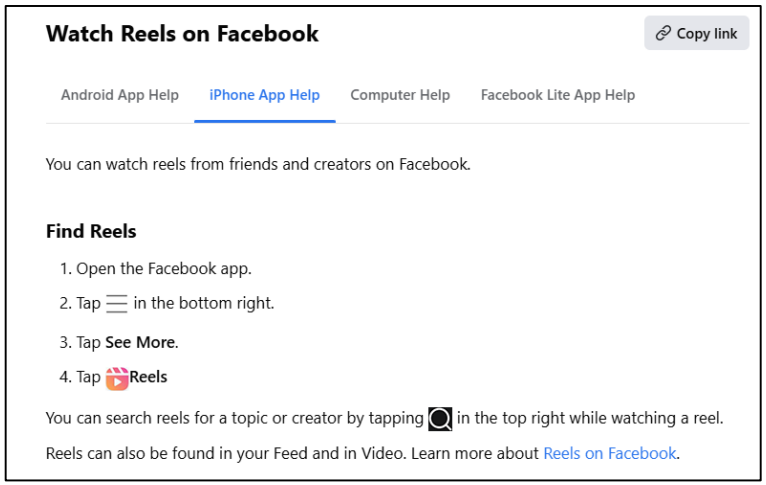
U.S. Patent 12,112,357		Meta Activity
		https://www.facebook.com/business/ads/photo-ad-format https://www.facebook.com/help/163779957017799?cms_platform=iphone-app&helpref=platform_switcher https://about.instagram.com/features/stories
1E	providing the second feed from the one or more servers to the mobile application, the mobile application configured to present the second feed, wherein the mobile application is further configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the mobile application.	The '2357 Accused Instrumentalities provide the second feed from the one or more servers to the mobile application, the mobile application configured to present the second feed, wherein the mobile application is further configured to switch a presentation of the first feed to a presentation of the second feed in response to user interaction with the mobile application. For example, the Facebook and Instagram mobile applications can receive multiple, different feeds, including Reels, Stories, and Feeds. A mobile application is configured to switch between different feed presentations in response to user interaction, such as selecting an image, icon, or menu item. Meta provides examples of switching mobile application feed presentations in the following images from Meta websites. 

Exhibit C1 -- U.S. Patent No. 12,112,357

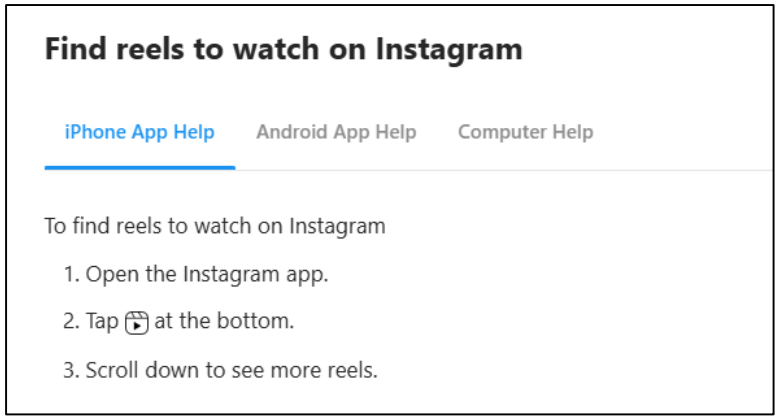
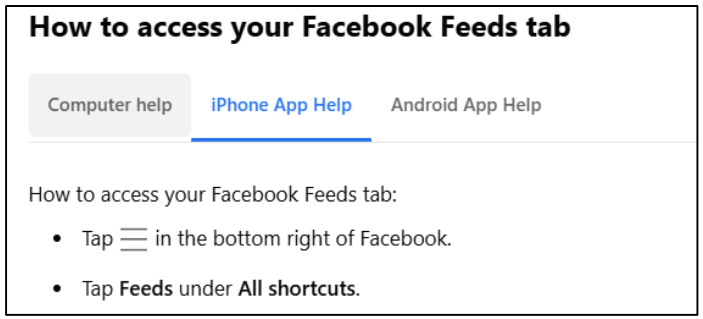
U.S. Patent 12,112,357		Meta Activity
		 

Exhibit C1 -- U.S. Patent No. 12,112,357

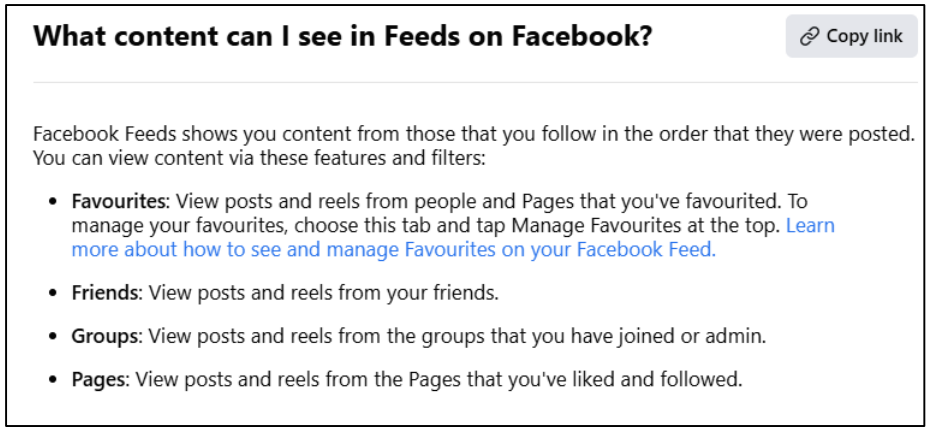
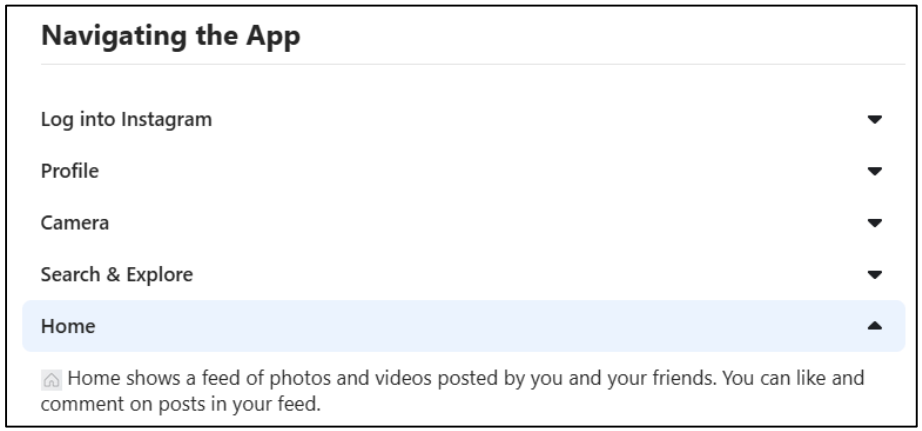
U.S. Patent 12,112,357		Meta Activity
		  *See* Row 1C & 1D. Exemplary Sources https://www.secure.facebook.com/help/262748009210134?cms_platform=iphone-app&helpref=platform_switcher

Exhibit C1 -- U.S. Patent No. 12,112,357

U.S. Patent 12,112,357		Meta Activity
		https://www.facebook.com/help/instagram/666412317561393?cms_platform=iphone-app&helpref=platform_switcher https://en-gb.facebook.com/help/222350113887766?cms_platform=iphone-app&helpref=platform_switcher https://en-gb.facebook.com/help/338264271792192?helpref=search&query=what%20types%20of%20feeds&search_session_id=62351830381a515fd032e650c587026a&sr=3 https://www.facebook.com/help/instagram/739823696120882/?helpref=hc_fnav https://www.facebook.com/help/521158825254952/?cms_platform=iphone-app&helpref=platform_switcher
	Claim 9	
9A	A method, comprising: generating a plurality of media messages at one or more mobile applications executable on a corresponding one or more mobile devices, wherein respective ones of the plurality of media messages include an image or video captured by the one or more mobile applications via a corresponding one or more cameras of the corresponding one or more mobile devices;	Meta operates and controls the '2357 Accused Instrumentalities, as defined in the First Amended Complaint. The '2357 Accused Instrumentalities generate a plurality of media messages at one or more mobile applications executable on a corresponding one or more mobile devices, wherein respective ones of the plurality of media messages include an image or video captured by the one or more mobile applications via a corresponding one or more cameras of the corresponding one or more mobile devices. For example, the '2357 Accused Instrumentalities provide for the generation of media messages through the Facebook and Instagram "Stories" feature, by which media messages are generated for delivery on Meta platforms. The media message includes content such as photos, video, and text, as well as associated information such as expiration information that is used to determine when the message will no longer be available for presentation. Facebook and Instagram mobile applications are configured to access a corresponding device's camera in conjunction with the Stories feature to capture a photo or video to be uploaded via the mobile application and received at servers in the '2357 Accused Instrumentalities.

Exhibit C1 -- U.S. Patent No. 12,112,357

U.S. Patent 12,112,357		Meta Activity
		Exemplary Sources https://www.facebook.com/business/help/292794301336717?id=526867548205796 https://www.facebook.com/business/help/324798284973916?id=526867548205796 https://help.instagram.com/1257341144298972/?cms_platform=iphone-app&helpref=platform_switcher https://en-gb.facebook.com/help/1825407747718430?cms_platform=iphone-app&helpref=platform_switcher https://help.instagram.com/1257341144298972/?cms_platform=iphone-app&helpref=platform_switcher (providing Instagram user instructions to capture a photo or video using the camera of a mobile device to share to an Instagram Story) https://en-gb.facebook.com/help/1825407747718430?cms_platform=iphone-app&helpref=platform_switcher (providing Facebook user instructions to capture a photo or video using the camera of a mobile device to share to a Facebook Story)
9B	receiving, at one or more servers, the plurality of media messages from the one or more mobile applications;	The '2357 Accused Instrumentalities receive at one or more servers, the plurality of media messages from the one or more mobile applications. *See* Row 9A.
9C	storing the plurality of media messages on the one or more servers, wherein one or more stored media messages are associated with expiration information to determine when the one or more stored media messages can no longer be provided in a feed;	The '2357 Accused Instrumentalities store the plurality of media messages on the one or more servers, wherein one or more stored media messages are associated with expiration information to determine when the one or more stored media messages can no longer be provided in a feed. For example, media messages generated through the Stories feature are stored on Meta's servers for selection and delivery to a mobile application. Expiration information is used to determine when a message will no longer be provided in Stories feeds, such as 24 hours after upload. As Meta explains, "Stories allow you to share everyday moments and grow closer to the people and interests you care about through photos and video that disappear after 24 hours."

Exhibit C1 -- U.S. Patent No. 12,112,357

U.S. Patent 12,112,357		Meta Activity
		Exemplary Sources https://about.instagram.com/features/stories https://www.facebook.com/help/1664219720539259?cms_platform=iphone-app&helpref=platform_switcher
9D	selecting, for inclusion in respective ones of a first feed and a second, corresponding ones of a first subset and a second subset of media messages from among the plurality of media messages stored on the one or more servers, wherein the respective selections of the first subset and the second subset of media messages are based at least in part on the expiration information, wherein the second feed differs from the first feed;	The '2357 Accused Instrumentalities select for inclusion in respective ones of a first feed and a second, corresponding ones of a first subset and a second subset of media messages from among the plurality of media messages stored on the one or more servers, wherein the respective selections of the first subset and the second subset of media messages are based at least in part on the expiration information, wherein the second feed differs from the first feed. For example, media messages generated through the Stories feature are included as a subset of the media messages in various feeds provided to mobile applications across Meta technology platforms and are selected for inclusion in a feed based at least in part on expiration information associated with the media message. The following images from Meta websites illustrate placements available for media messages generated through the Facebook and Instagram Stories feature.

Exhibit C1 -- U.S. Patent No. 12,112,357

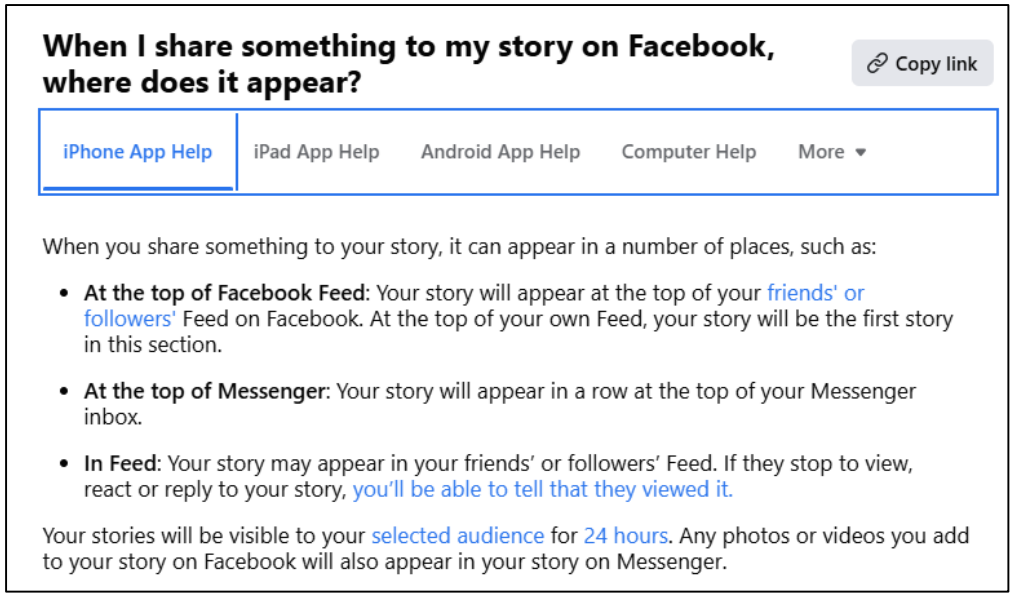
U.S. Patent 12,112,357		Meta Activity
		

Exhibit C1 -- U.S. Patent No. 12,112,357

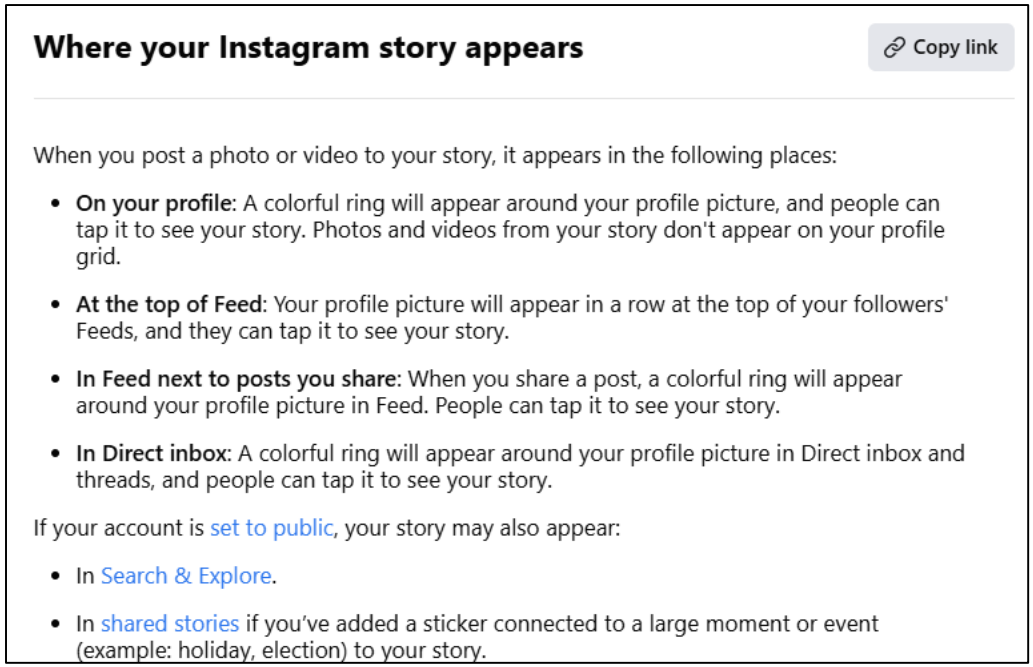
U.S. Patent 12,112,357	Meta Activity
	 Servers in the '2357 Accused Instrumentalities also employ programming rules and machine learning techniques to determine the content displayed in a user's Facebook or Instagram feeds to generate unique feeds such that a first feed and a second feed differ from one another. *See* Rows 9A-9C. Exemplary Sources https://ai.meta.com/blog/facebook-feed-improvements-ai-show-more-less/ (Oct. 5, 2022) ("…we use deep learning models to generate user and post-level embeddings (sets of numbers), which help predict the types of content a person wants to see more of or less of in their Feeds.") https://www.facebook.com/business/help/718033381901819?id=208060977200861

Exhibit C1 -- U.S. Patent No. 12,112,357

U.S. Patent 12,112,357		Meta Activity
		https://www.facebook.com/help/1860890874146432?cms_platform=iphone-app&helpref=platform_switcher https://www.facebook.com/help/392382044488940/
9E	providing the first feed from the one or more servers to a mobile application executable on a mobile device, the mobile application configured to present the first feed, wherein presentation of the first feed by the mobile application includes presentation of a sharing prompt with a media message included in the first feed, wherein interaction with the sharing prompt via the mobile application facilitates generation of a link configured to enable access to the media message; and	The '2357 Accused Instrumentalities provide the first feed from the one or more servers to a mobile application executable on a mobile device, the mobile application configured to present the first feed, wherein presentation of the first feed by the mobile application includes presentation of a sharing prompt with a media message included in the first feed, wherein interaction with the sharing prompt via the mobile application facilitates generation of a link configured to enable access to the media message. For example, media messages placed in mobile application feeds through the Stories feature are displayed with a sharing icon or button. Interaction with the icon or button generates an access link to the media message. Meta explains on its website, as shown in the following image, that selecting the share icon presented with a posted media message generates a link, which may be copied and provides access to the media message.

Exhibit C1 -- U.S. Patent No. 12,112,357

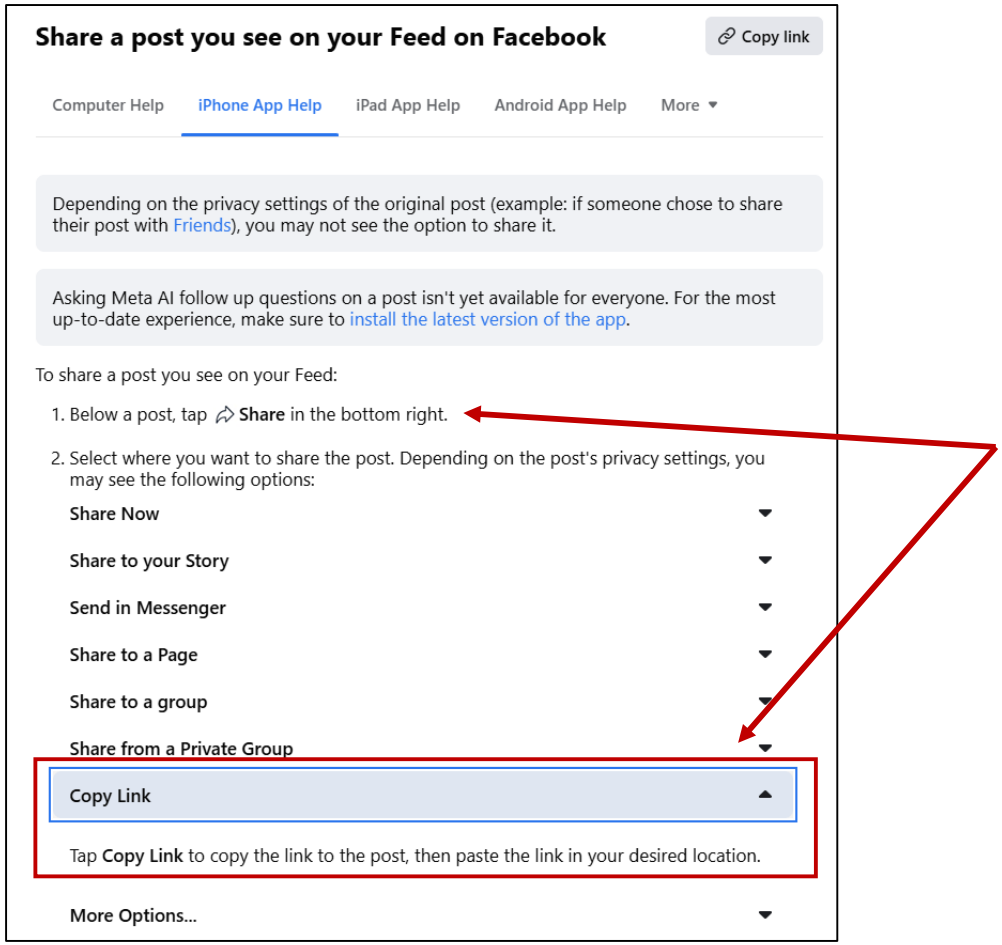
U.S. Patent 12,112,357	Meta Activity
	

Exhibit C1 -- U.S. Patent No. 12,112,357

U.S. Patent 12,112,357		Meta Activity
		 *See* Rows 9A-9D. Exemplary Sources https://www.facebook.com/help/1155510281178725/?helpref=hc_fnav https://www.facebook.com/help/475378724739085/?helpref=hc_fnav https://www.facebook.com/help/349797465699432/?helpref=hc_fnav https://help.instagram.com/1986234648360433/?helpref=hc_fnav https://help.instagram.com/270447560766967/?helpref=hc_fnav https://help.instagram.com/1660923094227526/?helpref=hc_fnav

Exhibit C1 -- U.S. Patent No. 12,112,357

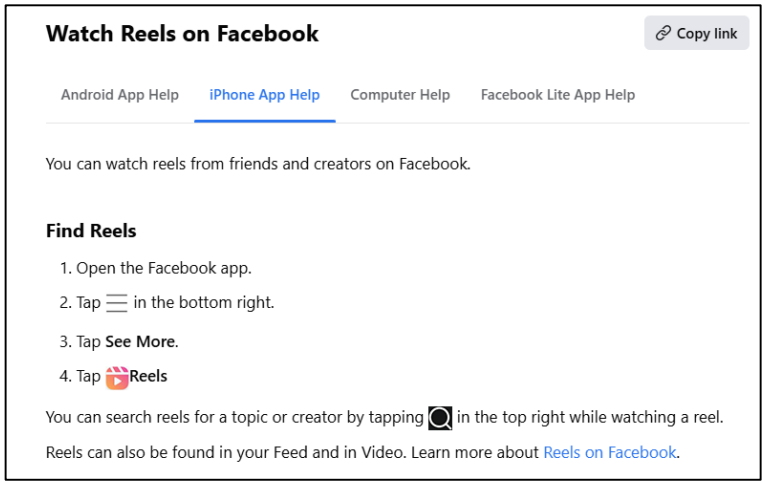
U.S. Patent 12,112,357		Meta Activity
		https://www.facebook.com/help/163779957017799?cms_platform=iphone-app&helpref=platform_switcher https://about.instagram.com/features/stories
9F	providing the second feed from the one or more servers to the mobile application, the mobile application configured to present the second feed, wherein the mobile application is further configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the mobile application.	The '2357 Accused Instrumentalities provide the second feed from the one or more servers to the mobile application, the mobile application configured to present the second feed, wherein the mobile application is further configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the mobile application. For example, the Facebook and Instagram mobile applications can receive multiple, different feeds, including Reels, Stories, and Feeds. A mobile application is configured to switch between different feed presentations in response to user interaction, such as selecting an image, icon, or menu item. Meta provides examples of switching mobile application feed presentations in the following images from Meta websites. 

Exhibit C1 -- U.S. Patent No. 12,112,357

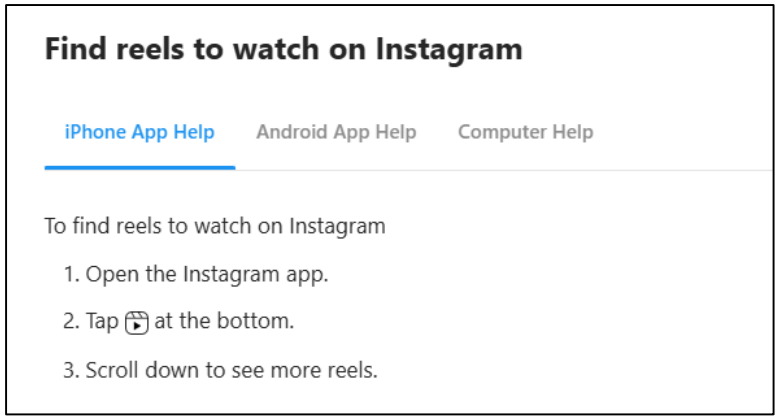
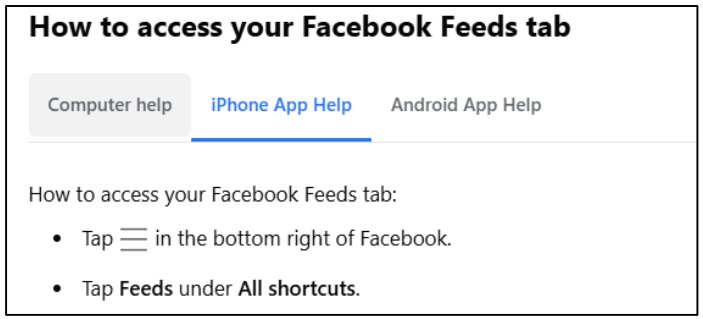
U.S. Patent 12,112,357		Meta Activity
		 

Exhibit C1 -- U.S. Patent No. 12,112,357

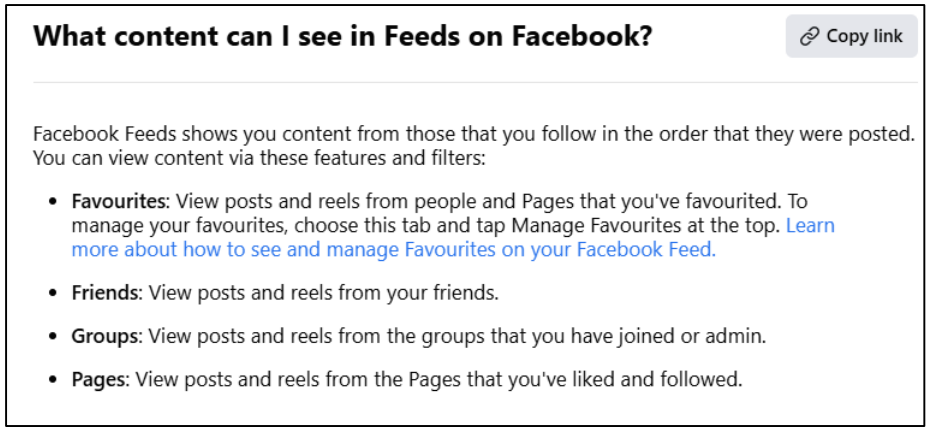
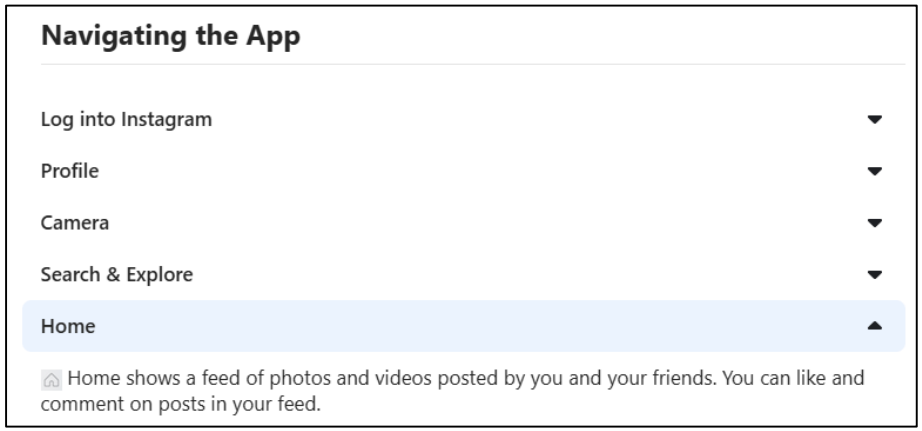
U.S. Patent 12,112,357	Meta Activity
	  *See* Row 9D & 9E. Exemplary Sources https://www.secure.facebook.com/help/262748009210134?cms_platform=iphone-app&helpref=platform_switcher

Exhibit C1 -- U.S. Patent No. 12,112,357

U.S. Patent 12,112,357		Meta Activity
		https://www.facebook.com/help/instagram/666412317561393?cms_platform=iphone-app&helpref=platform_switcher https://en-gb.facebook.com/help/222350113887766?cms_platform=iphone-app&helpref=platform_switcher https://en-gb.facebook.com/help/338264271792192?helpref=search&query=what%20types%20of%20feeds&search_session_id=62351830381a515fd032e650c587026a&sr=3 https://www.facebook.com/help/instagram/739823696120882/?helpref=hc_fnav https://www.facebook.com/help/521158825254952/?cms_platform=iphone-app&helpref=platform_switcher
	Claim 16	
16A	A system, comprising: one or more servers including memory, machine-readable instructions, and one or more processors, the one or more processors configured to execute the machine-readable instructions to perform operations comprising:	Meta operates and controls the '2357 Accused Instrumentalities, as defined in the First Amended Complaint. Meta makes and uses the '2357 Accused Instrumentalities that are comprised of one or more servers including memory, machine-readable instructions, and one or more processors, the one or more processors configured to execute the machine-readable instructions stored in memory to perform the steps recited in Claim 16. *See* Claim 1, Rows 1A-1E.
16B	receiving, at the one or more servers, a plurality of media messages from one or more mobile applications executable on a corresponding one or more mobile devices;	*See* Claim 1, Row 1A.

Exhibit C1 -- U.S. Patent No. 12,112,357

U.S. Patent 12,112,357		Meta Activity
16C	storing the plurality of media messages on the one or more servers, wherein one or more stored media messages are associated with expiration information to determine when the one or more stored media messages can no longer be provided in a feed;	*See* Claim 1, Row 1B.
16D	selecting, for inclusion in respective ones of a first feed and a second, corresponding ones of a first subset and a second subset of media messages from among the plurality of media messages stored on the one or more servers, wherein the respective selections of the first subset and the second subset of media messages are based at least in part on the expiration information, wherein the second feed differs from the first feed;	*See* Claim 1, Row 1C.
16E	providing the first feed from the one or more servers to a mobile application executable on a mobile device, the mobile application configured to present	*See* Claim 1, Row 1D.

Exhibit C1 -- U.S. Patent No. 12,112,357

U.S. Patent 12,112,357		Meta Activity
	the first feed, wherein presentation of the first feed by the mobile application includes presentation of a sharing prompt with a media message included in the first feed, wherein interaction with the sharing prompt via the mobile application facilitates generation of a link configured to enable access to the media message; and	
16F	providing the second feed from the one or more servers to the mobile application, the mobile application configured to present the second feed, wherein the mobile application is further configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the mobile application.	*See* Claim 1, Row 1E.

Exhibit C1 -- U.S. Patent No. 12,112,357

	Claim 24	
24A	A system, comprising: one or more mobile applications executable on a corresponding one or more mobile devices, the one or more mobile applications configured to create a plurality of media messages, wherein respective ones of the plurality of media messages include an image or video captured via a corresponding one or more cameras of the corresponding one or more mobile devices; and one or more servers including memory, machine-readable instructions, and one or more processors, the one or more processors configured to execute the machine-readable instructions to perform operations comprising:	Meta operates and controls the '2357 Accused Instrumentalities, as defined in the First Amended Complaint. Meta makes and uses the '2357 Accused Instrumentalities that are comprised of one or more mobile applications executable on a corresponding one or more mobile devices, the one or more mobile applications configured to create a plurality of media messages, wherein respective ones of the plurality of media messages include an image or video captured via a corresponding one or more cameras of the corresponding one or more mobile devices; and one or more servers including memory, machine-readable instructions, and one or more processors, the one or more processors configured to execute the machine-readable instructions stored in memory to perform the steps recited in Claim 24. *See* Claim 9, Rows 9A-9F.
24B	receiving, at the one or more servers, the plurality of media messages from the one or more mobile applications;	*See* Claim 9, Row 9B.
24C	storing the plurality of media messages on the one or more servers, wherein one or more	*See* Claim 9, Row 9C.

Exhibit C1 -- U.S. Patent No. 12,112,357

	stored media messages are associated with expiration information to determine when the one or more stored media messages can no longer be provided in a feed;	
24D	selecting, for inclusion in respective ones of a first feed and a second, corresponding ones of a first subset and a second subset of media messages from among the plurality of media messages stored on the one or more servers, wherein the respective selections of the first subset and the second subset of media messages are based at least in part on the expiration information, wherein the second feed differs from the first feed;	*See* Claim 9, Row 9D.
24E	providing the first feed from the one or more servers to a mobile application executable on a mobile device, the mobile application configured to present the first feed, wherein presentation of the first feed by the mobile application includes presentation of a sharing prompt with a media message included in	*See* Claim 9, Row 9E.

Exhibit C1 -- U.S. Patent No. 12,112,357

	the first feed, wherein interaction with the sharing prompt via the mobile application facilitates generation of a link configured to enable access to the media message; and	
24F	providing the second feed from the one or more servers to the mobile application, the mobile application configured to present the second feed, wherein the mobile application is further configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the mobile application.	*See* Claim 9, Row 9F.

Exhibit D

US012118591B1

(12) **United States Patent**
Fletcher

(10) **Patent No.: US 12,118,591 B1**
(45) **Date of Patent: *Oct. 15, 2024**

(54) **MOBILE DEVICE STREAMING MEDIA APPLICATION**

(71) Applicant: **Weple IP Holdings LLC**, Austin, TX (US)

(72) Inventor: **Mary Anne Fletcher**, Jackson, GA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

This patent is subject to a terminal disclaimer.

(21) Appl. No.: **18/739,850**

(22) Filed: **Jun. 11, 2024**

Related U.S. Application Data

(63) Continuation of application No. 18/346,318, filed on Jul. 3, 2023, which is a continuation of application (Continued)

(51) **Int. Cl.**

G06Q 30/0279	(2023.01)
G06Q 30/02	(2023.01)
G06Q 30/0241	(2023.01)
G06Q 30/0251	(2023.01)
G06Q 30/0273	(2023.01)
G06Q 30/0601	(2023.01)

(Continued)

(52) **U.S. Cl.**
CPC ***G06Q 30/0279*** (2013.01); ***G06Q 30/02*** (2013.01); ***G06Q 30/0267*** (2013.01); ***G06Q 30/0269*** (2013.01); ***G06Q 30/0273*** (2013.01); ***G06Q 30/0641*** (2013.01); ***H04L 51/04*** (2013.01); ***H04L 51/52*** (2022.05); ***H04L 65/403*** (2013.01); ***H04L 65/60*** (2013.01); ***H04L 65/611*** (2022.05); ***H04L 65/613*** (2022.05); *G06Q 30/0277* (2013.01)

(58) **Field of Classification Search**
CPC G06Q 30/0279; G06Q 30/0269; G06Q 30/0267; G06Q 30/0273; G06Q 30/0641; H04L 51/04; H04L 65/4076; H04L 65/04
USPC 709/227
See application file for complete search history.

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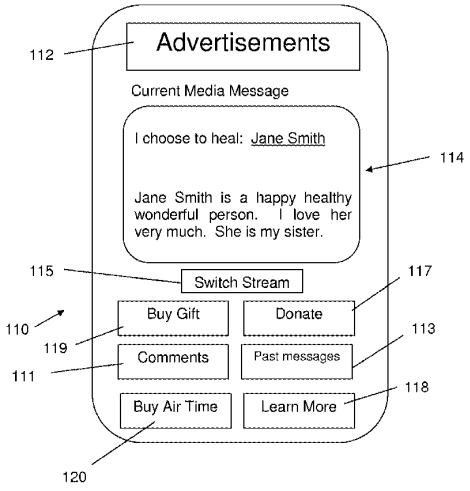
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Primary Examiner — Tauqir Hussain
(74) *Attorney, Agent, or Firm* — Avantech Law, LLP

(57) **ABSTRACT**

A system and process for coordinating streaming content or messages is provided. A network-connected server maintains a database containing media content-related data, such as the text of a message, accompanying media, time of airing, payment, and related comments. A user can view these feeds or streams of these consciousness messages by downloading a mobile application or browsing to a website. The application can also be used to create, schedule, and pay for a media content message.

30 Claims, 14 Drawing Sheets



Related U.S. Application Data

No. 17/705,331, filed on Mar. 27, 2022, now Pat. No. 11,734,730, which is a continuation of application No. 17/384,911, filed on Jul. 26, 2021, now Pat. No. 11,605,112, which is a continuation of application No. 16/812,495, filed on Mar. 9, 2020, now Pat. No. 11,074,627, which is a continuation of application No. 16/790,953, filed on Feb. 14, 2020, now Pat. No. 10,909,583, which is a continuation of application No. 16/157,269, filed on Oct. 11, 2018, now Pat. No. 10,565,628, which is a continuation of application No. 15/273,335, filed on Sep. 22, 2016, now Pat. No. 10,102,553, which is a continuation of application No. 15/041,422, filed on Feb. 11, 2016, now Pat. No. 9,456,013, which is a continuation of application No. 14/512,353, filed on Oct. 10, 2014, now Pat. No. 9,294,527, which is a continuation of application No. 13/967,414, filed on Aug. 15, 2013, now Pat. No. 8,862,678, which is a continuation of application No. 13/027,191, filed on Feb. 14, 2011, now Pat. No. 8,516,063.

(60) Provisional application No. 61/304,331, filed on Feb. 12, 2010.

(51) **Int. Cl.**

H04L 51/04	(2022.01)
H04L 51/52	(2022.01)
H04L 65/403	(2022.01)
H04L 65/60	(2022.01)
H04L 65/611	(2022.01)
H04L 65/613	(2022.01)

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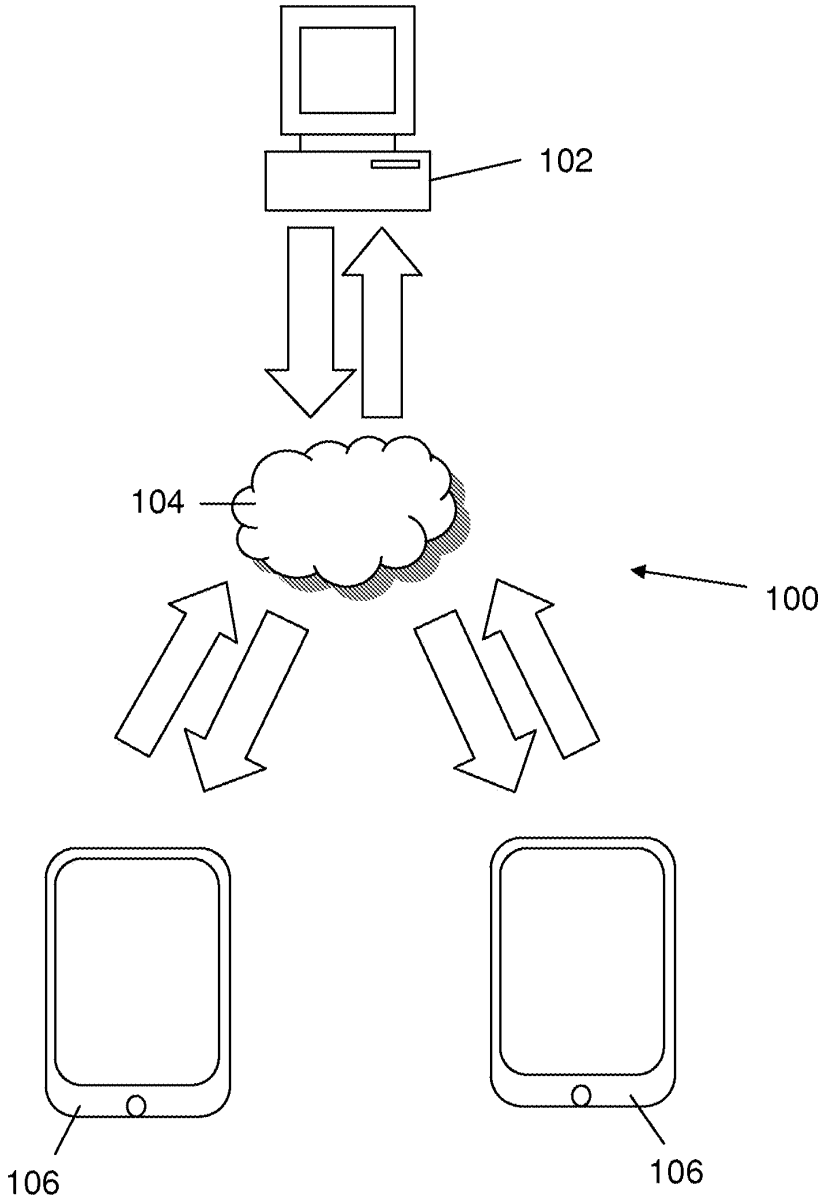


Figure 1

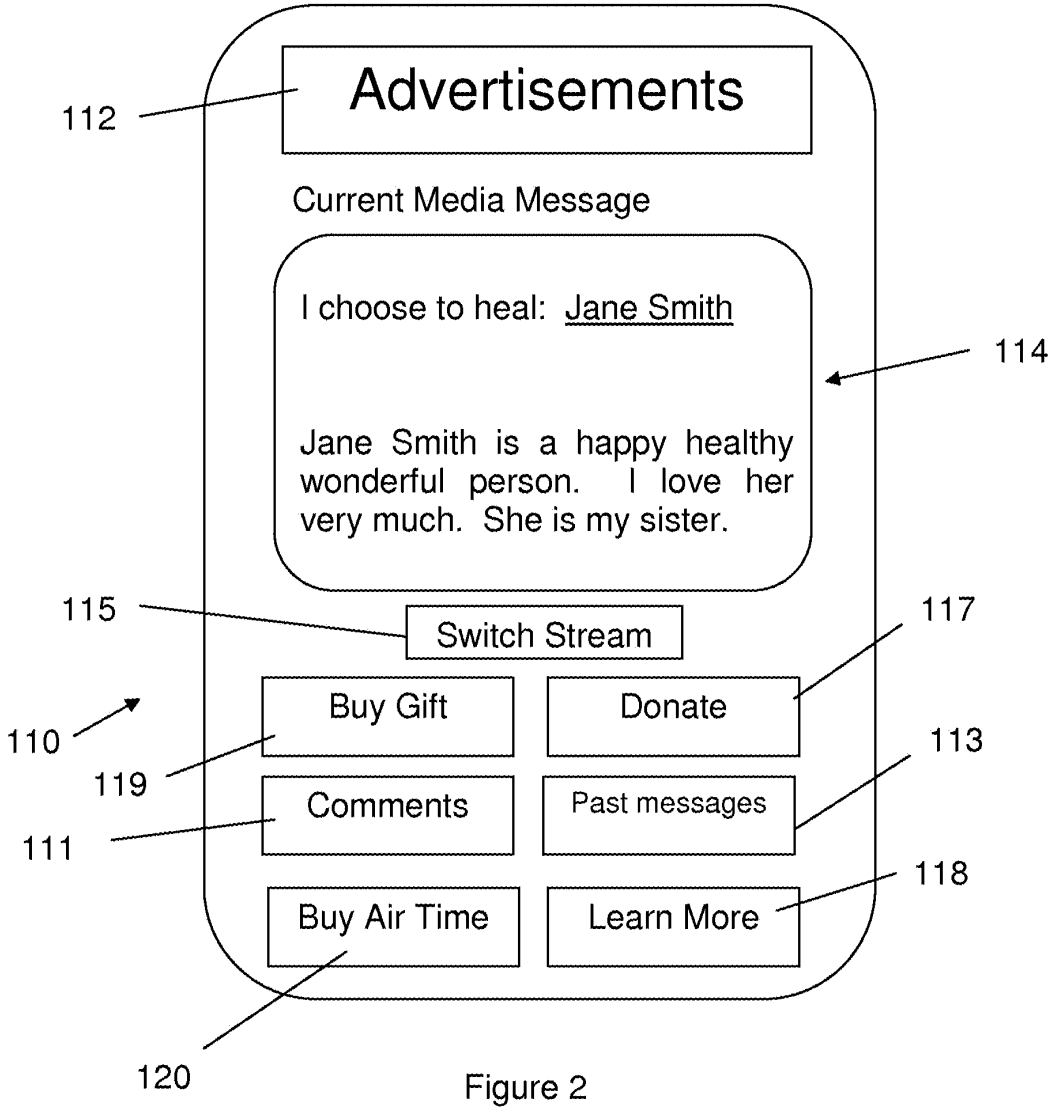

112
Advertisements
Current Media Message
I choose to heal: Jane Smith
Jane Smith is a happy healthy wonderful person. I love her very much. She is my sister.
114
115
Switch Stream
117
110
Buy Gift
Donate
119
113
Comments
Past messages
111
118
Buy Air Time
Learn More
120

Figure 2

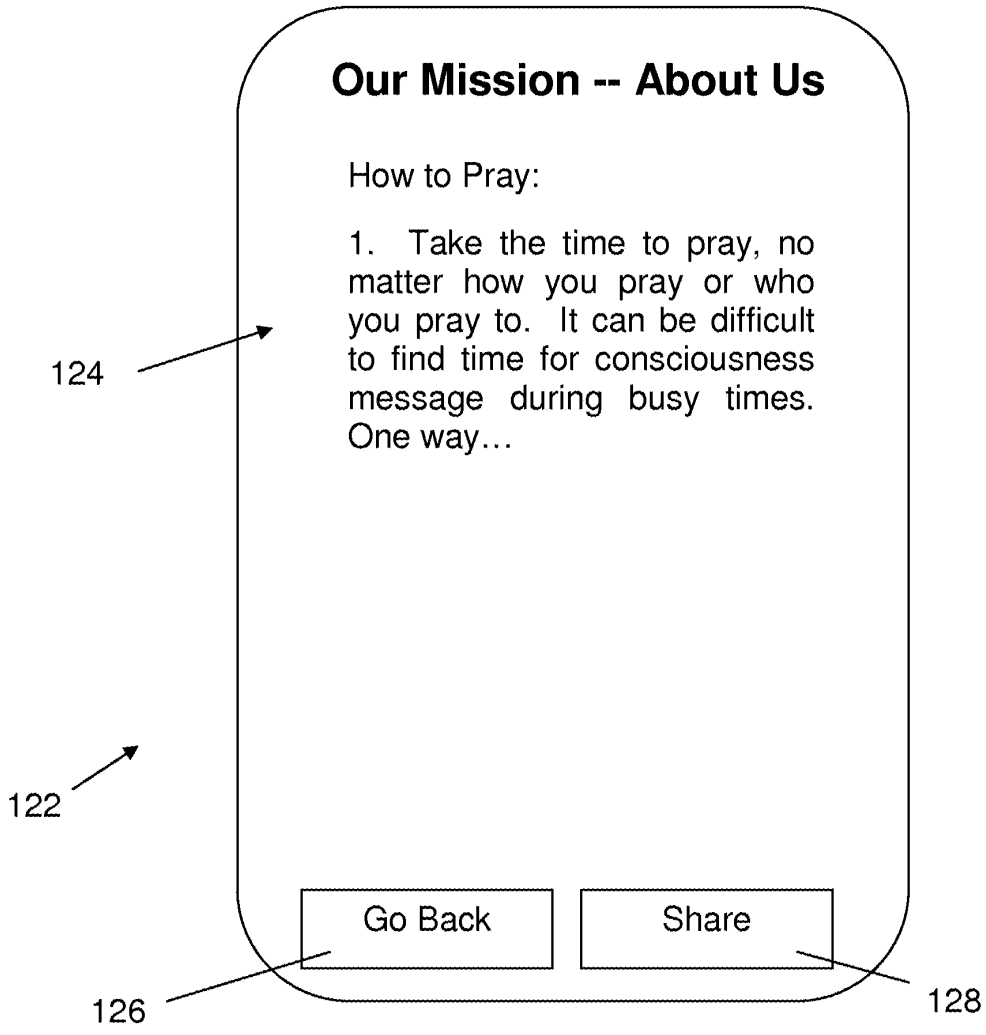

Our Mission -- About Us
How to Pray:
1. Take the time to pray, no matter how you pray or who you pray to. It can be difficult to find time for consciousness message during busy times. One way…
124
122
Go Back
Share
126
128

