

UNITED STATES DISTRICT COURT
FOR THE WESTERN DISTRICT OF WASHINGTON

WEPLE IP HOLDINGS LLC,

Plaintiffs,

v.

META PLATFORMS, INC.,

Defendants.

CASE NO.: 2:24-cv-1316

**COMPLAINT FOR PATENT
INFRINGEMENT**

JURY TRIAL REQUESTED

Plaintiff Weple IP Holdings LLC (“Weple”) files this 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.

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.

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 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”) and U.S. Patent No. 11,966,952 (the “’952 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 ’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.

14. 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.

15. 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

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.

16. 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

17. The '952 patent is 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.

18. Before the inventions of the '952 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).

19. The '952 patent discloses 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. 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

JURISDICTION AND VENUE

20. 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).

21. This Court has personal jurisdiction over Meta consistent with the requirements of the Due Process Clause of the United States 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.

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).

22. 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

23. 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”).

24. 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.

25. 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.

26. Weple attempted to engage Meta in discussions regarding the Asserted Patents, putting Meta on notice of its infringement. Despite Weple’s efforts, Meta did not respond to Weple’s letters or infringement allegations.

27. Meta knew of the Asserted Patents, as well as Weple’s infringement allegations with respect to the Asserted Patents, no later than May 2024.

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

COUNT I

(Infringement of the '730 Patent)

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

30. Meta operates its Facebook and Instagram social media platforms, which include servers that interact with 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, either literally or under the doctrine of equivalents, by making, using, offering to sell, selling, and/or importing the '730 Accused Instrumentalities. For example, Meta generates revenue from services that it provides through the use of the '730 Accused Instrumentalities to perform methods that directly infringe one or more claims of the '730 patent.

31. Attached to this Complaint as Exhibit A1 is a representative chart that describes how, as a non-limiting example, the elements of claim 1 of the '730 patent are met by Meta's use of the '730 Accused Instrumentalities.

32. Weple has been damaged as a result of Meta's infringement of the '730 patent. Weple is entitled to recover damages adequate to compensate for Meta's infringement, which in no event can be less than a reasonable royalty for the use made of the invention by Meta, together with interest and costs as fixed by the Court.

33. As a result of Meta's infringing acts, Weple has been and continues to be irreparably injured and the remedies available to Weple are inadequate to compensate for that injury. Weple's irreparable injury will continue unless and until Meta is enjoined from infringing the '730 patent.

COUNT II

(Infringement of the '952 Patent)

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

35. Meta operates its Facebook, Instagram, and Messenger social media platforms, which include servers that interact with 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 directly infringed and continues to directly infringe one or more claims of the ’952 patent, either literally or under the doctrine of equivalents, by making, using, offering to sell, selling, and/or importing the ’952 Accused Instrumentalities. For example, Meta generates revenue from services that it provides through the ’952 Accused Instrumentalities, which directly infringe one or more claims of the ’952 patent, and uses the ’952 Accused Instrumentalities to perform methods that directly infringe one or more claims of the ’952 patent.

36. Attached to this Complaint as Exhibit B1 is a representative chart that describes how, as a non-limiting example, the elements of exemplary claim 1 of the ’952 patent are met by the ’952 Accused Instrumentalities.

37. Weple has been damaged as a result of Meta’s infringement of the ’952 patent. Weple is entitled to recover damages adequate to compensate for Meta’s infringement, which in no event can be less than a reasonable royalty for the use made of the invention by Meta, together with interest and costs as fixed by the Court.

38. As a result of Meta’s infringing acts, Weple has been and continues to be irreparably injured and the remedies available to Weple are inadequate to compensate for that injury. Weple’s irreparable injury will continue unless and until Meta is enjoined from infringing the ’952 patent.

JURY DEMAND

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

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, employees, 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.

DATED: August 22, 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 dis-
claimer.