Figure 3

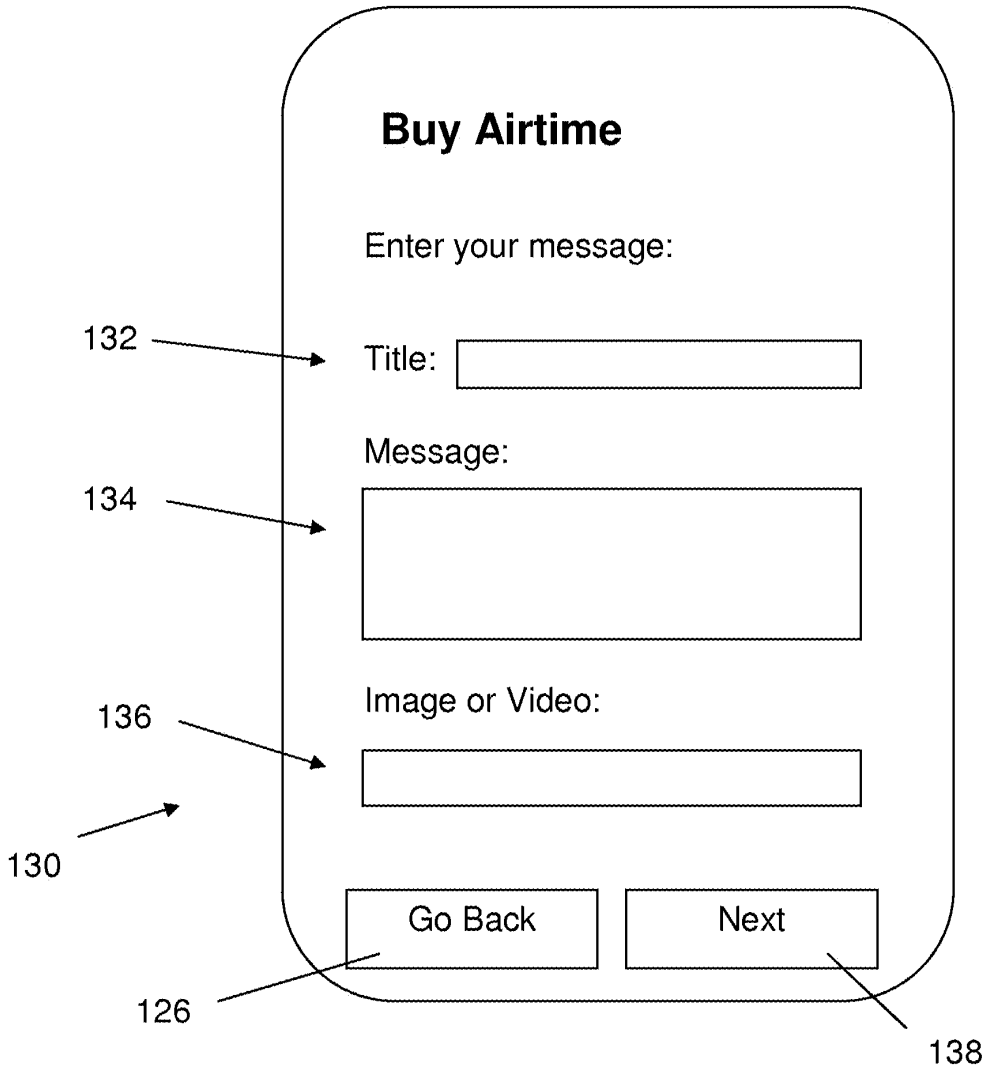

Buy Airtime
Enter your message:
132
Title:
Message:
134
Image or Video:
136
130
Go Back
Next
126
138

Figure 4

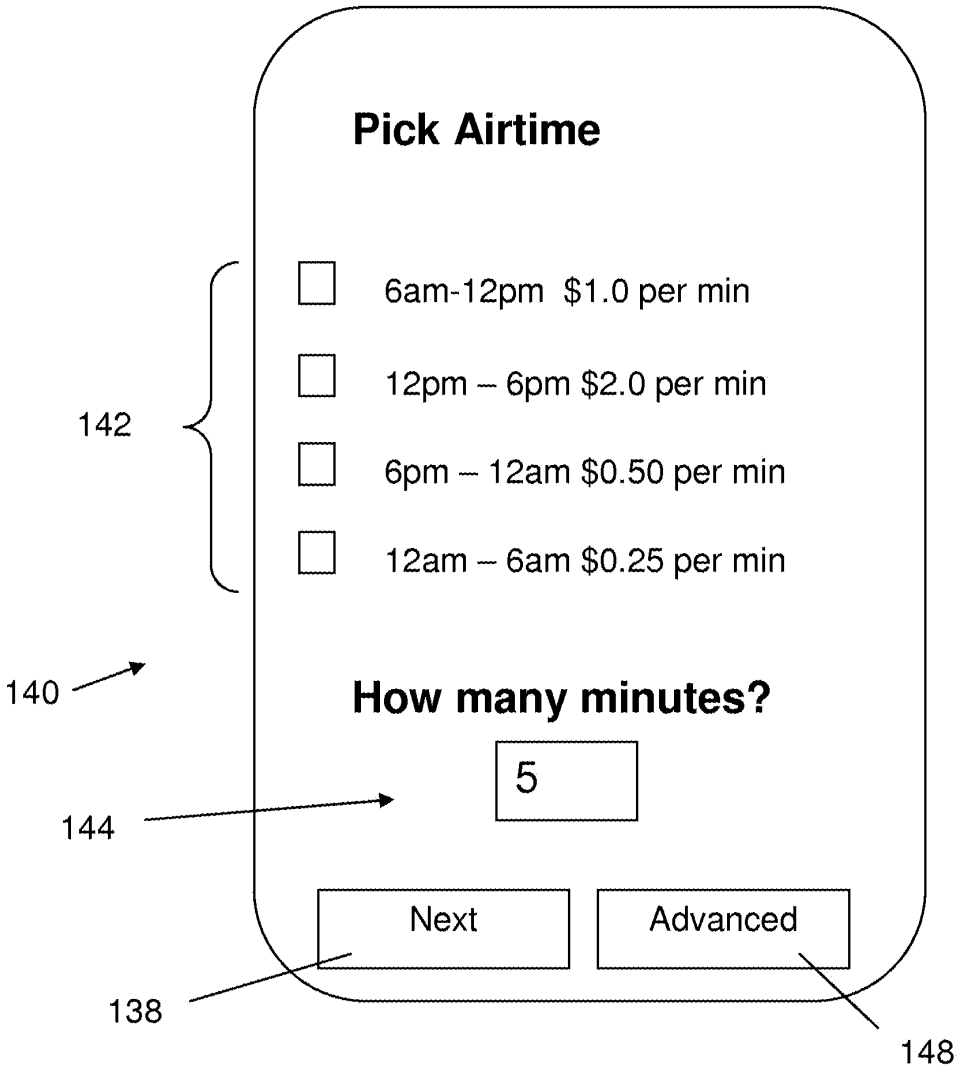

Pick Airtime
6am-12pm $1.0 per min
12pm – 6pm $2.0 per min
6pm – 12am $0.50 per min
12am – 6am $0.25 per min
142
140
How many minutes?
5
144
Next
Advanced
138
148

Figure 5

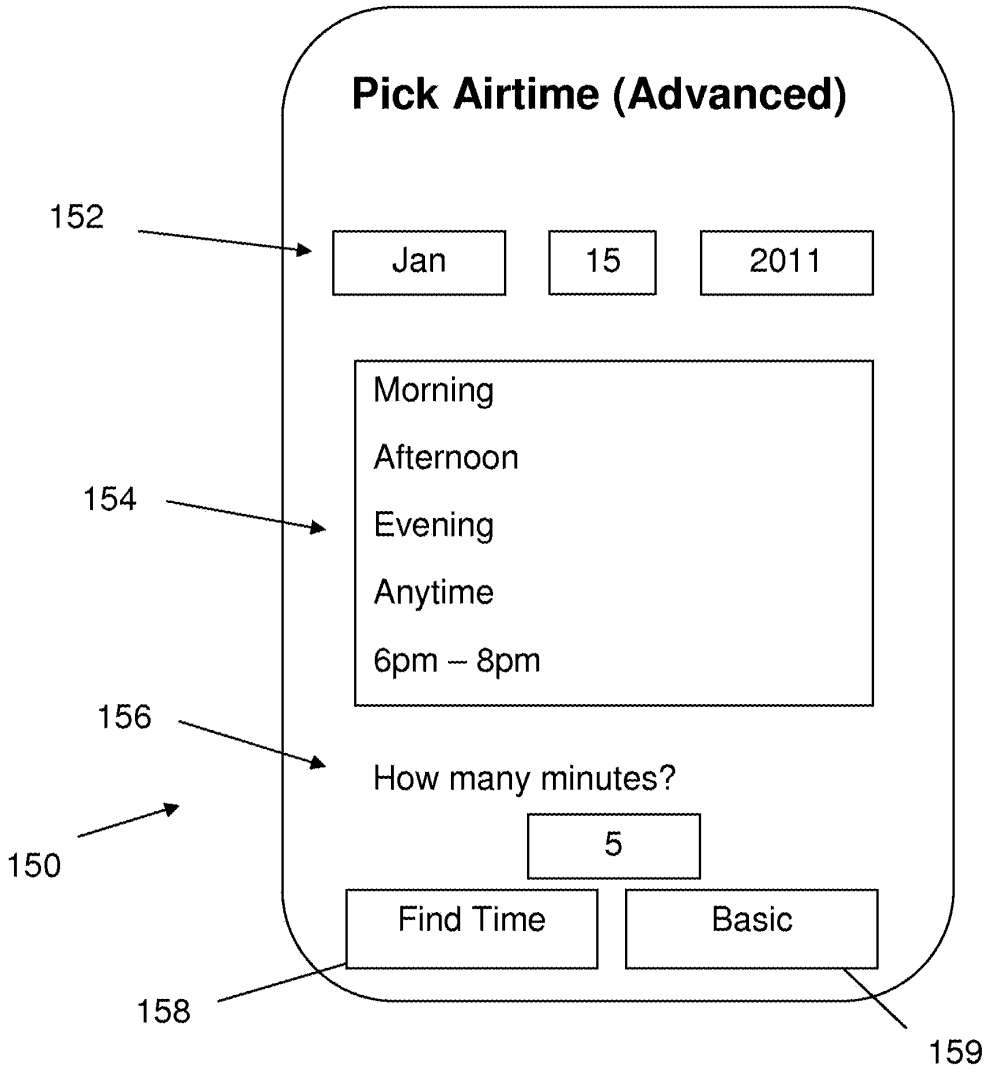

Pick Airtime (Advanced)
152
Jan
15
2011
Morning
Afternoon
154
Evening
Anytime
6pm – 8pm
156
How many minutes?
150
5
Find Time
Basic
158
159

Figure 6

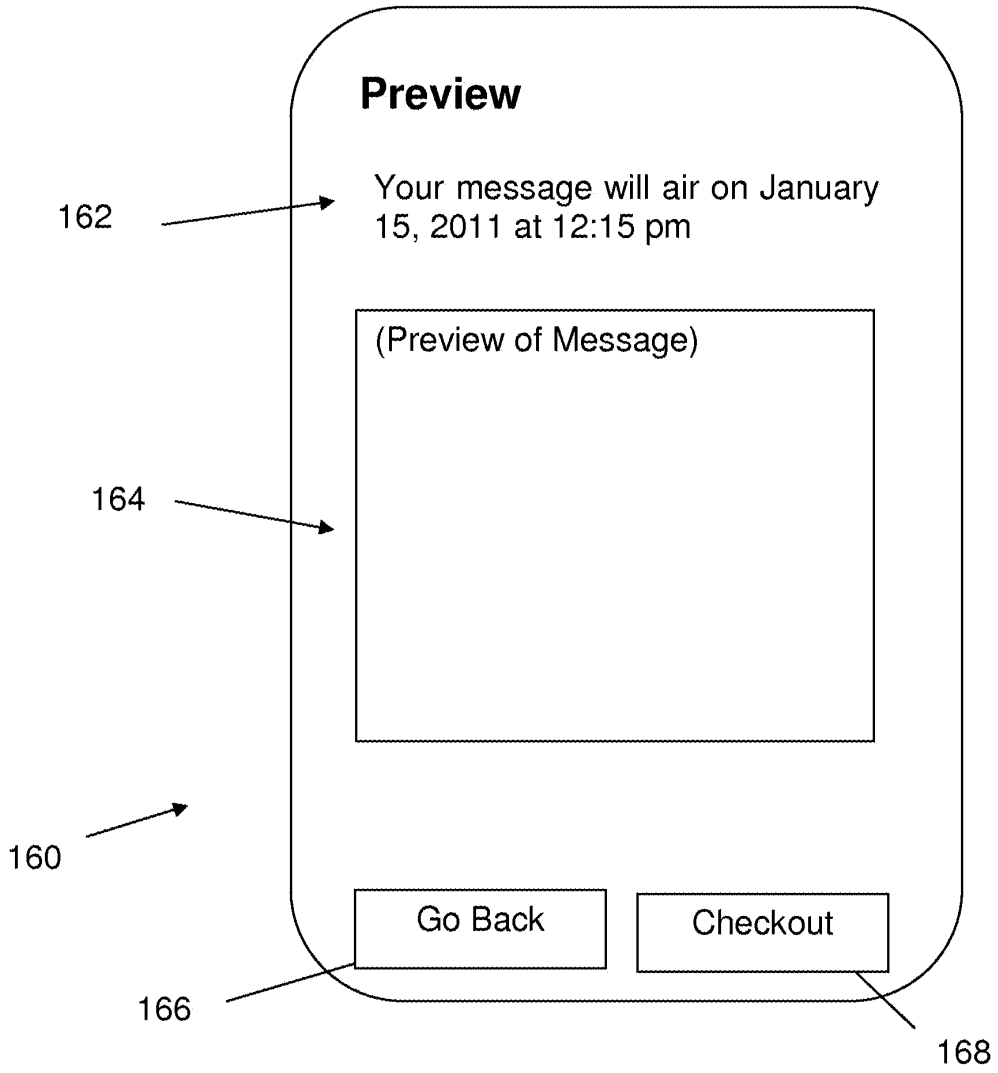

Preview
Your message will air on January 15, 2011 at 12:15 pm
(Preview of Message)
Go Back
Checkout
162
164
160
166
168

Figure 7

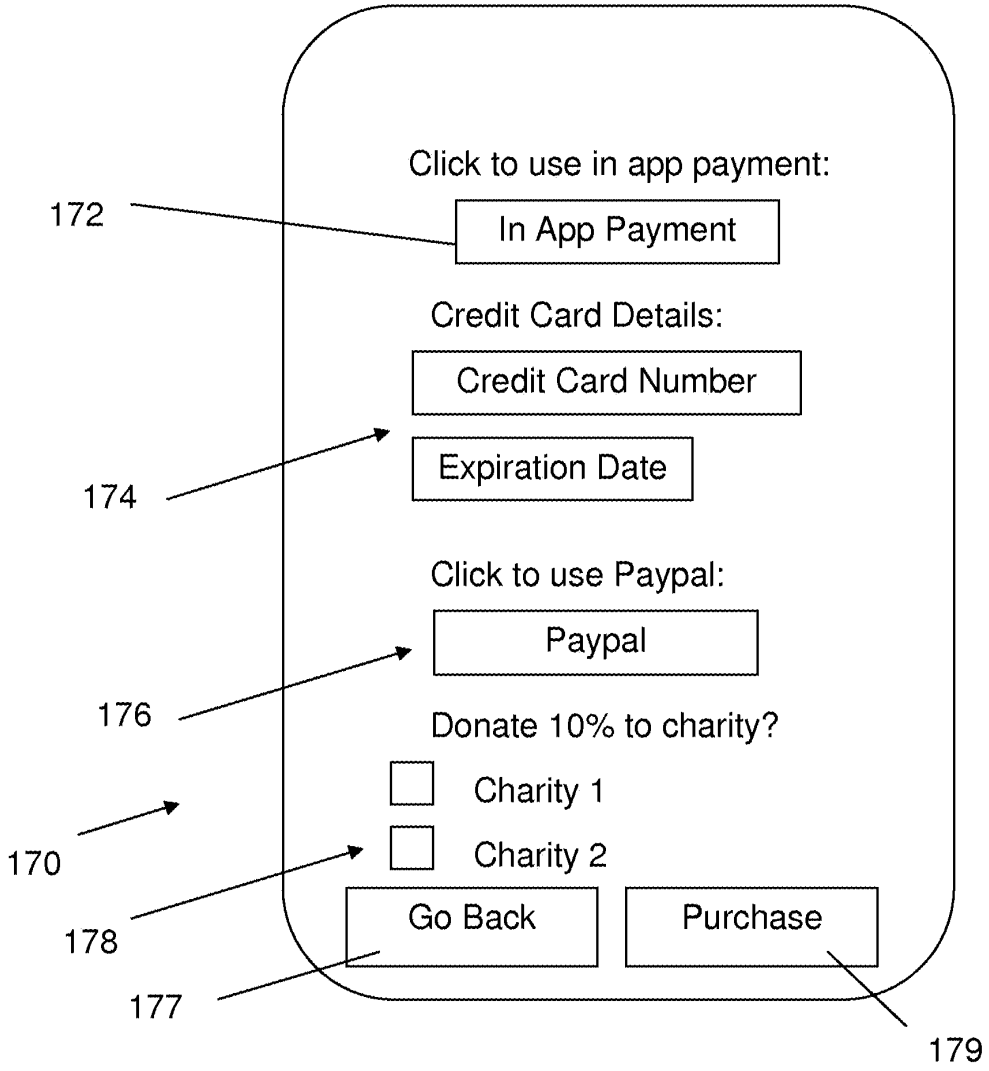

Click to use in app payment:
172
In App Payment
Credit Card Details:
Credit Card Number
174
Expiration Date
Click to use Paypal:
Paypal
176
Donate 10% to charity?
170
Charity 1
Charity 2
178
Go Back
Purchase
177
179

Figure 8

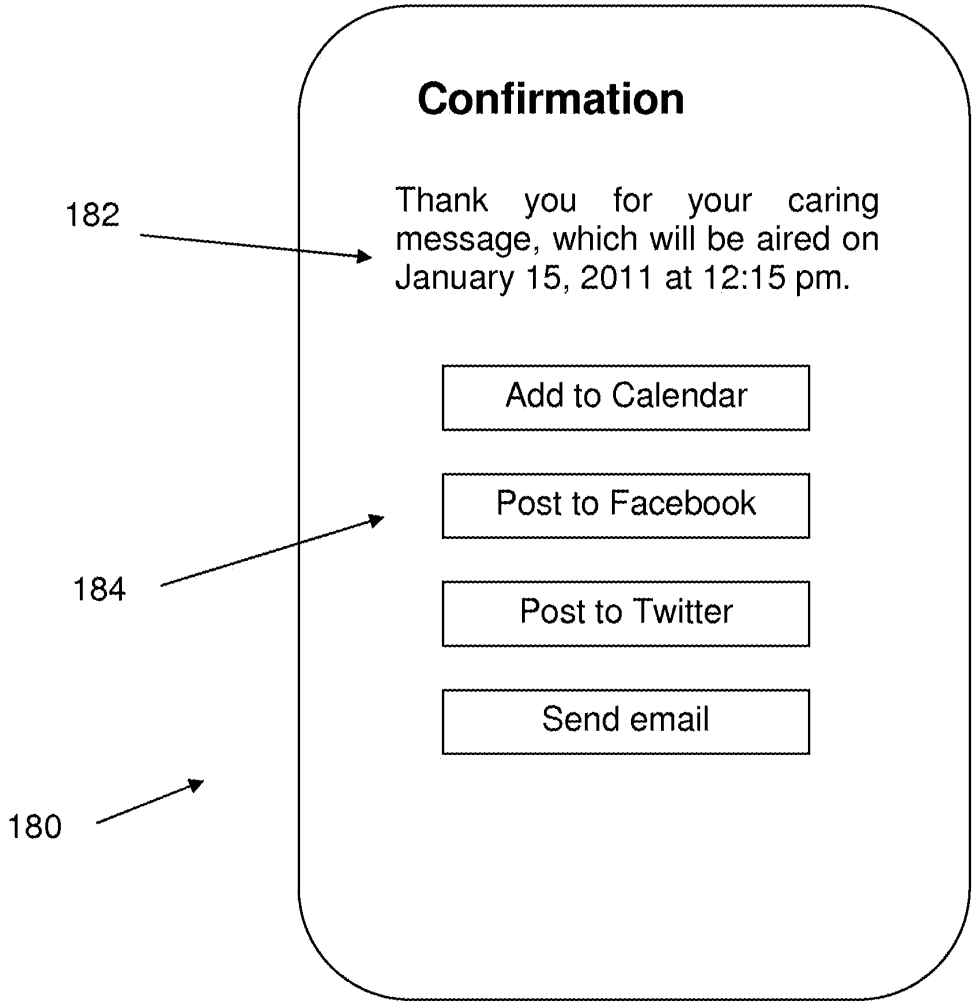

Confirmation
182
Thank you for your caring message, which will be aired on January 15, 2011 at 12:15 pm.
Add to Calendar
Post to Facebook
184
Post to Twitter
Send email
180

Figure 9

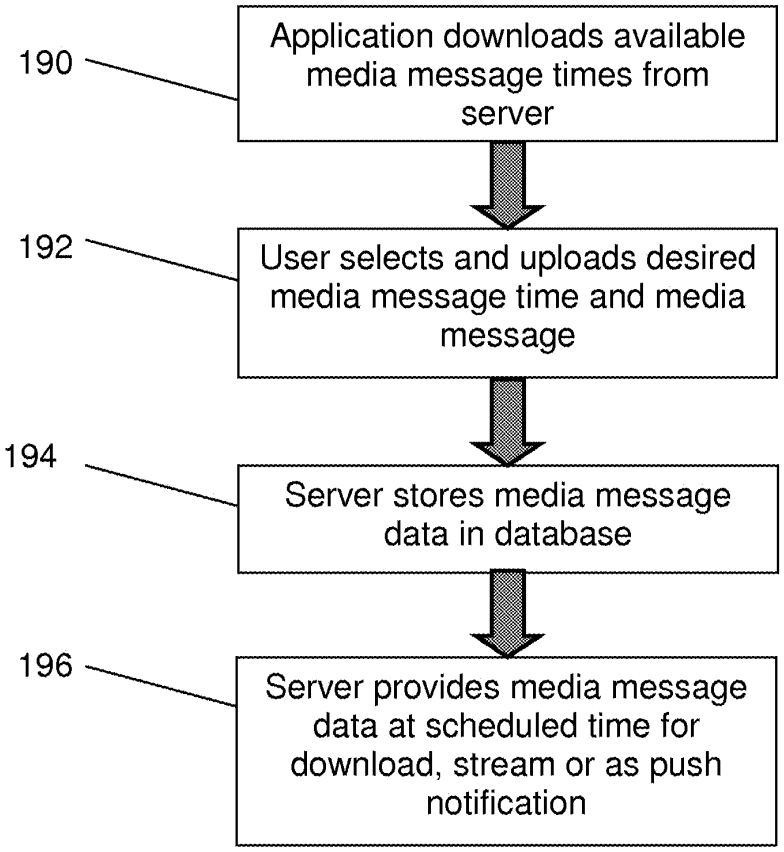

190
Application downloads available media message times from server
192
User selects and uploads desired media message time and media message
194
Server stores media message data in database
196
Server provides media message data at scheduled time for download, stream or as push notification

Figure 10

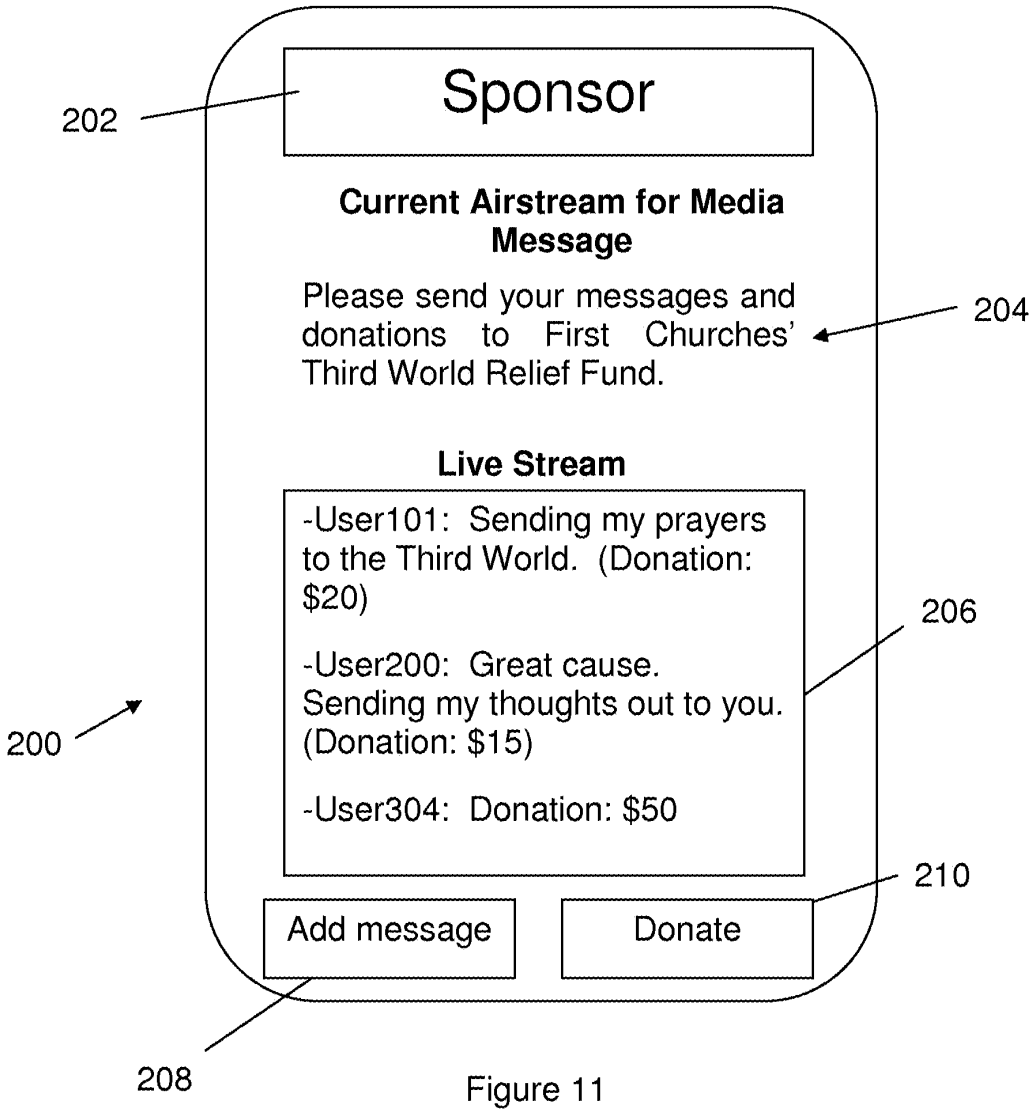

202
Sponsor
Current Airstream for Media Message
Please send your messages and donations to First Churches' Third World Relief Fund.
204
Live Stream
-User101: Sending my prayers to the Third World. (Donation: $20)
-User200: Great cause. Sending my thoughts out to you. (Donation: $15)
-User304: Donation: $50
206
200
210
Add message
Donate
208

Figure 11

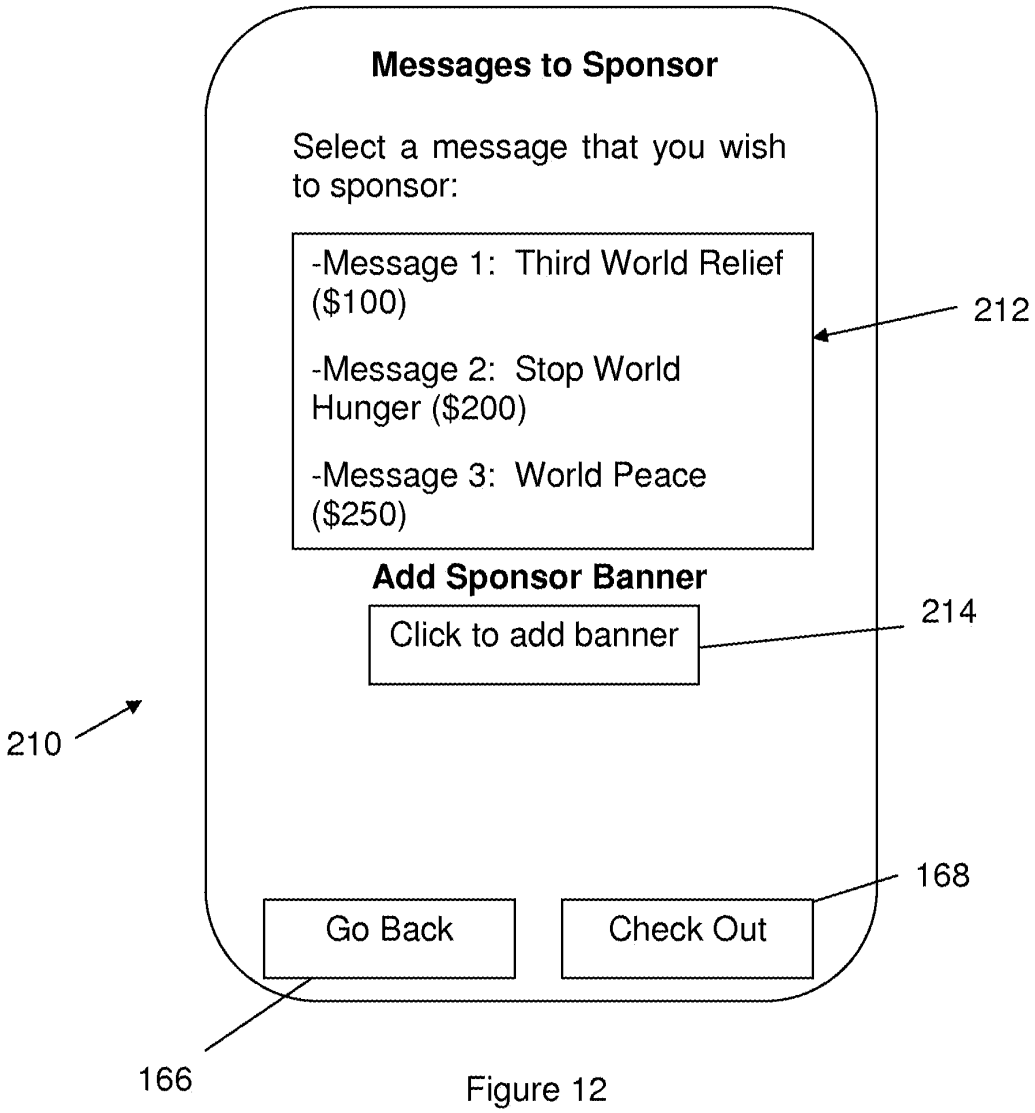

Messages to Sponsor
Select a message that you wish to sponsor:
-Message 1: Third World Relief ($100)
-Message 2: Stop World Hunger ($200)
-Message 3: World Peace ($250)
212
Add Sponsor Banner
Click to add banner
214
210
168
Go Back
Check Out
166

Figure 12

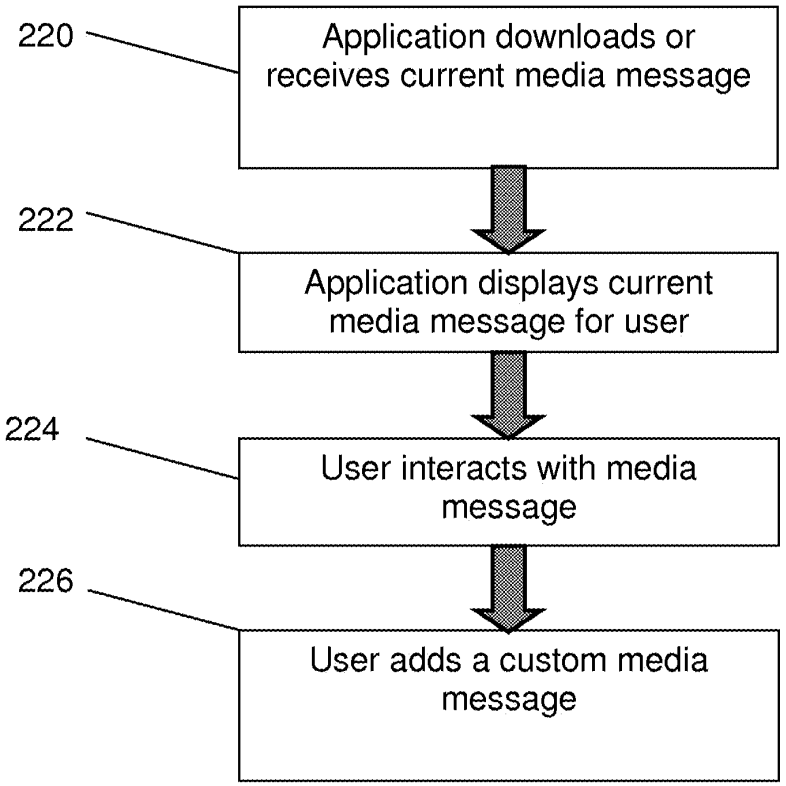

220
Application downloads or receives current media message
222
Application displays current media message for user
224
User interacts with media message
226
User adds a custom media message

Figure 13

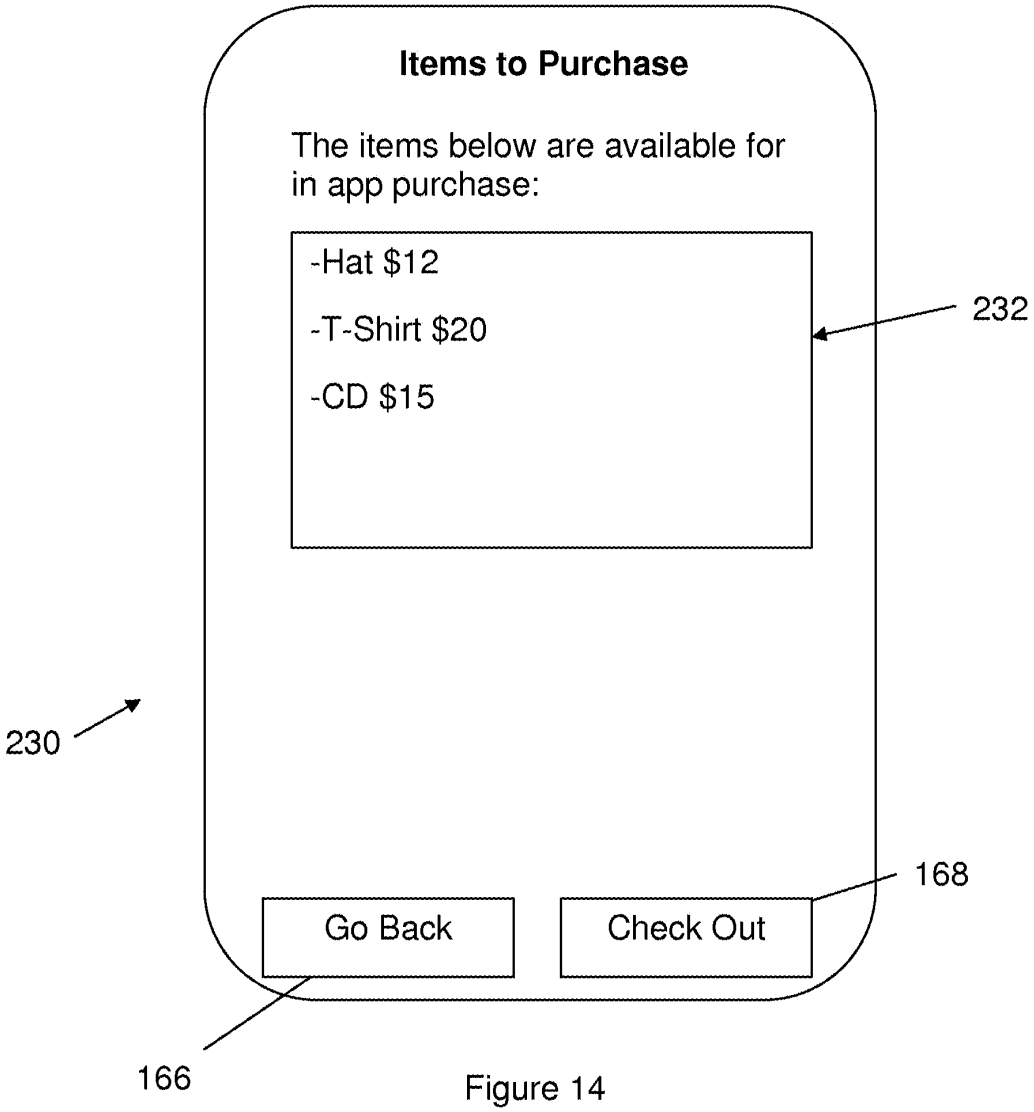

Items to Purchase
The items below are available for in app purchase:
-Hat $12
-T-Shirt $20
-CD $15
232
230
168
Go Back
Check Out
166

Figure 14

MOBILE DEVICE STREAMING MEDIA APPLICATION

CROSS-REFERENCE TO RELATED APPLICATIONS

This application is a continuation of U.S. patent application Ser. No. 18/346,318, filed Jul. 3, 2023, which is a continuation of U.S. patent application Ser. No. 17/705,331, filed Mar. 27, 2022, which is a continuation of U.S. patent application Ser. No. 17/384,911, filed Jul. 26, 2021, which is a continuation of U.S. patent application Ser. No. 16/812,495, filed Mar. 9, 2020, which is a continuation of U.S. patent application Ser. No. 16/790,953, filed Feb. 14, 2020, which is a continuation of U.S. patent application Ser. No. 16/157,269, filed Oct. 11, 2018, which is a continuation of U.S. patent application Ser. No. 15/273,335, filed Sep. 22, 2016, which is a continuation of U.S. patent application Ser. No. 15/041,422, filed Feb. 11, 2016, which is a continuation of U.S. patent application Ser. No. 14/512,353, filed Oct. 10, 2014, which is a continuation of U.S. patent application Ser. No. 13/967,414, filed Aug. 15, 2013, which is a continuation of U.S. patent application Ser. No. 13/027,191, filed Feb. 14, 2011, which claims priority to U.S. Provisional Patent Application No. 61/304,331, filed Feb. 12, 2010. The entireties of U.S. patent application Ser. No. 18/346,318, U.S. patent application Ser. No. 17/705,331, U.S. patent application Ser. No. 17/384,911, U.S. patent application Ser. No. 16/812,495, U.S. patent application Ser. No. 16/790,953, U.S. patent application Ser. No. 16/157,269, U.S. patent application Ser. No. 15/273,335, U.S. patent application Ser. No. 15/041,422, U.S. patent application Ser. No. 14/512,353, U.S. patent application Ser. No. 13/967,414, U.S. patent application Ser. No. 13/027,191, and U.S. Provisional Patent Application No. 61/304,331 are hereby incorporated by reference herein.

BACKGROUND OF THE INVENTION

Streaming media is multimedia that is constantly received by and presented to an end-user while being delivered by a streaming provider. The name refers to the delivery method of the medium rather than to the medium itself. The distinction is usually applied to media that are distributed over telecommunications networks, as most other delivery systems are either inherently streaming (e.g., radio, television) or inherently non-streaming (e.g., books, video cassettes, audio CDs). The verb "to stream" is also derived from this term, meaning to deliver media in this manner. Internet television is a commonly streamed medium.

Live streaming, more specifically, means taking the media and broadcasting it live over the Internet. The process involves a camera for the media, an encoder to digitize the content, a media publisher where the streams are made available to potential end-users and a content delivery network to distribute and deliver the content. The media can then be viewed by end-users live.

Consciousness is variously defined as subjective experience, awareness, the ability to experience "feeling," wakefulness, the understanding of the concept "self," or the executive control system of the mind. It is an umbrella term that may refer to a variety of mental phenomena. Although humans realize what everyday experiences are, consciousness itself resists being defined, philosophers note.

Consciousness is the subject of much research in philosophy of mind, psychology, neuroscience, cognitive science, and artificial intelligence. Issues of practical concern include how the presence of consciousness can be assessed in severely ill or comatose people; whether non-human consciousness exists and, if so, how it can be measured; at what point in fetal development consciousness begins; and whether computers can achieve a conscious state.

Prayer is a form of religious practice that seeks to activate a volitional rapport to a god or spirit through deliberate practice. Prayer may be either individual or communal and take place in public or in private.

It may involve the use of words or song. When language is used, prayer may take the form of a hymn, incantation, formal creedal statement, or a spontaneous utterance in the praying person. There are different forms of prayer such as petitionary prayers, prayers of supplication, thanksgiving, and worship/praise.

Prayer may be directed towards a deity, spirit, deceased person, or lofty idea, for the purpose of worshipping, requesting guidance, requesting assistance, confessing sins, or to express one's thoughts and emotions. Thus, people pray for many reasons such as personal benefit or for the sake of others.

Most major religions involve prayer in one way or another. Some ritualize the act of prayer, requiring a strict sequence of actions or placing a restriction on who is permitted to pray, while others teach that prayer may be practiced spontaneously by anyone at any time.

SUMMARY OF THE INVENTION

In one embodiment according to the present invention, a system and process for coordinating a programmed media stream is provided. Preferably, this content relates to consciousness messages such as prayers, requests for charity, thoughts, or similar messages. However, this content can also relate to breaking news, music videos, comedy, or similar content. A network-connected server maintains a database containing media content-related data, such as the text of a message, accompanying media, time of airing, payment, and related comments. A user can view these feeds or streams of these streams by downloading a mobile application or browsing to a website. The application or website can also be used to create, schedule, and pay for media content airtime for a message or program.

BRIEF DESCRIPTION OF THE DRAWINGS

These and other aspects, features, and advantages of which embodiments of the invention are capable of will be apparent and elucidated from the following description of embodiments of the present invention, reference being made to the accompanying drawings, in which:

FIG. **1** illustrates a media content coordination system according to an embodiment of the present invention;

FIG. **2** illustrates a current media content interface according to an embodiment of the present invention;

FIG. **3** illustrates an about us interface according to an embodiment of the present invention;

FIG. **4** illustrates an airtime purchase interface according to an embodiment of the present invention;

FIG. **5** illustrates an airtime date selection interface according to an embodiment of the present invention;

FIG. **6** illustrates an advanced airtime date selection interface according to an embodiment of the present invention;

FIG. **7** illustrates a media content preview interface according to an embodiment of the present invention;

FIG. **8** illustrates a payment interface according to an embodiment of the present invention;

FIG. **9** illustrates a confirmation interface according to an embodiment of the present invention;

FIG. **10** illustrates a process of coordinating media content times according to an embodiment of the present invention:

FIG. **11** illustrates a media content airstream interface according to an embodiment of the present invention;

FIG. **12** illustrates a media content sponsorship interface according to an embodiment of the present invention;

FIG. **13** illustrates a process of viewing and interacting with a current message according to an embodiment of the present invention; and,

FIG. **14** illustrates an interface for in app purchases of items according to an embodiment of the present invention.

DESCRIPTION OF EMBODIMENTS

Specific embodiments of the invention will now be described with reference to the accompanying drawings. This invention may, however, be embodied in many different forms and should not be construed as limited to the embodiments set forth herein; rather, these embodiments are provided so that this disclosure will be thorough and complete, and will fully convey the scope of the invention to those skilled in the art. The terminology used in the detailed description of the embodiments illustrated in the accompanying drawings is not intended to be limiting of the invention. In the drawings, like numbers refer to like elements.

Unless otherwise defined, all terms (including technical and scientific terms) used herein have the same meaning as commonly understood by one of ordinary skill in the art to which this invention belongs. It will be further understood that terms, such as those defined in commonly used dictionaries, should be interpreted as having a meaning that is consistent with their meaning in the context of the relevant art and will not be interpreted in an idealized or overly formal sense unless expressly so defined herein. As used herein, the term "non-transitory machine-readable storage medium" is expressly defined to include any type of machine-readable (e.g., computer-readable) storage device and/or storage disk and to exclude propagating signals and transmission media.

The terms message, media message, or program are used interchangeably in this specification and generally refer to text, audio, video, or still images sent across the internet. In one aspect of the present invention, the system can be used for any media content type, such as news, comedy, drama, environmental messages, offers to purchase related items, and similar messages. In another aspect of the present invention, the system is used for consciousness messages, such as prayers, collective thoughts, appeals to charity, and inspirational messages.

FIG. **1** illustrates an example media coordination system **100** according to the present invention which allows network connected devices, such as mobile devices **106** (cell phones, portable music players, tables, laptops, etc.), to coordinate times for specific media messages/programs to be streamed to other application users (e.g., a feed of message posts or a stream of real-time media data). Generally, a computer server **102** (e.g., a processor, RAM, a hard drive, an operating system, web serving software and database software) is connected to a wide area network **104** such as the internet or wireless cell phone data network. Mobile devices **106** are also connected to the network **104**, allowing for communication to and from the server **102**.

As seen in item **220** of the flow chart of FIG. **13**, a user either executes the mobile media application on their mobile device or uses a browser to browse to an internet page supplied by the server **102**. The application downloads the current media message/program (i.e., a thought or prayer video scheduled for airing at that time) from the server. Alternately, the server **102** may automatically push the current media message or link to the current media message via phone notifications, email, or text messages.

In one example, delivery of the current media message to the mobile device **106** is performed as a feed that is downloaded as requested by the user. In another example, delivery of the current media message is achieved with a live streaming media file (e.g., streaming audio/video) that provides images, text, and/or audio to the user's mobile device. In this respect, the media message stream is similar to a live television station having scheduled media messages as its programming.

In item **222**, the mobile application displays the media message data supplied by the server **102**. This data may include the text of a media message, an attached or linked-to media file, donation information, and media message expiration information (i.e., when the current media message expires causing the mobile application to download a new current media message). Alternately, the media message data may be a live media stream, previously rendered by the server **102**, which displays the images, text, audio, video, or other items in a common media format (e.g., h.264 mp4 video format). In one preferred embodiment, the media message is a prayer, collective consciousness message, request for charity, environmental, or similar message.

In item **224**, the user views the media message data in an interface of the mobile application and interacts with the interface. For example, the user may add a comment about the media message, a donation, a greeting card, or share a link to the media message via a social network, email, text message, or similar communication. The user may also make purchases within the application (e.g., in app purchases, credit cards, Pay Pal, etc.) to buy gift certificates for message airtime, greeting cards, or similar in-application items.

In item **226**, the user can design, upload, and pay for a custom media message that is stored and aired from the server **102**. The server will similarly air the custom media message at the specified time as the current media message, thereby distributing that media message out to other users of the mobile application and website.

FIG. **10** illustrates a flow chart of an example process for coordinating media messages. As seen in item **190**, the mobile application is executed on the mobile device **106** that can download available times that a media message can be scheduled. A user can request availability of a specific time or the mobile application can download a variety of free times.

In item **192**, the user selects a time that they would like to have their media message available, the text of their media message, any images, or videos that they would like to accompany the media message, and payment information. This data is uploaded to server **102** and stored in a database in item **194**.

As seen in item **196**, the sever **102** provides media message data according to the scheduled time. This data can be rendered and streamed as a live streaming format, made available for download to each mobile device **106** running the application or can be sent out via a push notification, email, or text message. Optionally, the push notification, email, or text message can include a link that opens the

mobile media message application to that specific media message or to a webpage displaying that media message.

The current media message can also be displayed on any participating websites. For example, an otherwise nonaffiliated website could include code that displays the current media message. In another example, the media message can be posted to a social media site, such as Facebook or Twitter, which allows users to subscribe. In this respect, people visiting websites otherwise unrelated to the server **102** can also view the current media message.