(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

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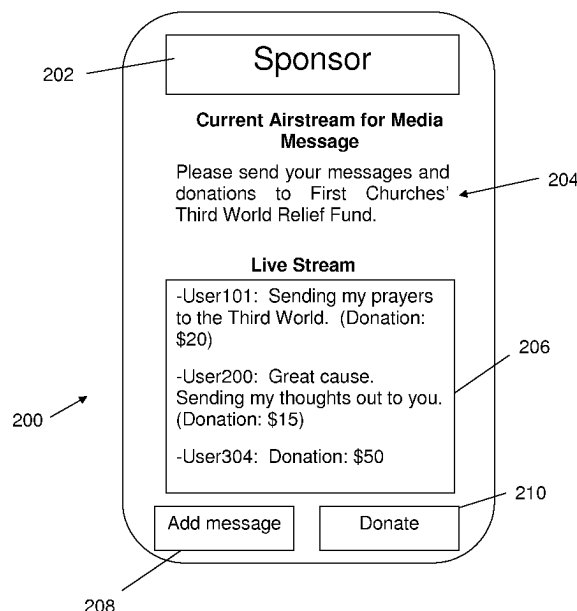
Primary Examiner — Tauqir Hussain

(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 main-
tains 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



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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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2011/0106622	A1 *	5/2011	Kuhlman		H04L 51/063	705/14.69							
2011/0106626	A1 *	5/2011	Zender		G06Q 30/0267	705/14.64							
2011/0136427	A1 *	6/2011	Al Qalqili		H04W 64/003	455/414.1							
2011/0138297	A1 *	6/2011	Harper		H04L 51/38	715/743							
2011/0153362	A1 *	6/2011	Valin		G06Q 20/1085	340/5.82							
2011/0184809	A1 *	7/2011	Beavers		G06Q 30/0267	705/14.64							
2011/0191432	A1	8/2011	Layson, Jr.		G06Q 30/0276	715/764							
2011/0196748	A1 *	8/2011	Caron		G06Q 30/0276	715/764							
2011/0208822	A1 *	8/2011	Rathod		G06Q 30/02	709/206							

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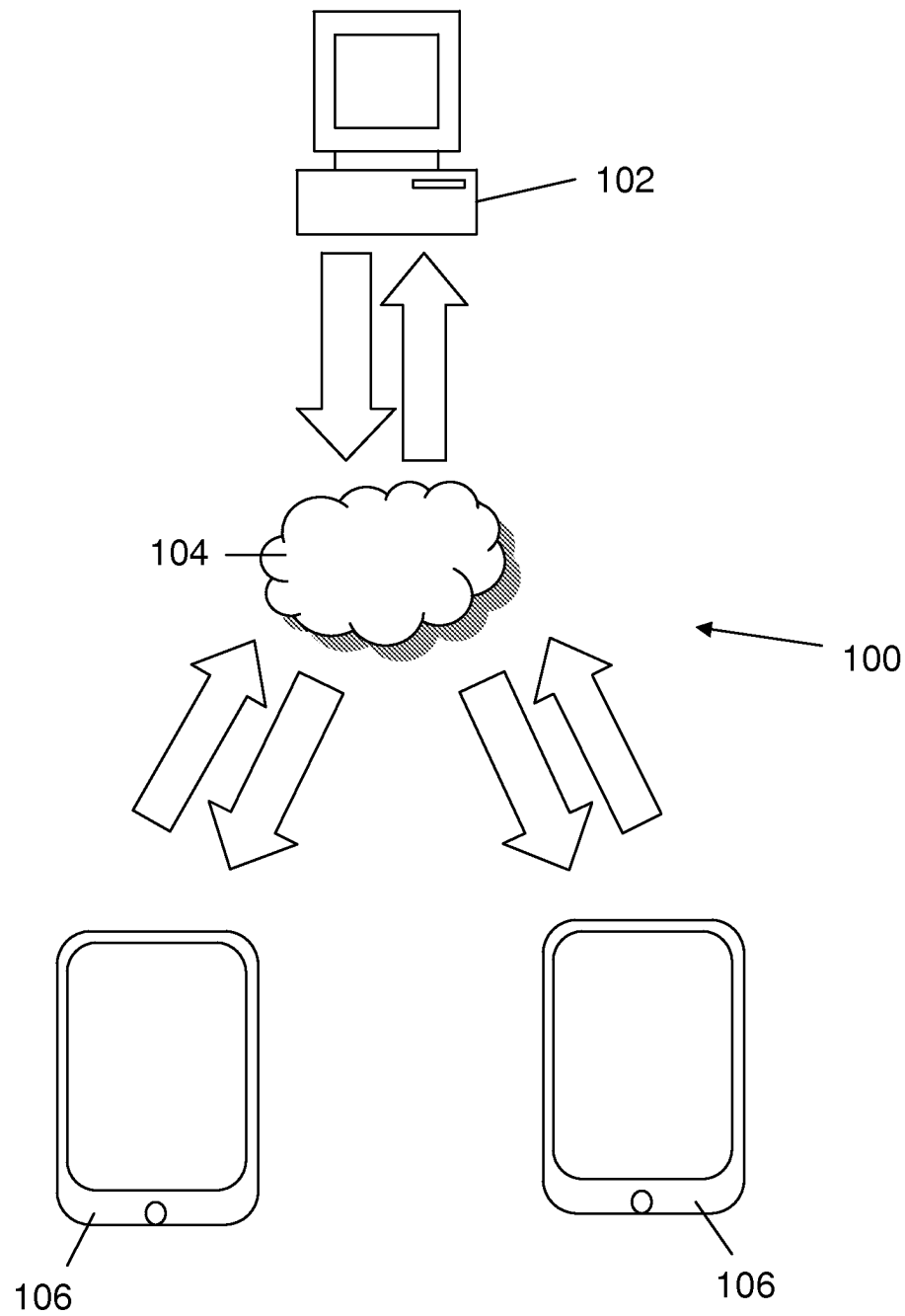