FIGS. **2-9** illustrate various example aspects and interfaces of the mobile media message application according to the present invention. FIG. **2** illustrates the current media message interface **110** that displays the media message currently scheduled by the server **102**. The current media message interface **110** preferably includes a media message text display **114** that displays the text of the media message specified by the person who created the current media message.

Optionally, the current media message interface includes an advertisement banner **112** for displaying advertisements from a downloaded source, such as from Google AdSense or Apple in-app advertising. Optionally, the mobile media message application can allow a user the option to include this banner **112** during the media message creation process to financially subsidize the price of posting the media message.

The interface **110** also includes a comments button **111** that displays a comment interface for leaving messages related to the current media message. A past media messages button **113** is also included for displaying a list of past media messages or bookmarked media messages.

Preferably, multiple feeds or streams are available to the mobile application. For example, some streams can be specific breaking news, religion, music, or pets. Selecting the switch stream button **115** allows the user to switch between these streams.

The donate button **117** allows the user to donate money to originator of the media message, thereby allowing users or entities to raise money in addition to soliciting media messages. The buy gift button **119** allows the user to buy items for the author of the current message or another user. Gifts can include virtual greeting cards, gift certificates, message airtime, and similar items. The buy airtime button **120** displays an interface for creating and purchasing a media message that will be displayed on the application and the learn more button **118** displays an about us interface **122** seen in FIG. **3**.

The about us interface **122** preferably includes information about the developer and information **124** about how to pray. A share button **128** allows the user to share specific media message tips with others (e.g., by emailing text of the media message information **124**). The go back button **126** returns the user to the previous screen.

If the user selects the buy airtime button **120** in interface **110**, the buy airtime interface **130** is displayed, as seen in FIG. **4**. Title input **132** allows a user to enter a text title for their media message, while text of the media message can be entered in message input **134**. Optionally, the user can attach or add a link to an image, audio, and/or video in the media input **136**. This media is uploaded to the server **102** and rendered into the stream for broadcast at the scheduled time. The next button **138** displays the airtime selection interface **140** as seen in FIG. **5**.

The airtime selection interface **140** preferably provides a plurality of selectable time ranges **142** (e.g., check boxes) and their accompanying cost. A minute input **144** allows the user to specify the amount of time the user would like their media message to be displayed as the current media message. Selecting the advanced button **148** displays the advanced airtime interface **150** seen in FIG. **6**.

The advanced airtime interface **150** allows the user more control over exactly when the media message will be shown as the current media message. For example, a date interface **152** allows the user to specify a specific day to air the media message, the time interface **154** provides more detailed time ranges, and the time interface allows input of the amount of time the media message will air as the current media message. Selecting the basic button **159** returns the user to the airtime selection interface **140** while selecting the find time button **158** attempts to find an unreserved free time for the media message.

Once the server **102** has found a free time according to the criteria selected by the user, the preview interface **160** is displayed, as seen in FIG. **7**. The proposed message date **162** is located at the top of the interface **160**, followed by the preview of the media message **164**. The user can select the go back button **166** to return to a previous interface to correct information or can select the checkout button **168** to display the payment interface **170**, seen in FIG. **8**.

The payment interface **170** allows the user to select their desired method of payment. This interface can be used for buying airtime on a stream or for any other activity that may require payment (e.g., purchasing gift certificates or greeting cards).

For example, the user can select the in-app payment button **172** to cause payment through an "in-app" payment system, such as Apple's in-app payment system. The user may also enter their credit card information in the credit card input **174** or can select the PayPal button **176** to bring up PayPal login credentials for payment via PayPal. Preferably, the interface **170** includes a plurality of charity inputs **178** (e.g., checkboxes) for specifying donations to specific charities. The user can return to previous interfaces via the go back button **177** or can submit the payment information via the purchase button **179**.

Once the payment information has been submitted and confirmed by the server **102**, the confirmation interface **180** is displayed, as seen in FIG. **9**. A confirmation message **182** is displayed at the top of the interface **180** to confirm the exact time the media message will be available. Additionally, a plurality of media message sharing buttons **184** are displayed to allow the user to easily share details (e.g., date, time, hypertext link) to the media message on various calendar, email, text message, or social media websites.

FIG. **11** illustrates an alternate media message interface **200** according to the present invention. The interface **200** allows a user or organization to post a media message, media (music, video, image, etc.), and/or request for donations, seen in the media message display **204**. This airstream media message can be purchased through an interface similar to those previously described in this specification. Optionally, an advertiser may sponsor such a stream and post their ad banner in the banner display **202**.

The interface **200** also displays live or regularly updated comments and media messages from users in the live stream display **206**. If a user wishes to comment, add a greeting card (or similar link), or add a message, the add message button **208** can be selected, prompting the user for a text comments and an optional donation amount. Alternately, the user can select the donate button **210** to donate money without adding a comment (e.g., utilizing the payment interface **170**). These comments and donation amounts are transmitted to the

server **102**, processed, and then displayed in the live stream display **206** for all users to view.

FIG. **12** illustrates a sponsor interface **210** that allows an advertiser or user to sponsor a specific current media message or airstream media message. A media message selection input **212** downloads and displays from the server **102** a list of media messages and sponsor prices that are available for sponsorship. A specific media message can be selected and the sponsor's ad banner can be uploaded to the server **102** by clicking the add banner button **214**. Once the user is satisfied by their selection, the check out button **168** can be used to pay.

FIG. **14** illustrates an item purchase interface **230** that allows the user to make in-app purchases of items via the item selection interface **232**. This allows the user to select a desired item (real or virtual) for purchase, then select the check out button **168**, which leads to the previously described payment interface **170**.

In one specific example, the present invention can be particularly used to facilitate prayer or collective consciousness. For example, users can purchase airtime to display a prayer or collective thought. In another example, a request for donations (e.g., from a person or charity) can be uploaded to the stream to allow users to donate money within the mobile application.

In another specific example, the present invention can be used to purchase airtime and upload ongoing news or informational video. In this respect, a stream may be directed to eye-witness news or similar breaking new.

In another specific example, a stream can be directed to music videos. Hence, a user can purchase airtime and upload their own music videos that will stream at a specific time and date.

In another example, a stream can be directed to short films. Users can produce their own films, purchase airtime, and then upload the films to air on the channel at a specific time.

In another example according to the present invention, the server can provide a user or company with their own media stream to control. In this respect, the other users can post messages on this third party controlled stream, allowing the stream creator to designate airtime price, which uploads are approved and additional items for purchase.

Although the invention has been described in terms of particular embodiments and applications, one of ordinary skill in the art, in light of this teaching, can generate additional embodiments and modifications without departing from the spirit of or exceeding the scope of the claimed invention. Accordingly, it is to be understood that the drawings and descriptions herein are proffered by way of example to facilitate comprehension of the invention and should not be construed to limit the scope thereof.

What is claimed is:

1. A method, comprising:

receiving, at one or more servers, a plurality of media messages from one or more applications executable on a corresponding one or more computing devices, wherein respective ones of the plurality of media messages are associated with expiration information to determine when the media message is no longer available for presentation;

storing the plurality of media messages on the one or more servers;

selecting, for inclusion in a first feed, a first subset of the respective ones of the media messages from among the plurality of media messages based on the expiration information of the respective ones of the media messages, wherein each of the respective ones of the media messages of the first subset is associated with an advertisement prompt;

providing the first feed to a first mobile application executable on a first mobile device, the first mobile application configured to present the first feed, wherein presentation of the first feed by the first mobile application includes presentation of a media message of the first subset with the advertisement prompt associated with the media message of the first subset;

selecting, for inclusion in a second feed, a second subset of the respective ones of the media messages from among the plurality of media messages based on the expiration information of the respective ones of the media messages, wherein each of the respective ones of the media messages of the second subset is associated with an advertisement prompt; and

providing the second feed to the first mobile application, the first mobile application configured to present the second feed, the second feed differing from the first feed, wherein presentation of the second feed by the first mobile application includes presentation of a media message of the second subset with the advertisement prompt associated with the media message of the second subset.

2. The method of claim **1**, wherein interaction with the advertisement prompt associated with the media message of the first subset included in the first feed initiates presentation of additional advertising content.

3. The method of claim **1**, wherein interaction with the advertisement prompt associated with the media message of the first subset included in the first feed initiates presentation of a webpage by the first mobile application.

4. The method of claim **1**, wherein presentation of the first feed by the first mobile application includes presentation of a sharing prompt with the media message of the first subset included in the first feed, wherein interaction with the sharing prompt via the first mobile application facilitates generation of a link configured to enable access to the media message.

5. The method of claim **1**, wherein presentation of the first feed by the first mobile application includes presentation of a bookmark prompt with the media message of the first subset included in the first feed, wherein interaction with the bookmark prompt via the first mobile application enables the media message to be listed with another bookmarked media message through the first mobile application.

6. The method of claim **1**, wherein presentation of the first feed by the first mobile application includes presentation of an item purchase prompt with the media message of the first subset included in the first feed, wherein interaction with the item purchase prompt via the first mobile application enables presentation of information to initiate purchase of an item.

7. The method of claim **1**, wherein the media message of the first subset included in the first feed is a video that includes one or more of an attached image or attached audio that is not native to the video.

8. The method of claim **1**, wherein respective ones of the plurality of media messages are associated with a scheduled airtime, and wherein the respective ones of the plurality of media messages are not selected for the first subset until the scheduled airtime or thereafter.

9. The method of claim **8**, wherein the one or more applications executable on the corresponding one or more computing devices enable purchase of the scheduled airtime.

10. The method of claim 1, wherein the first mobile application is further configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the first mobile application.

11. A system, comprising:

one or more servers including memory, machine-readable instructions, and one or more processors, the one or more processors configured to execute the machine-readable instructions to perform operations comprising:

receiving, at the one or more servers, a plurality of media messages from one or more applications executable on a corresponding one or more computing devices, wherein respective ones of the plurality of media messages are associated with expiration information to determine when the media message is no longer available for presentation;

storing the plurality of media messages on the one or more servers;

selecting, for inclusion in a first feed, a first subset of the respective ones of the media messages from among the plurality of media messages based on the expiration information of the respective ones of the media messages, wherein each of the respective ones of the media messages of the first subset is associated with an advertisement prompt;

providing the first feed to a first mobile application executable on a first mobile device, the first mobile application configured to present the first feed, wherein presentation of the first feed by the first mobile application includes presentation of a media message of the first subset with the advertisement prompt associated with the media message of the first subset;

selecting, for inclusion in a second feed, a second subset of the respective ones of the media messages from among the plurality of media messages based on the expiration information of the respective ones of the media messages, wherein each of the respective ones of the media messages of the second subset is associated with an advertisement prompt; and

providing the second feed to the first mobile application, the first mobile application configured to present the second feed, the second feed differing from the first feed, wherein presentation of the second feed by the first mobile application includes presentation of a media message of the second subset with the advertisement prompt associated with the media message of the second subset.

12. The system of claim 11, wherein interaction with the advertisement prompt associated with the media message of the first subset included in the first feed initiates presentation of additional advertising content.

13. The system of claim 11, wherein interaction with the advertisement prompt associated with the media message of the first subset included in the first feed initiates presentation of a webpage by the first mobile application.

14. The system of claim 11, wherein presentation of the first feed by the first mobile application includes presentation of a sharing prompt with the media message of the first subset included in the first feed, wherein interaction with the sharing prompt via the first mobile application facilitates generation of a link configured to enable access to the media message.

15. The system of claim 11, wherein presentation of the first feed by the first mobile application includes presentation of a bookmark prompt with the media message of the first subset included in the first feed, wherein interaction with the bookmark prompt via the first mobile application enables the media message to be listed with another bookmarked media message through the first mobile application.

16. The system of claim 11, wherein presentation of the first feed by the first mobile application includes presentation of an item purchase prompt with the media message of the first subset included in the first feed, wherein interaction with the item purchase prompt via the first mobile application enables presentation of information to initiate purchase of an item.

17. The system of claim 11, wherein the media message of the first subset included in the first feed is a video that includes one or more of an attached image or attached audio that is not native to the video.

18. The system of claim 11, wherein respective ones of the plurality of media messages are associated with a scheduled airtime, and wherein the respective ones of the plurality of media messages are not selected for the first subset until the scheduled airtime or thereafter.

19. The system of claim 18, wherein the one or more applications executable on the corresponding one or more computing devices enable purchase of the scheduled airtime.

20. The system of claim 11, wherein the first mobile application is further configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the first mobile application.

21. A non-transitory machine-readable storage medium comprising instructions that, when executed, cause one or more processors of one or more servers to:

receive, at the one or more servers, a plurality of media messages from one or more applications executable on a corresponding one or more computing devices, wherein respective ones of the plurality of media messages are associated with expiration information to determine when the media message is no longer available for presentation;

store the plurality of media messages on the one or more servers;

select, for inclusion in a first feed, a first subset of the respective ones of the media messages from among the plurality of media messages based on the expiration information of the respective ones of the media messages, wherein each of the respective ones of the media messages of the first subset is associated with an advertisement prompt;

provide the first feed to a first mobile application executable on a first mobile device, the first mobile application configured to present the first feed, wherein presentation of the first feed by the first mobile application includes presentation of a media message of the first subset with the advertisement prompt associated with the media message of the first subset;

select, for inclusion in a second feed, a second subset of the respective ones of the media messages from among the plurality of media messages based on the expiration information of the respective ones of the media messages, wherein each of the respective ones of the media messages of the second subset is associated with an advertisement prompt; and

provide the second feed to the first mobile application, the first mobile application configured to present the second feed, the second feed differing from the first feed, wherein presentation of the second feed by the first mobile application includes presentation of a media message of the second subset with the advertisement prompt associated with the media message of the second subset.

22. The non-transitory machine-readable storage medium of claim 21, wherein interaction with the advertisement prompt associated with the media message of the first subset included in the first feed initiates presentation of additional advertising content.

23. The non-transitory machine-readable storage medium of claim 21, wherein interaction with the advertisement prompt associated with the media message of the first subset included in the first feed initiates presentation of a webpage by the first mobile application.

24. The non-transitory machine-readable storage medium of claim 21, wherein presentation of the first feed by the first mobile application includes presentation of a sharing prompt with the media message of the first subset included in the first feed, wherein interaction with the sharing prompt via the first mobile application facilitates generation of a link configured to enable access to the media message.

25. The non-transitory machine-readable storage medium of claim 21, wherein presentation of the first feed by the first mobile application includes presentation of a bookmark prompt with the media message of the first subset included in the first feed, wherein interaction with the bookmark prompt via the first mobile application enables the media message to be listed with another bookmarked media message through the first mobile application.

26. The non-transitory machine-readable storage medium of claim 21, wherein presentation of the first feed by the first mobile application includes presentation of an item purchase prompt with the media message of the first subset included in the first feed, wherein interaction with the item purchase prompt via the first mobile application enables presentation of information to initiate purchase of an item.

27. The non-transitory machine-readable storage medium of claim 21, wherein the media message of the first subset included in the first feed is a video that includes one or more of an attached image or attached audio that is not native to the video.

28. The non-transitory machine-readable storage medium of claim 21, wherein respective ones of the plurality of media messages are associated with a scheduled airtime, and wherein the respective ones of the plurality of media messages are not selected for the first subset until the scheduled airtime or thereafter.

29. The non-transitory machine-readable storage medium of claim 28, wherein the one or more applications executable on the corresponding one or more computing devices enable purchase of the scheduled airtime.

30. The non-transitory machine-readable storage medium of claim 21, wherein the first mobile application is further configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the first mobile application.

* * * * *

Exhibit D1

Exhibit D1 -- U.S. Patent No. 12,118,591

U.S. Patent 12,118,591		Meta Activity
	Claim 1	
1A	A method, comprising: receiving, at one or more servers, a plurality of media messages from one or more applications executable on a corresponding one or more computing devices, wherein respective ones of the plurality of media messages are associated with expiration information to determine when the media message is no longer available for presentation;	Meta operates and controls the '591 Accused Instrumentalities, as defined in the First Amended Complaint. The '591 Accused Instrumentalities receive at one or more servers, a plurality of media messages from one or more applications executable on a corresponding one or more computing devices, wherein respective ones of the plurality of media messages are associated with expiration information to determine when the media message is no longer available for presentation. The '591 Accused Instrumentalities provide for the generation of advertising media messages, which Meta refers to as "ad creatives," through Meta applications. For example, applications, such as Facebook, Meta Ads Manager, or Meta Business Suite, can generate such advertising media messages for delivery on Meta's Facebook, Messenger, or Instagram platforms. The advertising media message includes content, such as photos, video, and text, as well as associated information, such as a start time that indicates when the advertising message will be made available for presentation and expiration information that is used to determine when the message will no longer be available for presentation, such as the identified end time or when a budgeted spending amount is reached, as shown in the images that follow. Servers in the '591 Accused Instrumentalities receive the advertising media message and associated information from the mobile application that generates the advertising media message.

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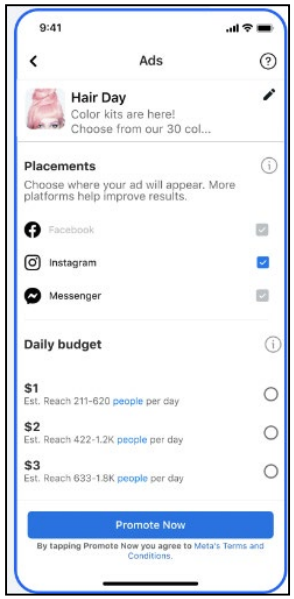
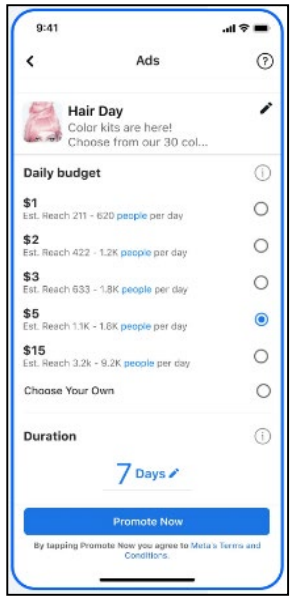
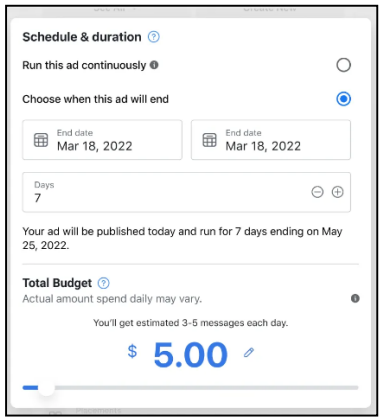
U.S. Patent 12,118,591		Meta Activity
		   Exemplary Sources

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U.S. Patent 12,118,591		Meta Activity
		https://www.facebook.com/business/ads/#faq https://www.facebook.com/business/learn/lessons/create-facebook-ads-from-facebook-page https://www.facebook.com/business/learn/lessons/introduction-to-page-promotions https://www.facebook.com/business/learn/lessons/create-ads-promote-business https://business.facebook.com/business/help/705965862850667?id=373423763458293 https://www.facebook.com/business/help/813510795795140?id=3349108371785391 https://www.facebook.com/business/help/280594309504695?id=2030300680608329 https://www.descript.com/blog/article/how-to-run-facebook-ads# https://www.facebook.com/business/learn/lessons/meta-ads-manager-advertising https://www.facebook.com/business/ads/ad-budget-schedule/ https://www.facebook.com/business/ads/ad-creative/ https://www.facebook.com/business/ads-guide/update https://www.facebook.com/business/ads-guide/update/image https://www.facebook.com/business/ads-guide/update/video https://www.facebook.com/business/ads-guide/update/image/facebook-facebook-reels https://www.facebook.com/business/ads-guide/update/video/facebook-story https://www.facebook.com/business/ads-guide/update/video/instagram-profile-feed https://www.facebook.com/business/ads-guide/update/video/instagram-story https://www.facebook.com/business/ads-guide/update/image/instagram-reels https://www.facebook.com/business/help/282701548912119?id=649869995454285 https://www.facebook.com/business/help/1459553357539014?id=916550222172854
1B	storing the plurality of media messages on the one or more servers;	The '591 Accused Instrumentalities store the plurality of media messages on the one or more servers. For example, servers receive the advertising media messages from the mobile application and store them on servers for selection and delivery to a mobile application.

Exhibit D1 -- U.S. Patent No. 12,118,591

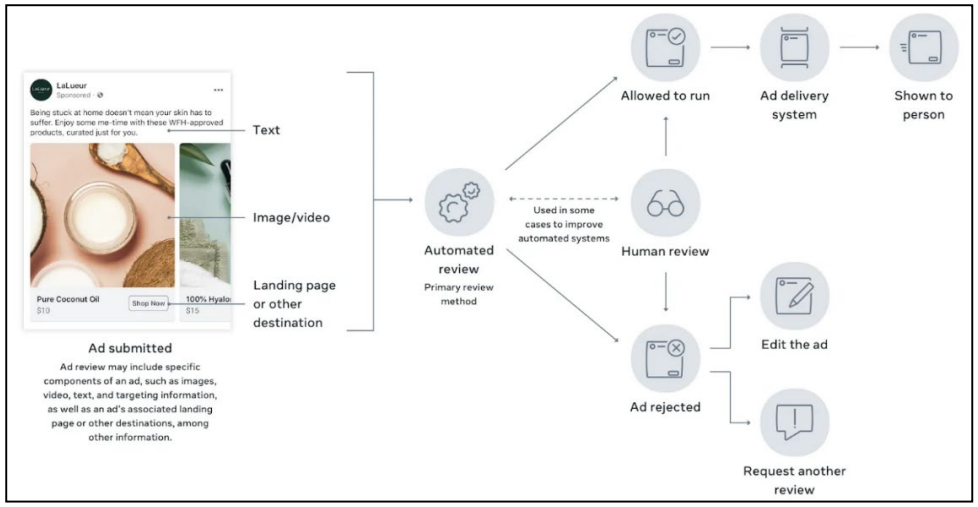
U.S. Patent 12,118,591		Meta Activity
		 *See* Row 1A. Exemplary Sources https://www.facebook.com/business/help/204798856225114?id=649869995454285
1C	selecting, for inclusion in a first feed, a first subset of the respective ones of the media messages from among the plurality of media messages based on the expiration information of the respective ones of the media messages, wherein each of the respective ones of the media messages of the first subset is	The '591 Accused Instrumentalities select for inclusion in a first feed, a first subset of the respective ones of the media messages from among the plurality of media messages based on the expiration information of the respective ones of the media messages, wherein each of the respective ones of the media messages of the first subset is associated with an advertisement prompt. For example, advertising media messages are included as a subset of the media messages in various feeds provided to mobile applications across Meta technology platforms, including Reels, Stories, and Feeds on both Facebook and Instagram. The advertising media messages are selected for inclusion in the feed based on expiration information, such as end times and budgets. Further, Meta offers a

Exhibit D1 -- U.S. Patent No. 12,118,591

U.S. Patent 12,118,591		Meta Activity
	associated with an advertisement prompt;	range of call-to-action prompts, such as "Learn More" and "Shop Now," that are associated with advertising media messages. *See* Rows 1A and 1B. Exemplary Sources https://www.facebook.com/business/m/get-started-meta-advertising https://www.facebook.com/business/help/407108559393196?id=369787570424415 https://www.facebook.com/business/ads/ad-budget-schedule/ https://www.facebook.com/help/1155510281178725/?helpref=hc_fnav https://www.facebook.com/help/475378724739085/?helpref=hc_fnav https://www.facebook.com/help/349797465699432/?helpref=hc_fnav https://help.instagram.com/1986234648360433/?helpref=hc_fnav https://help.instagram.com/270447560766967/?helpref=hc_fnav https://help.instagram.com/1660923094227526/?helpref=hc_fnav https://www.facebook.com/business/help/450688792208401 https://www.facebook.com/business/help/410873986524407
1D	providing the first feed to a first mobile application executable on a first mobile device, the first mobile application configured to present the first feed, wherein presentation of the first feed by the first mobile application includes presentation of a media message of the first subset with the advertisement prompt associated with the media message of the first subset;	The '591 Accused Instrumentalities provide the first feed to a first mobile application executable on a first mobile device, the first mobile application configured to present the first feed, wherein presentation of the first feed by the first mobile application includes presentation of a media message of the first subset with the advertisement prompt associated with the media message of the first subset. For example, the '591 Accused Instrumentalities provide feeds to mobile applications across all Meta platforms, including Facebook, Instagram, and Messenger. Advertising media messages placed in a feed are displayed with advertisement prompts such as "Learn More" and "Shop Now," as indicated by the arrow in the image that follows.

Exhibit D1 -- U.S. Patent No. 12,118,591

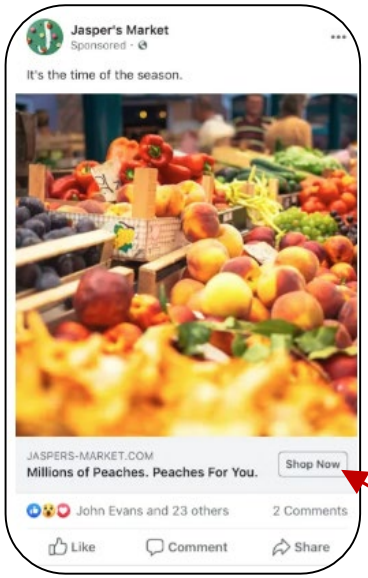
U.S. Patent 12,118,591		Meta Activity
		 *See* Row 1C. Exemplary Sources https://www.facebook.com/business/help/450688792208401
1E	selecting, for inclusion in a second feed, a second subset of the respective ones of the media messages from among the plurality of media messages based on the expiration information of the respective ones of the media messages, wherein each of the respective ones of the media	The '591 Accused Instrumentalities select for inclusion in a second feed, a second subset of the respective ones of the media messages from among the plurality of media messages based on the expiration information of the respective ones of the media messages, wherein each of the respective ones of the media messages of the second subset is associated with an advertisement prompt. For example, a mobile application can receive multiple, different feeds. In addition, different mobile applications receive different feeds of media messages that include advertising media messages. An example of various feed placements for advertising media messages, including Reels, Stories, and Feeds, is shown in the following image of a Meta "ad preview."

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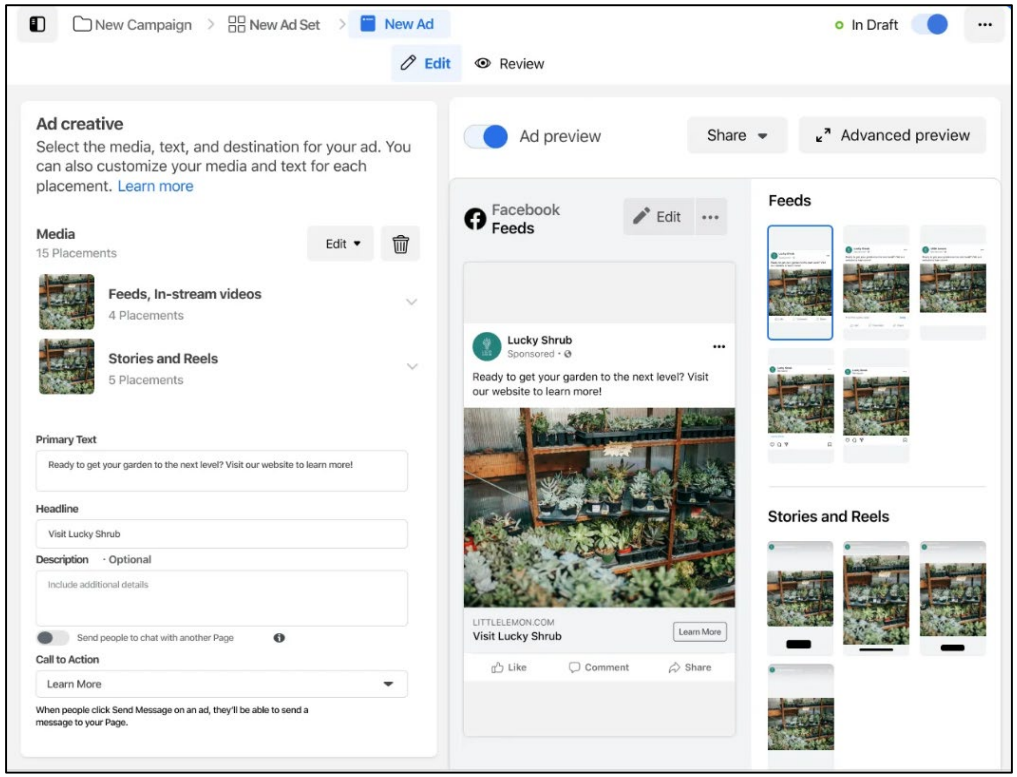
U.S. Patent 12,118,591		Meta Activity
	messages of the second subset is associated with an advertisement prompt; and	 *See* Row 1C. <u>Exemplary Sources</u> https://www.facebook.com/business/learn/lessons/meta-ads-manager-advertising/ https://ai.meta.com/blog/facebook-feed-improvements-ai-show-more-less/ https://www.facebook.com/business/help/407108559393196?id=369787570424415

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U.S. Patent 12,118,591		Meta Activity
1F	providing the second feed to the first mobile application, the first mobile application configured to present the second feed, the second feed differing from the first feed, wherein presentation of the second feed by the first mobile application includes presentation of a media message of the second subset with the advertisement prompt associated with the media message of the second subset.	The '591 Accused Instrumentalities provide the second feed to the first mobile application, the first mobile application configured to present the second feed, the second feed differing from the first feed, wherein presentation of the second feed by the first mobile application includes presentation of a media message of the second subset with the advertisement prompt associated with the media message of the second subset. For example, servers in the '591 Accused Instrumentalities employ programming rules and machine learning techniques to determine the content displayed in a user's Facebook or Instagram feed and provide a first feed to a first mobile application that differs from a second feed provided to the first mobile application. *See* Rows 1C through 1E. Exemplary Source https://ai.meta.com/blog/facebook-feed-improvements-ai-show-more-less/ (Oct. 5, 2022) ("…we use deep learning models to generate user and post-level embeddings (sets of numbers), which help predict the types of content a person wants to see more of or less of in their Feeds.") https://transparency.meta.com/features/ranking-and-content/ (Updated Sep. 4, 2024) ("We personalize each Feed for our more than 2 billion users by using state-of-the-art machine learning systems to rank content.")
	Claim 11	
11A	A system, comprising:	Meta operates and controls the '591 Accused Instrumentalities, as defined in the First Amended Complaint.

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U.S. Patent 12,118,591		Meta Activity
	one or more servers including memory, machine-readable instructions, and one or more processors, the one or more processors configured to execute the machine-readable instructions to perform operations comprising:	Meta makes and uses the '591 Accused Instrumentalities that are comprised of one or more servers including memory, machine-readable instructions, and one or more processors, the one or more processors configured to execute the machine-readable instructions stored in memory to perform the steps recited in Claim 11. *See* Claim 1, Rows 1A-1F.
11B	receiving, at the one or more servers, a plurality of media messages from one or more applications executable on a corresponding one or more computing devices, wherein respective ones of the plurality of media messages are associated with expiration information to determine when the media message is no longer available for presentation;	*See* Claim 1, Row 1A.
11C	storing the plurality of media messages on the one or more servers;	*See* Claim 1, Row 1B.
11D	selecting, for inclusion in a first feed, a first subset of the respective ones of the media messages from among the plurality of media messages based on the expiration information of	*See* Claim 1, Row 1C.

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U.S. Patent 12,118,591		Meta Activity
	the respective ones of the media messages, wherein each of the respective ones of the media messages of the first subset is associated with an advertisement prompt;	
11E	providing the first feed to a first mobile application executable on a first mobile device, the first mobile application configured to present the first feed, wherein presentation of the first feed by the first mobile application includes presentation of a media message of the first subset with the advertisement prompt associated with the media message of the first subset;	*See* Claim 1, Row 1D.
11F	selecting, for inclusion in a second feed, a second subset of the respective ones of the media messages from among the plurality of media messages based on the expiration information of the respective ones of the media messages, wherein each of the respective ones of the media messages of the second subset is	*See* Claim 1, Row 1E.

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U.S. Patent 12,118,591		Meta Activity
	associated with an advertisement prompt; and	
11G	providing the second feed to the first mobile application, the first mobile application configured to present the second feed, the second feed differing from the first feed, wherein presentation of the second feed by the first mobile application includes presentation of a media message of the second subset with the advertisement prompt associated with the media message of the second subset.	*See* Claim 1, Row 1F.

Exhibit E



(12) **United States Patent**
Fletcher

(10) **Patent No.: US 12,131,356 B2**
(45) **Date of Patent: *Oct. 29, 2024**

(54) **MOBILE DEVICE STREAMING MEDIA APPLICATION**

(71) Applicant: **Weple IP Holdings LLC**, Austin, TX (US)

(72) Inventor: **Mary Anne Fletcher**, Jackson, GA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

This patent is subject to a terminal disclaimer.

(21) Appl. No.: **18/423,144**

(22) Filed: **Jan. 25, 2024**

(65) **Prior Publication Data**

US 2024/0169403 A1 May 23, 2024

Related U.S. Application Data

(63) Continuation of application No. 18/346,318, filed on Jul. 3, 2023, which is a continuation of application (Continued)

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G06Q 30/0279 (2023.01)
G06Q 30/02 (2023.01)
(Continued)

(52) **U.S. Cl.**
CPC ***G06Q 30/0279*** (2013.01); ***G06Q 30/02*** (2013.01); ***G06Q 30/0267*** (2013.01); ***G06Q 30/0269*** (2013.01); ***G06Q 30/0273*** (2013.01); ***G06Q 30/0641*** (2013.01); ***H04L 51/04*** (2013.01); ***H04L 51/52*** (2022.05); ***H04L 65/403*** (2013.01); ***H04L 65/60*** (2013.01);
(Continued)

(58) **Field of Classification Search**
CPC G06Q 30/0279; G06Q 30/0269; G06Q 30/0267; G06Q 30/0273; G06Q 30/0641; H04L 51/04; H04L 65/4076; H04L 65/04
USPC 709/227
See application file for complete search history.

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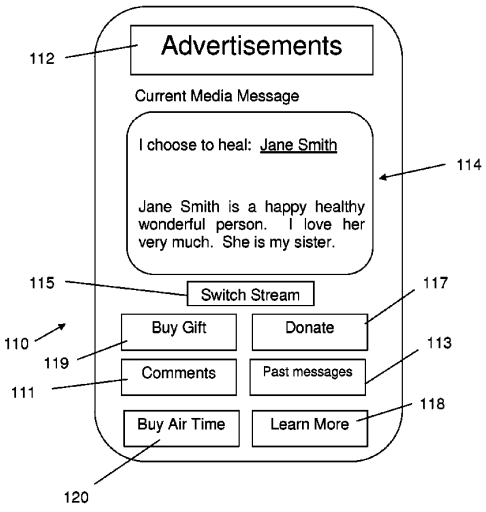
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Primary Examiner — Tauqir Hussain
(74) *Attorney, Agent, or Firm* — Avantech Law, LLP

(57) **ABSTRACT**

A system and process for coordinating streaming content or messages is provided. A network-connected server maintains a database containing media content-related data, such as the text of a message, accompanying media, time of airing, payment, and related comments. A user can view these feeds or streams of these consciousness messages by downloading a mobile application or browsing to a website. The application can also be used to create, schedule, and pay for a media content message.

30 Claims, 14 Drawing Sheets



Related U.S. Application Data

No. 17/705,331, filed on Mar. 27, 2022, now Pat. No. 11,734,730, which is a continuation of application No. 17/384,911, filed on Jul. 26, 2021, now Pat. No. 11,605,112, which is a continuation of application No. 16/812,495, filed on Mar. 9, 2020, now Pat. No. 11,074,627, which is a continuation of application No. 16/790,953, filed on Feb. 14, 2020, now Pat. No. 10,909,583, which is a continuation of application No. 16/157,269, filed on Oct. 11, 2018, now Pat. No. 10,565,628, which is a continuation of application No. 15/273,335, filed on Sep. 22, 2016, now Pat. No. 10,102,553, which is a continuation of application No. 15/041,422, filed on Feb. 11, 2016, now Pat. No. 9,456,013, which is a continuation of application No. 14/512,353, filed on Oct. 10, 2014, now Pat. No. 9,294,527, which is a continuation of application No. 13/967,414, filed on Aug. 15, 2013, now Pat. No. 8,862,678, which is a continuation of application No. 13/027,191, filed on Feb. 14, 2011, now Pat. No. 8,516,063.

(60) Provisional application No. 61/304,331, filed on Feb. 12, 2010.

(51) **Int. Cl.**

G06Q 30/0241	(2023.01)
G06Q 30/0251	(2023.01)
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G06Q 30/0601	(2023.01)
H04L 51/04	(2022.01)
H04L 51/52	(2022.01)
H04L 65/403	(2022.01)
H04L 65/60	(2022.01)
H04L 65/611	(2022.01)
H04L 65/613	(2022.01)

(52) **U.S. Cl.**

CPC ***H04L 65/611*** (2022.05); ***H04L 65/613*** (2022.05); *G06Q 30/0277* (2013.01)

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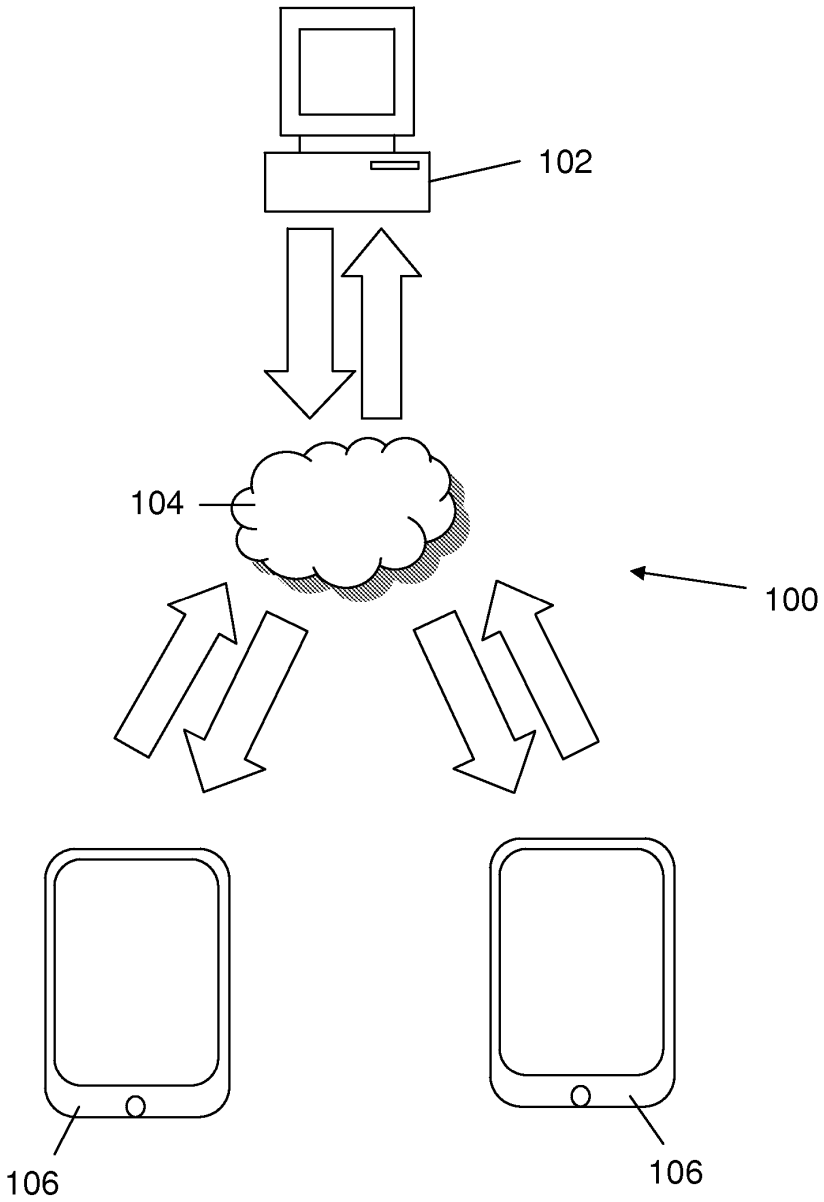


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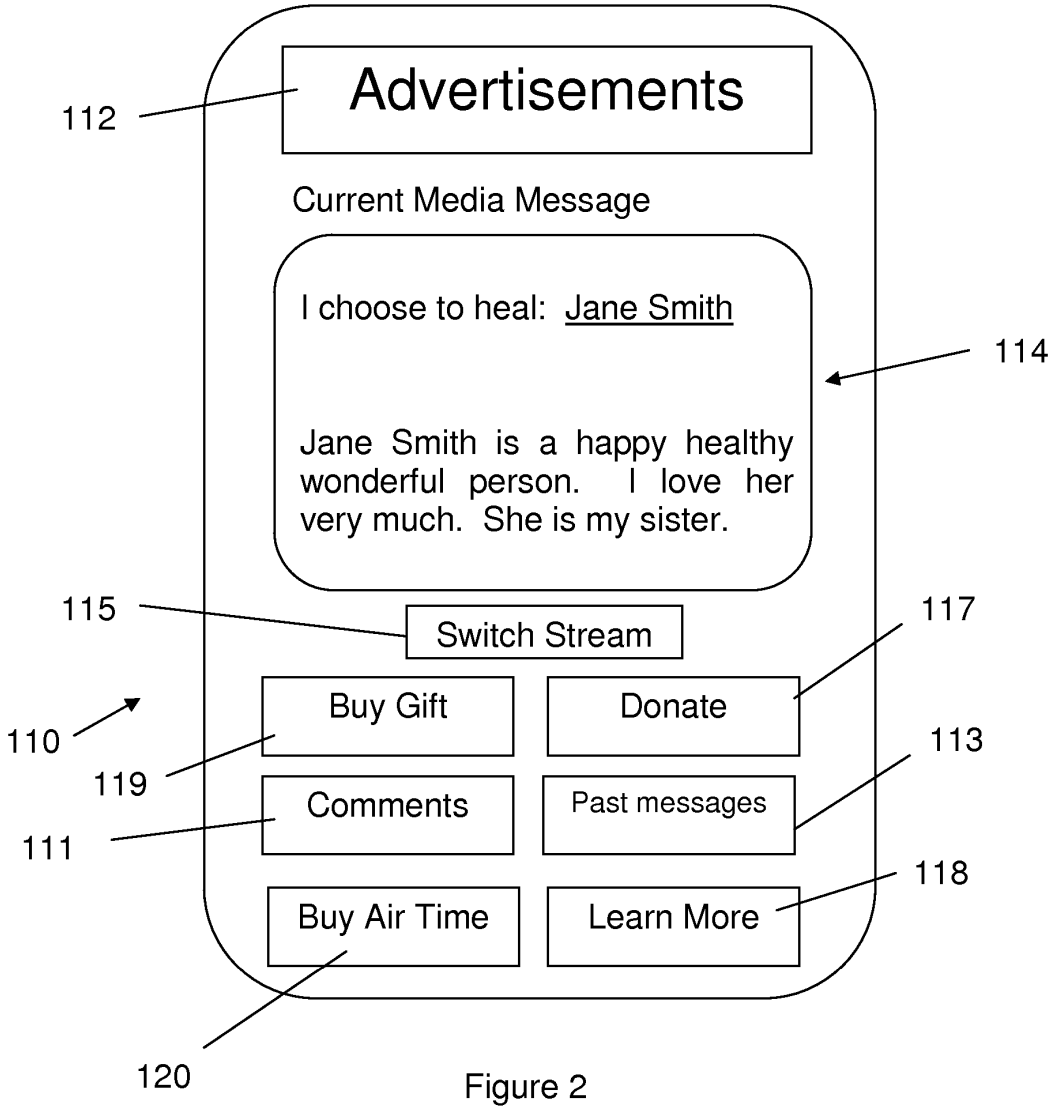

Advertisements
112
Current Media Message
I choose to heal: Jane Smith
Jane Smith is a happy healthy wonderful person. I love her very much. She is my sister.
114
115
Switch Stream
117
110
Buy Gift
Donate
119
113
Comments
Past messages
111
118
Buy Air Time
Learn More
120

Figure 2

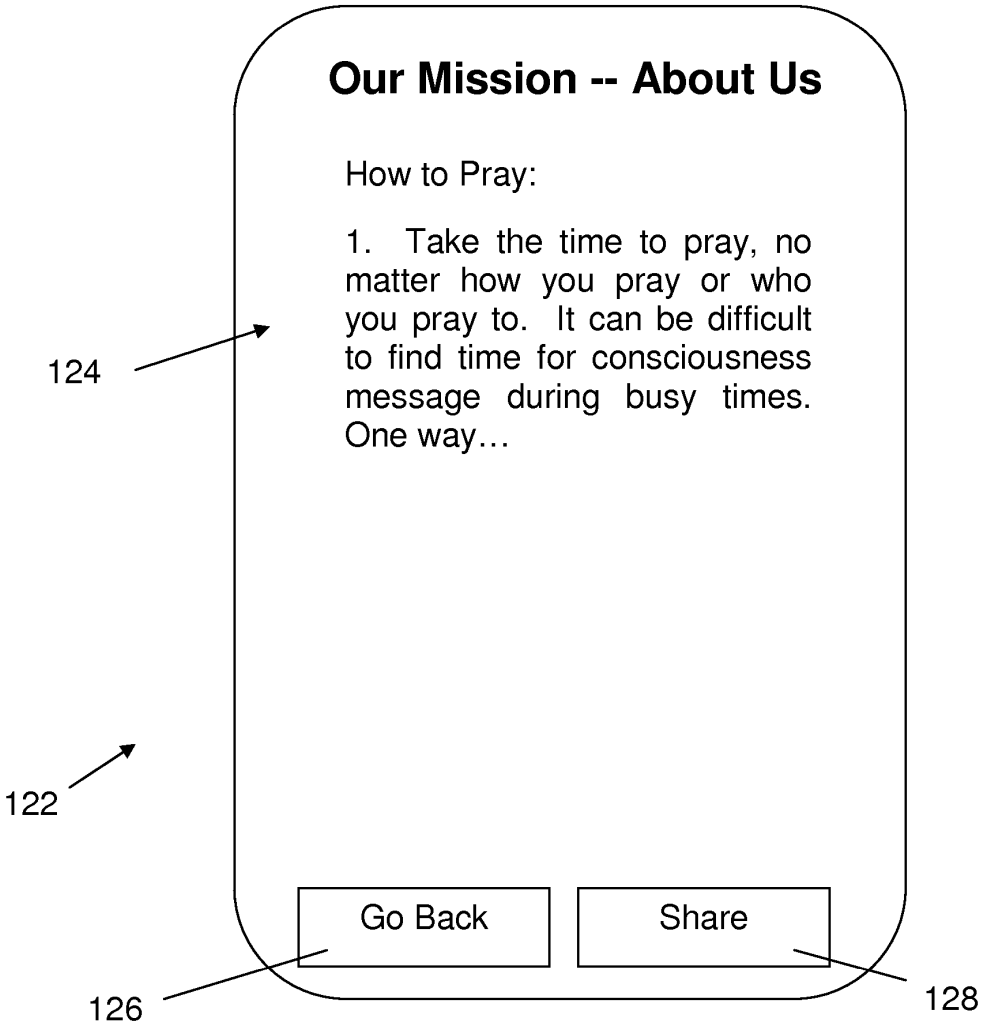

Our Mission -- About Us
How to Pray:
1. Take the time to pray, no matter how you pray or who you pray to. It can be difficult to find time for consciousness message during busy times. One way…
124
122
Go Back
Share
126
128

Figure 3

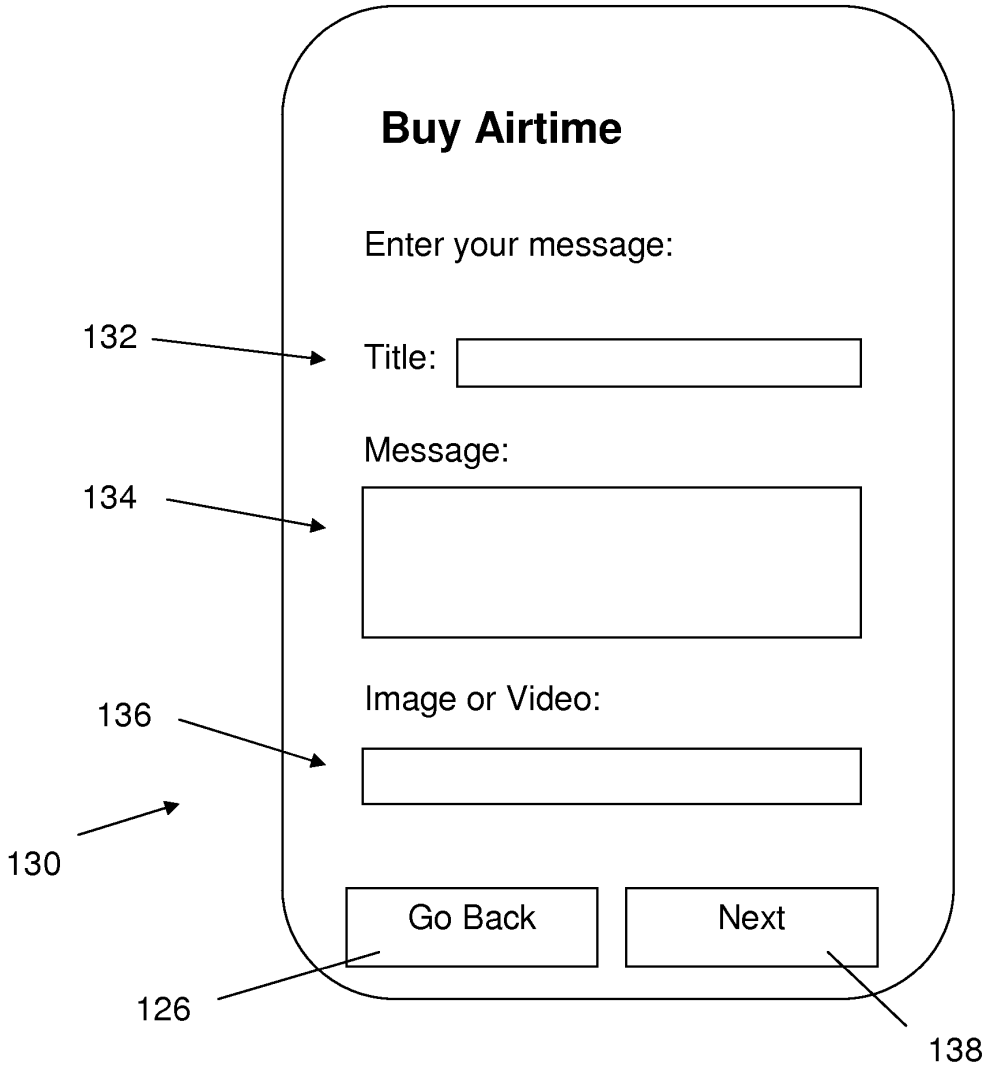

Buy Airtime
Enter your message:
132
Title:
Message:
134
Image or Video:
136
130
Go Back
Next
126
138

Figure 4

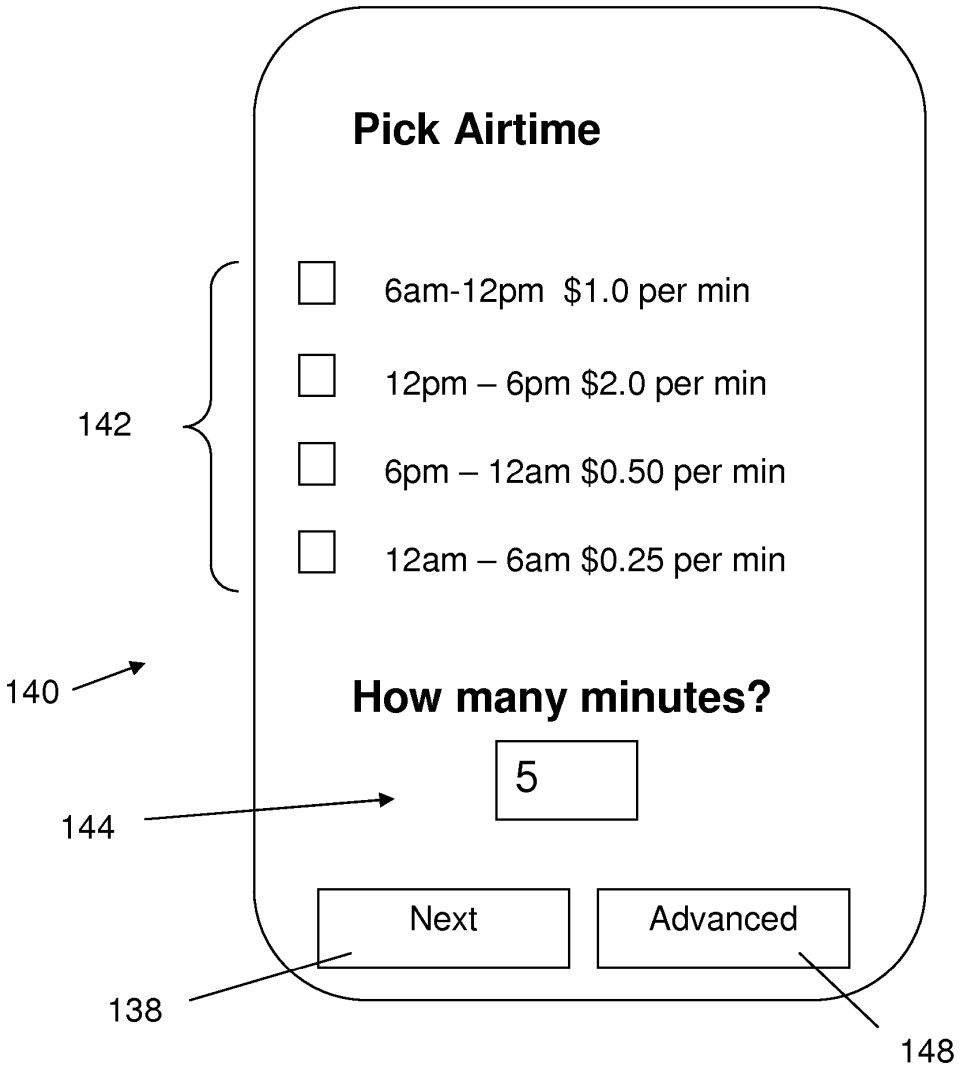

Pick Airtime
6am-12pm $1.0 per min
12pm – 6pm $2.0 per min
6pm – 12am $0.50 per min
12am – 6am $0.25 per min
142
140
How many minutes?
5
144
Next
Advanced
138
148

Figure 5

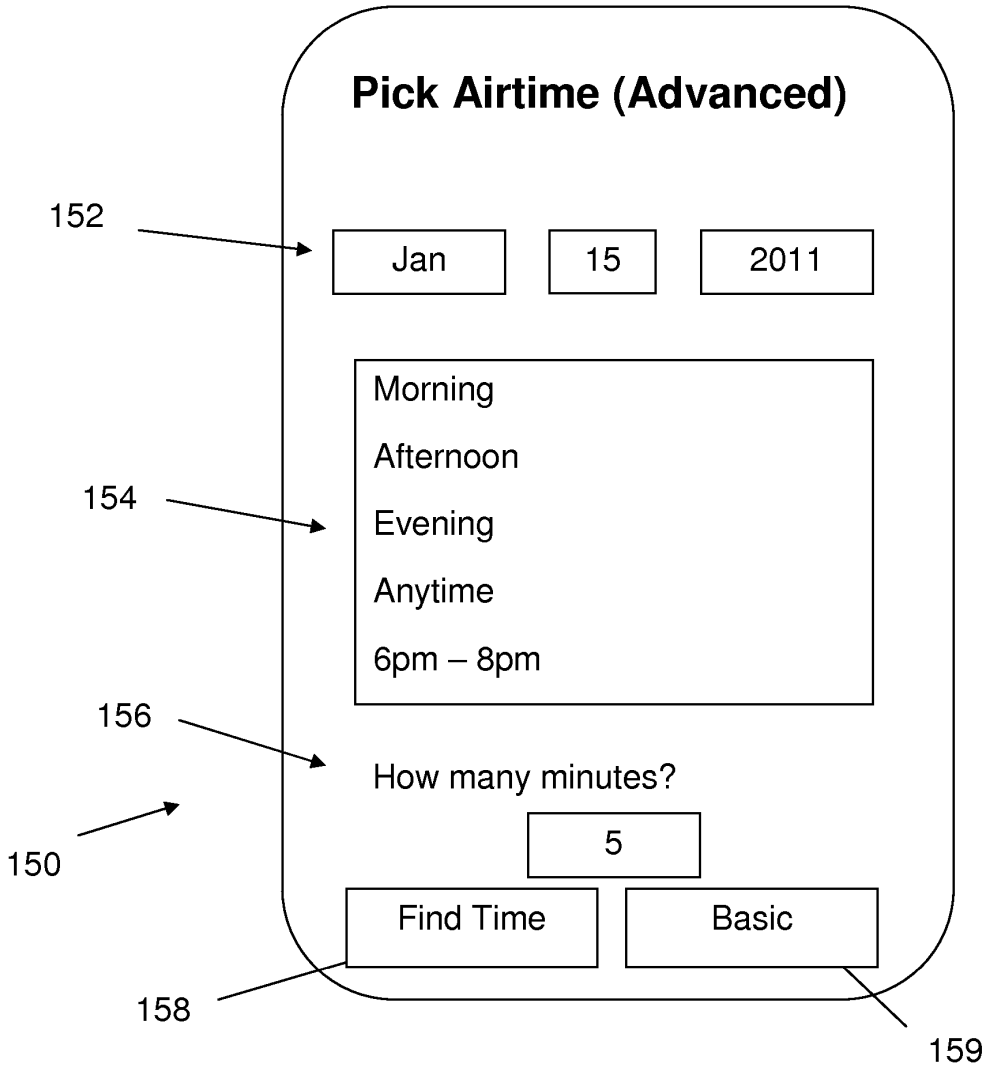

Pick Airtime (Advanced)
152
Jan
15
2011
Morning
Afternoon
154
Evening
Anytime
6pm – 8pm
156
How many minutes?
150
5
Find Time
Basic
158
159

Figure 6

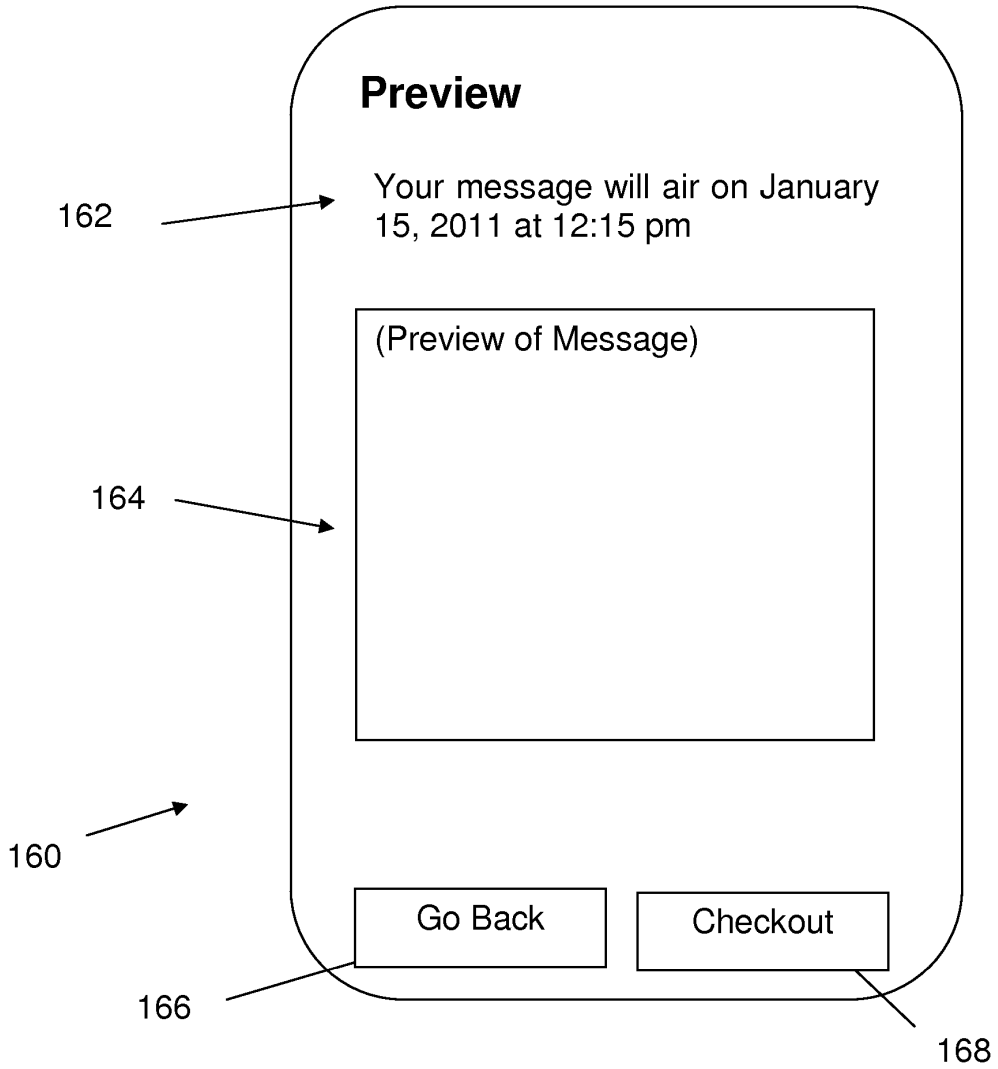

Preview
Your message will air on January 15, 2011 at 12:15 pm
(Preview of Message)
Go Back
Checkout
162
164
160
166
168

Figure 7

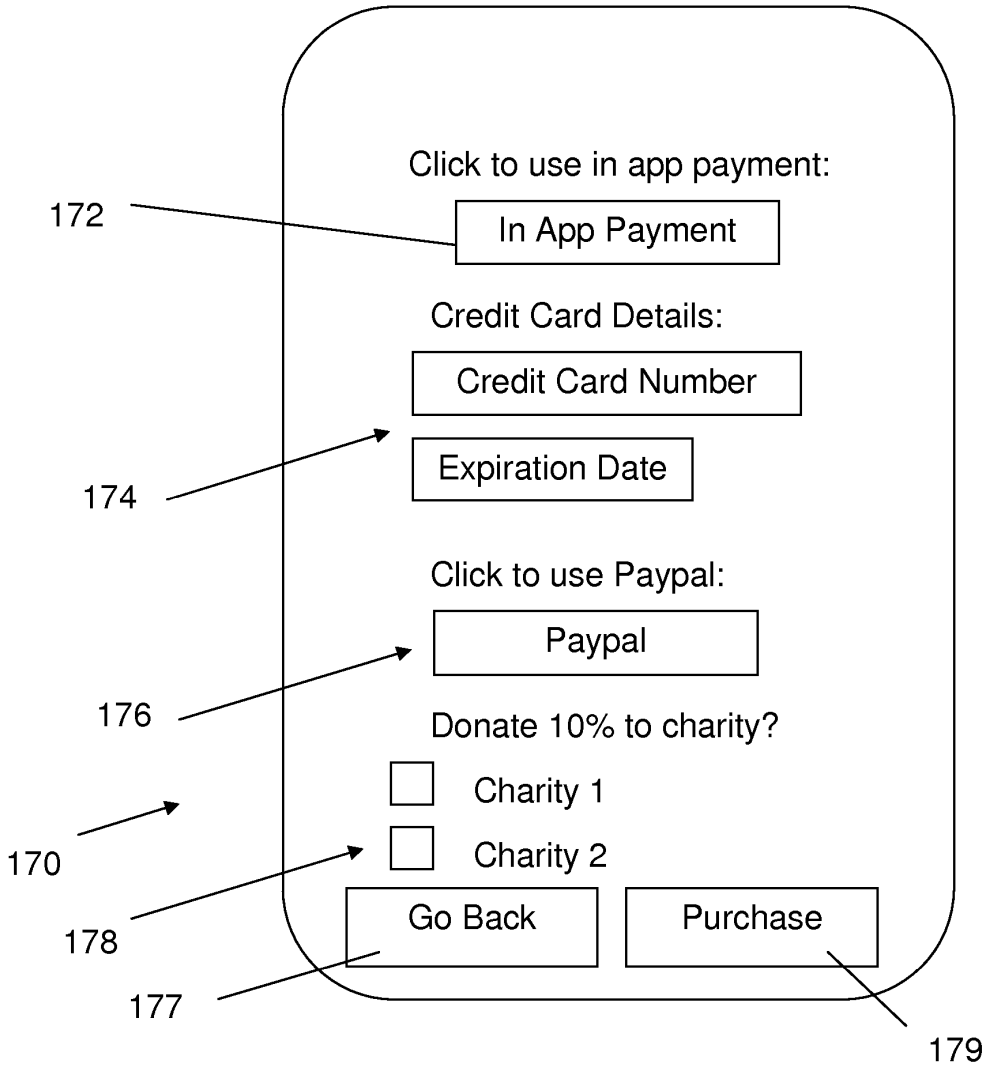

Click to use in app payment:
172
In App Payment
Credit Card Details:
Credit Card Number
Expiration Date
174
Click to use Paypal:
Paypal
176
Donate 10% to charity?
Charity 1
Charity 2
170
178
Go Back
Purchase
177
179

Figure 8

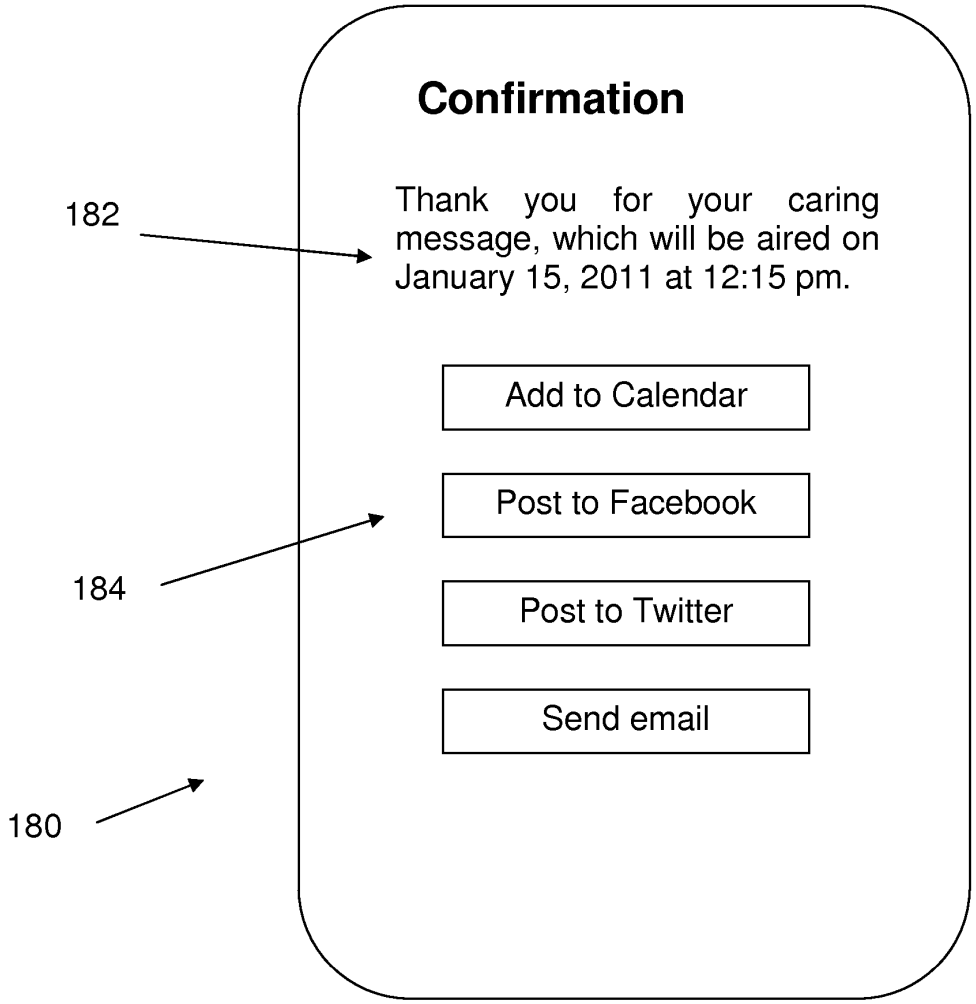

Confirmation
Thank you for your caring message, which will be aired on January 15, 2011 at 12:15 pm.
Add to Calendar
Post to Facebook
Post to Twitter
Send email
182
184
180

Figure 9

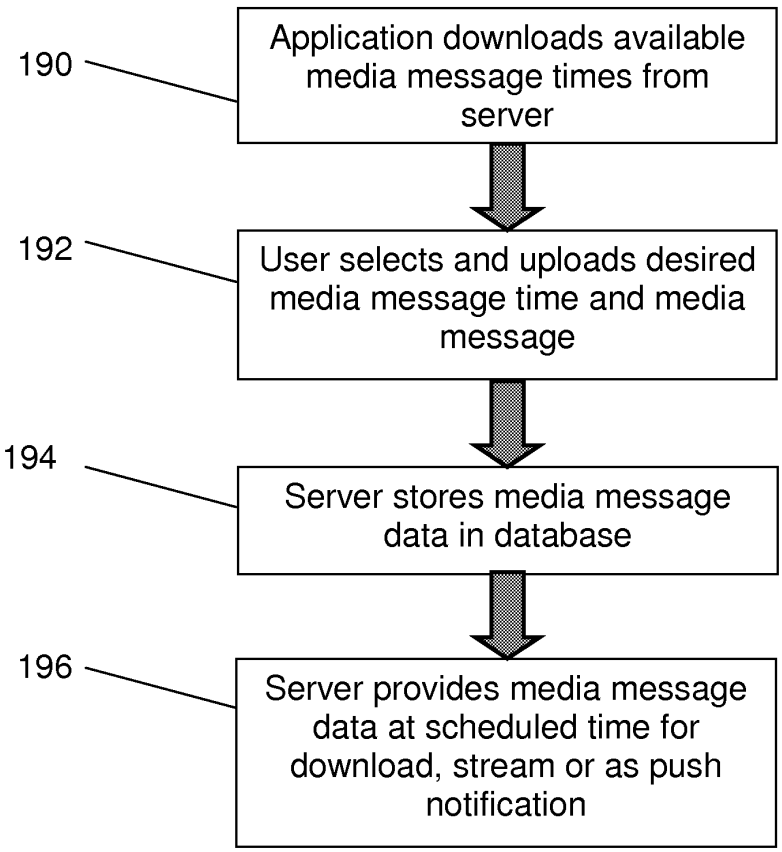

190
Application downloads available media message times from server
192
User selects and uploads desired media message time and media message
194
Server stores media message data in database
196
Server provides media message data at scheduled time for download, stream or as push notification

Figure 10

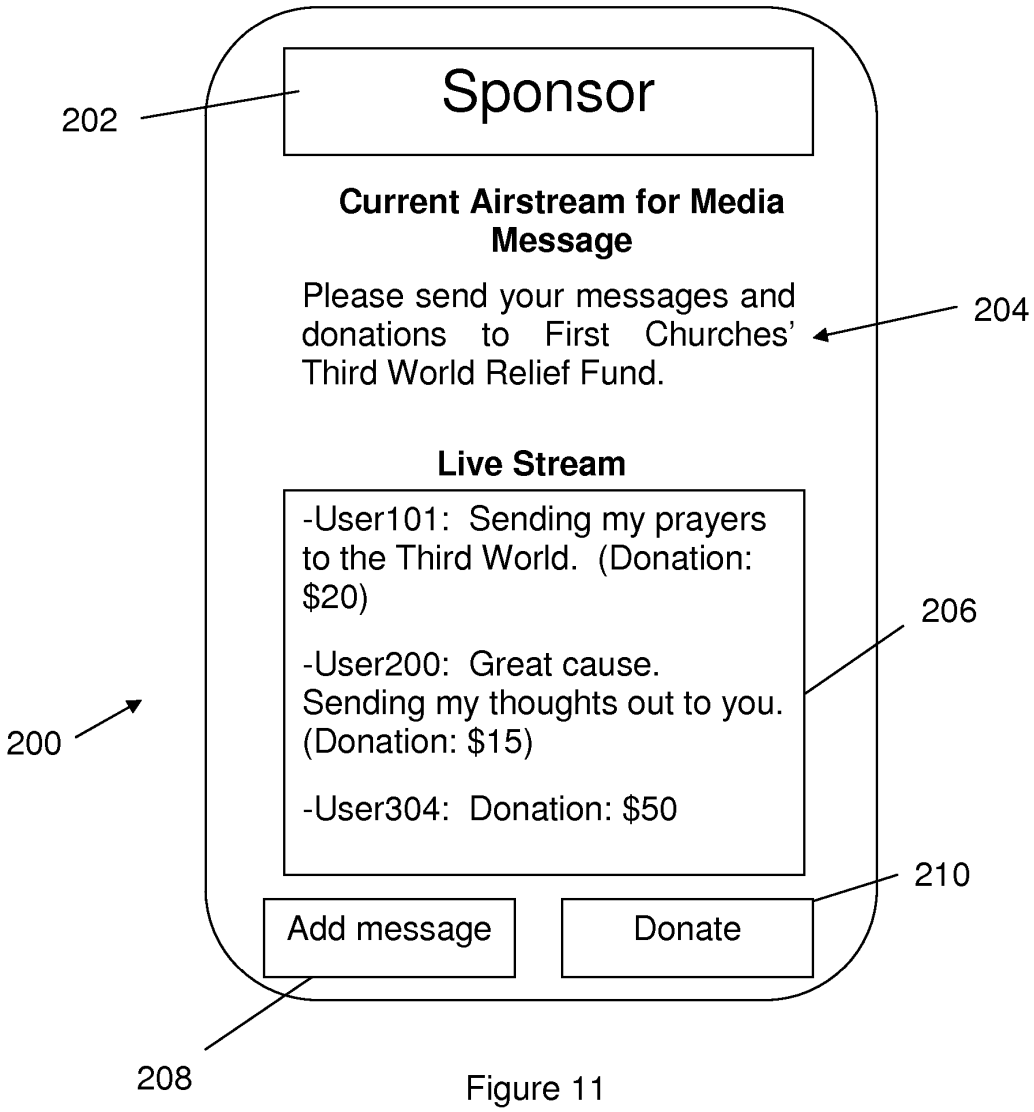

202
Sponsor
Current Airstream for Media Message
Please send your messages and donations to First Churches' Third World Relief Fund.
204
Live Stream
-User101: Sending my prayers to the Third World. (Donation: $20)
-User200: Great cause. Sending my thoughts out to you. (Donation: $15)
-User304: Donation: $50
206
200
210
Add message
Donate
208

Figure 11

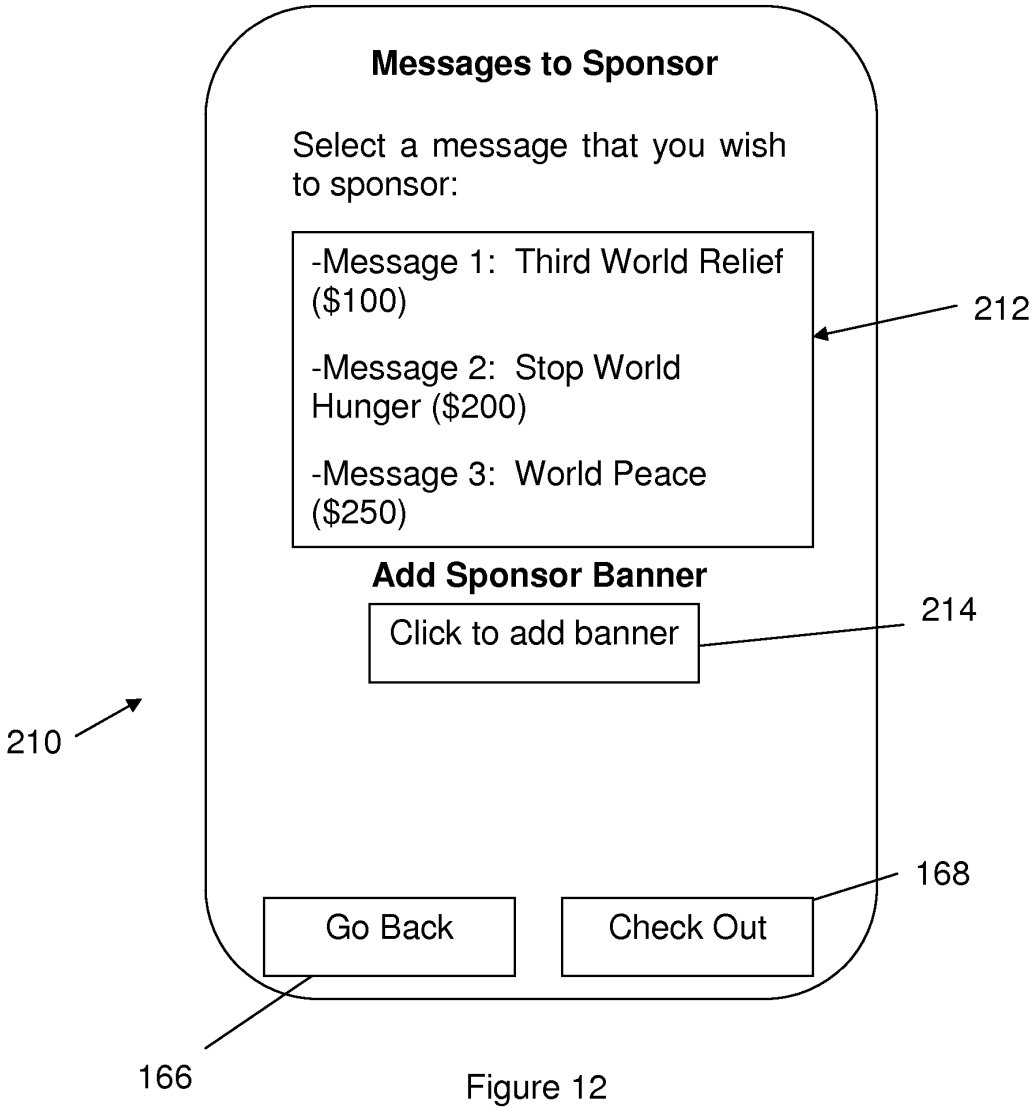

Messages to Sponsor
Select a message that you wish to sponsor:
-Message 1: Third World Relief ($100)
-Message 2: Stop World Hunger ($200)
-Message 3: World Peace ($250)
212
Add Sponsor Banner
Click to add banner
214
210
168
Go Back
Check Out
166

Figure 12

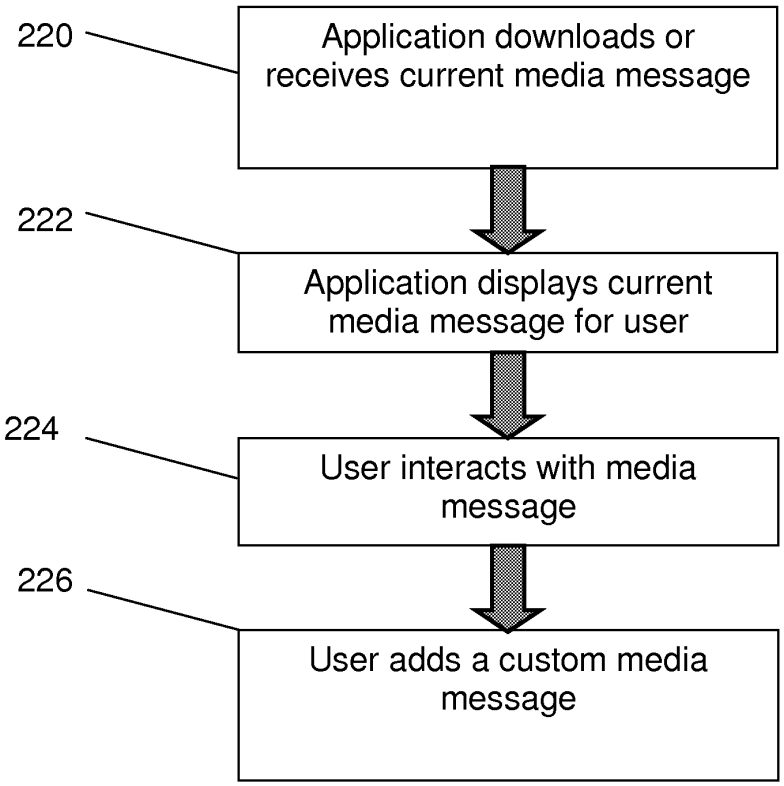

220
Application downloads or receives current media message
222
Application displays current media message for user
224
User interacts with media message
226
User adds a custom media message

Figure 13

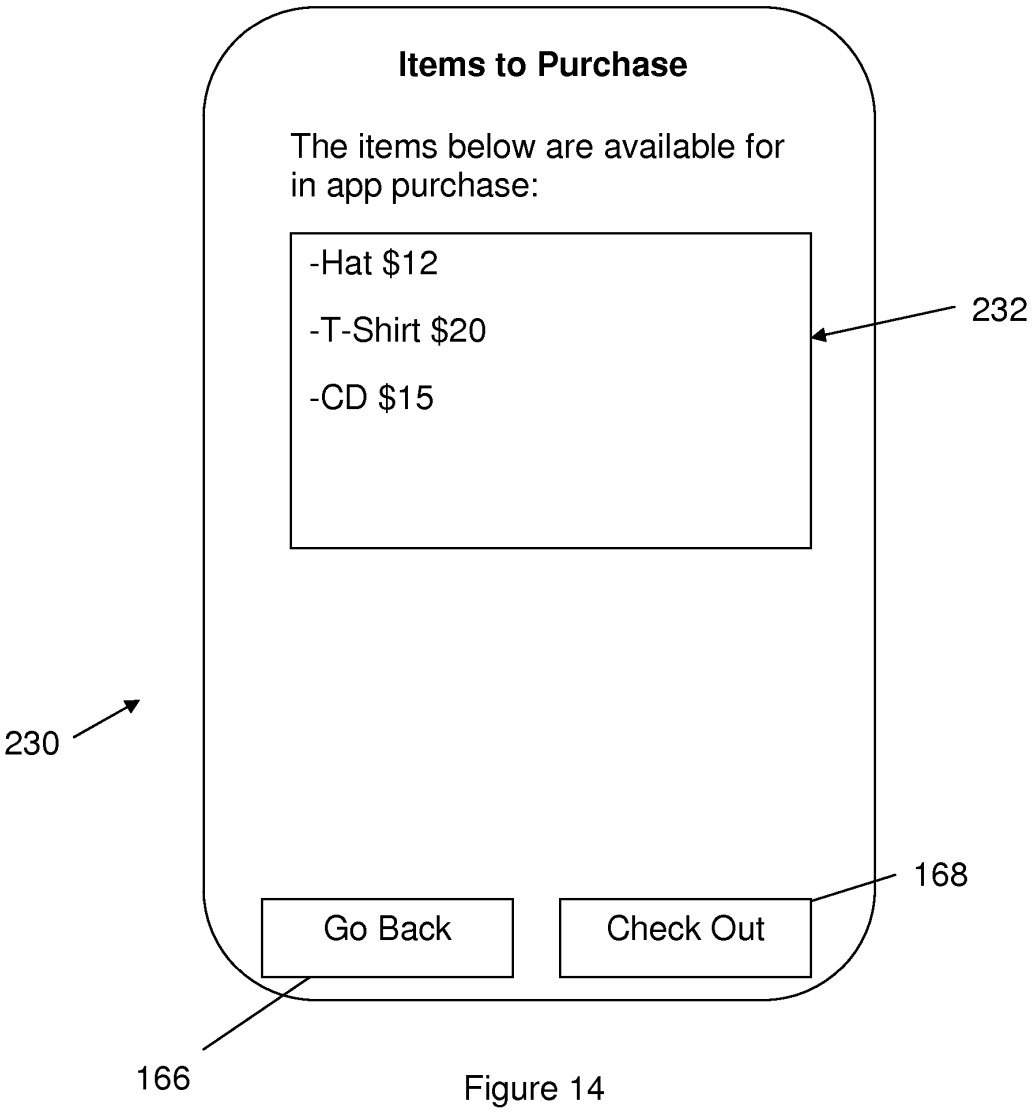

Items to Purchase
The items below are available for in app purchase:
-Hat $12
-T-Shirt $20
-CD $15
232
230
168
Go Back
Check Out
166

Figure 14

MOBILE DEVICE STREAMING MEDIA APPLICATION

CROSS-REFERENCE TO RELATED APPLICATIONS

This application is a continuation of U.S. patent application Ser. No. 18/346,318, filed Jul. 3, 2023, which is a continuation of U.S. patent application Ser. No. 17/705,331, filed Mar. 27, 2022, which is a continuation of U.S. patent application Ser. No. 17/384,911, filed Jul. 26, 2021, which is a continuation of U.S. patent application Ser. No. 16/812,495, filed Mar. 9, 2020, which is a continuation of U.S. patent application Ser. No. 16/790,953, filed Feb. 14, 2020, which is a continuation of U.S. patent application Ser. No. 16/157,269, filed Oct. 11, 2018, which is a continuation of U.S. patent application Ser. No. 15/273,335, filed Sep. 22, 2016, which is a continuation of U.S. patent application Ser. No. 15/041,422, filed Feb. 11, 2016, which is a continuation of U.S. patent application Ser. No. 14/512,353, filed Oct. 10, 2014, which is a continuation of U.S. patent application Ser. No. 13/967,414, filed Aug. 15, 2013, which is a continuation of U.S. patent application Ser. No. 13/027,191, filed Feb. 14, 2011, which claims priority to U.S. Provisional Patent Application No. 61/304,331, filed Feb. 12, 2010. The entireties of U.S. patent application Ser. No. 18/346,318, U.S. patent application Ser. No. 17/705,331, U.S. patent application Ser. No. 17/384,911, U.S. patent application Ser. No. 16/812,495, U.S. patent application Ser. No. 16/790,953, U.S. patent application Ser. No. 16/157,269, U.S. patent application Ser. No. 15/273,335, U.S. patent application Ser. No. 15/041,422, U.S. patent application Ser. No. 14/512,353, U.S. patent application Ser. No. 13/967,414, U.S. patent application Ser. No. 13/027,191, and U.S. Provisional Patent Application No. 61/304,331 are hereby incorporated by reference herein.

BACKGROUND OF THE INVENTION

Streaming media is multimedia that is constantly received by and presented to an end-user while being delivered by a streaming provider. The name refers to the delivery method of the medium rather than to the medium itself. The distinction is usually applied to media that are distributed over telecommunications networks, as most other delivery systems are either inherently streaming (e.g., radio, television) or inherently non-streaming (e.g., books, video cassettes, audio CDs). The verb "to stream" is also derived from this term, meaning to deliver media in this manner Internet television is a commonly streamed medium.

Live streaming, more specifically, means taking the media and broadcasting it live over the Internet. The process involves a camera for the media, an encoder to digitize the content, a media publisher where the streams are made available to potential end-users and a content delivery network to distribute and deliver the content. The media can then be viewed by end-users live.

Consciousness is variously defined as subjective experience, awareness, the ability to experience "feeling," wakefulness, the understanding of the concept "self," or the executive control system of the mind. It is an umbrella term that may refer to a variety of mental phenomena. Although humans realize what everyday experiences are, consciousness itself resists being defined, philosophers note.

Consciousness is the subject of much research in philosophy of mind, psychology, neuroscience, cognitive science, and artificial intelligence. Issues of practical concern include how the presence of consciousness can be assessed in severely ill or comatose people; whether non-human consciousness exists and, if so, how it can be measured; at what point in fetal development consciousness begins; and whether computers can achieve a conscious state.

Prayer is a form of religious practice that seeks to activate a volitional rapport to a god or spirit through deliberate practice. Prayer may be either individual or communal and take place in public or in private.

It may involve the use of words or song. When language is used, prayer may take the form of a hymn, incantation, formal creedal statement, or a spontaneous utterance in the praying person. There are different forms of prayer such as petitionary prayers, prayers of supplication, thanksgiving, and worship/praise.

Prayer may be directed towards a deity, spirit, deceased person, or lofty idea, for the purpose of worshipping, requesting guidance, requesting assistance, confessing sins, or to express one's thoughts and emotions. Thus, people pray for many reasons such as personal benefit or for the sake of others.

Most major religions involve prayer in one way or another. Some ritualize the act of prayer, requiring a strict sequence of actions or placing a restriction on who is permitted to pray, while others teach that prayer may be practiced spontaneously by anyone at any time.

SUMMARY OF THE INVENTION

In one embodiment according to the present invention, a system and process for coordinating a programmed media stream is provided. Preferably, this content relates to consciousness messages such as prayers, requests for charity, thoughts, or similar messages. However, this content can also relate to breaking news, music videos, comedy, or similar content. A network-connected server maintains a database containing media content-related data, such as the text of a message, accompanying media, time of airing, payment, and related comments. A user can view these feeds or streams of these streams by downloading a mobile application or browsing to a website. The application or website can also be used to create, schedule, and pay for media content airtime for a message or program.

BRIEF DESCRIPTION OF THE DRAWINGS

These and other aspects, features, and advantages of which embodiments of the invention are capable of will be apparent and elucidated from the following description of embodiments of the present invention, reference being made to the accompanying drawings, in which:

FIG. **1** illustrates a media content coordination system according to an embodiment of the present invention;

FIG. **2** illustrates a current media content interface according to an embodiment of the present invention;

FIG. **3** illustrates an about us interface according to an embodiment of the present invention;

FIG. **4** illustrates an airtime purchase interface according to an embodiment of the present invention;

FIG. **5** illustrates an airtime date selection interface according to an embodiment of the present invention;

FIG. **6** illustrates an advanced airtime date selection interface according to an embodiment of the present invention;

FIG. **7** illustrates a media content preview interface according to an embodiment of the present invention;

FIG. **8** illustrates a payment interface according to an embodiment of the present invention;

FIG. **9** illustrates a confirmation interface according to an embodiment of the present invention;

FIG. **10** illustrates a process of coordinating media content times according to an embodiment of the present invention:

FIG. **11** illustrates a media content airstream interface according to an embodiment of the present invention;

FIG. **12** illustrates a media content sponsorship interface according to an embodiment of the present invention;

FIG. **13** illustrates a process of viewing and interacting with a current message according to an embodiment of the present invention; and,

FIG. **14** illustrates an interface for in app purchases of items according to an embodiment of the present invention.

DESCRIPTION OF EMBODIMENTS

Specific embodiments of the invention will now be described with reference to the accompanying drawings. This invention may, however, be embodied in many different forms and should not be construed as limited to the embodiments set forth herein; rather, these embodiments are provided so that this disclosure will be thorough and complete, and will fully convey the scope of the invention to those skilled in the art. The terminology used in the detailed description of the embodiments illustrated in the accompanying drawings is not intended to be limiting of the invention. In the drawings, like numbers refer to like elements.

Unless otherwise defined, all terms (including technical and scientific terms) used herein have the same meaning as commonly understood by one of ordinary skill in the art to which this invention belongs. It will be further understood that terms, such as those defined in commonly used dictionaries, should be interpreted as having a meaning that is consistent with their meaning in the context of the relevant art and will not be interpreted in an idealized or overly formal sense unless expressly so defined herein.

The terms message, media message, or program are used interchangeably in this specification and generally refer to text, audio, video, or still images sent across the internet. In one aspect of the present invention, the system can be used for any media content type, such as news, comedy, drama, environmental messages, offers to purchase related items, and similar messages. In another aspect of the present invention, the system is used for consciousness messages, such as prayers, collective thoughts, appeals to charity, and inspirational messages.

FIG. **1** illustrates an example media coordination system **100** according to the present invention which allows network connected devices, such as mobile devices **106** (cell phones, portable music players, tables, laptops, etc.), to coordinate times for specific media messages/programs to be streamed to other application users (e.g., a feed of message posts or a stream of real-time media data). Generally, a computer server **102** (e.g., a processor, RAM, a hard drive, an operating system, web serving software and database software) is connected to a wide area network **104** such as the internet or wireless cell phone data network. Mobile devices **106** are also connected to the network **104**, allowing for communication to and from the server **102**.

As seen in item **220** of the flow chart of FIG. **13**, a user either executes the mobile media application on their mobile device or uses a browser to browse to an internet page supplied by the server **102**. The application downloads the current media message/program (i.e., a thought or prayer video scheduled for airing at that time) from the server. Alternately, the server **102** may automatically push the current media message or link to the current media message via phone notifications, email, or text messages.

In one example, delivery of the current media message to the mobile device **106** is performed as a feed that is downloaded as requested by the user. In another example, delivery of the current media message is achieved with a live streaming media file (e.g., streaming audio/video) that provides images, text, and/or audio to the user's mobile device. In this respect, the media message stream is similar to a live television station having scheduled media messages as its programming.

In item **222**, the mobile application displays the media message data supplied by the server **102**. This data may include the text of a media message, an attached or linked-to media file, donation information, and media message expiration information (i.e., when the current media message expires causing the mobile application to download a new current media message). Alternately, the media message data may be a live media stream, previously rendered by the server **102**, which displays the images, text, audio, video, or other items in a common media format (e.g., h.264 mp4 video format). In one preferred embodiment, the media message is a prayer, collective consciousness message, request for charity, environmental, or similar message.

In item **224**, the user views the media message data in an interface of the mobile application and interacts with the interface. For example, the user may add a comment about the media message, a donation, a greeting card, or share a link to the media message via a social network, email, text message, or similar communication. The user may also make purchases within the application (e.g., in app purchases, credit cards, Pay Pal, etc.) to buy gift certificates for message airtime, greeting cards, or similar in-application items.

In item **226**, the user can design, upload, and pay for a custom media message that is stored and aired from the server **102**. The server will similarly air the custom media message at the specified time as the current media message, thereby distributing that media message out to other users of the mobile application and website.

FIG. **10** illustrates a flow chart of an example process for coordinating media messages. As seen in item **190**, the mobile application is executed on the mobile device **106** that can download available times that a media message can be scheduled. A user can request availability of a specific time or the mobile application can download a variety of free times.

In item **192**, the user selects a time that they would like to have their media message available, the text of their media message, any images, or videos that they would like to accompany the media message, and payment information. This data is uploaded to server **102** and stored in a database in item **194**.

As seen in item **196**, the sever **102** provides media message data according to the scheduled time. This data can be rendered and streamed as a live streaming format, made available for download to each mobile device **106** running the application or can be sent out via a push notification, email, or text message. Optionally, the push notification, email, or text message can include a link that opens the mobile media message application to that specific media message or to a webpage displaying that media message.

The current media message can also be displayed on any participating websites. For example, an otherwise nonaffiliated website could include code that displays the current

media message. In another example, the media message can be posted to a social media site, such as Facebook or Twitter, which allows users to subscribe. In this respect, people visiting websites otherwise unrelated to the server **102** can also view the current media message.

FIGS. **2-9** illustrate various example aspects and interfaces of the mobile media message application according to the present invention. FIG. **2** illustrates the current media message interface **110** that displays the media message currently scheduled by the server **102**. The current media message interface **110** preferably includes a media message text display **114** that displays the text of the media message specified by the person who created the current media message.

Optionally, the current media message interface includes an advertisement banner **112** for displaying advertisements from a downloaded source, such as from Google AdSense or Apple in-app advertising. Optionally, the mobile media message application can allow a user the option to include this banner **112** during the media message creation process to financially subsidize the price of posting the media message.

The interface **110** also includes a comments button **111** that displays a comment interface for leaving messages related to the current media message. A past media messages button **113** is also included for displaying a list of past media messages or bookmarked media messages.

Preferably, multiple feeds or streams are available to the mobile application. For example, some streams can be specific breaking news, religion, music, or pets. Selecting the switch stream button **115** allows the user to switch between these streams.

The donate button **117** allows the user to donate money to originator of the media message, thereby allowing users or entities to raise money in addition to soliciting media messages. The buy gift button **119** allows the user to buy items for the author of the current message or another user. Gifts can include virtual greeting cards, gift certificates, message airtime, and similar items. The buy airtime button **120** displays an interface for creating and purchasing a media message that will be displayed on the application and the learn more button **118** displays an about us interface **122** seen in FIG. **3**.