Figure 1

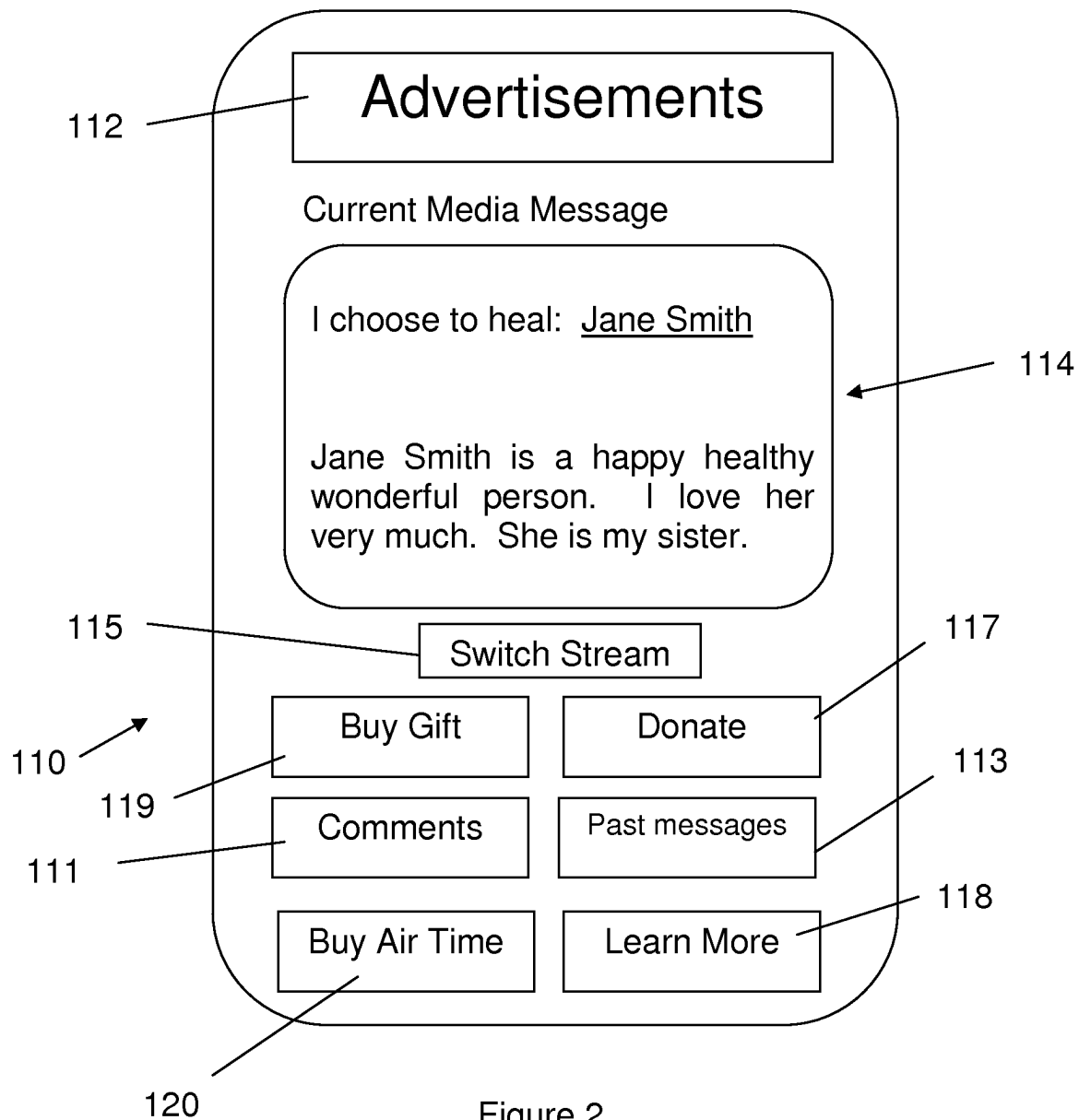


Figure 2