The about us interface **122** preferably includes information about the developer and information **124** about how to pray. A share button **128** allows the user to share specific media message tips with others (e.g., by emailing text of the media message information **124**). The go back button **126** returns the user to the previous screen.

If the user selects the buy airtime button **120** in interface **110**, the buy airtime interface **130** is displayed, as seen in FIG. **4**. Title input **132** allows a user to enter a text title for their media message, while text of the media message can be entered in message input **134**. Optionally, the user can attach or add a link to an image, audio, and/or video in the media input **136**. This media is uploaded to the server **102** and rendered into the stream for broadcast at the scheduled time. The next button **138** displays the airtime selection interface **140** as seen in FIG. **5**.

The airtime selection interface **140** preferably provides a plurality of selectable time ranges **142** (e.g., check boxes) and their accompanying cost. A minute input **144** allows the user to specify the amount of time the user would like their media message to be displayed as the current media message. Selecting the advanced button **148** displays the advanced airtime interface **150** seen in FIG. **6**.

The advanced airtime interface **150** allows the user more control over exactly when the media message will be shown as the current media message. For example, a date interface **152** allows the user to specify a specific day to air the media message, the time interface **154** provides more detailed time ranges, and the time interface allows input of the amount of time the media message will air as the current media message. Selecting the basic button **159** returns the user to the airtime selection interface **140** while selecting the find time button **158** attempts to find an unreserved free time for the media message.

Once the server **102** has found a free time according to the criteria selected by the user, the preview interface **160** is displayed, as seen in FIG. **7**. The proposed message date 162 is located at the top of the interface **160**, followed by the preview of the media message **164**. The user can select the go back button **166** to return to a previous interface to correct information or can select the checkout button **168** to display the payment interface **170**, seen in FIG. **8**.

The payment interface **170** allows the user to select their desired method of payment. This interface can be used for buying airtime on a stream or for any other activity that may require payment (e.g., purchasing gift certificates or greeting cards).

For example, the user can select the in-app payment button **172** to cause payment through an "in-app" payment system, such as Apple's in-app payment system. The user may also enter their credit card information in the credit card input **174** or can select the PayPal button **176** to bring up PayPal login credentials for payment via PayPal. Preferably, the interface **170** includes a plurality of charity inputs **178** (e.g., checkboxes) for specifying donations to specific charities. The user can return to previous interfaces via the go back button **177** or can submit the payment information via the purchase button **179**.

Once the payment information has been submitted and confirmed by the server **102**, the confirmation interface **180** is displayed, as seen in FIG. **9**. A confirmation message **182** is displayed at the top of the interface **180** to confirm the exact time the media message will be available. Additionally, a plurality of media message sharing buttons **184** are displayed to allow the user to easily share details (e.g., date, time, hypertext link) to the media message on various calendar, email, text message, or social media websites.

FIG. **11** illustrates an alternate media message interface **200** according to the present invention. The interface **200** allows a user or organization to post a media message, media (music, video, image, etc.), and/or request for donations, seen in the media message display **204**. This airstream media message can be purchased through an interface similar to those previously described in this specification. Optionally, an advertiser may sponsor such a stream and post their ad banner in the banner display **202**.

The interface **200** also displays live or regularly updated comments and media messages from users in the live stream display **206**. If a user wishes to comment, add a greeting card (or similar link), or add a message, the add message button **208** can be selected, prompting the user for a text comments and an optional donation amount. Alternately, the user can select the donate button **210** to donate money without adding a comment (e.g., utilizing the payment interface **170**). These comments and donation amounts are transmitted to the server **102**, processed, and then displayed in the live stream display **206** for all users to view.

FIG. **12** illustrates a sponsor interface **210** that allows an advertiser or user to sponsor a specific current media message or airstream media message. A media message selec-

tion input **212** downloads and displays from the server **102** a list of media messages and sponsor prices that are available for sponsorship. A specific media message can be selected and the sponsor's ad banner can be uploaded to the server **102** by clicking the add banner button **214**. Once the user is satisfied by their selection, the check out button **168** can be used to pay.

FIG. **14** illustrates an item purchase interface **230** that allows the user to make in-app purchases of items via the item selection interface **232**. This allows the user to select a desired item (real or virtual) for purchase, then select the check out button **168**, which leads to the previously described payment interface **170**.

In one specific example, the present invention can be particularly used to facilitate prayer or collective consciousness. For example, users can purchase airtime to display a prayer or collective thought. In another example, a request for donations (e.g., from a person or charity) can be uploaded to the stream to allow users to donate money within the mobile application.

In another specific example, the present invention can be used to purchase airtime and upload ongoing news or informational video. In this respect, a stream may be directed to eye-witness news or similar breaking new.

In another specific example, a stream can be directed to music videos. Hence, a user can purchase airtime and upload their own music videos that will stream at a specific time and date.

In another example, a stream can be directed to short films. Users can produce their own films, purchase airtime, and then upload the films to air on the channel at a specific time.

In another example according to the present invention, the server can provide a user or company with their own media stream to control. In this respect, the other users can post messages on this third party controlled stream, allowing the stream creator to designate airtime price, which uploads are approved and additional items for purchase.

Although the invention has been described in terms of particular embodiments and applications, one of ordinary skill in the art, in light of this teaching, can generate additional embodiments and modifications without departing from the spirit of or exceeding the scope of the claimed invention. Accordingly, it is to be understood that the drawings and descriptions herein are proffered by way of example to facilitate comprehension of the invention and should not be construed to limit the scope thereof.

What is claimed is:

1. A method, comprising:

receiving, at one or more servers, a plurality of media messages from one or more mobile applications executable on a corresponding one or more mobile devices;

storing the plurality of media messages on the one or more servers, wherein one or more stored media messages are associated with expiration information to determine when the one or more stored media messages can no longer be provided in a feed;

selecting, for inclusion in respective ones of a first feed, a second feed, and a third feed, corresponding ones of a first subset, a second subset, and a third subset of media messages from among the plurality of media messages stored on the one or more servers, wherein the respective selections of the first subset, the second subset, and the third subset of media messages are based at least in part on the expiration information, wherein the first feed, the second feed, and the third feed differ from one another;

providing the first feed from the one or more servers to a first mobile application executable on a first mobile device, the first mobile application configured to present the first feed;

providing the second feed from the one or more servers to the first mobile application, the first mobile application configured to present the second feed, wherein the first mobile application is further configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the first mobile application; and

providing the third feed from the one or more servers to a second mobile application executable on a second mobile device, the second mobile application configured to present the third feed.

2. The method of claim **1**, wherein respective ones of the plurality of media messages received at the one or more servers include an image or video captured by the one or more mobile applications via a corresponding one or more cameras of the corresponding one or more mobile devices.

3. The method of claim **2**, wherein a media message included in the first feed includes one or more of an attached image or attached audio that is not native to the image or video captured by the one or more mobile applications via the corresponding one or more cameras of the corresponding one or more mobile devices.

4. The method of claim **1**, wherein presentation of the first feed by the first mobile application includes presentation of a sharing prompt with a media message included in the first feed, wherein interaction with the sharing prompt via the first mobile application facilitates generation of a link configured to enable access to the media message.

5. The method of claim **1**, wherein presentation of the first feed by the first mobile application includes presentation of a comment prompt with a media message included in the first feed, wherein interaction with the comment prompt via the first mobile application enables a comment to be associated with the media message.

6. The method of claim **1**, wherein presentation of the first feed by the first mobile application includes presentation of an advertisement prompt with a media message included in the first feed, wherein interaction with the advertisement prompt via the first mobile application causes presentation of an advertisement.

7. The method of claim **1**, wherein presentation of the first feed by the first mobile application includes presentation of an item purchase prompt with a media message included in the first feed, wherein interaction with the item purchase prompt via the first mobile application enables presentation of information to initiate purchase of an item.

8. The method of claim **1**, wherein one or more stored media messages are associated with a scheduled airtime and are not provided in the first feed until the scheduled airtime or thereafter.

9. A method, comprising:

generating a plurality of media messages at one or more mobile applications executable on a corresponding one or more mobile devices, wherein respective ones of the plurality of media messages include an image or video captured by the one or more mobile applications via a corresponding one or more cameras of the corresponding one or more mobile devices;

receiving, at one or more servers, the plurality of media messages from the one or more mobile applications;

storing the plurality of media messages on the one or more servers, wherein one or more stored media messages are associated with expiration information to determine

when the one or more stored media messages can no longer be provided in a feed;

selecting, for inclusion in respective ones of a first feed, a second feed, and a third feed, corresponding ones of a first subset, a second subset, and a third subset of media messages from among the plurality of media messages stored on the one or more servers, wherein the respective selections of the first subset, the second subset, and the third subset of media messages are based at least in part on the expiration information, wherein the first feed, the second feed, and the third feed differ from one another;

providing the first feed from the one or more servers to a first mobile application executable on a first mobile device, the first mobile application configured to present the first feed;

providing the second feed from the one or more servers to the first mobile application, the first mobile application configured to present the second feed, wherein the first mobile application is further configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the first mobile application; and

providing the third feed from the one or more servers to a second mobile application executable on a second mobile device, the second mobile application configured to present the third feed.

10. The method of claim **9**, wherein presentation of the first feed by the first mobile application includes presentation of a sharing prompt with a media message included in the first feed, wherein interaction with the sharing prompt via the first mobile application facilitates generation of a link configured to enable access to the media message.

11. The method of claim **9**, wherein presentation of the first feed by the first mobile application includes presentation of a comment prompt with a media message included in the first feed, wherein interaction with the comment prompt via the first mobile application enables a comment to be associated with the media message.

12. The method of claim **9**, wherein presentation of the first feed by the first mobile application includes presentation of an advertisement prompt with a media message included in the first feed, wherein interaction with the advertisement prompt via the first mobile application causes presentation of an advertisement.

13. The method of claim **9**, wherein presentation of the first feed by the first mobile application includes presentation of an item purchase prompt with a media message included in the first feed, wherein interaction with the item purchase prompt via the first mobile application enables presentation of information to initiate purchase of an item.

14. The method of claim **9**, wherein a media message included in the first feed includes one or more of an attached image or attached audio that is not native to the image or video captured by the one or more mobile applications via the corresponding one or more cameras of the corresponding one or more mobile devices.

15. The method of claim **9**, wherein one or more stored media messages are associated with a scheduled airtime and are not provided in the first feed until the scheduled airtime or thereafter.

16. A system, comprising:

one or more servers including memory, machine-readable instructions, and one or more processors, the one or more processors configured to execute the machine-readable instructions to perform operations comprising:

receiving, at the one or more servers, a plurality of media messages from one or more mobile applications executable on a corresponding one or more mobile devices;

storing the plurality of media messages on the one or more servers, wherein one or more stored media messages are associated with expiration information to determine when the one or more stored media messages can no longer be provided in a feed;

selecting, for inclusion in respective ones of a first feed, a second feed, and a third feed, corresponding ones of a first subset, a second subset, and a third subset of media messages from among the plurality of media messages stored on the one or more servers, wherein the respective selections of the first subset, the second subset, and the third subset of media messages are based at least in part on the expiration information, wherein the first feed, the second feed, and the third feed differ from one another;

providing the first feed from the one or more servers to a first mobile application executable on a first mobile device, the first mobile application configured to present the first feed;

providing the second feed from the one or more servers to the first mobile application, the first mobile application configured to present the second feed, wherein the first mobile application is further configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the first mobile application; and

providing the third feed from the one or more servers to a second mobile application executable on a second mobile device, the second mobile application configured to present the third feed.

17. The system of claim **16**, wherein respective ones of the plurality of media messages received at the one or more servers include an image or video captured by the one or more mobile applications via a corresponding one or more cameras of the corresponding one or more mobile devices.

18. The system of claim **17**, wherein a media message included in the first feed includes one or more of an attached image or attached audio that is not native to the image or video captured by the one or more mobile applications via the corresponding one or more cameras of the corresponding one or more mobile devices.

19. The system of claim **16**, wherein presentation of the first feed by the first mobile application includes presentation of a sharing prompt with a media message included in the first feed, wherein interaction with the sharing prompt via the first mobile application facilitates generation of a second link configured to enable access to the media message.

20. The system of claim **16**, wherein presentation of the first feed by the first mobile application includes presentation of a comment prompt with a media message included in the first feed, wherein interaction with the comment prompt via the first mobile application enables a comment to be associated with the media message.

21. The system of claim **16**, wherein presentation of the first feed by the first mobile application includes presentation of an advertisement prompt with a media message included in the first feed, wherein interaction with the advertisement prompt via the first mobile application causes presentation of an advertisement.

22. The system of claim **16**, wherein presentation of the first feed by the first mobile application includes presentation of an item purchase prompt with a media message

included in the first feed, wherein interaction with the item purchase prompt via the first mobile application enables presentation of information to initiate purchase of an item.

23. The system of claim **16**, wherein one or more stored media messages are associated with a scheduled airtime and are not provided in the first feed until the scheduled airtime or thereafter.

24. A system, comprising:

one or more mobile applications executable on a corresponding one or more mobile devices, the one or more mobile applications configured to create a plurality of media messages, wherein respective ones of the plurality of media messages include an image or video captured via a corresponding one or more cameras of the corresponding one or more mobile devices; and

one or more servers including memory, machine-readable instructions, and one or more processors, the one or more processors configured to execute the machine-readable instructions to perform operations comprising:

receiving, at the one or more servers, the plurality of media messages from the one or more mobile applications;

storing the plurality of media messages on the one or more servers, wherein one or more stored media messages are associated with expiration information to determine when the one or more stored media messages can no longer be provided in a feed;

selecting, for inclusion in respective ones of a first feed, a second feed, and a third feed, corresponding ones of a first subset, a second subset, and a third subset of media messages from among the plurality of media messages stored on the one or more servers, wherein the respective selections of the first subset, the second subset, and the third subset of media messages are based at least in part on the expiration information, wherein the first feed, the second feed, and the third feed differ from one another;

providing the first feed of media messages from the one or more servers to a first mobile application executable on a first mobile device, the first mobile application configured to present the first feed;

providing the second feed of media messages from the one or more servers to the first mobile application, the first mobile application configured to present the second feed, wherein the first mobile application is further configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the first mobile application; and

providing the third feed of media messages from the one or more servers to a second mobile application executable on a second mobile device, the second mobile application configured to present the third feed.

25. The system of claim **24**, wherein presentation of the first feed by the first mobile application includes presentation of a sharing prompt with a media message included in the first feed, wherein interaction with the sharing prompt via the first mobile application facilitates generation of a link configured to enable access to the media message.

26. The system of claim **24**, wherein presentation of the first feed by the first mobile application includes presentation of a comment prompt with a media message included in the first feed, wherein interaction with the comment prompt via the first mobile application enables a comment to be associated with the media message.

27. The system of claim **24**, wherein presentation of the first feed by the first mobile application includes presentation of an advertisement prompt with a media message included in the first feed, wherein interaction with the advertisement prompt via the first mobile application causes presentation of an advertisement.

28. The system of claim **24**, wherein presentation of the first feed by the first mobile application includes presentation of an item purchase prompt with a media message included in the first feed, wherein interaction with the item purchase prompt via the first mobile application enables presentation of information to initiate purchase of an item.

29. The system of claim **24**, wherein a media message included in the first feed includes one or more of an attached image or attached audio that is not native to the image or video captured by the one or more mobile applications via the corresponding one or more cameras of the corresponding one or more mobile devices.

30. The system of claim **24**, wherein one or more stored media messages are associated with a scheduled airtime and are not provided in the first feed until the scheduled airtime or thereafter.

* * * * *

Exhibit E1

Exhibit E1 -- U.S. Patent No. 12,131,356

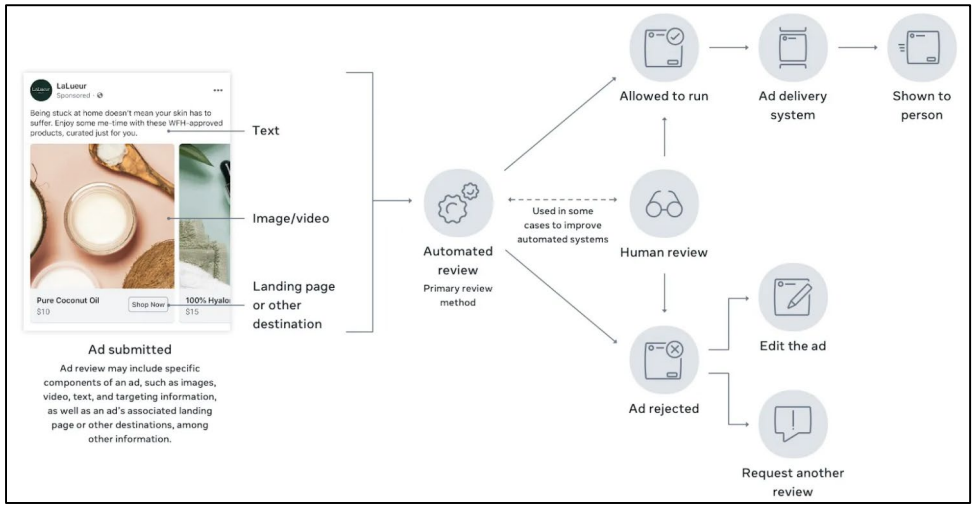
U.S. Patent 12,131,356		Meta Activity
	Claim 1	
1A	A method, comprising: receiving, at one or more servers, a plurality of media messages from one or more mobile applications executable on a corresponding one or more mobile devices;	Meta operates and controls the '356 Accused Instrumentalities, as defined in the First Amended Complaint. The '356 Accused Instrumentalities receive at one or more servers, a plurality of media messages from one or more mobile applications executable on a corresponding one or more mobile devices. For example, the '356 Accused Instrumentalities provide for the generation of advertising media messages, which Meta refers to as "ad creatives," through Meta mobile applications. Mobile applications, such as Facebook, Meta Ads Manager, or Meta Business Suite, can generate such advertising media messages for delivery on Meta's Facebook, Messenger, or Instagram platforms. The advertising media message includes content, such as photos, video, and text, as well as associated information such as expiration information that is used to determine when the message will no longer be available for presentation. Servers in the '356 Accused Instrumentalities receive the advertising media message and associated information from the mobile applications that generates the advertising media messages. The '356 Accused Instrumentalities also provide for the generation of media messages through the Facebook and Instagram "Stories" feature, by which media messages are generated for delivery on Meta platforms. The media message includes content such as photos, video, and text, as well as associated information such as expiration information that is used to determine when the message will no longer be available for presentation. Servers in the '356 Accused Instrumentalities receive the media message and associated information from the mobile application that generates the media message. Exemplary Sources https://www.facebook.com/business/ads/#faq https://www.facebook.com/business/learn/lessons/create-facebook-ads-from-facebook-page https://www.facebook.com/business/learn/lessons/create-ads-promote-business

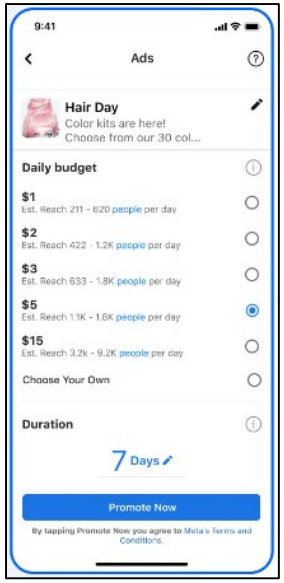
Exhibit E1 -- U.S. Patent No. 12,131,356

U.S. Patent 12,131,356		Meta Activity
		https://business.facebook.com/business/help/705965862850667?id=373423763458293 https://www.facebook.com/business/help/813510795795140?id=3349108371785391 https://www.facebook.com/business/help/280594309504695?id=2030300680608329 https://www.facebook.com/business/learn/lessons/meta-ads-manager-advertising https://www.facebook.com/business/ads/ad-budget-schedule/ https://www.facebook.com/business/ads/ad-creative/ https://www.facebook.com/business/ads-guide/update https://www.facebook.com/business/ads-guide/update/image https://www.facebook.com/business/ads-guide/update/video https://www.facebook.com/business/ads-guide/update/image/facebook-facebook-reels https://www.facebook.com/business/ads-guide/update/video/facebook-story https://www.facebook.com/business/ads-guide/update/video/instagram-profile-feed https://www.facebook.com/business/ads-guide/update/video/instagram-story https://www.facebook.com/business/ads-guide/update/image/instagram-reels https://www.facebook.com/business/help/292794301336717?id=526867548205796 https://www.facebook.com/business/help/324798284973916?id=526867548205796 https://help.instagram.com/1257341144298972/?cms_platform=iphone-app&helpref=platform_switcher https://en-gb.facebook.com/help/1825407747718430?cms_platform=iphone-app&helpref=platform_switcher
1B	storing the plurality of media messages on the one or more servers, wherein one or more stored media messages are associated with expiration information to determine when the one or more stored media messages can no longer be provided in a feed;	The '356 Accused Instrumentalities store the plurality of media messages on the one or more servers, wherein one or more stored media messages are associated with expiration information to determine when the one or more stored media messages can no longer be provided in a feed. For example, servers receive the advertising media messages from the mobile application and store them on servers for selection and delivery to a mobile application. Expiration information is used to determine when a message will no longer be provided in a feed, such as the identified end time or when a budgeted spending amount specified with the media message is reached.

Exhibit E1 -- U.S. Patent No. 12,131,356

U.S. Patent 12,131,356		Meta Activity





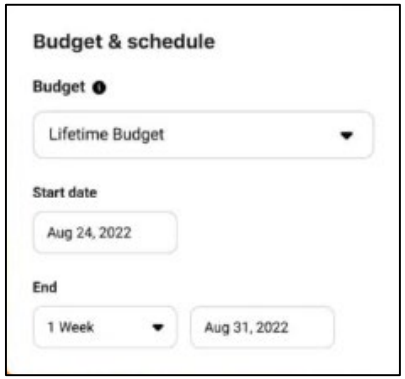


Exhibit E1 -- U.S. Patent No. 12,131,356

U.S. Patent 12,131,356		Meta Activity
		In another example, media messages generated through the Stories feature are stored on servers for selection and delivery to a mobile application. Expiration information is used to determine when a message will no longer be provided in Stories feeds, such as 24 hours after upload. As Meta explains, "Stories allow you to share everyday moments and grow closer to the people and interests you care about through photos and video that disappear after 24 hours." *See* Row 1A. Exemplary Sources https://www.facebook.com/business/help/204798856225114?id=649869995454285 https://www.facebook.com/business/learn/lessons/create-facebook-ads-from-facebook-page https://www.facebook.com/business/ads/ad-budget-schedule/ https://www.facebook.com/business/help/1037425549606837?id=629338044106215 ("We don't deliver your ads outside of the schedule you set.") https://www.facebook.com/business/help/998181913623584?id=1792465934137726 https://about.instagram.com/features/stories https://www.facebook.com/help/1664219720539259?cms_platform=iphone-app&helpref=platform_switcher
1C	selecting, for inclusion in respective ones of a first feed, a second feed, and a third feed, corresponding ones of a first subset, a second subset, and a third subset of media messages from among the plurality of media messages stored on the one or more servers, wherein the respective selections of the first	The '356 Accused Instrumentalities select for inclusion in respective ones of a first feed, a second feed, and a third feed, corresponding ones of a first subset, a second subset, and a third subset of media messages from among the plurality of media messages stored on the one or more servers, wherein the respective selections of the first subset, the second subset, and the third subset of media messages are based at least in part on the expiration information, wherein the first feed, the second feed, and the third feed differ from one another. For example, advertising media messages are included as a subset of the media messages in various feeds provided to mobile applications across Meta technology platforms, including Reels, Stories, and Feeds on both Facebook and Instagram. An example of feed placements is shown in the following

Exhibit E1 -- U.S. Patent No. 12,131,356

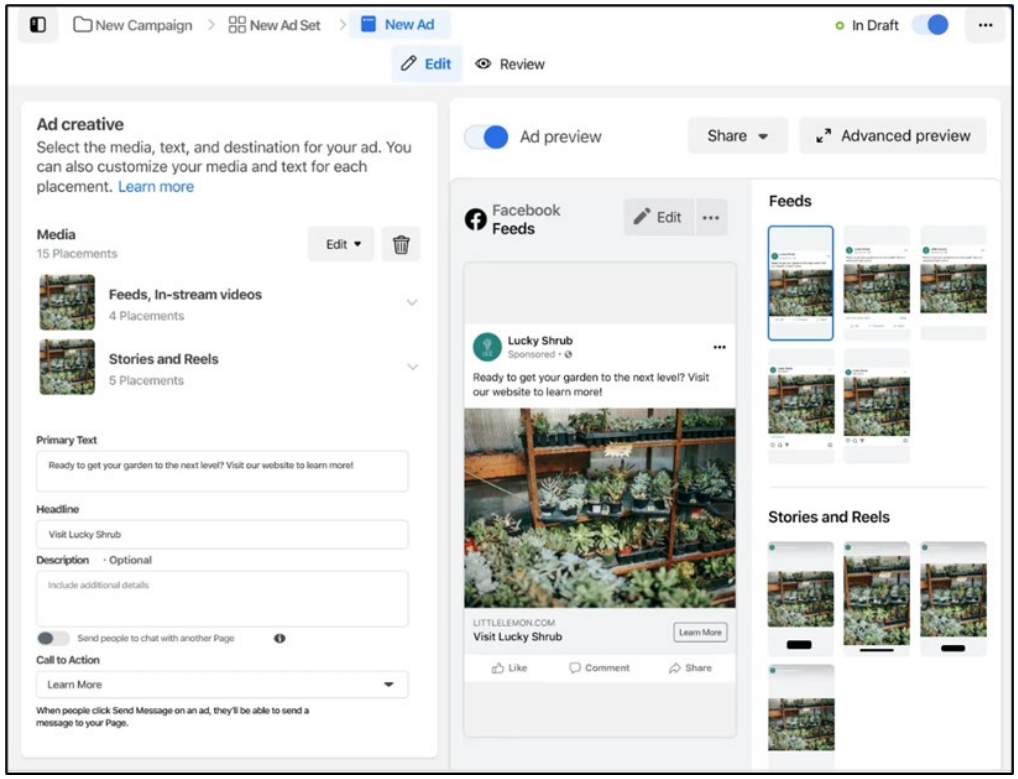
U.S. Patent 12,131,356		Meta Activity
	subset, the second subset, and the third subset of media messages are based at least in part on the expiration information, wherein the first feed, the second feed, and the third feed differ from one another;	image of a Meta "ad preview." The advertising media messages are selected for inclusion in a feed based at least in part on expiration information, such as end times and budgets.  Additionally, media messages generated through the Stories feature are included as a subset of the media messages in various feeds provided to mobile applications across Meta technology platforms and are selected for inclusion in a feed based at least in part on expiration information associated

Exhibit E1 -- U.S. Patent No. 12,131,356

U.S. Patent 12,131,356		Meta Activity
		with the media message. The following images from Meta websites illustrate placements available for media messages generated through the Facebook and Instagram Stories feature.

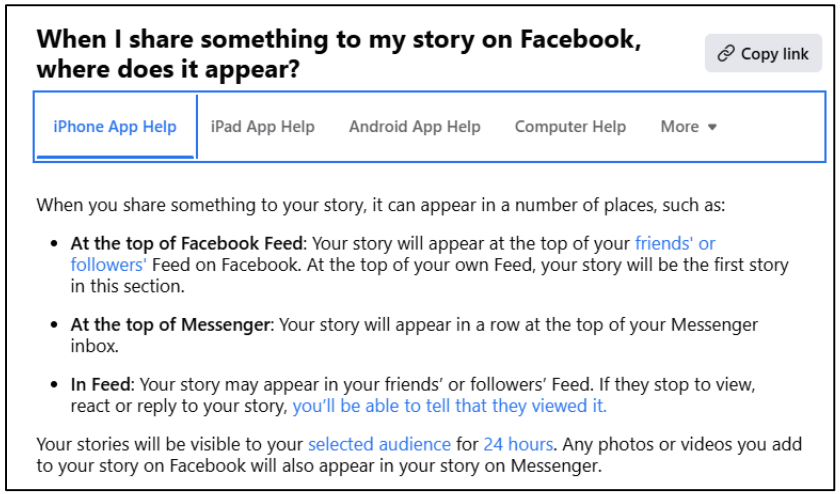


Exhibit E1 -- U.S. Patent No. 12,131,356

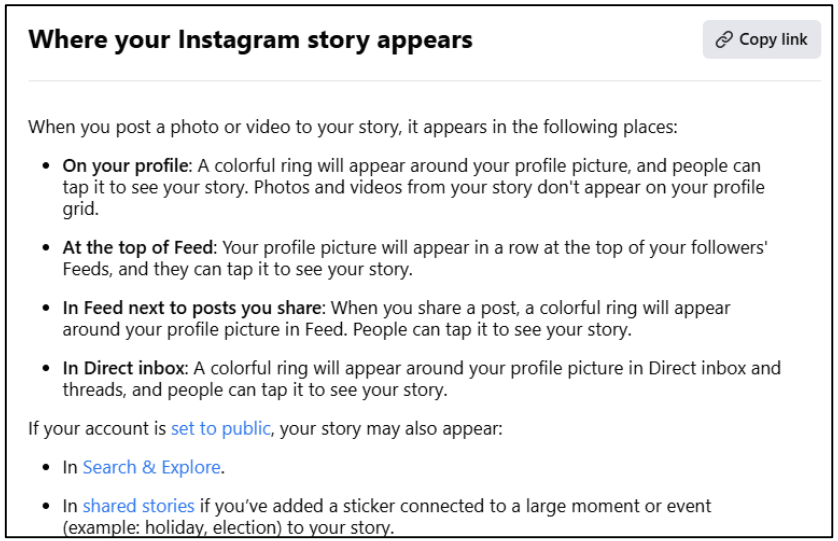
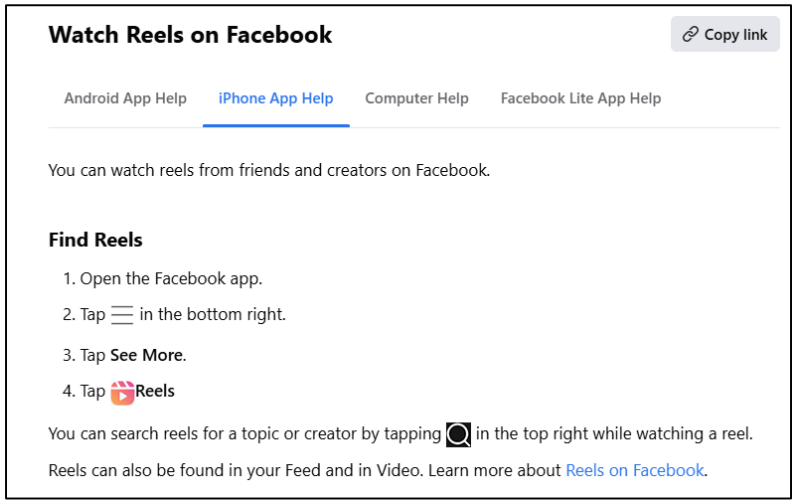
U.S. Patent 12,131,356		Meta Activity
		 Servers in the '356 Accused Instrumentalities also employ programming rules and machine learning techniques to determine the content displayed in a user's Facebook or Instagram feeds to generate unique feeds such that a first feed, a second feed, and a third feed differ from one another. *See* Rows 1A & 1B. Exemplary Sources https://www.facebook.com/business/help/407108559393196?id=369787570424415 https://www.facebook.com/business/learn/lessons/meta-ads-manager-advertising/ https://www.facebook.com/business/help/1037425549606837?id=629338044106215 https://www.facebook.com/business/help/998181913623584?id=1792465934137726 https://ai.meta.com/blog/facebook-feed-improvements-ai-show-more-less/ (Oct. 5, 2022) ("…we use deep learning models to generate user and post-level embeddings (sets of numbers), which help predict the types of content a person wants to see more of or less of in their Feeds.") https://www.facebook.com/business/help/718033381901819?id=208060977200861

Exhibit E1 -- U.S. Patent No. 12,131,356

U.S. Patent 12,131,356		Meta Activity
		https://www.facebook.com/help/1860890874146432?cms_platform=iphone-app&helpref=platform_switcher https://www.facebook.com/help/392382044488940/
1D	providing the first feed from the one or more servers to a first mobile application executable on a first mobile device, the first mobile application configured to present the first feed;	The '356 Accused Instrumentalities provide the first feed from the one or more servers to a first mobile application executable on a first mobile device, the first mobile application configured to present the first feed. For example, the '356 Accused Instrumentalities provide feeds across Meta Technology platforms, including Reels, Stories, and Feeds on both Facebook and Instagram mobile applications. *See* Rows 1A-1C. <u>Exemplary Sources</u> https://www.facebook.com/help/1155510281178725/?helpref=hc_fnav https://www.facebook.com/help/475378724739085/?helpref=hc_fnav https://www.facebook.com/help/349797465699432/?helpref=hc_fnav https://help.instagram.com/1986234648360433/?helpref=hc_fnav https://help.instagram.com/270447560766967/?helpref=hc_fnav https://help.instagram.com/1660923094227526/?helpref=hc_fnav
1E	providing the second feed from the one or more servers to the first mobile application, the first mobile application configured to present the second feed, wherein the first mobile application is further configured to switch a presentation of the first feed to a	The '356 Accused Instrumentalities provide the second feed from the one or more servers to the first mobile application, the first mobile application configured to present the second feed, wherein the first mobile application is further configured to switch a presentation of the first feed to a presentation of the second feed in response to user interaction with the first mobile application. For example, the Facebook and Instagram mobile applications can receive multiple, different feeds, including Reels, Stories, and Feeds. A mobile application is configured to switch between different feed presentations in response to user interaction, such as selecting an image, icon, or menu item.

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U.S. Patent 12,131,356		Meta Activity
	presentation of the second feed in response to a user interaction with the first mobile application; and	Examples of switching mobile application feed presentations are illustrated in the following images from Meta websites.



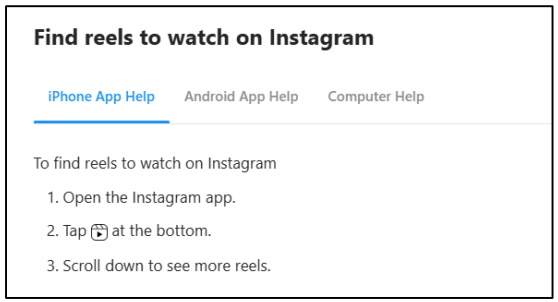


Exhibit E1 -- U.S. Patent No. 12,131,356

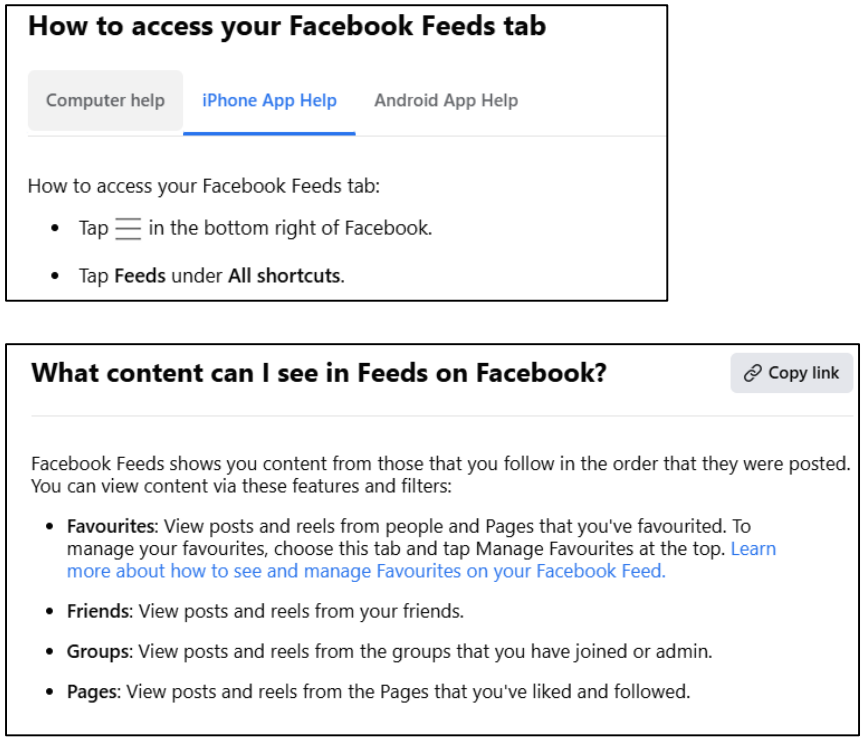
U.S. Patent 12,131,356		Meta Activity
		

Exhibit E1 -- U.S. Patent No. 12,131,356

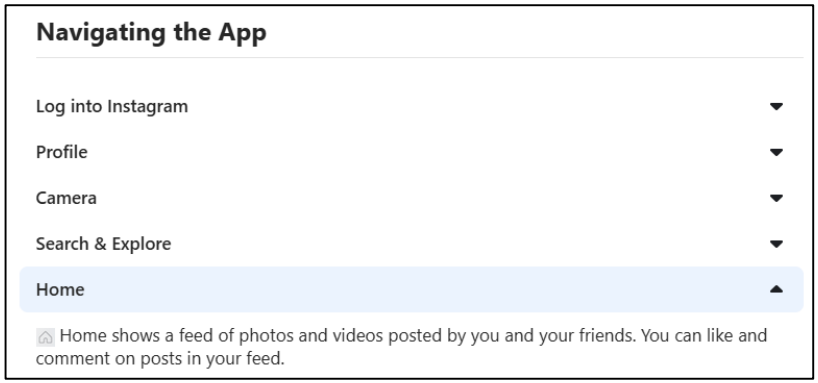
U.S. Patent 12,131,356		Meta Activity
		 *See* Rows 1C & 1D. Exemplary Sources https://www.secure.facebook.com/help/262748009210134?cms_platform=iphone-app&helpref=platform_switcher https://www.facebook.com/help/instagram/666412317561393?cms_platform=iphone-app&helpref=platform_switcher https://en-gb.facebook.com/help/222350113887766?cms_platform=iphone-app&helpref=platform_switcher https://en-gb.facebook.com/help/338264271792192?helpref=search&query=what%20types%20of%20feeds&search_session_id=62351830381a515fd032e650c587026a&sr=3 https://www.facebook.com/help/instagram/739823696120882/?helpref=hc_fnav
1F	providing the third feed from the one or more servers to a second mobile application executable on a second mobile device, the second mobile application	The '356 Accused Instrumentalities provide the third feed from the one or more servers to a second mobile application executable on a second mobile device, the second mobile application configured to present the third feed. For example, the '356 Accused Instrumentalities provide unique feeds to the different mobile applications operating on the Meta platforms.

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U.S. Patent 12,131,356		Meta Activity
	configured to present the third feed.	*See* Rows 1C-1E. Exemplary Sources https://transparency.meta.com/features/ranking-and-content/ (Updated Sep. 4, 2024) ("We personalize each Feed for our more than 2 billion users by using state-of-the-art machine learning systems to rank content.")
	Claim 9	
9A	A method, comprising: generating a plurality of media messages at one or more mobile applications executable on a corresponding one or more mobile devices, wherein respective ones of the plurality of media messages include an image or video captured by the one or more mobile applications via a corresponding one or more cameras of the corresponding one or more mobile devices;	Meta operates and controls the '356 Accused Instrumentalities, as defined in the First Amended Complaint. The '356 Accused Instrumentalities generate a plurality of media messages at one or more mobile applications executable on a corresponding one or more mobile devices, wherein respective ones of the plurality of media messages include an image or video captured by the one or more mobile applications via a corresponding one or more cameras of the corresponding one or more mobile devices. For example, the '356 Accused Instrumentalities provide for the generation of media messages through the Facebook and Instagram "Stories" feature, by which media messages are generated for delivery on Meta platforms. The media message includes content such as photos, video, and text, as well as associated information such as expiration information that is used to determine when the message will no longer be available for presentation. Facebook and Instagram mobile applications are configured to access a corresponding device's camera in conjunction with the Stories feature to capture a photo or video to be uploaded via the mobile application and received at servers in the '356 Accused Instrumentalities. Exemplary Sources https://www.facebook.com/business/help/292794301336717?id=526867548205796 https://www.facebook.com/business/help/324798284973916?id=526867548205796

Exhibit E1 -- U.S. Patent No. 12,131,356

U.S. Patent 12,131,356		Meta Activity
		https://help.instagram.com/1257341144298972/?cms_platform=iphone-app&helpref=platform_switcher https://en-gb.facebook.com/help/1825407747718430?cms_platform=iphone-app&helpref=platform_switcher https://help.instagram.com/1257341144298972/?cms_platform=iphone-app&helpref=platform_switcher (providing Instagram user instructions to capture a photo or video using the camera of a mobile device to share to an Instagram Story) https://en-gb.facebook.com/help/1825407747718430?cms_platform=iphone-app&helpref=platform_switcher (providing Facebook user instructions to capture a photo or video using the camera of a mobile device to share to a Facebook Story)
9B	receiving, at one or more servers, the plurality of media messages from the one or more mobile applications;	The '356 Accused Instrumentalities receive, at one or more servers, the plurality of media messages from the one or more mobile applications. *See* Row 9A.
9C	storing the plurality of media messages on the one or more servers, wherein one or more stored media messages are associated with expiration information to determine when the one or more stored media messages can no longer be provided in a feed;	The '356 Accused Instrumentalities store the plurality of media messages on the one or more servers, wherein one or more stored media messages are associated with expiration information to determine when the one or more stored media messages can no longer be provided in a feed. For example, media messages generated through the Stories feature are stored on Meta's servers for selection and delivery to a mobile application. Expiration information is used to determine when a message will no longer be provided in Stories feeds, such as 24 hours after upload. As Meta explains, "Stories allow you to share everyday moments and grow closer to the people and interests you care about through photos and video that disappear after 24 hours." Exemplary Sources https://about.instagram.com/features/stories https://www.facebook.com/help/1664219720539259?cms_platform=iphone-app&helpref=platform_switcher

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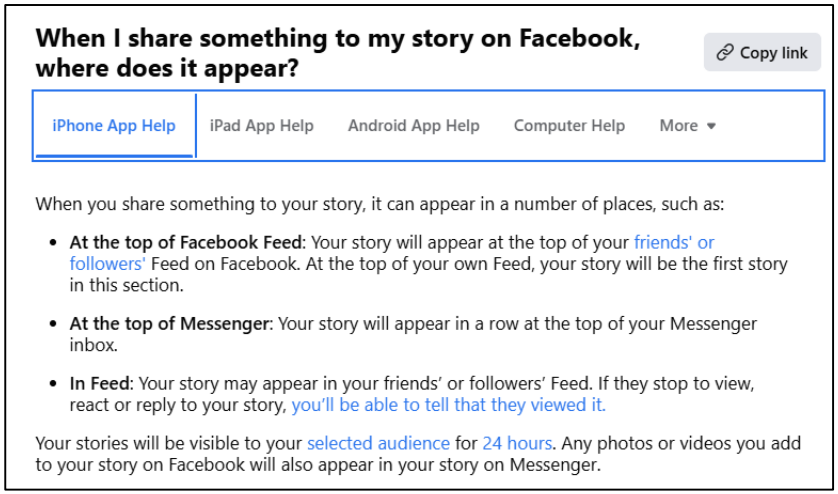
U.S. Patent 12,131,356		Meta Activity
9D	selecting, for inclusion in respective ones of a first feed, a second feed, and a third feed, corresponding ones of a first subset, a second subset, and a third subset of media messages from among the plurality of media messages stored on the one or more servers, wherein the respective selections of the first subset, the second subset, and the third subset of media messages are based at least in part on the expiration information, wherein the first feed, the second feed, and the third feed differ from one another;	The '356 Accused Instrumentalities select, for inclusion in respective ones of a first feed, a second feed, and a third feed, corresponding ones of a first subset, a second subset, and a third subset of media messages from among the plurality of media messages stored on the one or more servers, wherein the respective selections of the first subset, the second subset, and the third subset of media messages are based at least in part on the expiration information, wherein the first feed, the second feed, and the third feed differ from one another. For example, media messages generated through the Stories feature are included as a subset of the media messages in various feeds provided to mobile applications across Meta technology platforms and are selected for inclusion in a feed based at least in part on expiration information associated with the media message. The following images from Meta websites illustrate placements available for media messages generated through the Facebook and Instagram Stories feature. 

Exhibit E1 -- U.S. Patent No. 12,131,356

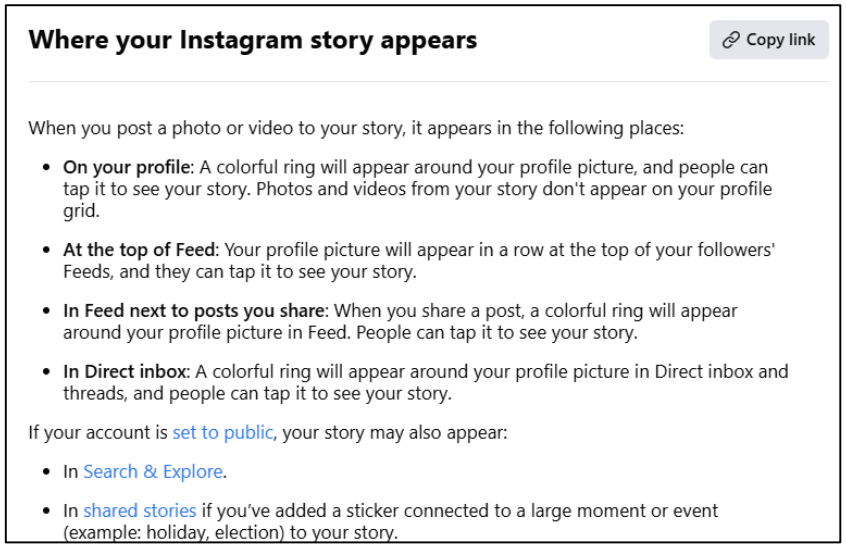
U.S. Patent 12,131,356		Meta Activity
		 Servers in the '356 Accused Instrumentalities also employ programming rules and machine learning techniques to determine the content displayed in a user's Facebook or Instagram feeds to generate unique feeds such that a first feed, a second feed, and a third feed differ from one another. *See* Rows 9A-9C. Exemplary Sources https://ai.meta.com/blog/facebook-feed-improvements-ai-show-more-less/ (Oct. 5, 2022) ("…we use deep learning models to generate user and post-level embeddings (sets of numbers), which help predict the types of content a person wants to see more of or less of in their Feeds.") https://www.facebook.com/business/help/718033381901819?id=208060977200861 https://www.facebook.com/help/1860890874146432?cms_platform=iphone-app&helpref=platform_switcher https://www.facebook.com/help/392382044488940/

Exhibit E1 -- U.S. Patent No. 12,131,356

U.S. Patent 12,131,356		Meta Activity
9E	providing the first feed from the one or more servers to a first mobile application executable on a first mobile device, the first mobile application configured to present the first feed;	The '356 Accused Instrumentalities provide the first feed from the one or more servers to a first mobile application executable on a first mobile device, the first mobile application configured to present the first feed. For example, the '356 Accused Instrumentalities provide feeds across Meta Technology platforms, including Reels, Stories, and Feeds on both Facebook and Instagram mobile applications. *See* Rows 9A-9D. Exemplary Sources https://www.facebook.com/help/1155510281178725/?helpref=hc_fnav https://www.facebook.com/help/475378724739085/?helpref=hc_fnav https://www.facebook.com/help/349797465699432/?helpref=hc_fnav https://help.instagram.com/1986234648360433/?helpref=hc_fnav https://help.instagram.com/270447560766967/?helpref=hc_fnav https://help.instagram.com/1660923094227526/?helpref=hc_fnav
9F	providing the second feed from the one or more servers to the first mobile application, the first mobile application configured to present the second feed, wherein the first mobile application is further configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the first mobile application; and	The '356 Accused Instrumentalities provide the second feed from the one or more servers to the first mobile application, the first mobile application configured to present the second feed, wherein the first mobile application is further configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the first mobile application. For example, the Facebook and Instagram mobile applications can receive multiple, different feeds, including Reels, Stories, and Feeds. A mobile application is configured to switch between different feed presentations in response to user interaction, such as selecting an image, icon, or menu item. Meta provides examples of switching mobile application feed presentations in the following images from Meta websites.

Exhibit E1 -- U.S. Patent No. 12,131,356

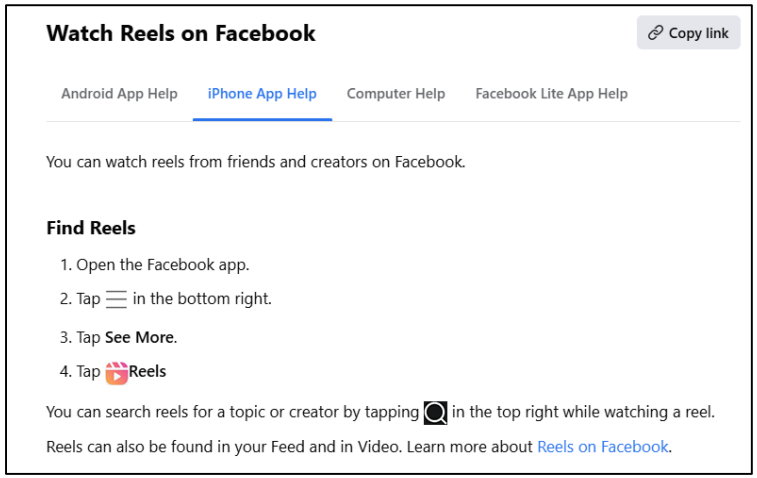
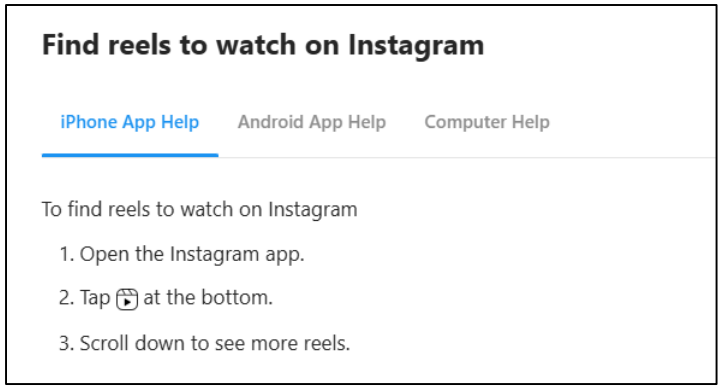
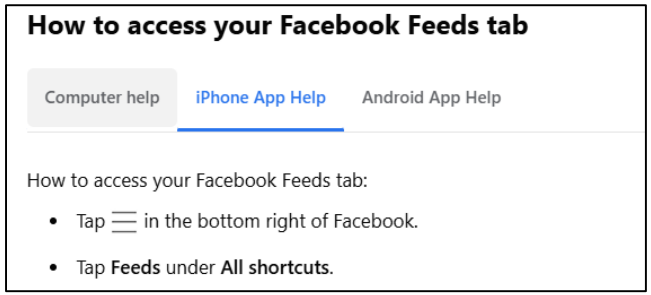
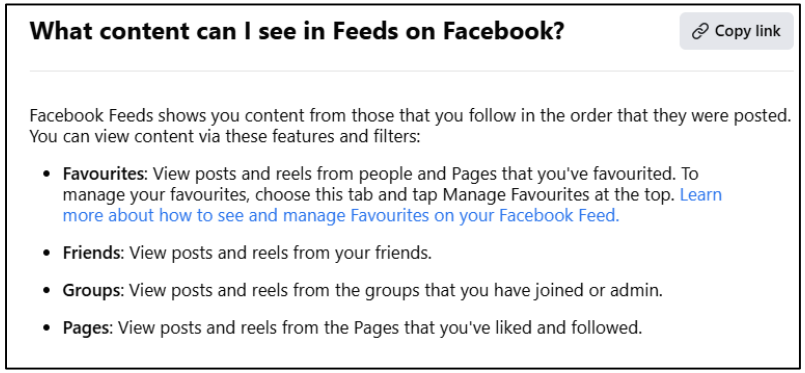
U.S. Patent 12,131,356		Meta Activity
		 

Exhibit E1 -- U.S. Patent No. 12,131,356

U.S. Patent 12,131,356		Meta Activity





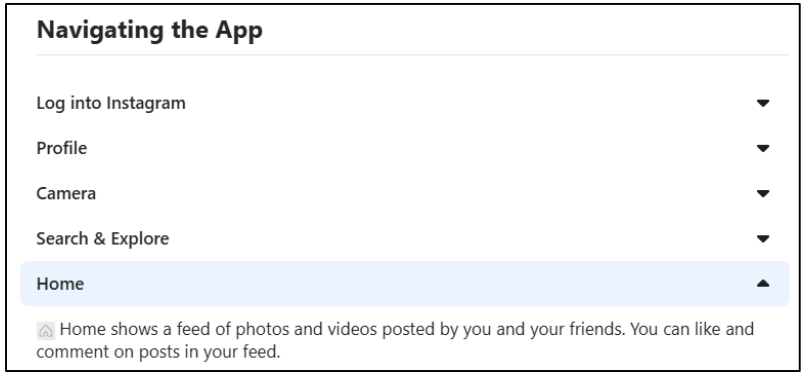


Exhibit E1 -- U.S. Patent No. 12,131,356

U.S. Patent 12,131,356		Meta Activity
		See Row 9D & 9E. Exemplary Sources https://www.secure.facebook.com/help/262748009210134?cms_platform=iphone-app&helpref=platform_switcher https://www.facebook.com/help/instagram/666412317561393?cms_platform=iphone-app&helpref=platform_switcher https://en-gb.facebook.com/help/222350113887766?cms_platform=iphone-app&helpref=platform_switcher https://en-gb.facebook.com/help/338264271792192?helpref=search&query=what%20types%20of%20feeds&search_session_id=62351830381a515fd032e650c587026a&sr=3 https://www.facebook.com/help/instagram/739823696120882/?helpref=hc_fnav https://www.facebook.com/help/521158825254952/?cms_platform=iphone-app&helpref=platform_switcher
9G	providing the third feed from the one or more servers to a second mobile application executable on a second mobile device, the second mobile application configured to present the third feed.	The '356 Accused Instrumentalities provide the third feed from the one or more servers to a second mobile application executable on a second mobile device, the second mobile application configured to present the third feed. *See* Rows 9D-9F. Exemplary Sources https://transparency.meta.com/features/ranking-and-content/ (Updated Sep. 4, 2024) ("We personalize each Feed for our more than 2 billion users by using state-of-the-art machine learning systems to rank content.")
	Claim 16	

Exhibit E1 -- U.S. Patent No. 12,131,356

U.S. Patent 12,131,356		Meta Activity
16A	A system, comprising: one or more servers including memory, machine-readable instructions, and one or more processors, the one or more processors configured to execute the machine-readable instructions to perform operations comprising:	Meta operates and controls the '356 Accused Instrumentalities, as defined in the First Amended Complaint. Meta makes and uses the '356 Accused Instrumentalities that are comprised of one or more servers including memory, machine-readable instructions, and one or more processors, the one or more processors configured to execute the machine-readable instructions stored in memory to perform the steps recited in Claim 16. *See* Claim 1, Rows 1A-1F.
16B	receiving, at the one or more servers, a plurality of media messages from one or more mobile applications executable on a corresponding one or more mobile devices;	*See* Claim 1, Row 1A.
16C	storing the plurality of media messages on the one or more servers, wherein one or more stored media messages are associated with expiration information to determine when the one or more stored media messages can no longer be provided in a feed;	*See* Claim 1, Row 1B.
16D	selecting, for inclusion in respective ones of a first feed, a second feed, and a third feed, corresponding ones of a first	*See* Claim 1, Row 1C.

Exhibit E1 -- U.S. Patent No. 12,131,356

U.S. Patent 12,131,356		Meta Activity
	subset, a second subset, and a third subset of media messages from among the plurality of media messages stored on the one or more servers, wherein the respective selections of the first subset, the second subset, and the third subset of media messages are based at least in part on the expiration information, wherein the first feed, the second feed, and the third feed differ from one another;	
16E	providing the first feed from the one or more servers to a first mobile application executable on a first mobile device, the first mobile application configured to present the first feed;	*See* Claim 1, Row 1D.
16F	providing the second feed from the one or more servers to the first mobile application, the first mobile application configured to present the second feed, wherein the first mobile application is further configured to switch a presentation of the first feed to a presentation of the second feed in	*See* Claim 1, Row 1E.

Exhibit E1 -- U.S. Patent No. 12,131,356

U.S. Patent 12,131,356		Meta Activity
	response to a user interaction with the first mobile application; and	
16G	providing the third feed from the one or more servers to a second mobile application executable on a second mobile device, the second mobile application configured to present the third feed.	*See* Claim 1, Row 1F.
	Claim 24	
24A	A system, comprising: one or more mobile applications executable on a corresponding one or more mobile devices, the one or more mobile applications configured to create a plurality of media messages, wherein respective ones of the plurality of media messages include an image or video captured via a corresponding one or more cameras of the corresponding one or more mobile devices; and one or more servers including memory, machine-readable instructions, and one or more processors, the one or more	Meta operates and controls the '356 Accused Instrumentalities, as defined in the First Amended Complaint. Meta makes and uses the '356 Accused Instrumentalities that are comprised of one or more mobile applications executable on a corresponding one or more mobile devices, the one or more mobile applications configured to create a plurality of media messages, wherein respective ones of the plurality of media messages include an image or video captured via a corresponding one or more cameras of the corresponding one or more mobile devices; and one or more servers including memory, machine-readable instructions, and one or more processors, the one or more processors configured to execute the machine-readable instructions stored in memory to perform the steps recited in Claim 24. *See* Claim 9, Rows 9A-9G.

Exhibit E1 -- U.S. Patent No. 12,131,356

U.S. Patent 12,131,356		Meta Activity
	processors configured to execute the machine-readable instructions to perform operations comprising:	
24B	receiving, at the one or more servers, the plurality of media messages from the one or more mobile applications;	*See* Claim 9, Row 9B.
24C	storing the plurality of media messages on the one or more servers, wherein one or more stored media messages are associated with expiration information to determine when the one or more stored media messages can no longer be provided in a feed;	*See* Claim 9, Row 9C.
24D	selecting, for inclusion in respective ones of a first feed, a second feed, and a third feed, corresponding ones of a first subset, a second subset, and a third subset of media messages from among the plurality of media messages stored on the one or more servers, wherein the respective selections of the first subset, the second subset, and the third subset of media messages	*See* Claim 9, Row 9D.

Exhibit E1 -- U.S. Patent No. 12,131,356

U.S. Patent 12,131,356		Meta Activity
	are based at least in part on the expiration information, wherein the first feed, the second feed, and the third feed differ from one another;	
24E	providing the first feed of media messages from the one or more servers to a first mobile application executable on a first mobile device, the first mobile application configured to present the first feed;	*See* Claim 9, Row 9E.
24F	providing the second feed of media messages from the one or more servers to the first mobile application, the first mobile application configured to present the second feed, wherein the first mobile application is further configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the first mobile application; and	*See* Claim 9, Row 9F.
24G	providing the third feed of media messages from the one or more servers to a second mobile application executable on a	*See* Claim 9, Row 9G.

Exhibit E1 -- U.S. Patent No. 12,131,356

U.S. Patent 12,131,356		Meta Activity
	second mobile device, the second mobile application configured to present the third feed.	

Exhibit F



(12) **United States Patent**
Fletcher

(10) **Patent No.: US 12,131,357 B2**
(45) **Date of Patent: *Oct. 29, 2024**

(54) **MOBILE DEVICE STREAMING MEDIA APPLICATION**

(71) Applicant: **Weple IP Holdings LLC**, Austin, TX (US)

(72) Inventor: **Mary Anne Fletcher**, Jackson, GA (US)

(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

This patent is subject to a terminal disclaimer.

(21) Appl. No.: **18/423,180**

(22) Filed: **Jan. 25, 2024**

(65) **Prior Publication Data**

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(63) Continuation of application No. 18/346,318, filed on Jul. 3, 2023, which is a continuation of application
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(51) **Int. Cl.**
G06Q 30/0279 (2023.01)
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(52) **U.S. Cl.**
CPC ***G06Q 30/0279*** (2013.01); ***G06Q 30/02*** (2013.01); ***G06Q 30/0267*** (2013.01); ***G06Q 30/0269*** (2013.01); ***G06Q 30/0273*** (2013.01); ***G06Q 30/0641*** (2013.01); ***H04L 51/04*** (2013.01); ***H04L 51/52*** (2022.05); ***H04L 65/403*** (2013.01); ***H04L 65/60*** (2013.01);
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(58) **Field of Classification Search**
CPC G06Q 30/0279; G06Q 30/0269; G06Q 30/0267; G06Q 30/0273; G06Q 30/0641; H04L 51/04; H04L 65/4076; H04L 65/04
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See application file for complete search history.

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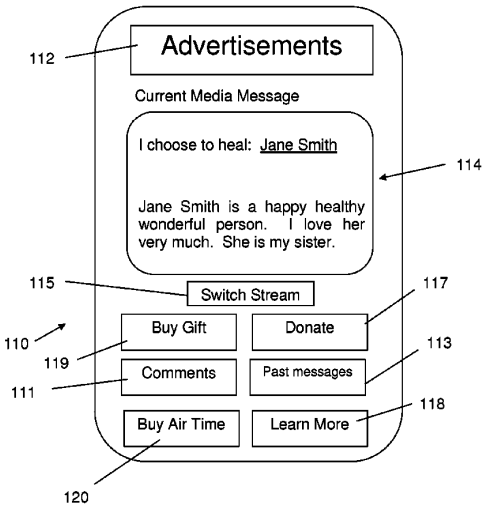
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(57) **ABSTRACT**

A system and process for coordinating streaming content or messages is provided. A network-connected server maintains a database containing media content-related data, such as the text of a message, accompanying media, time of airing, payment, and related comments. A user can view these feeds or streams of these consciousness messages by downloading a mobile application or browsing to a website. The application can also be used to create, schedule, and pay for a media content message.

26 Claims, 14 Drawing Sheets



Related U.S. Application Data

No. 17/705,331, filed on Mar. 27, 2022, now Pat. No. 11,734,730, which is a continuation of application No. 17/384,911, filed on Jul. 26, 2021, now Pat. No. 11,605,112, which is a continuation of application No. 16/812,495, filed on Mar. 9, 2020, now Pat. No. 11,074,627, which is a continuation of application No. 16/790,953, filed on Feb. 14, 2020, now Pat. No. 10,909,583, which is a continuation of application No. 16/157,269, filed on Oct. 11, 2018, now Pat. No. 10,565,628, which is a continuation of application No. 15/273,335, filed on Sep. 22, 2016, now Pat. No. 10,102,553, which is a continuation of application No. 15/041,422, filed on Feb. 11, 2016, now Pat. No. 9,456,013, which is a continuation of application No. 14/512,353, filed on Oct. 10, 2014, now Pat. No. 9,294,527, which is a continuation of application No. 13/967,414, filed on Aug. 15, 2013, now Pat. No. 8,862,678, which is a continuation of application No. 13/027,191, filed on Feb. 14, 2011, now Pat. No. 8,516,063.

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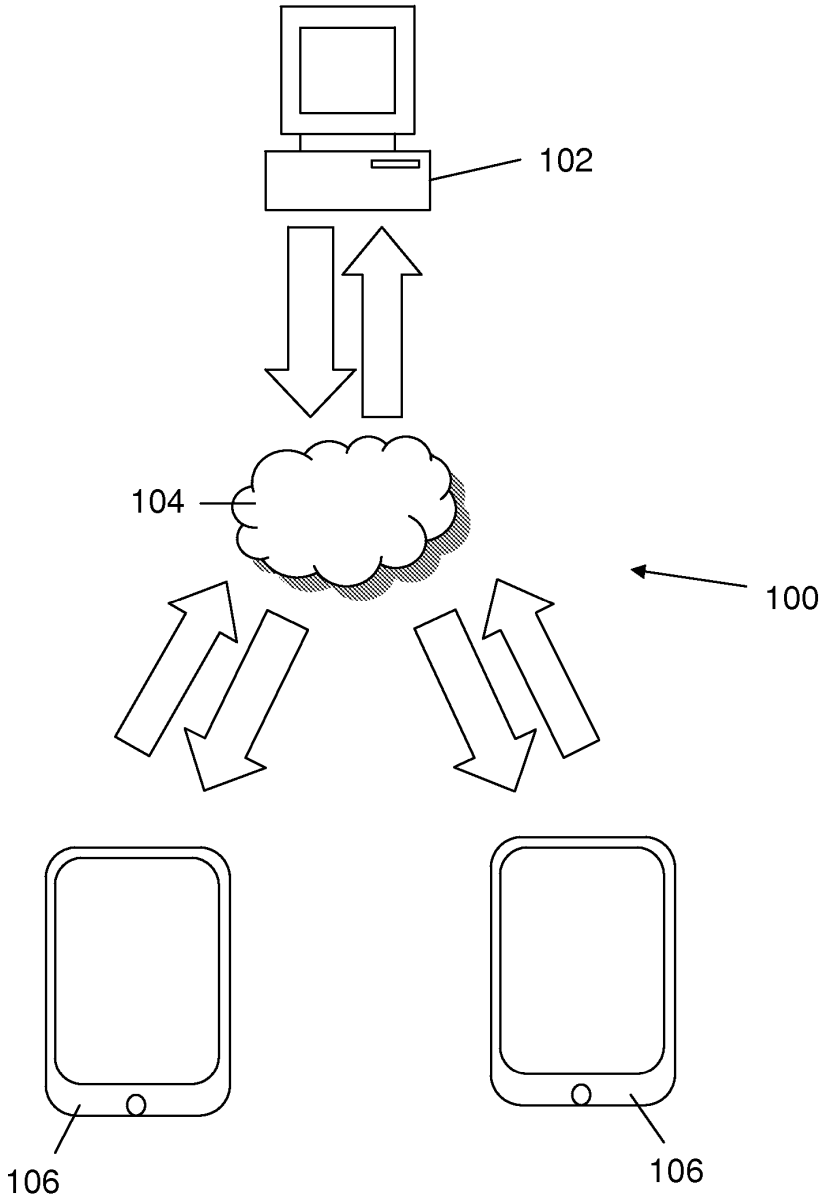


Figure 1

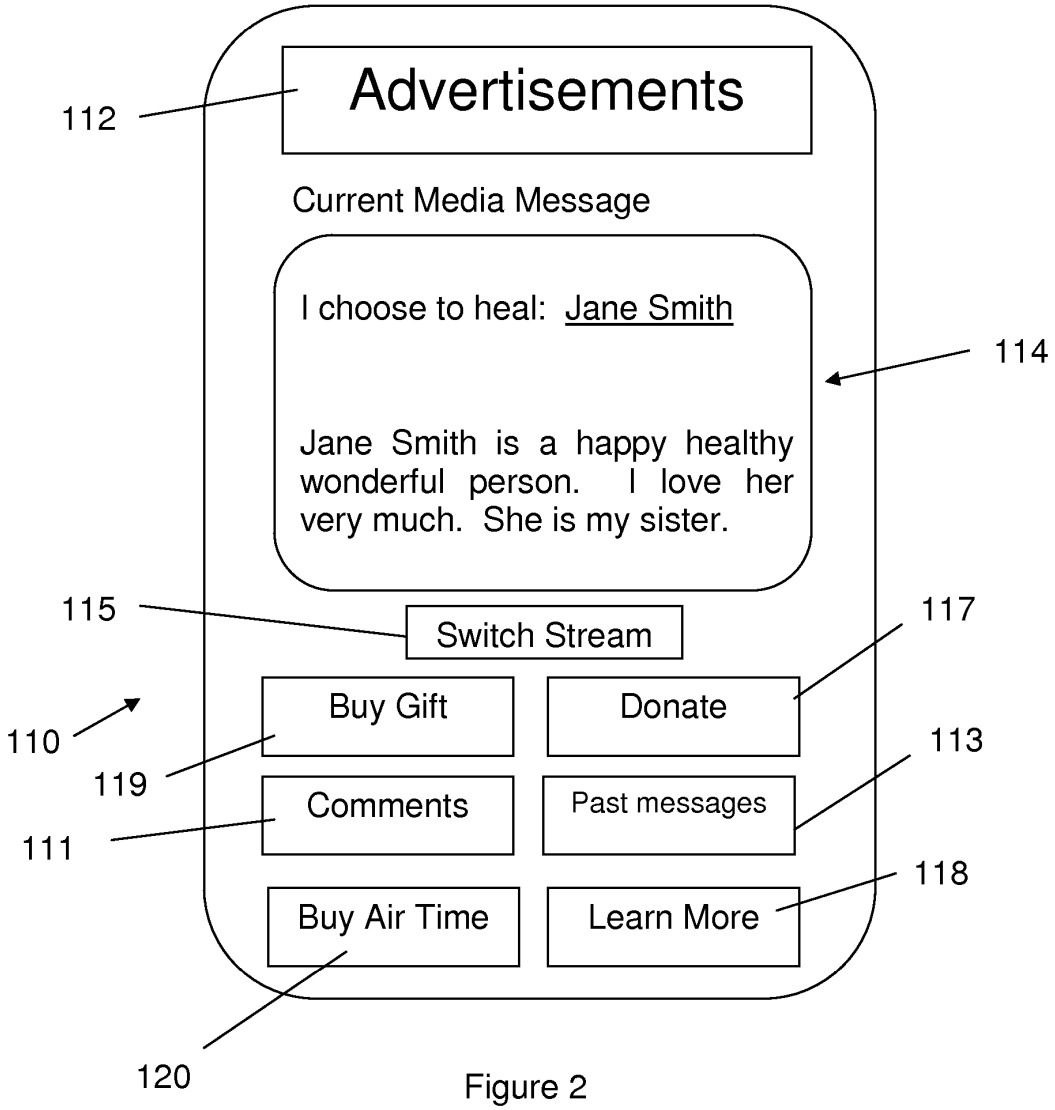

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Jane Smith is a happy healthy wonderful person. I love her very much. She is my sister.
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117
110
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Donate
119
113
Comments
Past messages
111
118
Buy Air Time
Learn More
120

Figure 2

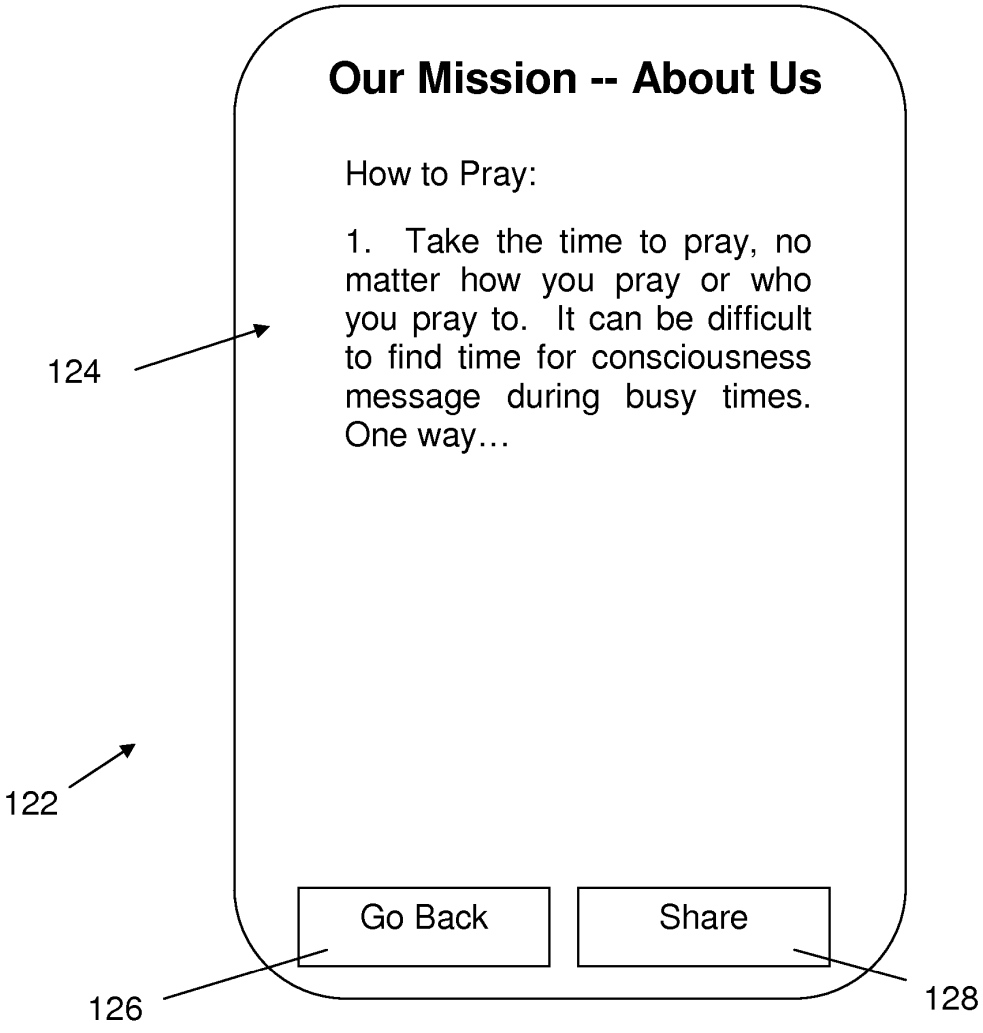

Our Mission -- About Us
How to Pray:
1. Take the time to pray, no matter how you pray or who you pray to. It can be difficult to find time for consciousness message during busy times. One way…
124
122
Go Back
Share
126
128

Figure 3

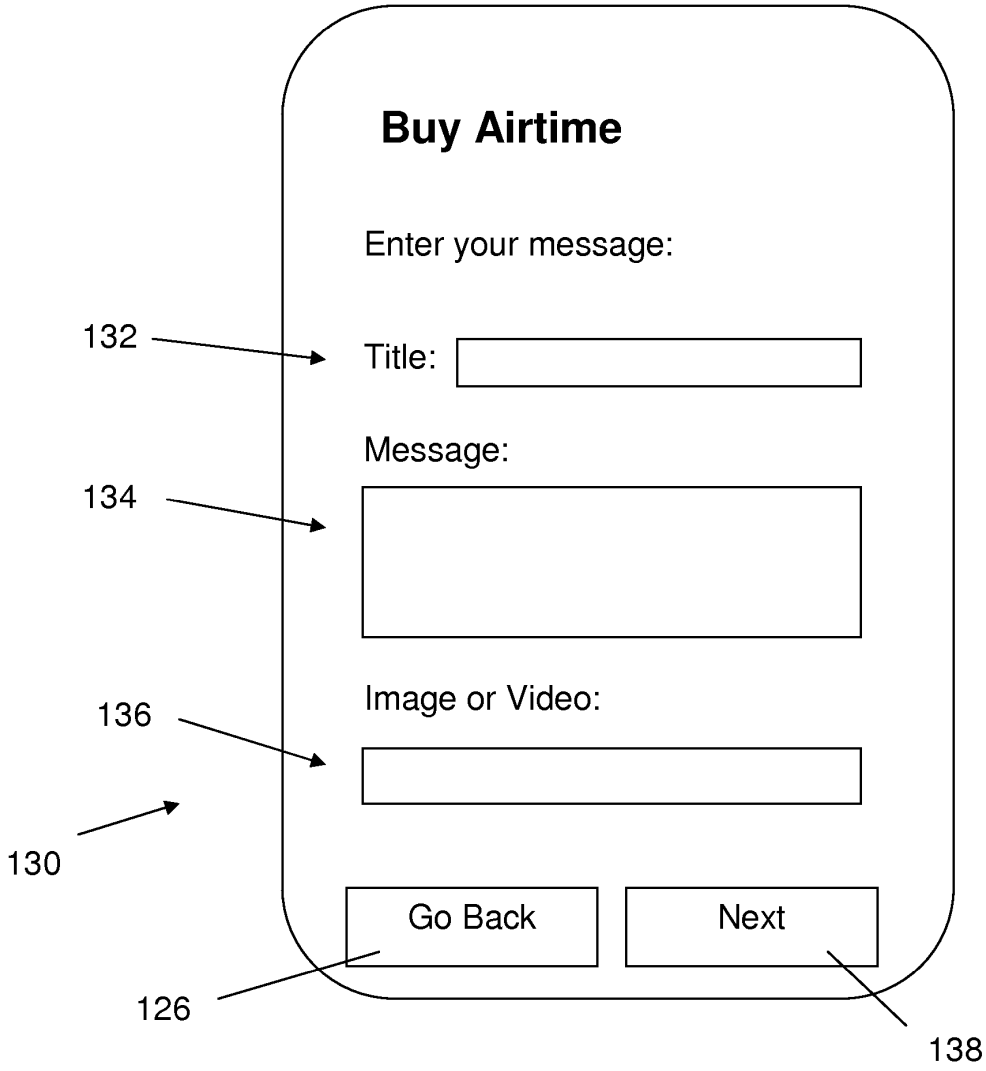

Buy Airtime
Enter your message:
132
Title:
Message:
134
Image or Video:
136
130
Go Back
Next
126
138

Figure 4

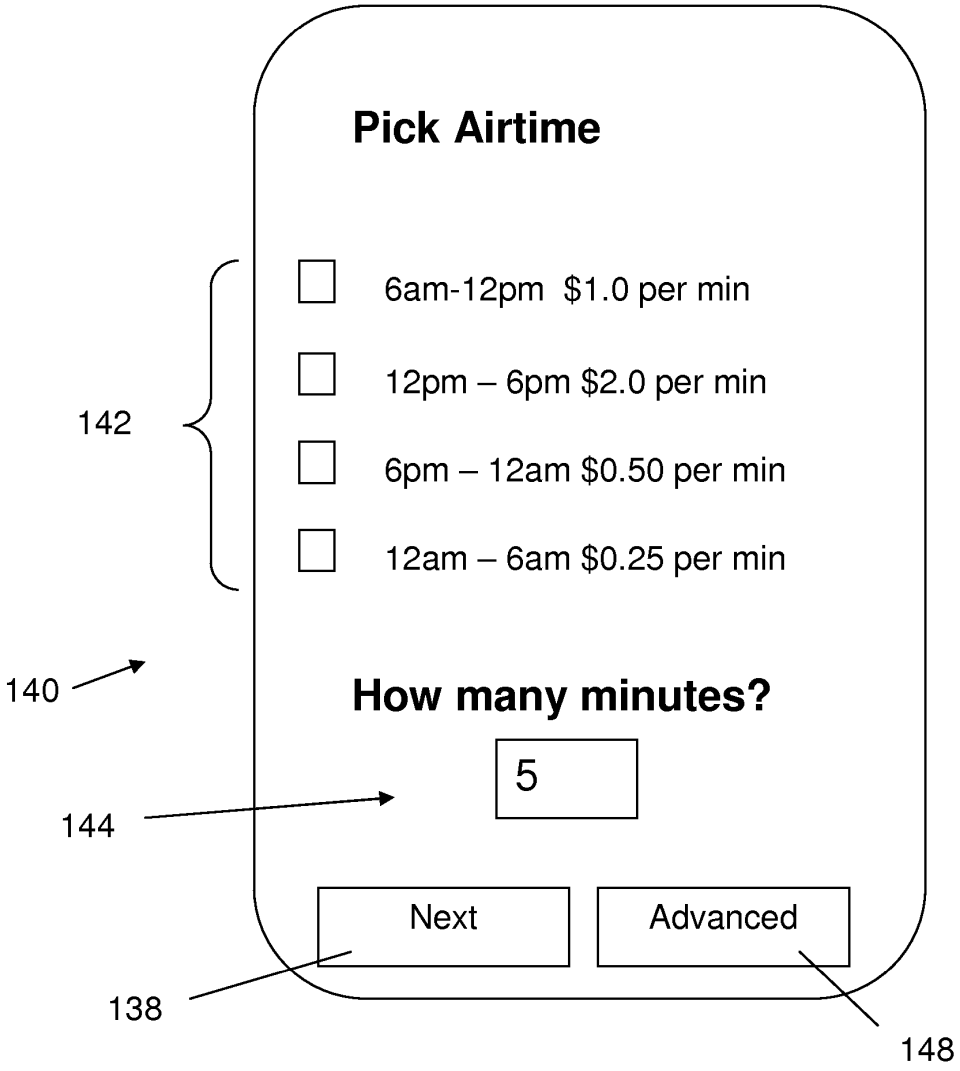

Pick Airtime
6am-12pm $1.0 per min
12pm – 6pm $2.0 per min
6pm – 12am $0.50 per min
12am – 6am $0.25 per min
142
140
How many minutes?
5
144
Next
Advanced
138
148

Figure 5

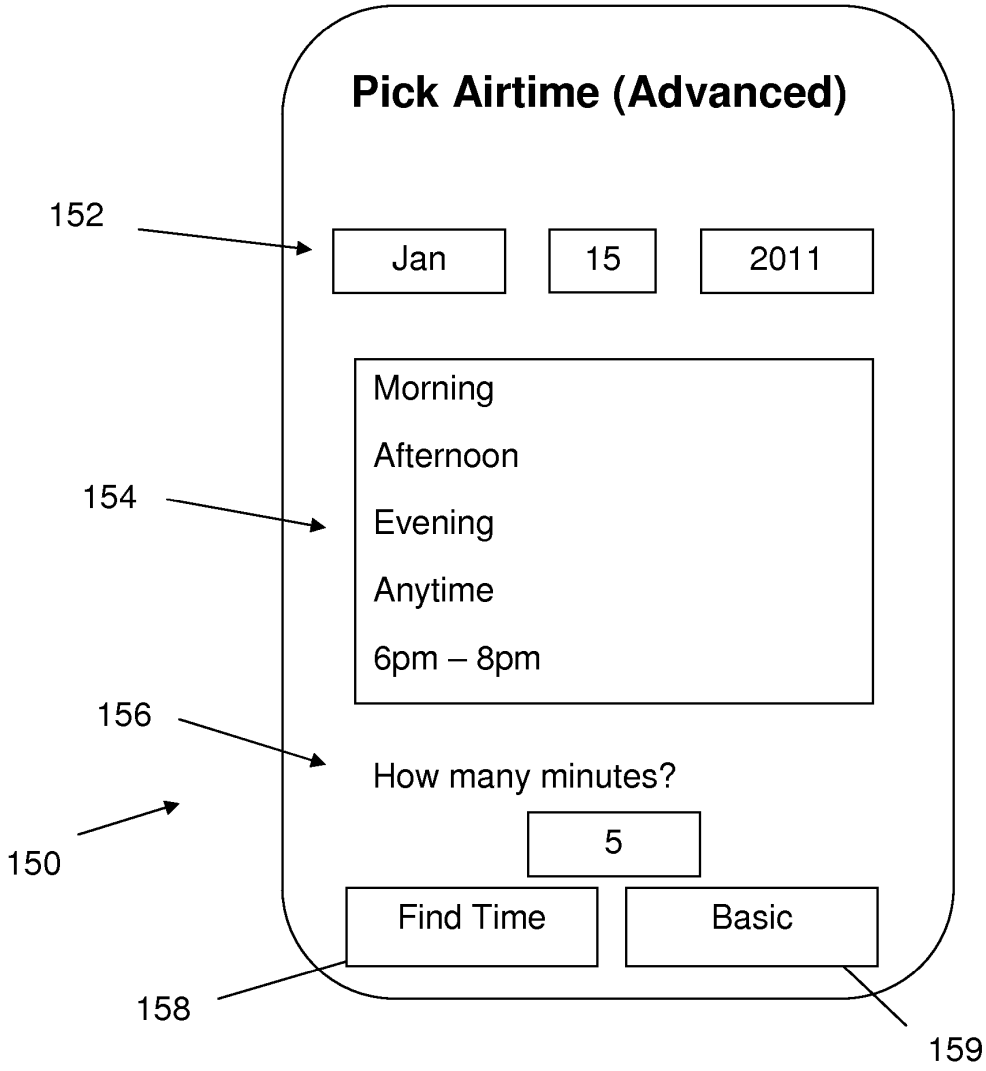

Pick Airtime (Advanced)
152
Jan
15
2011
Morning
Afternoon
154
Evening
Anytime
6pm – 8pm
156
How many minutes?
5
150
Find Time
Basic
158
159

Figure 6

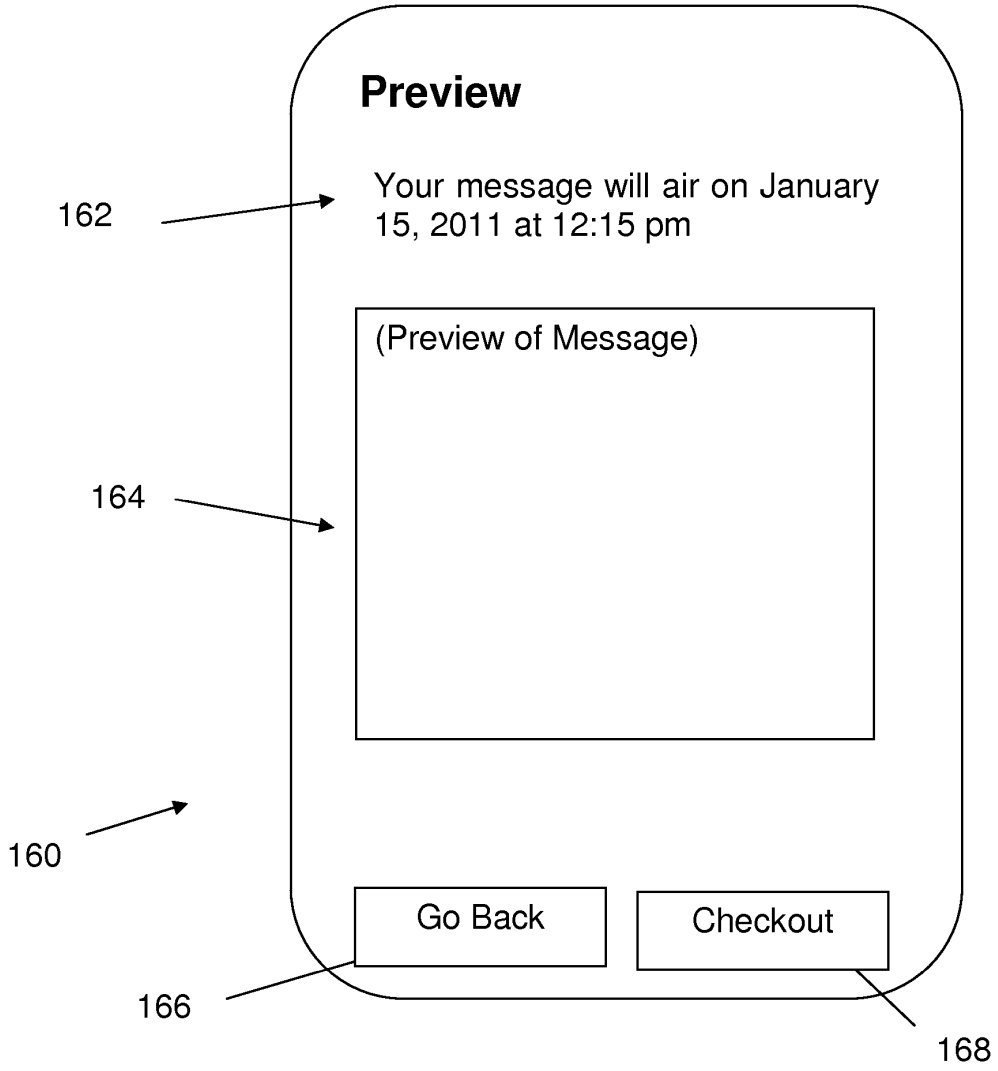

Preview
Your message will air on January 15, 2011 at 12:15 pm
(Preview of Message)
Go Back
Checkout
162
164
160
166
168

Figure 7

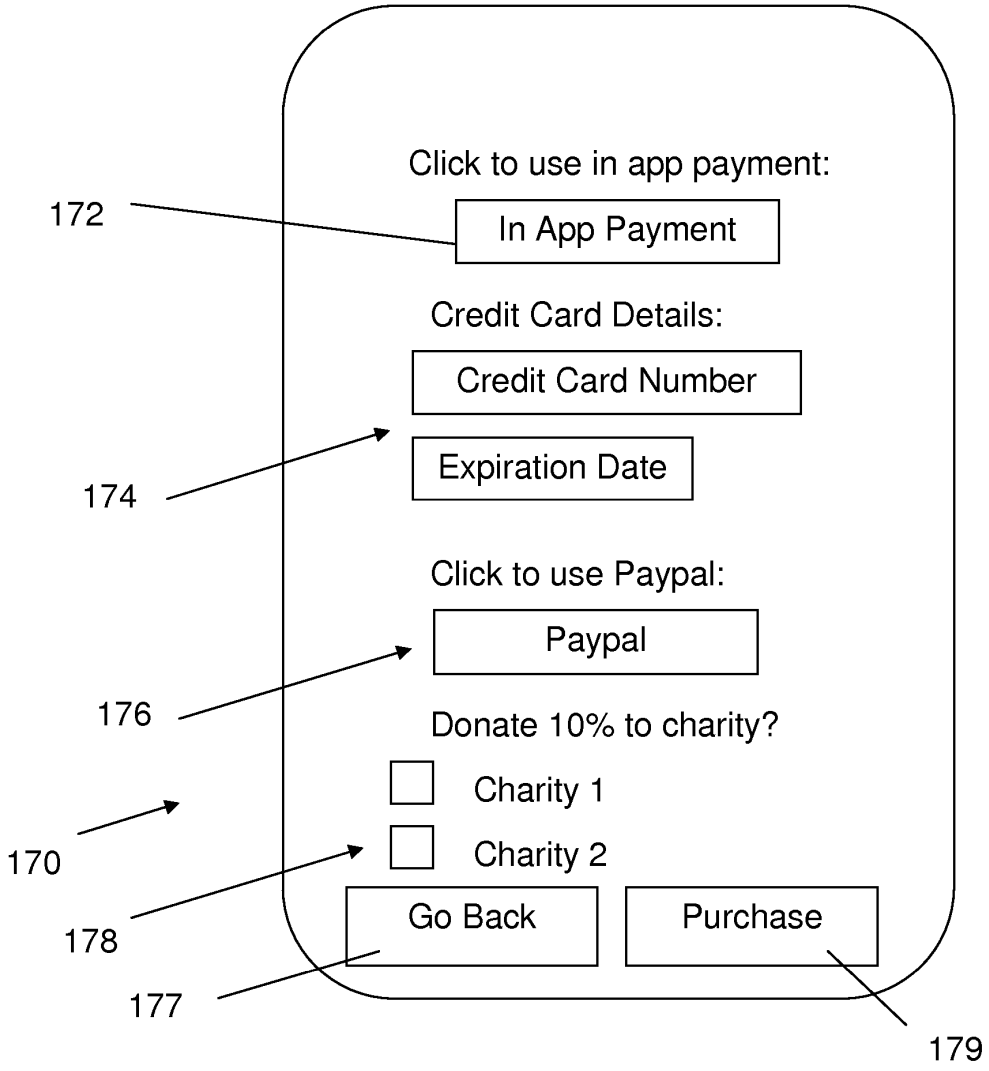

Click to use in app payment:
172
In App Payment
Credit Card Details:
Credit Card Number
Expiration Date
174
Click to use Paypal:
Paypal
176
Donate 10% to charity?
Charity 1
Charity 2
170
178
Go Back
Purchase
177
179

Figure 8

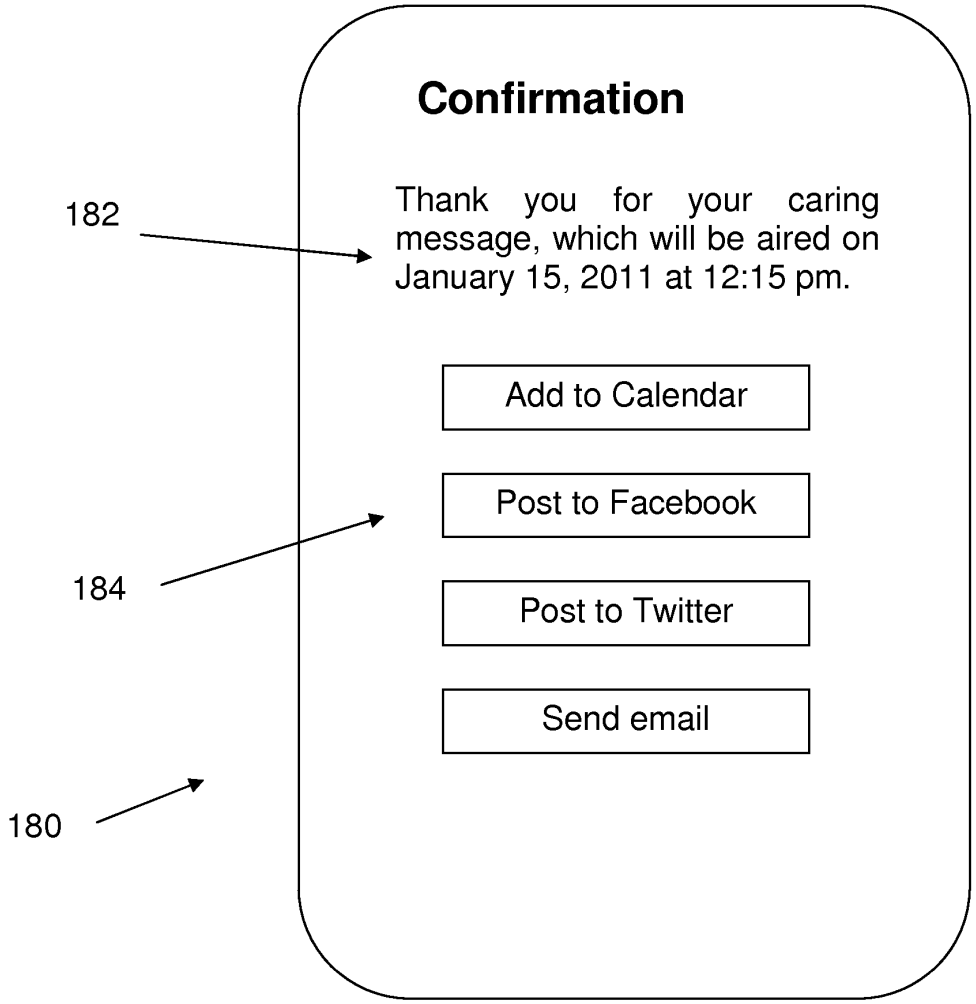

Confirmation
182
Thank you for your caring message, which will be aired on January 15, 2011 at 12:15 pm.
Add to Calendar
Post to Facebook
184
Post to Twitter
Send email
180

Figure 9

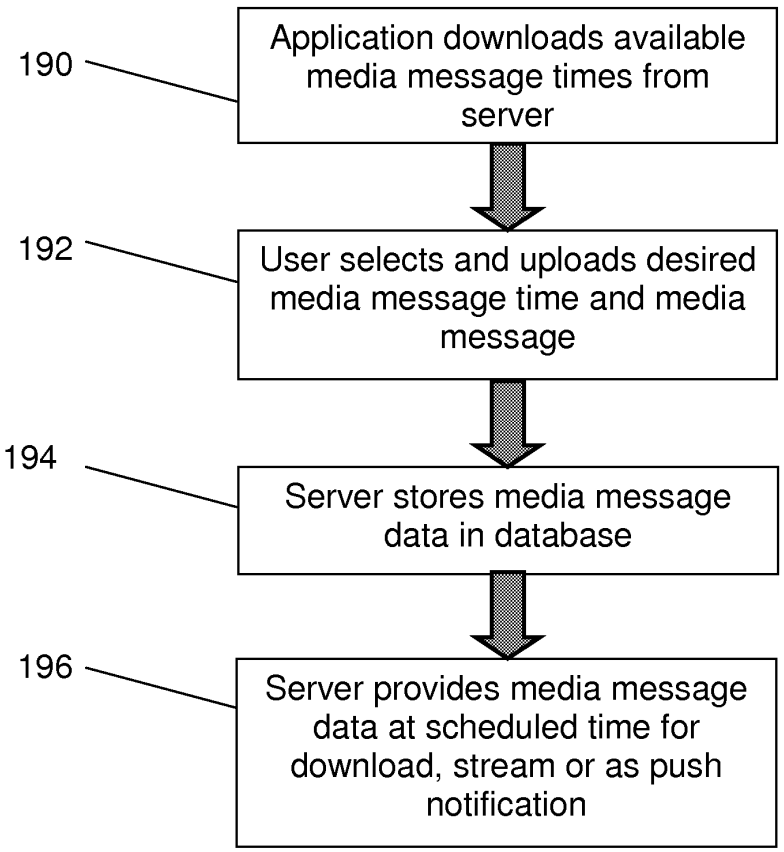

190
Application downloads available media message times from server
192
User selects and uploads desired media message time and media message
194
Server stores media message data in database
196
Server provides media message data at scheduled time for download, stream or as push notification

Figure 10

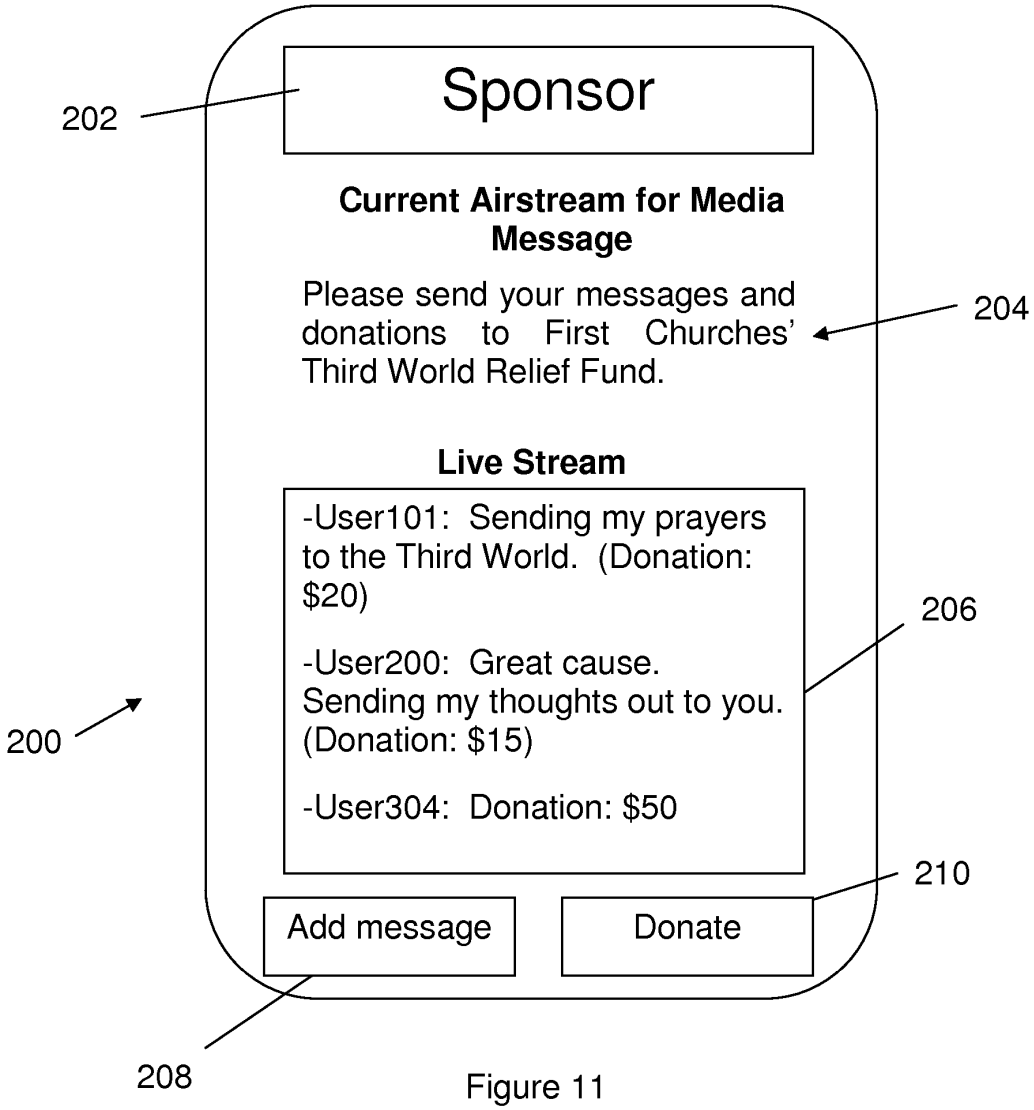

202
Sponsor
Current Airstream for Media Message
Please send your messages and donations to First Churches' Third World Relief Fund.
204
Live Stream
-User101: Sending my prayers to the Third World. (Donation: $20)
-User200: Great cause. Sending my thoughts out to you. (Donation: $15)
-User304: Donation: $50
206
200
210
Add message
Donate
208

Figure 11

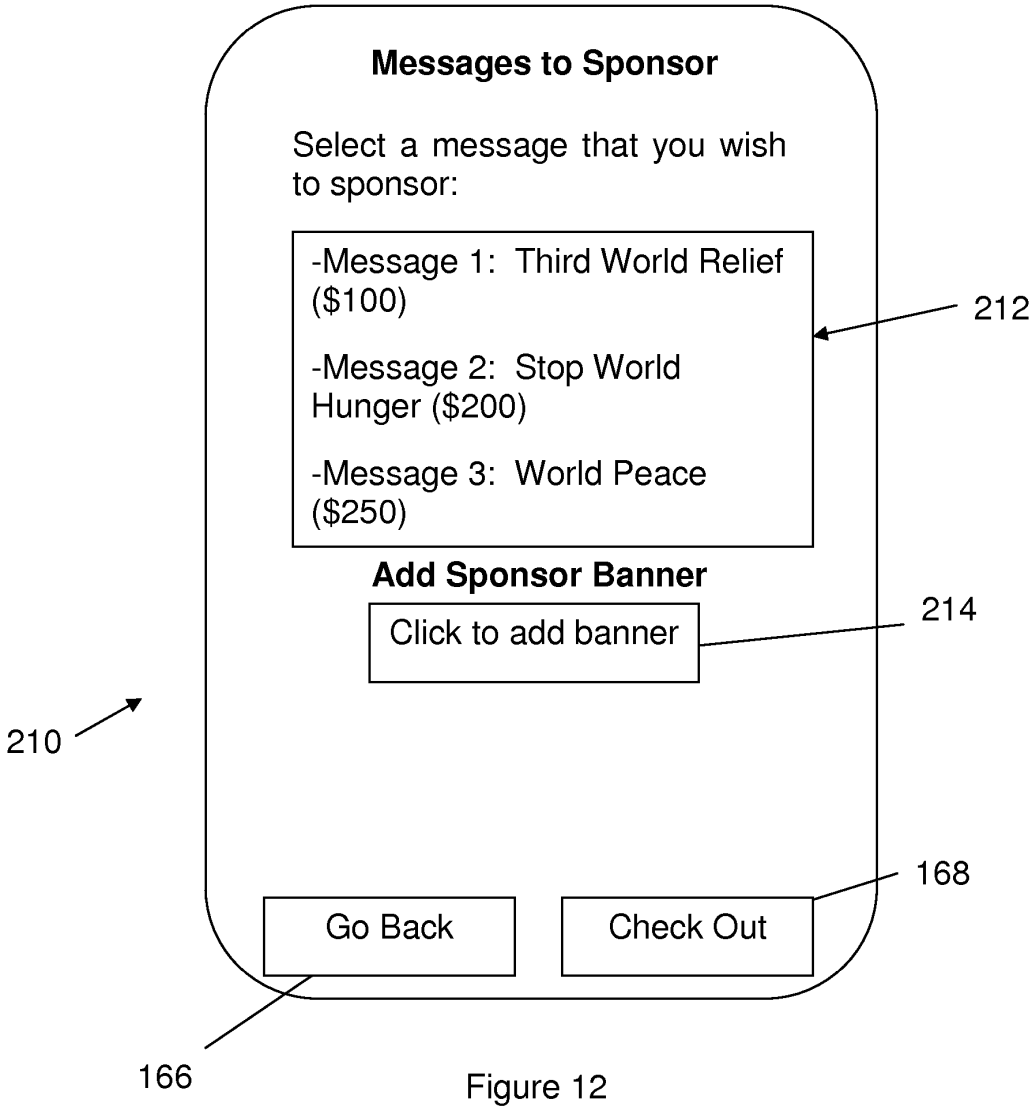

Messages to Sponsor
Select a message that you wish to sponsor:
-Message 1: Third World Relief ($100)
-Message 2: Stop World Hunger ($200)
-Message 3: World Peace ($250)
212
Add Sponsor Banner
Click to add banner
214
210
168
Go Back
Check Out
166

Figure 12

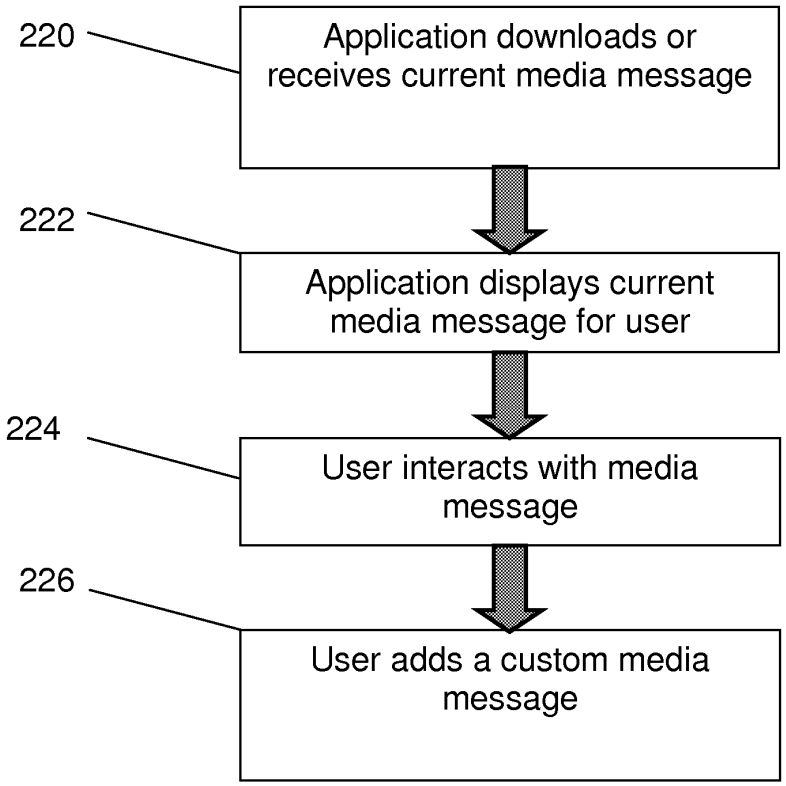

220
Application downloads or receives current media message
222
Application displays current media message for user
224
User interacts with media message
226
User adds a custom media message

Figure 13

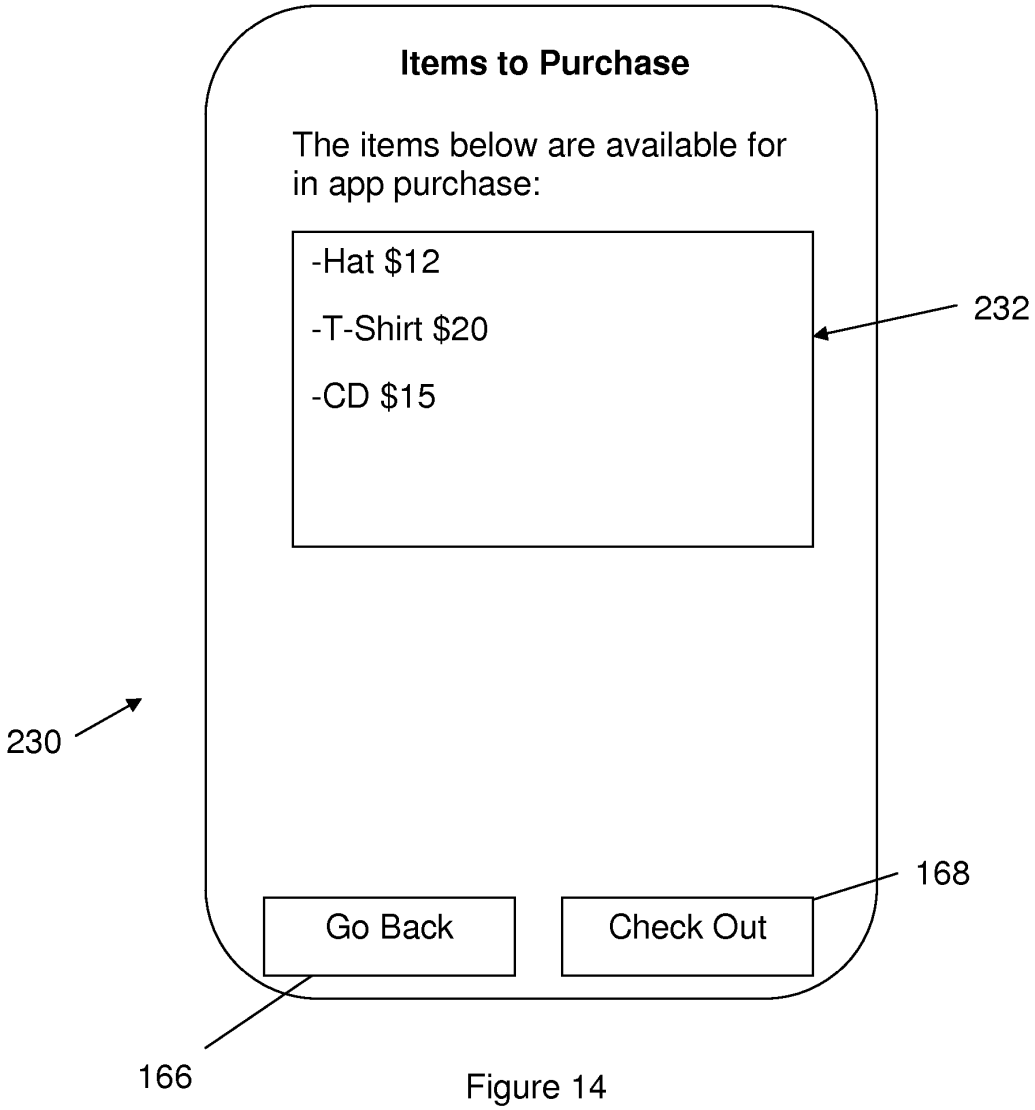

Items to Purchase
The items below are available for in app purchase:
-Hat $12
-T-Shirt $20
-CD $15
232
230
168
Go Back
Check Out
166

Figure 14

MOBILE DEVICE STREAMING MEDIA APPLICATION

CROSS-REFERENCE TO RELATED APPLICATIONS

This application is a continuation of U.S. patent application Ser. No. 18/346,318, filed Jul. 3, 2023, which is a continuation of U.S. patent application Ser. No. 17/705,331, filed Mar. 27, 2022, which is a continuation of U.S. patent application Ser. No. 17/384,911, filed Jul. 26, 2021, which is a continuation of U.S. patent application Ser. No. 16/812,495, filed Mar. 9, 2020, which is a continuation of U.S. patent application Ser. No. 16/790,953, filed Feb. 14, 2020, which is a continuation of U.S. patent application Ser. No. 16/157,269, filed Oct. 11, 2018, which is a continuation of U.S. patent application Ser. No. 15/273,335, filed Sep. 22, 2016, which is a continuation of U.S. patent application Ser. No. 15/041,422, filed Feb. 11, 2016, which is a continuation of U.S. patent application Ser. No. 14/512,353, filed Oct. 10, 2014, which is a continuation of U.S. patent application Ser. No. 13/967,414, filed Aug. 15, 2013, which is a continuation of U.S. patent application Ser. No. 13/027,191, filed Feb. 14, 2011, which claims priority to U.S. Provisional Patent Application No. 61/304,331, filed Feb. 12, 2010. The entireties of U.S. patent application Ser. No. 18/346,318, U.S. patent application Ser. No. 17/705,331, U.S. patent application Ser. No. 17/384,911, U.S. patent application Ser. No. 16/812,495, U.S. patent application Ser. No. 16/790,953, U.S. patent application Ser. No. 16/157,269, U.S. patent application Ser. No. 15/273,335, U.S. patent application Ser. No. 15/041,422, U.S. patent application Ser. No. 14/512,353, U.S. patent application Ser. No. 13/967,414, U.S. patent application Ser. No. 13/027,191, and U.S. Provisional Patent Application No. 61/304,331 are hereby incorporated by reference herein.

BACKGROUND OF THE INVENTION

Streaming media is multimedia that is constantly received by and presented to an end-user while being delivered by a streaming provider. The name refers to the delivery method of the medium rather than to the medium itself. The distinction is usually applied to media that are distributed over telecommunications networks, as most other delivery systems are either inherently streaming (e.g., radio, television) or inherently non-streaming (e.g., books, video cassettes, audio CDs). The verb "to stream" is also derived from this term, meaning to deliver media in this manner Internet television is a commonly streamed medium.

Live streaming, more specifically, means taking the media and broadcasting it live over the Internet. The process involves a camera for the media, an encoder to digitize the content, a media publisher where the streams are made available to potential end-users and a content delivery network to distribute and deliver the content. The media can then be viewed by end-users live.

Consciousness is variously defined as subjective experience, awareness, the ability to experience "feeling," wakefulness, the understanding of the concept "self," or the executive control system of the mind. It is an umbrella term that may refer to a variety of mental phenomena. Although humans realize what everyday experiences are, consciousness itself resists being defined, philosophers note.

Consciousness is the subject of much research in philosophy of mind, psychology, neuroscience, cognitive science, and artificial intelligence. Issues of practical concern include how the presence of consciousness can be assessed in severely ill or comatose people; whether non-human consciousness exists and, if so, how it can be measured; at what point in fetal development consciousness begins; and whether computers can achieve a conscious state.

Prayer is a form of religious practice that seeks to activate a volitional rapport to a god or spirit through deliberate practice. Prayer may be either individual or communal and take place in public or in private.

It may involve the use of words or song. When language is used, prayer may take the form of a hymn, incantation, formal creedal statement, or a spontaneous utterance in the praying person. There are different forms of prayer such as petitionary prayers, prayers of supplication, thanksgiving, and worship/praise.

Prayer may be directed towards a deity, spirit, deceased person, or lofty idea, for the purpose of worshipping, requesting guidance, requesting assistance, confessing sins, or to express one's thoughts and emotions. Thus, people pray for many reasons such as personal benefit or for the sake of others.

Most major religions involve prayer in one way or another. Some ritualize the act of prayer, requiring a strict sequence of actions or placing a restriction on who is permitted to pray, while others teach that prayer may be practiced spontaneously by anyone at any time.

SUMMARY OF THE INVENTION

In one embodiment according to the present invention, a system and process for coordinating a programmed media stream is provided. Preferably, this content relates to consciousness messages such as prayers, requests for charity, thoughts, or similar messages. However, this content can also relate to breaking news, music videos, comedy, or similar content. A network-connected server maintains a database containing media content-related data, such as the text of a message, accompanying media, time of airing, payment, and related comments. A user can view these feeds or streams of these streams by downloading a mobile application or browsing to a website. The application or website can also be used to create, schedule, and pay for media content airtime for a message or program.

BRIEF DESCRIPTION OF THE DRAWINGS

These and other aspects, features, and advantages of which embodiments of the invention are capable of will be apparent and elucidated from the following description of embodiments of the present invention, reference being made to the accompanying drawings, in which:

FIG. **1** illustrates a media content coordination system according to an embodiment of the present invention;

FIG. **2** illustrates a current media content interface according to an embodiment of the present invention;

FIG. **3** illustrates an about us interface according to an embodiment of the present invention;

FIG. **4** illustrates an airtime purchase interface according to an embodiment of the present invention;

FIG. **5** illustrates an airtime date selection interface according to an embodiment of the present invention;

FIG. **6** illustrates an advanced airtime date selection interface according to an embodiment of the present invention;

FIG. **7** illustrates a media content preview interface according to an embodiment of the present invention;

FIG. **8** illustrates a payment interface according to an embodiment of the present invention;

FIG. **9** illustrates a confirmation interface according to an embodiment of the present invention;

FIG. **10** illustrates a process of coordinating media content times according to an embodiment of the present invention:

FIG. **11** illustrates a media content airstream interface according to an embodiment of the present invention;

FIG. **12** illustrates a media content sponsorship interface according to an embodiment of the present invention;

FIG. **13** illustrates a process of viewing and interacting with a current message according to an embodiment of the present invention; and,

FIG. **14** illustrates an interface for in app purchases of items according to an embodiment of the present invention.

DESCRIPTION OF EMBODIMENTS

Specific embodiments of the invention will now be described with reference to the accompanying drawings. This invention may, however, be embodied in many different forms and should not be construed as limited to the embodiments set forth herein; rather, these embodiments are provided so that this disclosure will be thorough and complete, and will fully convey the scope of the invention to those skilled in the art. The terminology used in the detailed description of the embodiments illustrated in the accompanying drawings is not intended to be limiting of the invention. In the drawings, like numbers refer to like elements.

Unless otherwise defined, all terms (including technical and scientific terms) used herein have the same meaning as commonly understood by one of ordinary skill in the art to which this invention belongs. It will be further understood that terms, such as those defined in commonly used dictionaries, should be interpreted as having a meaning that is consistent with their meaning in the context of the relevant art and will not be interpreted in an idealized or overly formal sense unless expressly so defined herein.

The terms message, media message, or program are used interchangeably in this specification and generally refer to text, audio, video, or still images sent across the internet. In one aspect of the present invention, the system can be used for any media content type, such as news, comedy, drama, environmental messages, offers to purchase related items, and similar messages. In another aspect of the present invention, the system is used for consciousness messages, such as prayers, collective thoughts, appeals to charity, and inspirational messages.

FIG. **1** illustrates an example media coordination system **100** according to the present invention which allows network connected devices, such as mobile devices **106** (cell phones, portable music players, tables, laptops, etc.), to coordinate times for specific media messages/programs to be streamed to other application users (e.g., a feed of message posts or a stream of real-time media data). Generally, a computer server **102** (e.g., a processor, RAM, a hard drive, an operating system, web serving software and database software) is connected to a wide area network **104** such as the internet or wireless cell phone data network. Mobile devices **106** are also connected to the network **104**, allowing for communication to and from the server **102**.

As seen in item **220** of the flow chart of FIG. **13**, a user either executes the mobile media application on their mobile device or uses a browser to browse to an internet page supplied by the server **102**. The application downloads the current media message/program (i.e., a thought or prayer video scheduled for airing at that time) from the server. Alternately, the server **102** may automatically push the current media message or link to the current media message via phone notifications, email, or text messages.

In one example, delivery of the current media message to the mobile device **106** is performed as a feed that is downloaded as requested by the user. In another example, delivery of the current media message is achieved with a live streaming media file (e.g., streaming audio/video) that provides images, text, and/or audio to the user's mobile device. In this respect, the media message stream is similar to a live television station having scheduled media messages as its programming.

In item **222**, the mobile application displays the media message data supplied by the server **102**. This data may include the text of a media message, an attached or linked-to media file, donation information, and media message expiration information (i.e., when the current media message expires causing the mobile application to download a new current media message). Alternately, the media message data may be a live media stream, previously rendered by the server **102**, which displays the images, text, audio, video, or other items in a common media format (e.g., h.264 mp4 video format). In one preferred embodiment, the media message is a prayer, collective consciousness message, request for charity, environmental, or similar message.

In item **224**, the user views the media message data in an interface of the mobile application and interacts with the interface. For example, the user may add a comment about the media message, a donation, a greeting card, or share a link to the media message via a social network, email, text message, or similar communication. The user may also make purchases within the application (e.g., in app purchases, credit cards, Pay Pal, etc.) to buy gift certificates for message airtime, greeting cards, or similar in-application items.

In item **226**, the user can design, upload, and pay for a custom media message that is stored and aired from the server **102**. The server will similarly air the custom media message at the specified time as the current media message, thereby distributing that media message out to other users of the mobile application and website.

FIG. **10** illustrates a flow chart of an example process for coordinating media messages. As seen in item **190**, the mobile application is executed on the mobile device **106** that can download available times that a media message can be scheduled. A user can request availability of a specific time or the mobile application can download a variety of free times.

In item **192**, the user selects a time that they would like to have their media message available, the text of their media message, any images, or videos that they would like to accompany the media message, and payment information. This data is uploaded to server **102** and stored in a database in item **194**.

As seen in item **196**, the sever **102** provides media message data according to the scheduled time. This data can be rendered and streamed as a live streaming format, made available for download to each mobile device **106** running the application or can be sent out via a push notification, email, or text message. Optionally, the push notification, email, or text message can include a link that opens the mobile media message application to that specific media message or to a webpage displaying that media message.

The current media message can also be displayed on any participating websites. For example, an otherwise nonaffiliated website could include code that displays the current

media message. In another example, the media message can be posted to a social media site, such as Facebook or Twitter, which allows users to subscribe. In this respect, people visiting websites otherwise unrelated to the server **102** can also view the current media message.

FIGS. **2-9** illustrate various example aspects and interfaces of the mobile media message application according to the present invention. FIG. **2** illustrates the current media message interface **110** that displays the media message currently scheduled by the server **102**. The current media message interface **110** preferably includes a media message text display **114** that displays the text of the media message specified by the person who created the current media message.

Optionally, the current media message interface includes an advertisement banner **112** for displaying advertisements from a downloaded source, such as from Google AdSense or Apple in-app advertising. Optionally, the mobile media message application can allow a user the option to include this banner **112** during the media message creation process to financially subsidize the price of posting the media message.

The interface **110** also includes a comments button **111** that displays a comment interface for leaving messages related to the current media message. A past media messages button **113** is also included for displaying a list of past media messages or bookmarked media messages.

Preferably, multiple feeds or streams are available to the mobile application. For example, some streams can be specific breaking news, religion, music, or pets. Selecting the switch stream button **115** allows the user to switch between these streams.

The donate button **117** allows the user to donate money to originator of the media message, thereby allowing users or entities to raise money in addition to soliciting media messages. The buy gift button **119** allows the user to buy items for the author of the current message or another user. Gifts can include virtual greeting cards, gift certificates, message airtime, and similar items. The buy airtime button **120** displays an interface for creating and purchasing a media message that will be displayed on the application and the learn more button **118** displays an about us interface **122** seen in FIG. **3**.

The about us interface **122** preferably includes information about the developer and information **124** about how to pray. A share button **128** allows the user to share specific media message tips with others (e.g., by emailing text of the media message information **124**). The go back button **126** returns the user to the previous screen.

If the user selects the buy airtime button **120** in interface **110**, the buy airtime interface **130** is displayed, as seen in FIG. **4**. Title input **132** allows a user to enter a text title for their media message, while text of the media message can be entered in message input **134**. Optionally, the user can attach or add a link to an image, audio, and/or video in the media input **136**. This media is uploaded to the server **102** and rendered into the stream for broadcast at the scheduled time. The next button **138** displays the airtime selection interface **140** as seen in FIG. **5**.

The airtime selection interface **140** preferably provides a plurality of selectable time ranges **142** (e.g., check boxes) and their accompanying cost. A minute input **144** allows the user to specify the amount of time the user would like their media message to be displayed as the current media message. Selecting the advanced button **148** displays the advanced airtime interface **150** seen in FIG. **6**.

The advanced airtime interface **150** allows the user more control over exactly when the media message will be shown as the current media message. For example, a date interface **152** allows the user to specify a specific day to air the media message, the time interface **154** provides more detailed time ranges, and the time interface allows input of the amount of time the media message will air as the current media message. Selecting the basic button **159** returns the user to the airtime selection interface **140** while selecting the find time button **158** attempts to find an unreserved free time for the media message.

Once the server **102** has found a free time according to the criteria selected by the user, the preview interface **160** is displayed, as seen in FIG. **7**. The proposed message date **162** is located at the top of the interface **160**, followed by the preview of the media message **164**. The user can select the go back button **166** to return to a previous interface to correct information or can select the checkout button **168** to display the payment interface **170**, seen in FIG. **8**.

The payment interface **170** allows the user to select their desired method of payment. This interface can be used for buying airtime on a stream or for any other activity that may require payment (e.g., purchasing gift certificates or greeting cards).

For example, the user can select the in-app payment button **172** to cause payment through an "in-app" payment system, such as Apple's in-app payment system. The user may also enter their credit card information in the credit card input **174** or can select the PayPal button **176** to bring up PayPal login credentials for payment via PayPal. Preferably, the interface **170** includes a plurality of charity inputs **178** (e.g., checkboxes) for specifying donations to specific charities. The user can return to previous interfaces via the go back button **177** or can submit the payment information via the purchase button **179**.

Once the payment information has been submitted and confirmed by the server **102**, the confirmation interface **180** is displayed, as seen in FIG. **9**. A confirmation message **182** is displayed at the top of the interface **180** to confirm the exact time the media message will be available. Additionally, a plurality of media message sharing buttons **184** are displayed to allow the user to easily share details (e.g., date, time, hypertext link) to the media message on various calendar, email, text message, or social media websites.

FIG. **11** illustrates an alternate media message interface **200** according to the present invention. The interface **200** allows a user or organization to post a media message, media (music, video, image, etc.), and/or request for donations, seen in the media message display **204**. This airstream media message can be purchased through an interface similar to those previously described in this specification. Optionally, an advertiser may sponsor such a stream and post their ad banner in the banner display **202**.

The interface **200** also displays live or regularly updated comments and media messages from users in the live stream display **206**. If a user wishes to comment, add a greeting card (or similar link), or add a message, the add message button **208** can be selected, prompting the user for a text comments and an optional donation amount. Alternately, the user can select the donate button **210** to donate money without adding a comment (e.g., utilizing the payment interface **170**). These comments and donation amounts are transmitted to the server **102**, processed, and then displayed in the live stream display **206** for all users to view.

FIG. **12** illustrates a sponsor interface **210** that allows an advertiser or user to sponsor a specific current media message or airstream media message. A media message selec-

tion input **212** downloads and displays from the server **102** a list of media messages and sponsor prices that are available for sponsorship. A specific media message can be selected and the sponsor's ad banner can be uploaded to the server **102** by clicking the add banner button **214**. Once the user is satisfied by their selection, the check out button **168** can be used to pay.

FIG. **14** illustrates an item purchase interface **230** that allows the user to make in-app purchases of items via the item selection interface **232**. This allows the user to select a desired item (real or virtual) for purchase, then select the check out button **168**, which leads to the previously described payment interface **170**.

In one specific example, the present invention can be particularly used to facilitate prayer or collective consciousness. For example, users can purchase airtime to display a prayer or collective thought. In another example, a request for donations (e.g., from a person or charity) can be uploaded to the stream to allow users to donate money within the mobile application.

In another specific example, the present invention can be used to purchase airtime and upload ongoing news or informational video. In this respect, a stream may be directed to eye-witness news or similar breaking new.

In another specific example, a stream can be directed to music videos. Hence, a user can purchase airtime and upload their own music videos that will stream at a specific time and date.

In another example, a stream can be directed to short films. Users can produce their own films, purchase airtime, and then upload the films to air on the channel at a specific time.

In another example according to the present invention, the server can provide a user or company with their own media stream to control. In this respect, the other users can post messages on this third party controlled stream, allowing the stream creator to designate airtime price, which uploads are approved and additional items for purchase.

Although the invention has been described in terms of particular embodiments and applications, one of ordinary skill in the art, in light of this teaching, can generate additional embodiments and modifications without departing from the spirit of or exceeding the scope of the claimed invention. Accordingly, it is to be understood that the drawings and descriptions herein are proffered by way of example to facilitate comprehension of the invention and should not be construed to limit the scope thereof.

What is claimed is:

1. A method, comprising:

receiving, at one or more servers, a plurality of media messages from one or more mobile applications executable on a corresponding one or more mobile devices;

storing the plurality of media messages on the one or more servers;

providing a first feed from the one or more servers to a mobile application executable on a mobile device, the first feed including a first subset of media messages selected from among the plurality of media messages stored on the one or more servers, the mobile application configured to present the first feed, wherein presentation of the first feed by the mobile application includes presentation of a comment prompt, a sharing prompt, and a bookmark prompt with a media message included in the first feed, wherein interaction with the comment prompt via the mobile application enables a comment to be associated with the media message, wherein interaction with the sharing prompt via the mobile application facilitates generation of a link configured to enable access to the media message, wherein interaction with the bookmark prompt via the mobile application enables the media message to be associated with another bookmarked media message through the mobile application; and

providing a second feed from the one or more servers to the mobile application, the second feed including a second subset of media messages selected from among the plurality of media messages stored on the one or more servers, the second feed differing from the first feed, the mobile application configured to present the second feed, the mobile application configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the mobile application.

2. The method of claim **1**, wherein respective ones of the plurality of media messages received at the one or more servers include an image or video captured by the one or more mobile applications via a corresponding one or more cameras of the corresponding one or more mobile devices.

3. The method of claim **2**, wherein the media message included in the first feed includes one or more of an attached image or attached audio that is not native to the image or video captured by the one or more mobile applications via the corresponding one or more cameras of the corresponding one or more mobile devices.

4. The method of claim **1**, wherein the link is a first link, wherein the media message included in the first feed is encoded with a second link, wherein interaction with the second link via the mobile application enables access to a webpage.

5. The method of claim **1**, wherein presentation of the first feed by the mobile application includes presentation of an advertisement prompt with the media message included in the first feed, wherein interaction with the advertisement prompt via the mobile application causes presentation of an advertisement.

6. The method of claim **1**, wherein presentation of the first feed by the mobile application includes presentation of an item purchase prompt with the media message included in the first feed, wherein interaction with the item purchase prompt via the mobile application enables presentation of information to initiate purchase of an item.

7. The method of claim **1**, wherein one or more stored media messages are associated with expiration information to determine when the one or more stored media messages can no longer be provided in the first feed.

8. A method, comprising:

generating a plurality of media messages at one or more mobile applications executable on a corresponding one or more mobile devices, wherein respective ones of the plurality of media messages include an image or video captured by the one or more mobile applications via a corresponding one or more cameras of the corresponding one or more mobile devices;

receiving, at one or more servers, the plurality of media messages from the one or more mobile applications;

storing the plurality of media messages on the one or more servers;

providing a first feed from the one or more servers to a mobile application executable on a mobile device, the first feed including a first subset of media messages selected from among the plurality of media messages stored on the one or more servers, the mobile application configured to present the first feed, wherein presentation of the first feed by the mobile application

includes presentation of a comment prompt, a sharing prompt, and a bookmark prompt with a media message included in the first feed, wherein interaction with the comment prompt via the mobile application enables a comment to be associated with the media message, wherein interaction with the sharing prompt via the mobile application facilitates generation of a link configured to enable access to the media message, wherein interaction with the bookmark prompt via the mobile application enables the media message to be associated with another bookmarked media message through the mobile application; and

providing a second feed from the one or more servers to the mobile application, the second feed including a second subset of media messages selected from among the plurality of media messages stored on the one or more servers, the second feed differing from the first feed, the mobile application configured to present the second feed, the mobile application configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the mobile application.

9. The method of claim **8**, wherein the link is a first link, wherein the media message included in the first feed is encoded with a second link, wherein interaction with the second link via the mobile application enables access to a webpage.

10. The method of claim **8**, wherein presentation of the first feed by the mobile application includes presentation of an advertisement prompt with the media message included in the first feed, wherein interaction with the advertisement prompt via the mobile application causes presentation of an advertisement.

11. The method of claim **8**, wherein presentation of the first feed by the mobile application includes presentation of an item purchase prompt with the media message included in the first feed, wherein interaction with the item purchase prompt via the mobile application enables presentation of information to initiate purchase of an item.

12. The method of claim **8**, wherein the media message included in the first feed includes one or more of an attached image or attached audio that is not native to the image or video captured by the one or more mobile applications via the corresponding one or more cameras of the corresponding one or more mobile devices.

13. The method of claim **8**, wherein one or more stored media messages are associated with expiration information to determine when the one or more stored media messages can no longer be provided in the first feed.

14. A system, comprising:

one or more servers including memory, machine-readable instructions, and one or more processors, the one or more processors configured to execute the machine-readable instructions to perform operations comprising:

receiving, at the one or more servers, a plurality of media messages from one or more mobile applications executable on a corresponding one or more mobile devices;

storing the plurality of media messages on the one or more servers;

providing a first feed from the one or more servers to a mobile application executable on a mobile device, the first feed including a first subset of media messages selected from among the plurality of media messages stored on the one or more servers, the mobile application configured to present the first feed, wherein presentation of the first feed by the mobile application includes presentation of a comment prompt, a sharing prompt, and a bookmark prompt with a media message included in the first feed, wherein interaction with the comment prompt via the mobile application enables a comment to be associated with the media message, wherein interaction with the sharing prompt via the mobile application facilitates generation of a link configured to enable access to the media message, wherein interaction with the bookmark prompt via the mobile application enables the media message to be associated with another bookmarked media message through the mobile application; and

providing a second feed from the one or more servers to the mobile application, the second feed including a second subset of media messages selected from among the plurality of media messages stored on the one or more servers, the second feed differing from the first feed, the mobile application configured to present the second feed, the mobile application configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the mobile application.

15. The system of claim **14**, wherein respective ones of the plurality of media messages received at the one or more servers include an image or video captured by the one or more mobile applications via a corresponding one or more cameras of the corresponding one or more mobile devices.

16. The system of claim **15**, wherein the media message included in the first feed includes one or more of an attached image or attached audio that is not native to the image or video captured by the one or more mobile applications via the corresponding one or more cameras of the corresponding one or more mobile devices.

17. The system of claim **14**, wherein the link is a first link, wherein the media message included in the first feed is encoded with a second link, wherein interaction with the second link via the mobile application enables access to a webpage.

18. The system of claim **14**, wherein presentation of the first feed by the mobile application includes presentation of an advertisement prompt with the media message included in the first feed, wherein interaction with the advertisement prompt via the mobile application causes presentation of an advertisement.

19. The system of claim **14**, wherein presentation of the first feed by the mobile application includes presentation of an item purchase prompt with the media message included in the first feed, wherein interaction with the item purchase prompt via the mobile application enables presentation of information to initiate purchase of an item.

20. The system of claim **14**, wherein one or more stored media messages are associated with expiration information to determine when the one or more stored media messages can no longer be provided in the first feed.

21. A system, comprising:

one or more mobile applications executable on a corresponding one or more mobile devices, the one or more mobile applications configured to create a plurality of media messages, wherein respective ones of the plurality of media messages include an image or video captured via a corresponding one or more cameras of the corresponding one or more mobile devices; and

one or more servers including memory, machine-readable instructions, and one or more processors, the one or more processors configured to execute the machine-readable instructions to perform operations comprising:

receiving, at the one or more servers, the plurality of media messages from the one or more mobile applications;

storing the plurality of media messages on the one or more servers;

providing a first feed from the one or more servers to a mobile application executable on a mobile device, the first feed including a first subset of media messages selected from among the plurality of media messages stored on the one or more servers, the mobile application configured to present the first feed, wherein presentation of the first feed by the mobile application includes presentation of a comment prompt, a sharing prompt, and a bookmark prompt with a media message included in the first feed, wherein interaction with the comment prompt via the mobile application enables a comment to be associated with the media message, wherein interaction with the sharing prompt via the mobile application facilitates generation of a link configured to enable access to the media message, wherein interaction with the bookmark prompt via the mobile application enables the media message to be associated with another bookmarked media message through the mobile application; and

providing a second feed from the one or more servers to the mobile application, the second feed including a second subset of media messages selected from among the plurality of media messages stored on the one or more servers, the second feed differing from the first feed, the mobile application configured to present the second feed, the mobile application configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the mobile application.

22. The system of claim **21**, wherein the link is a first link, wherein the media message included in the first feed is encoded with a second link, wherein interaction with the second link via the mobile application enables access to a webpage.

23. The system of claim **21**, wherein presentation of the first feed by the mobile application includes presentation of an advertisement prompt with the media message included in the first feed, wherein interaction with the advertisement prompt via the mobile application causes presentation of an advertisement.

24. The system of claim **21**, wherein presentation of the first feed by the mobile application includes presentation of an item purchase prompt with the media message included in the first feed, wherein interaction with the item purchase prompt via the mobile application enables presentation of information to initiate purchase of an item.

25. The system of claim **21**, wherein the media message included in the first feed includes one or more of an attached image or attached audio that is not native to the image or video captured by the one or more mobile applications via the corresponding one or more cameras of the corresponding one or more mobile devices.

26. The system of claim **21**, wherein one or more stored media messages are associated with expiration information to determine when the one or more stored media messages can no longer be provided in the first feed.

* * * * *

Exhibit F1

Exhibit F1 -- U.S. Patent No. 12,131,357

U.S. Patent 12,131,357		Meta Activity
	Claim 1	
1A	A method, comprising: receiving, at one or more servers, a plurality of media messages from one or more mobile applications executable on a corresponding one or more mobile devices;	Meta operates and controls the '1357 Accused Instrumentalities, as defined in the First Amended Complaint. The '1357 Accused Instrumentalities receive at one or more servers, a plurality of media messages from one or more mobile applications executable on a corresponding one or more mobile devices. For example, the '1357 Accused Instrumentalities provide for the generation of advertising media messages, which Meta refers to as "ad creatives," through Meta mobile applications. Mobile applications, such as Facebook, Meta Ads Manager, or Meta Business Suite, can generate such advertising media messages for delivery on Meta's Facebook, Messenger, or Instagram platforms. The advertising media message includes content, such as photos, video, and text, as well as associated information such as expiration information that is used to determine when the message will no longer be available for presentation. Servers in the '1357 Accused Instrumentalities receive the advertising media message and associated information from the mobile application that generates the advertising media message. The '1357 Accused Instrumentalities also provide for the generation of media messages through publishing features available on the Facebook and Instagram mobile applications. For example, publishing features associated with Posts and Reels generate media messages for delivery on Meta platforms. Servers in the '1357 Accused Instrumentalities receive the media message and associated information from the mobile application that generates the media message. Exemplary Sources https://www.facebook.com/business/ads/#faq https://www.facebook.com/business/learn/lessons/create-facebook-ads-from-facebook-page https://www.facebook.com/business/learn/lessons/create-ads-promote-business https://business.facebook.com/business/help/705965862850667?id=373423763458293 https://www.facebook.com/business/help/813510795795140?id=3349108371785391

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U.S. Patent 12,131,357		Meta Activity
		https://www.facebook.com/business/help/280594309504695?id=2030300680608329 https://www.facebook.com/business/learn/lessons/meta-ads-manager-advertising https://www.facebook.com/business/ads/ad-budget-schedule/ https://www.facebook.com/business/ads/ad-creative/ https://www.facebook.com/business/ads-guide/update https://www.facebook.com/business/ads-guide/update/image https://www.facebook.com/business/ads-guide/update/video https://www.facebook.com/business/ads-guide/update/image/facebook-facebook-reels https://www.facebook.com/business/ads-guide/update/video/facebook-story https://www.facebook.com/business/ads-guide/update/video/instagram-profile-feed https://www.facebook.com/business/ads-guide/update/video/instagram-story https://www.facebook.com/business/ads-guide/update/image/instagram-reels https://www.facebook.com/help/170116376402147?cms_platform=iphone-app&helpref=platform_switcher https://www.facebook.com/help/2862139500770200?cms_platform=iphone-app&helpref=platform_switcher https://www.facebook.com/help/instagram/442418472487929?cms_platform=iphone-app&helpref=platform_switcher https://www.facebook.com/help/instagram/2720958398006062?cms_platform=iphone-app&helpref=platform_switcher
1B	storing the plurality of media messages on the one or more servers;	The '1357 Accused Instrumentalities store the plurality of media messages on the one or more servers. For example, servers receive the advertising media messages from the mobile application and store them on servers for selection and delivery to a mobile application. Additionally, media messages generated by the publishing features associated with Facebook and Instagram Posts and Reels are stored on servers for placement into Meta's various platform feeds.

Exhibit F1 -- U.S. Patent No. 12,131,357

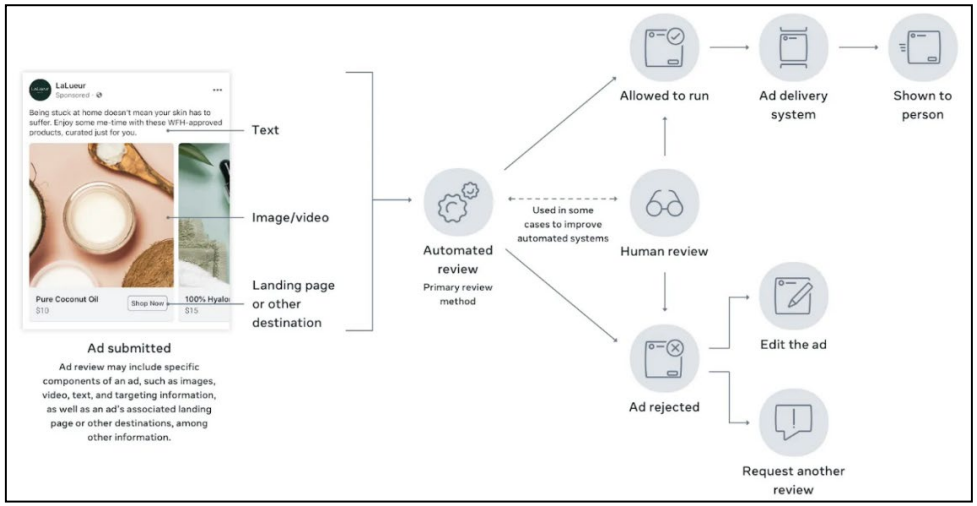
U.S. Patent 12,131,357		Meta Activity
		 *See* Row 1A. Exemplary Sources https://www.facebook.com/business/help/204798856225114?id=649869995454285 https://www.facebook.com/help/instagram/249420315434256/ https://www.facebook.com/help/instagram/1066482030107872/?helpref=uf_permalink&parent_cms_id=1986234648360433 https://www.facebook.com/help/1155510281178725/?helpref=hc_fnav https://www.facebook.com/help/166738576721085/?helpref=uf_permalink&parent_cms_id=1155510281178725

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U.S. Patent 12,131,357		Meta Activity
1C	providing a first feed from the one or more servers to a mobile application executable on a mobile device, the first feed including a first subset of media messages selected from among the plurality of media messages stored on the one or more servers, the mobile application configured to present the first feed,	The '1357 Accused Instrumentalities provide a first feed from the one or more servers to a mobile application executable on a mobile device, the first feed including a first subset of media messages selected from among the plurality of media messages stored on the one or more servers, the mobile application configured to present the first feed. For example, the '1357 Accused Instrumentalities provide various feeds, such as Feeds, Stories, and Reels, to mobile applications across all Meta platforms, including Facebook, Instagram, and Messenger. *See* Rows 1A & 1B. Exemplary Sources https://www.facebook.com/help/1155510281178725/?helpref=hc_fnav https://www.facebook.com/help/475378724739085/?helpref=hc_fnav https://www.facebook.com/help/349797465699432/?helpref=hc_fnav https://help.instagram.com/1986234648360433/?helpref=hc_fnav https://help.instagram.com/270447560766967/?helpref=hc_fnav https://help.instagram.com/1660923094227526/?helpref=hc_fnav
1D	wherein presentation of the first feed by the mobile application includes presentation of a comment prompt, a sharing prompt, and a bookmark prompt with a media message included in the first feed, wherein interaction with the comment prompt via the mobile application enables a comment to	The presentation of the first feed by the mobile application includes presentation of a comment prompt, a sharing prompt, and a bookmark prompt with a media message included in the first feed, wherein interaction with the comment prompt via the mobile application enables a comment to be associated with the media message, wherein interaction with the sharing prompt via the mobile application facilitates generation of a link configured to enable access to the media message, wherein interaction with the bookmark prompt via the mobile application enables the media message to be associated with another bookmarked media message through the mobile application. For example, advertising media messages, as well as media messages generated by the publishing features associated with Facebook and Instagram, that are placed in mobile application feeds, such as the various Facebook and Instagram feeds, are displayed with comment prompts, sharing prompts,

Exhibit F1 -- U.S. Patent No. 12,131,357

U.S. Patent 12,131,357		Meta Activity
	be associated with the media message, wherein interaction with the sharing prompt via the mobile application facilitates generation of a link configured to enable access to the media message, wherein interaction with the bookmark prompt via the mobile application enables the media message to be associated with another bookmarked media message through the mobile application; and	and bookmark prompts, as illustrated in the images that follow. Interaction with the comment prompt enables a comment to be associated with the media message. Interaction with the sharing prompt generates an access link to the advertising media message. Meta explains on its website, as shown in the following images, that selecting the share icon presented with a posted media message generates a link, which may be copied and provides access to the media message. Interaction with the bookmark prompt enables the media message to be saved for later access, along with other similarly bookmarked media messages, through the mobile application, as indicated by Meta's instructions for saving and accessing media messages indicated in the image that follows.

Exhibit F1 -- U.S. Patent No. 12,131,357

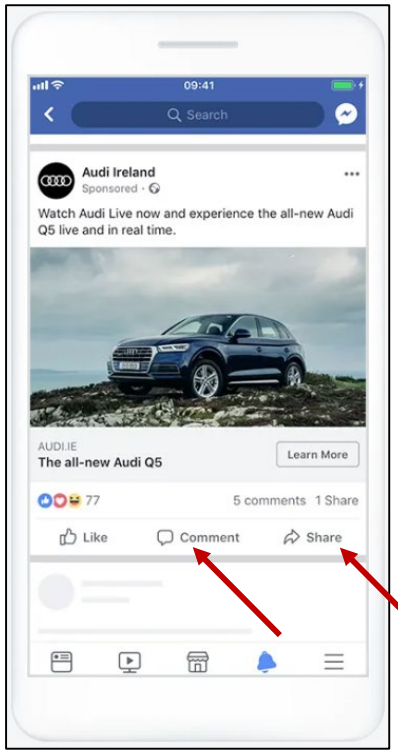
U.S. Patent 12,131,357		Meta Activity
		

Exhibit F1 -- U.S. Patent No. 12,131,357

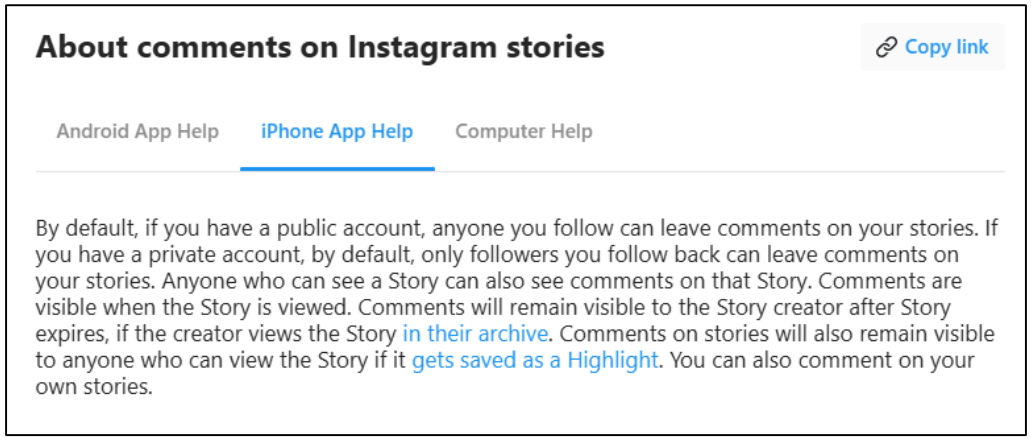
U.S. Patent 12,131,357		Meta Activity
		

Exhibit F1 -- U.S. Patent No. 12,131,357

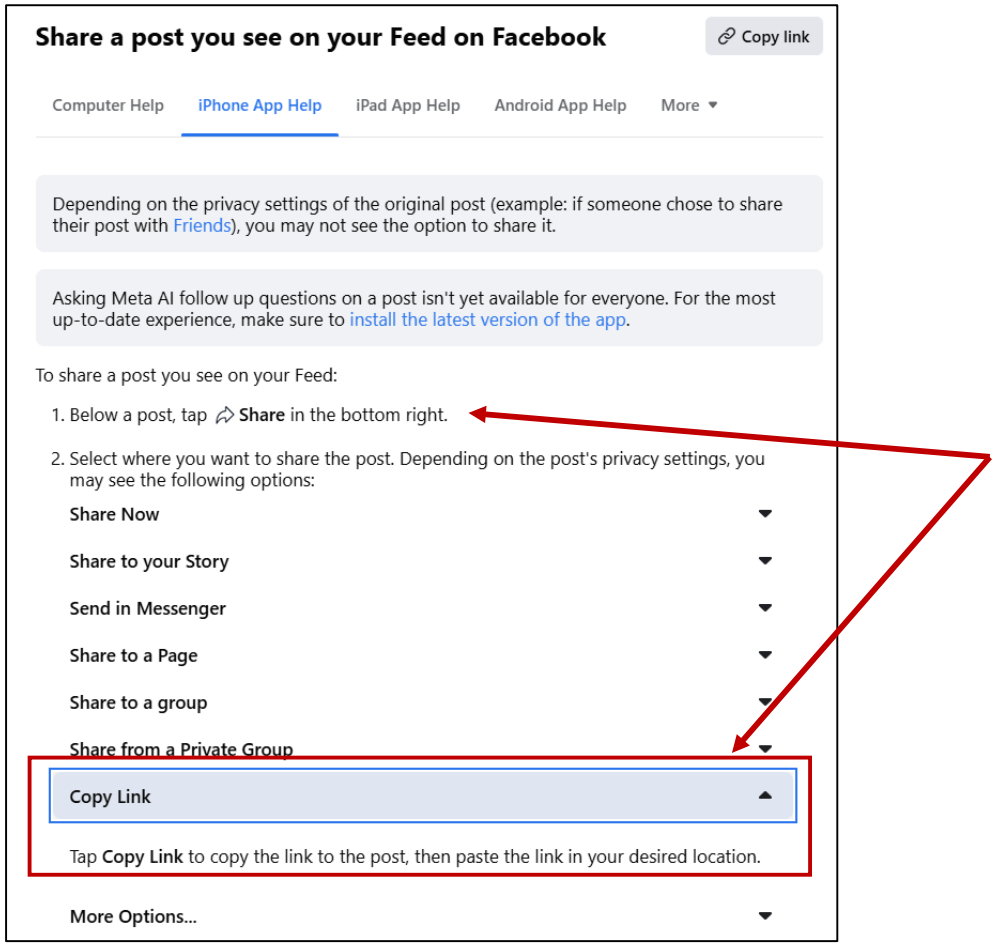
U.S. Patent 12,131,357		Meta Activity
		

Exhibit F1 -- U.S. Patent No. 12,131,357

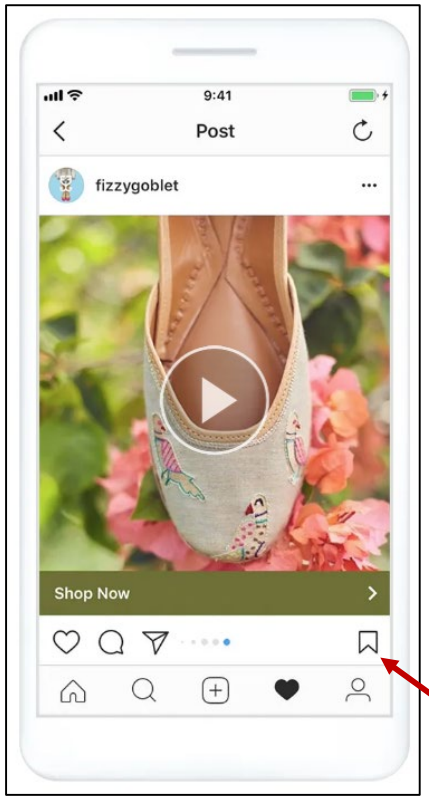
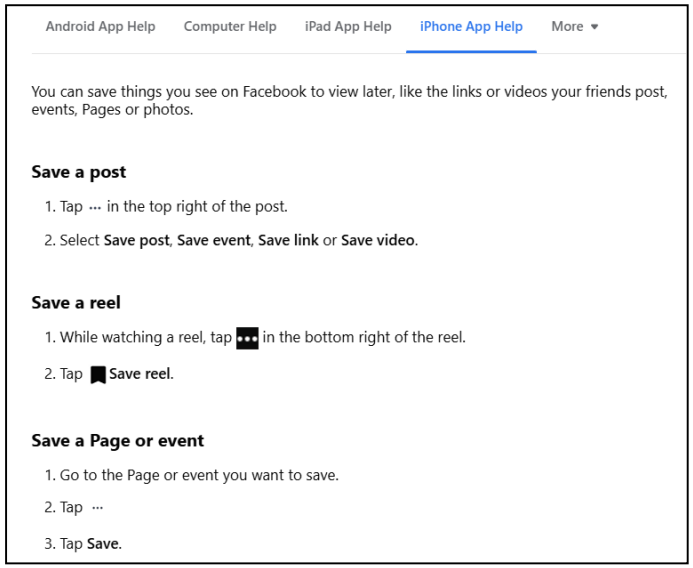
U.S. Patent 12,131,357		Meta Activity
		

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U.S. Patent 12,131,357		Meta Activity



Android App Help | Computer Help | iPad App Help | iPhone App Help | More

You can save things you see on Facebook to view later, like the links or videos your friends post, events, Pages or photos.

Save a post

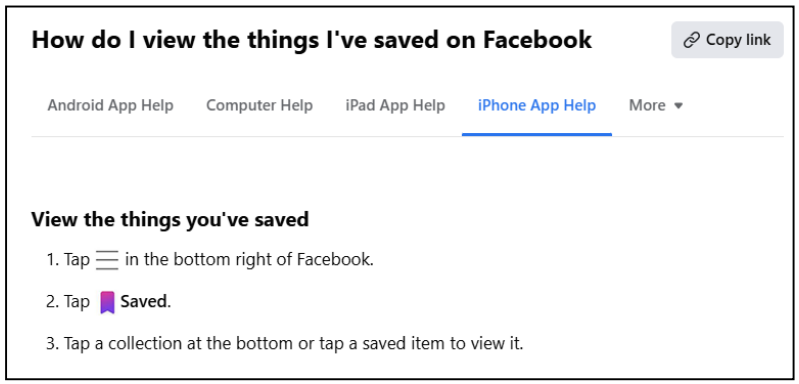
1. Tap ··· in the top right of the post.
2. Select **Save post**, **Save event**, **Save link** or **Save video**.

Save a reel

1. While watching a reel, tap ··· in the bottom right of the reel.
2. Tap **Save reel**.

Save a Page or event

1. Go to the Page or event you want to save.
2. Tap ···
3. Tap **Save**.



How do I view the things I've saved on Facebook Copy link

Android App Help | Computer Help | iPad App Help | iPhone App Help | More

View the things you've saved

1. Tap ☰ in the bottom right of Facebook.
2. Tap **Saved**.
3. Tap a collection at the bottom or tap a saved item to view it.

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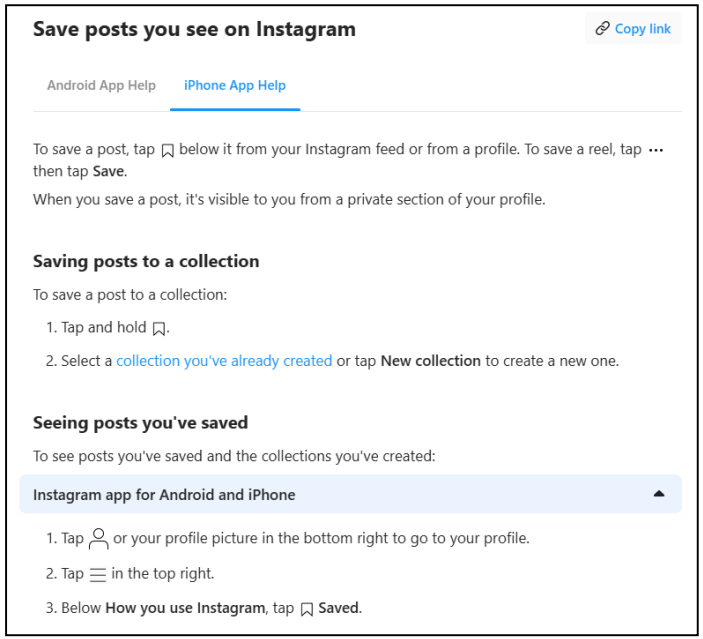
U.S. Patent 12,131,357		Meta Activity
		 *See* Row 1C. Exemplary Sources https://www.facebook.com/business/ads/photo-ad-format https://www.facebook.com/help/instagram/847124530866462?cms_platform=iphone-app&helpref=platform_switcher https://www.facebook.com/help/163779957017799?cms_platform=iphone-app&helpref=platform_switcher https://www.facebook.com/business/ads/instagram-ad https://www.facebook.com/help/407780656369259/

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U.S. Patent 12,131,357		Meta Activity
		https://www.facebook.com/help/516581611792218?cms_platform=iphone-app&helpref=platform_switcher https://www.facebook.com/help/instagram/1744643532522513?cms_platform=iphone-app&helpref=platform_switcher https://www.facebook.com/help/220284408163249?cms_platform=iphone-app&helpref=platform_switcher
1E	providing a second feed from the one or more servers to the mobile application, the second feed including a second subset of media messages selected from among the plurality of media messages stored on the one or more servers, the second feed differing from the first feed, the mobile application configured to present the second feed, the mobile application configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the mobile application.	The '1357 Accused Instrumentalities provide a second feed from the one or more servers to the mobile application, the second feed including a second subset of media messages selected from among the plurality of media messages stored on the one or more servers, the second feed differing from the first feed, the mobile application configured to present the second feed, the mobile application configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the mobile application. For example, the Facebook and Instagram mobile applications can receive multiple, different feeds, including Reels, Stories, and Feeds. A mobile application is configured to switch between the different feed presentations in response to user interaction, such as selecting an image, icon, or menu item. Meta provides examples of switching mobile application feed presentations in the following images from its websites.

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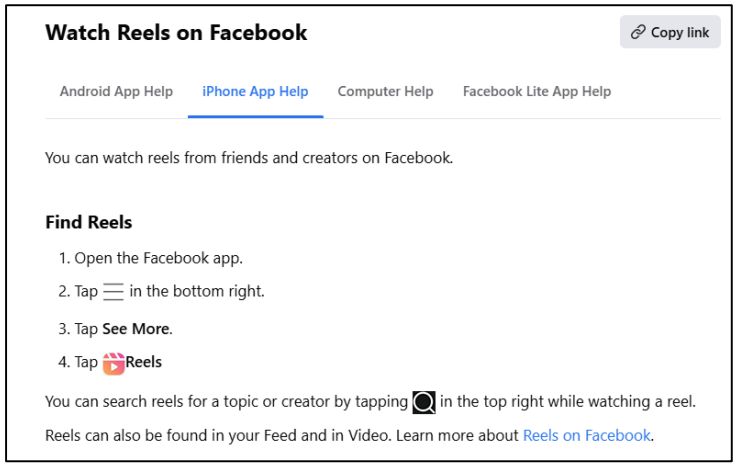
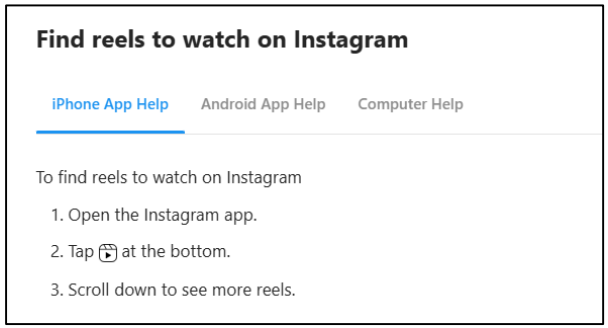
U.S. Patent 12,131,357		Meta Activity
		 

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U.S. Patent 12,131,357		Meta Activity

How to access your Facebook Feeds tab

Computer help | iPhone App Help | Android App Help

How to access your Facebook Feeds tab:

- Tap ☰ in the bottom right of Facebook.
- Tap **Feeds** under **All shortcuts**.

What content can I see in Feeds on Facebook? Copy link

Facebook Feeds shows you content from those that you follow in the order that they were posted. You can view content via these features and filters:

- **Favourites**: View posts and reels from people and Pages that you've favourited. To manage your favourites, choose this tab and tap Manage Favourites at the top. Learn more about how to see and manage Favourites on your Facebook Feed.
- **Friends**: View posts and reels from your friends.
- **Groups**: View posts and reels from the groups that you have joined or admin.
- **Pages**: View posts and reels from the Pages that you've liked and followed.

Navigating the App

Log into Instagram ▾
Profile ▾
Camera ▾
Search & Explore ▾
Home ▴

Home shows a feed of photos and videos posted by you and your friends. You can like and comment on posts in your feed.

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U.S. Patent 12,131,357		Meta Activity
		See Rows 1A-1D. Exemplary Sources https://www.secure.facebook.com/help/262748009210134?cms_platform=iphone-app&helpref=platform_switcher https://www.facebook.com/help/instagram/666412317561393?cms_platform=iphone-app&helpref=platform_switcher https://en-gb.facebook.com/help/222350113887766?cms_platform=iphone-app&helpref=platform_switcher https://en-gb.facebook.com/help/338264271792192?helpref=search&query=what%20types%20of%20feeds&search_session_id=62351830381a515fd032e650c587026a&sr=3 https://www.facebook.com/help/instagram/739823696120882/?helpref=hc_fnav https://www.facebook.com/help/521158825254952/?cms_platform=iphone-app&helpref=platform_switcher https://www.facebook.com/help/instagram/636136463228627/?helpref=uf_permalink&parent_cms_id=1660923094227526
	Claim 8	
8A	A method, comprising: generating a plurality of media messages at one or more mobile applications executable on a corresponding one or more mobile devices, wherein respective ones of the plurality of media messages include an image or video captured by the one or	Meta operates and controls the '1357 Accused Instrumentalities, as defined in the First Amended Complaint. The '1357 Accused Instrumentalities generate a plurality of media messages at one or more mobile applications executable on a corresponding one or more mobile devices, wherein respective ones of the plurality of media messages include an image or video captured by the one or more mobile applications via a corresponding one or more cameras of the corresponding one or more mobile devices.

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	more mobile applications via a corresponding one or more cameras of the corresponding one or more mobile devices;	The '1357 Accused Instrumentalities provide for the generation of media messages through publishing features available on Facebook and Instagram mobile applications. For example, publishing features associated with Posts and Reels generate media messages for delivery on Meta platforms. Facebook and Instagram mobile applications are configured to access a corresponding device's camera in conjunction with publishing features associated with Posts and Reels. The captured photo or video is uploaded via the mobile application and received at servers in the '1357 Accused Instrumentalities. Exemplary Sources https://www.facebook.com/help/170116376402147?cms_platform=iphone-app&helpref=platform_switcher (providing Facebook user instructions to create an image or video post by using the mobile device camera) https://www.facebook.com/help/instagram/442418472487929?cms_platform=iphone-app&helpref=platform_switcher (providing Instagram user instructions to create an image post by using the mobile device camera) https://www.facebook.com/help/instagram/2720958398006062?cms_platform=iphone-app&helpref=platform_switcher (providing Instagram user instructions to record an Instagram Reel video by using the mobile device camera) https://www.facebook.com/help/166707406722029?cms_platform=iphone-app&helpref=platform_switcher (providing Facebook user instructions to record a Facebook video post by using the mobile device camera) https://www.facebook.com/help/2862139500770200?cms_platform=iphone-app&helpref=platform_switcher ("You can create a reel with clips you record using the Facebook app.")
8B	receiving, at one or more servers, the plurality of media messages from the one or more mobile applications;	The '1357 Accused Instrumentalities receive at one or more servers, the plurality of media messages from the one or more mobile applications. For example, publishing features associated with Posts and Reels generate media messages for delivery on Meta platforms. Facebook and Instagram mobile applications are configured to access a

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U.S. Patent 12,131,357		Meta Activity
		corresponding device's camera in conjunction with publishing features associated with Posts and Reels. The captured photo or video is uploaded via the mobile application and received at servers in the '1357 Accused Instrumentalities. *See* Row 8A.
8C	storing the plurality of media messages on the one or more servers;	The '1357 Accused Instrumentalities store the plurality of media messages on the one or more servers. For example, media messages generated by the publishing features associated with Facebook and Instagram Posts and Reels are stored on servers for placement into Meta's various platform feeds. *See* Rows 8A-8B. Exemplary Sources https://www.facebook.com/help/instagram/249420315434256/ https://www.facebook.com/help/instagram/1066482030107872/?helpref=uf_permalink&parent_cms_id=1986234648360433 https://www.facebook.com/help/1155510281178725/?helpref=hc_fnav https://www.facebook.com/help/166738576721085/?helpref=uf_permalink&parent_cms_id=1155510281178725
8D	providing a first feed from the one or more servers to a mobile application executable on a mobile device, the first feed including a first subset of media messages selected from among the plurality of media messages stored on the one or more servers,	The '1357 Accused Instrumentalities provide a first feed from the one or more servers to a mobile application executable on a mobile device, the first feed including a first subset of media messages selected from among the plurality of media messages stored on the one or more servers, the mobile application configured to present the first feed. For example, the '1357 Accused Instrumentalities provide various feeds, such as Feeds, Stories, and Reels, to mobile applications across all Meta platforms, including Facebook, Instagram, and Messenger.

Exhibit F1 -- U.S. Patent No. 12,131,357

U.S. Patent 12,131,357		Meta Activity
	the mobile application configured to present the first feed,	*See* Rows 8A-8C. Exemplary Sources https://www.facebook.com/help/1155510281178725/?helpref=hc_fnav https://www.facebook.com/help/475378724739085/?helpref=hc_fnav https://www.facebook.com/help/349797465699432/?helpref=hc_fnav https://help.instagram.com/1986234648360433/?helpref=hc_fnav https://help.instagram.com/270447560766967/?helpref=hc_fnav https://help.instagram.com/1660923094227526/?helpref=hc_fnav
8E	wherein presentation of the first feed by the mobile application includes presentation of a comment prompt, a sharing prompt, and a bookmark prompt with a media message included in the first feed, wherein interaction with the comment prompt via the mobile application enables a comment to be associated with the media message, wherein interaction with the sharing prompt via the mobile application facilitates generation of a link configured to enable access to the media message, wherein interaction with the bookmark prompt via the mobile	The presentation of the first feed by the mobile application includes presentation of a comment prompt, a sharing prompt, and a bookmark prompt with a media message included in the first feed, wherein interaction with the comment prompt via the mobile application enables a comment to be associated with the media message, wherein interaction with the sharing prompt via the mobile application facilitates generation of a link configured to enable access to the media message, wherein interaction with the bookmark prompt via the mobile application enables the media message to be associated with another bookmarked media message through the mobile application. For example, media messages generated by the publishing features associated with Facebook and Instagram, that are placed in mobile application feeds, such as the various Facebook and Instagram feeds, are displayed with comment prompts, sharing prompts, and bookmark prompts, as illustrated in the images that follow. Interaction with the comment prompt enables a comment to be associated with the media message. Interaction with the sharing prompt generates an access link to the advertising media message. Meta explains on its website, as shown in the following images, that selecting the share icon presented with a posted media message generates a link, which may be copied and provides access to the media message. Interaction with the bookmark prompt enables the media message to be saved for later access, along with other similarly bookmarked media messages, through the mobile application, as indicated by Meta's instructions for saving and accessing media messages indicated in the image that follows.

Exhibit F1 -- U.S. Patent No. 12,131,357

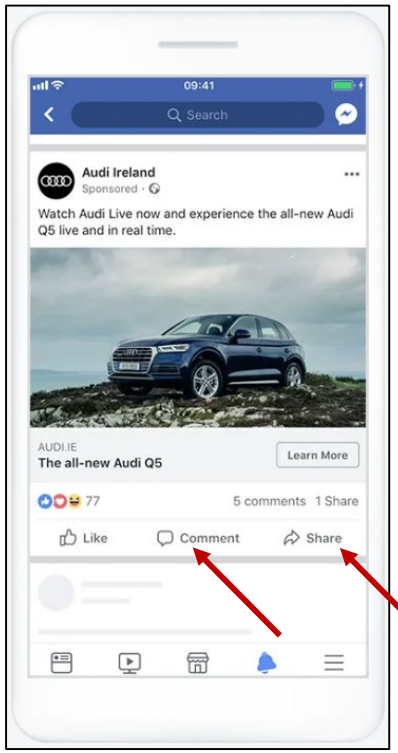
U.S. Patent 12,131,357		Meta Activity
	application enables the media message to be associated with another bookmarked media message through the mobile application; and	

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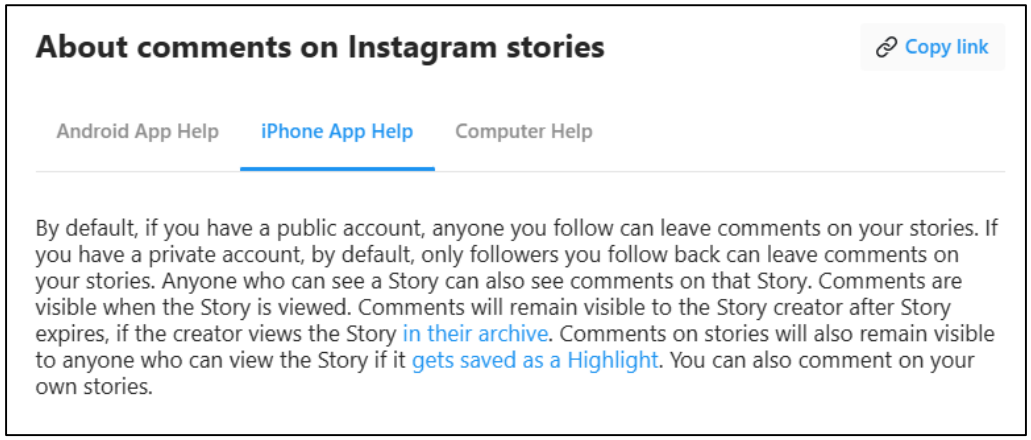
U.S. Patent 12,131,357		Meta Activity
		

Exhibit F1 -- U.S. Patent No. 12,131,357

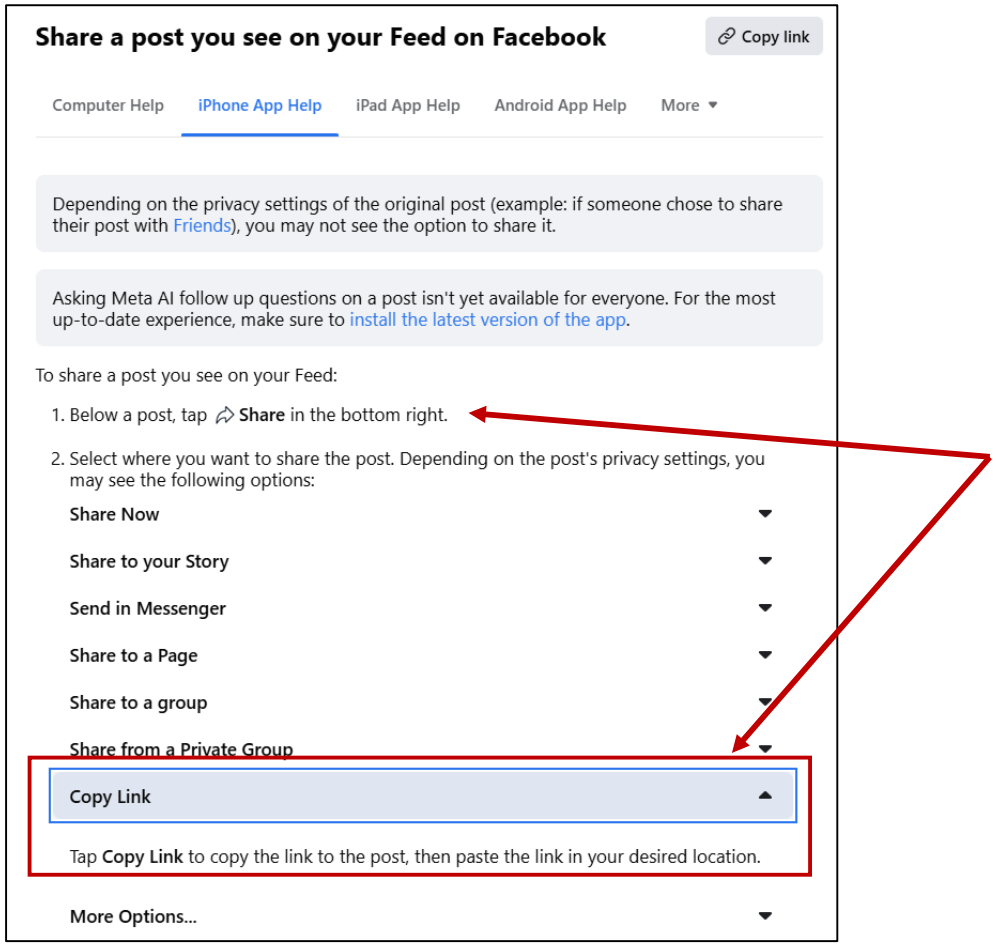
U.S. Patent 12,131,357		Meta Activity
		

Exhibit F1 -- U.S. Patent No. 12,131,357

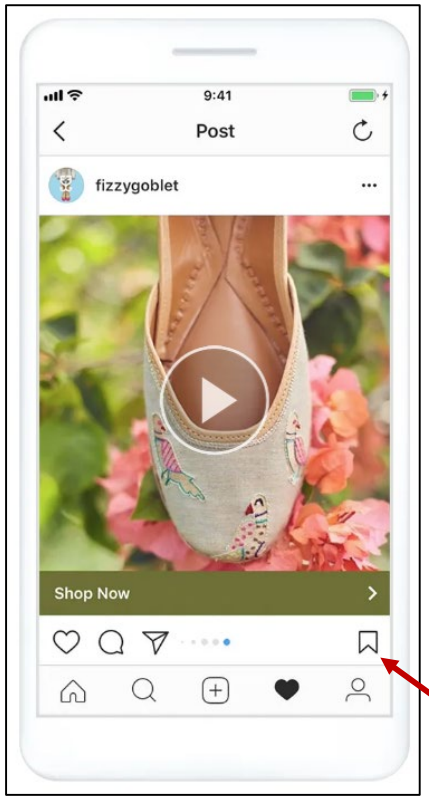
U.S. Patent 12,131,357		Meta Activity
		

Exhibit F1 -- U.S. Patent No. 12,131,357

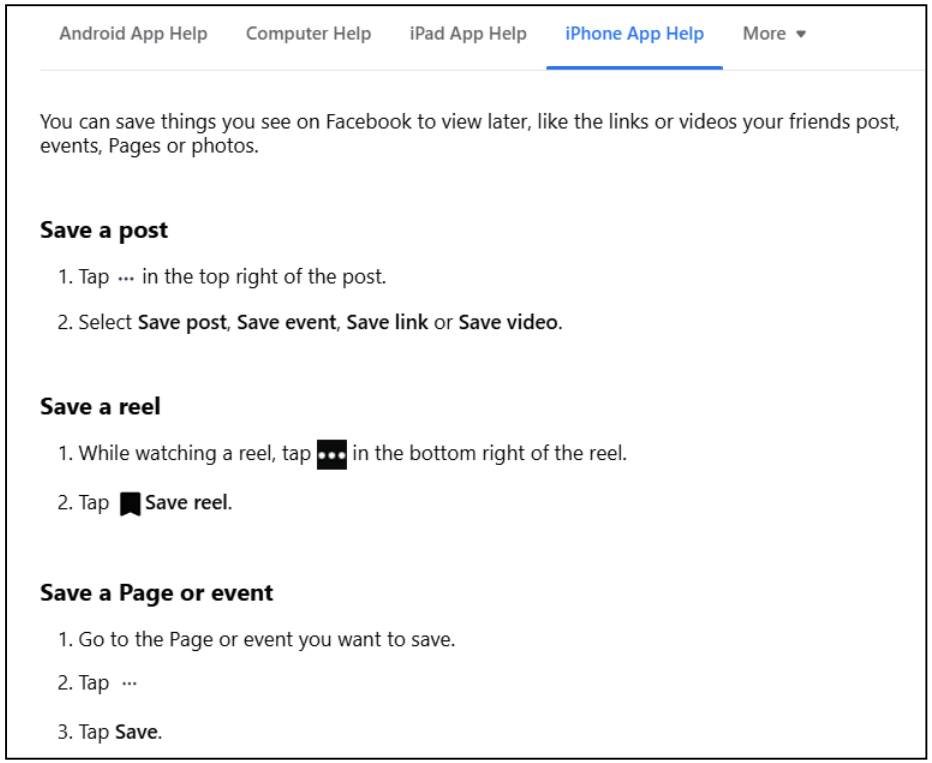
U.S. Patent 12,131,357		Meta Activity
		

Exhibit F1 -- U.S. Patent No. 12,131,357

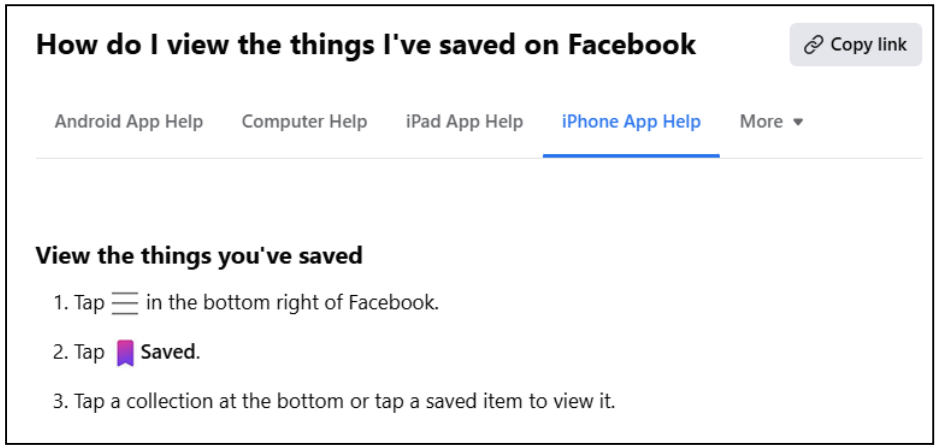
U.S. Patent 12,131,357		Meta Activity
		

Exhibit F1 -- U.S. Patent No. 12,131,357

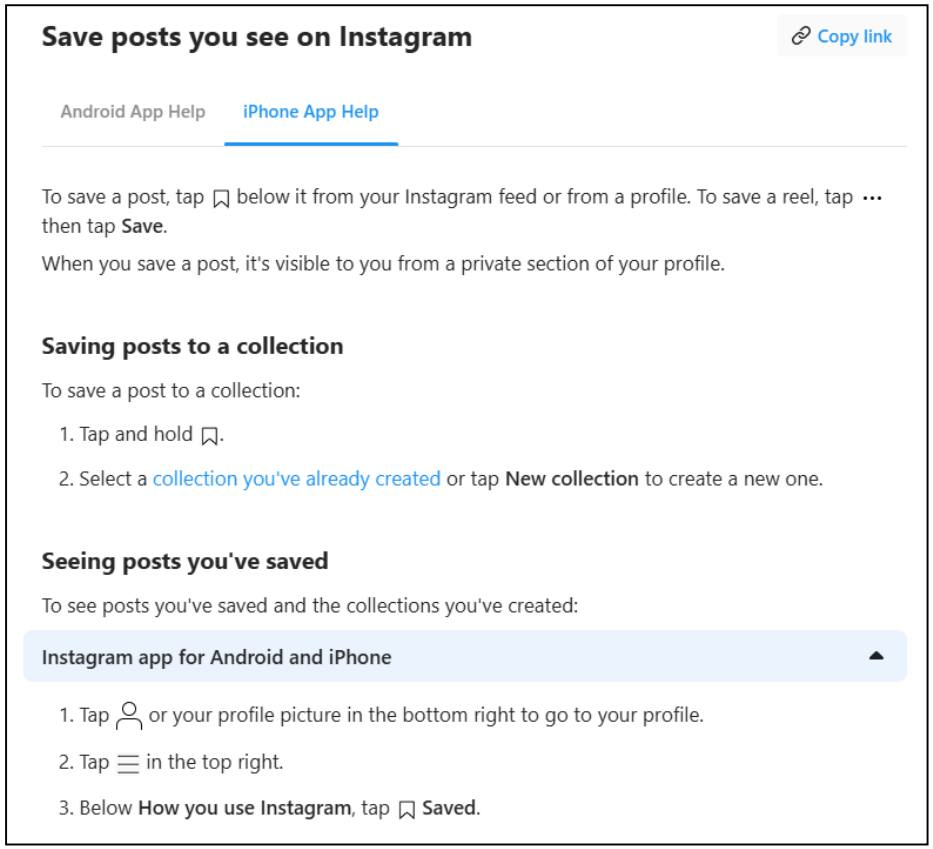
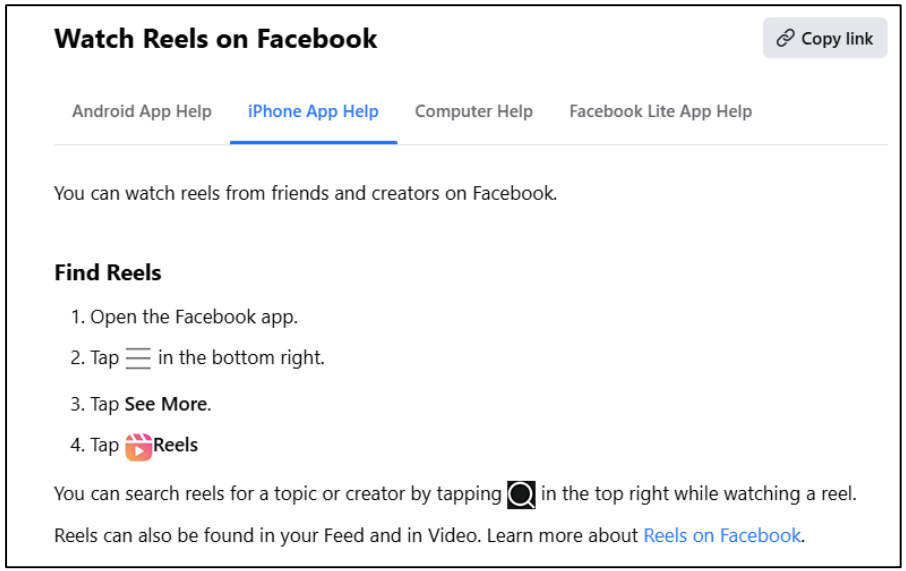
U.S. Patent 12,131,357		Meta Activity
		 *See* Row 8C. Exemplary Sources https://www.facebook.com/business/ads/photo-ad-format https://www.facebook.com/help/instagram/847124530866462?cms_platform=iphone-app&helpref=platform_switcher

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U.S. Patent 12,131,357		Meta Activity
		https://www.facebook.com/help/163779957017799?cms_platform=iphone-app&helpref=platform_switcher https://www.facebook.com/business/ads/instagram-ad https://www.facebook.com/help/407780656369259/ https://www.facebook.com/help/516581611792218?cms_platform=iphone-app&helpref=platform_switcher https://www.facebook.com/help/instagram/1744643532522513?cms_platform=iphone-app&helpref=platform_switcher https://www.facebook.com/help/220284408163249?cms_platform=iphone-app&helpref=platform_switcher
8F	providing a second feed from the one or more servers to the mobile application, the second feed including a second subset of media messages selected from among the plurality of media messages stored on the one or more servers, the second feed differing from the first feed, the mobile application configured to present the second feed, the mobile application configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the mobile application.	The '1357 Accused Instrumentalities provide a second feed from the one or more servers to the mobile application, the second feed including a second subset of media messages selected from among the plurality of media messages stored on the one or more servers, the second feed differing from the first feed, the mobile application configured to present the second feed, the mobile application configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the mobile application. For example, the Facebook and Instagram mobile applications can receive multiple, different feeds, including Reels, Stories, and Feeds. A mobile application is configured to switch between the different feed presentations in response to user interaction, such as selecting an image, icon, or menu item. Meta provides examples of switching mobile application feed presentations in the following images from its websites.

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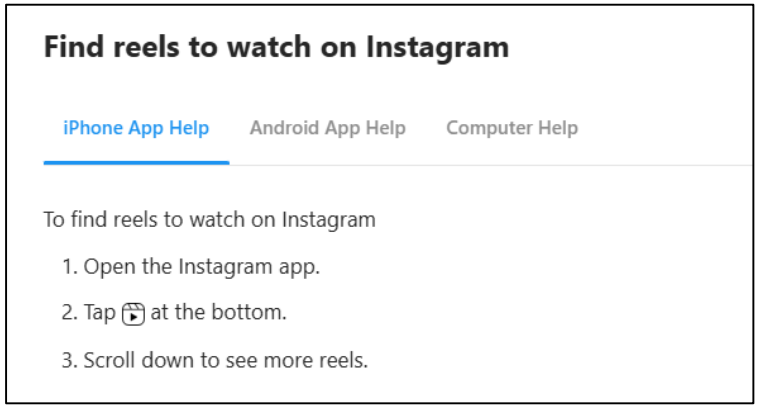


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U.S. Patent 12,131,357		Meta Activity

How to access your Facebook Feeds tab

Computer help | iPhone App Help | Android App Help

How to access your Facebook Feeds tab:

- Tap ☰ in the bottom right of Facebook.
- Tap **Feeds** under **All shortcuts**.

What content can I see in Feeds on Facebook? Copy link

Facebook Feeds shows you content from those that you follow in the order that they were posted. You can view content via these features and filters:

- **Favourites**: View posts and reels from people and Pages that you've favourited. To manage your favourites, choose this tab and tap Manage Favourites at the top. Learn more about how to see and manage Favourites on your Facebook Feed.
- **Friends**: View posts and reels from your friends.
- **Groups**: View posts and reels from the groups that you have joined or admin.
- **Pages**: View posts and reels from the Pages that you've liked and followed.

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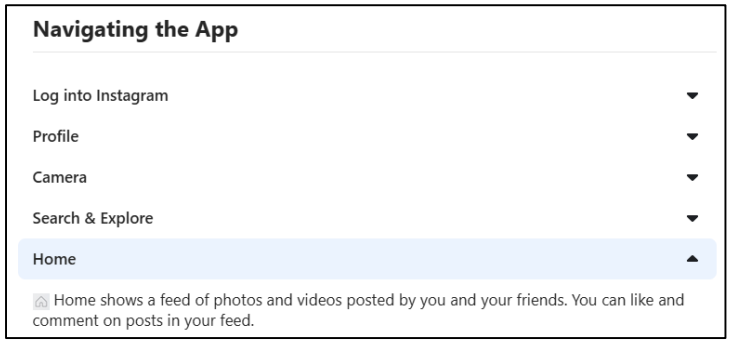
U.S. Patent 12,131,357		Meta Activity
		 *See* Rows 8A-8E. Exemplary Sources https://www.secure.facebook.com/help/262748009210134?cms_platform=iphone-app&helpref=platform_switcher https://www.facebook.com/help/instagram/666412317561393?cms_platform=iphone-app&helpref=platform_switcher https://en-gb.facebook.com/help/222350113887766?cms_platform=iphone-app&helpref=platform_switcher https://en-gb.facebook.com/help/338264271792192?helpref=search&query=what%20types%20of%20feeds&search_session_id=62351830381a515fd032e650c587026a&sr=3 https://www.facebook.com/help/instagram/739823696120882/?helpref=hc_fnav https://www.facebook.com/help/521158825254952/?cms_platform=iphone-app&helpref=platform_switcher https://www.facebook.com/help/instagram/636136463228627/?helpref=uf_permalink&parent_cms_id=1660923094227526
	Claim 14	

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14A	A system, comprising: one or more servers including memory, machine-readable instructions, and one or more processors, the one or more processors configured to execute the machine-readable instructions to perform operations comprising:	Meta operates and controls the '1357 Accused Instrumentalities, as defined in the First Amended Complaint. Meta makes and uses the '1357 Accused Instrumentalities that are comprised of one or more servers including memory, machine-readable instructions, and one or more processors, the one or more processors configured to execute the machine-readable instructions stored in memory to perform the steps recited in Claim 14. *See* Claim 1, Rows 1A-1F.
14B	receiving, at the one or more servers, a plurality of media messages from one or more mobile applications executable on a corresponding one or more mobile devices;	*See* Claim 1, Row 1A.
14C	storing the plurality of media messages on the one or more servers;	*See* Claim 1, Row 1B.
14D	providing a first feed from the one or more servers to a mobile application executable on a mobile device, the first feed including a first subset of media messages selected from among the plurality of media messages stored on the one or more servers, the mobile application configured to present the first feed,	*See* Claim 1, Row 1C.

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U.S. Patent 12,131,357		Meta Activity
14E	wherein presentation of the first feed by the mobile application includes presentation of a comment prompt, a sharing prompt, and a bookmark prompt with a media message included in the first feed, wherein interaction with the comment prompt via the mobile application enables a comment to be associated with the media message, wherein interaction with the sharing prompt via the mobile application facilitates generation of a link configured to enable access to the media message, wherein interaction with the bookmark prompt via the mobile application enables the media message to be associated with another bookmarked media message through the mobile application; and	*See* Claim 1, Row 1D.
14F	providing a second feed from the one or more servers to the mobile application, the second feed including a second subset of media messages selected from	*See* Claim 1, Row 1E.

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	among the plurality of media messages stored on the one or more servers, the second feed differing from the first feed, the mobile application configured to present the second feed, the mobile application configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the mobile application.	
	Claim 21	
21A	A system, comprising: one or more mobile applications executable on a corresponding one or more mobile devices, the one or more mobile applications configured to create a plurality of media messages, wherein respective ones of the plurality of media messages include an image or video captured via a corresponding one or more cameras of the corresponding one or more mobile devices; and	Meta operates and controls the '1357 Accused Instrumentalities, as defined in the First Amended Complaint. Meta makes and uses the '1357 Accused Instrumentalities that are comprised of one or more mobile applications executable on a corresponding one or more mobile devices, the one or more mobile applications configured to create a plurality of media messages, wherein respective ones of the plurality of media messages include an image or video captured via a corresponding one or more cameras of the corresponding one or more mobile devices; and one or more servers including memory, machine-readable instructions, and one or more processors, the one or more processors configured to execute the machine-readable instructions stored in memory to perform the steps recited in Claim 21. *See* Claim 8 Rows 8A-8F.

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	one or more servers including memory, machine-readable instructions, and one or more processors, the one or more processors configured to execute the machine-readable instructions to perform operations comprising:	
21B	receiving, at the one or more servers, the plurality of media messages from the one or more mobile applications;	*See* Claim 8, Row 8B.
21C	storing the plurality of media messages on the one or more servers;	*See* Claim 8, Row 8C.
21D	providing a first feed from the one or more servers to a mobile application executable on a mobile device, the first feed including a first subset of media messages selected from among the plurality of media messages stored on the one or more servers, the mobile application configured to present the first feed,	*See* Claim 8, Row 8D.
21E	wherein presentation of the first feed by the mobile application includes presentation of a	*See* Claim 8, Row 8E.

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	comment prompt, a sharing prompt, and a bookmark prompt with a media message included in the first feed, wherein interaction with the comment prompt via the mobile application enables a comment to be associated with the media message, wherein interaction with the sharing prompt via the mobile application facilitates generation of a link configured to enable access to the media message, wherein interaction with the bookmark prompt via the mobile application enables the media message to be associated with another bookmarked media message through the mobile application; and	
21F	providing a second feed from the one or more servers to the mobile application, the second feed including a second subset of media messages selected from among the plurality of media messages stored on the one or more servers, the second feed	*See* Claim 8, Row 8F.

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	differing from the first feed, the mobile application configured to present the second feed, the mobile application configured to switch a presentation of the first feed to a presentation of the second feed in response to a user interaction with the mobile application.	