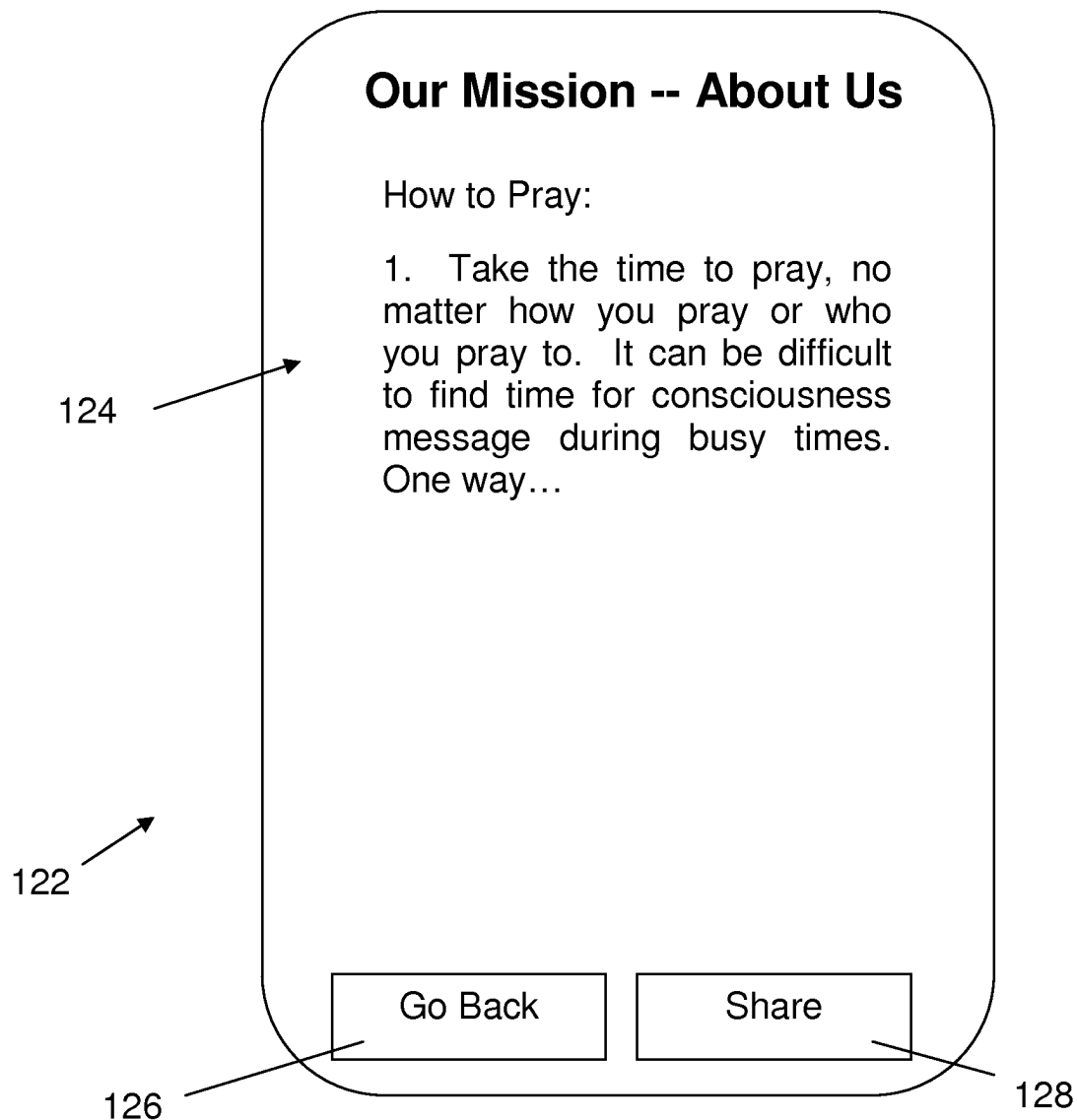


Figure 3

Buy Airtime

Enter your message:

132 Title:

134 Message:

136 Image or Video:

130

126 Go Back

138 Next

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

How many minutes?

5

Next Advanced

Figure 5

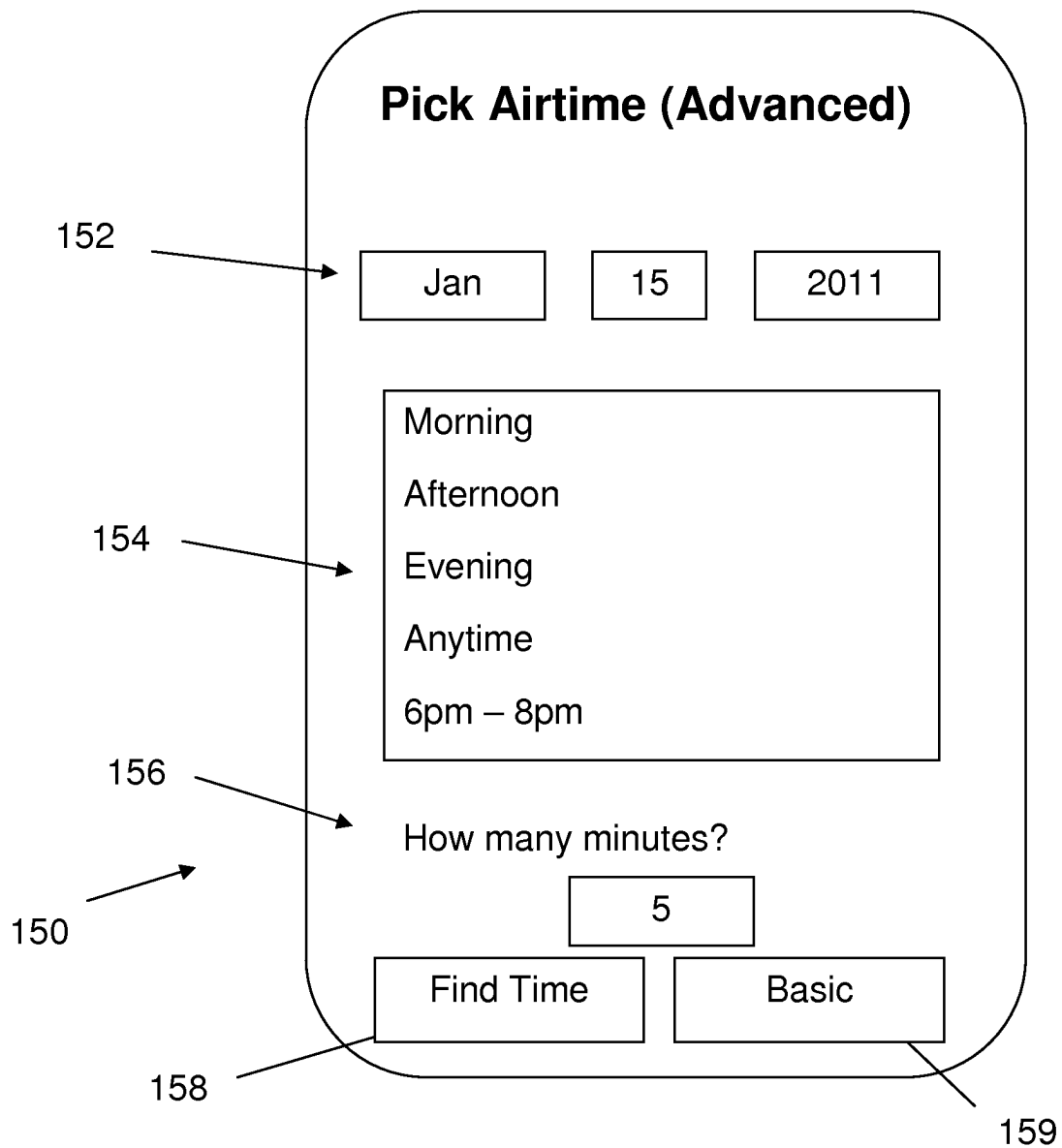


Figure 6

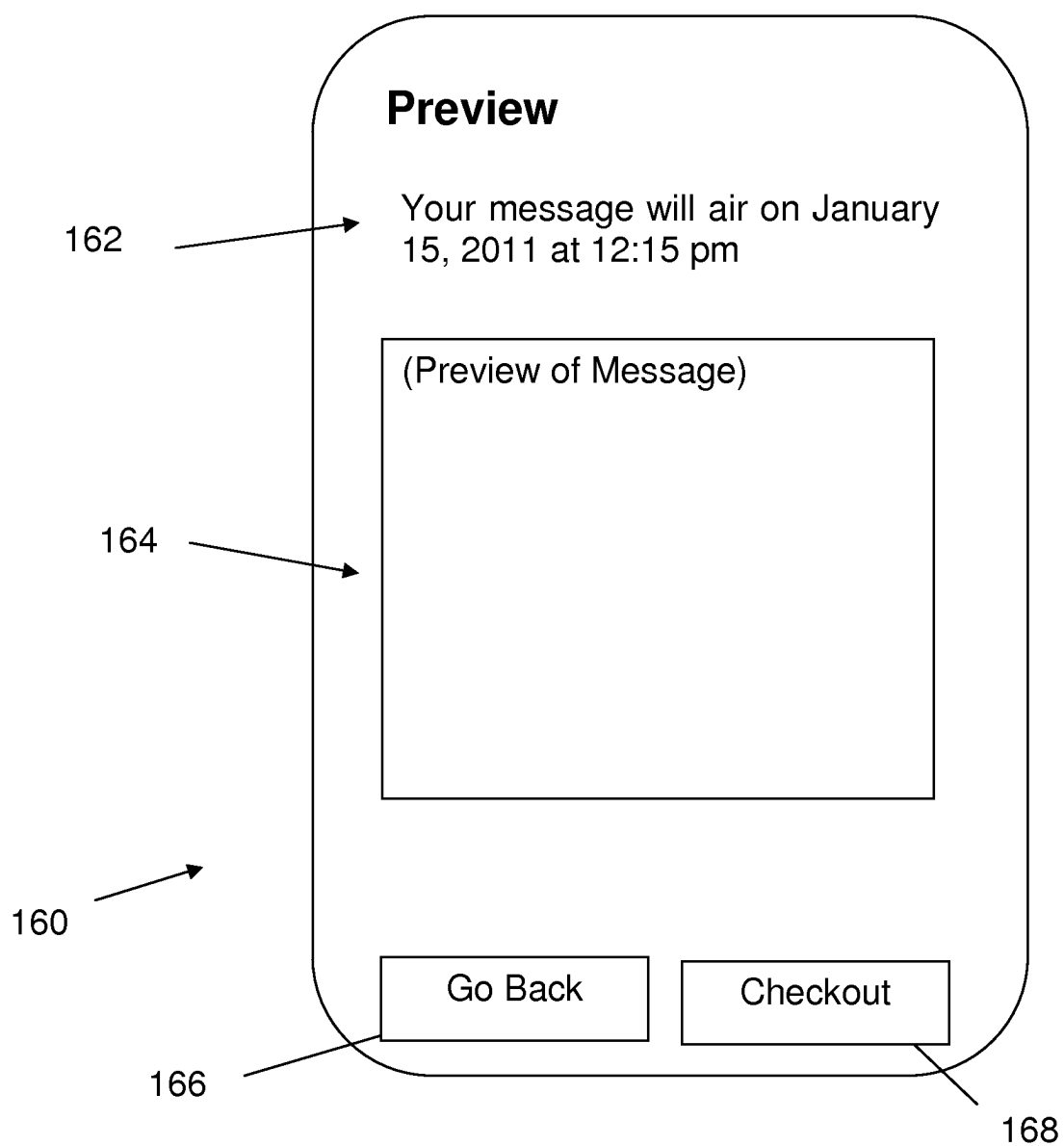
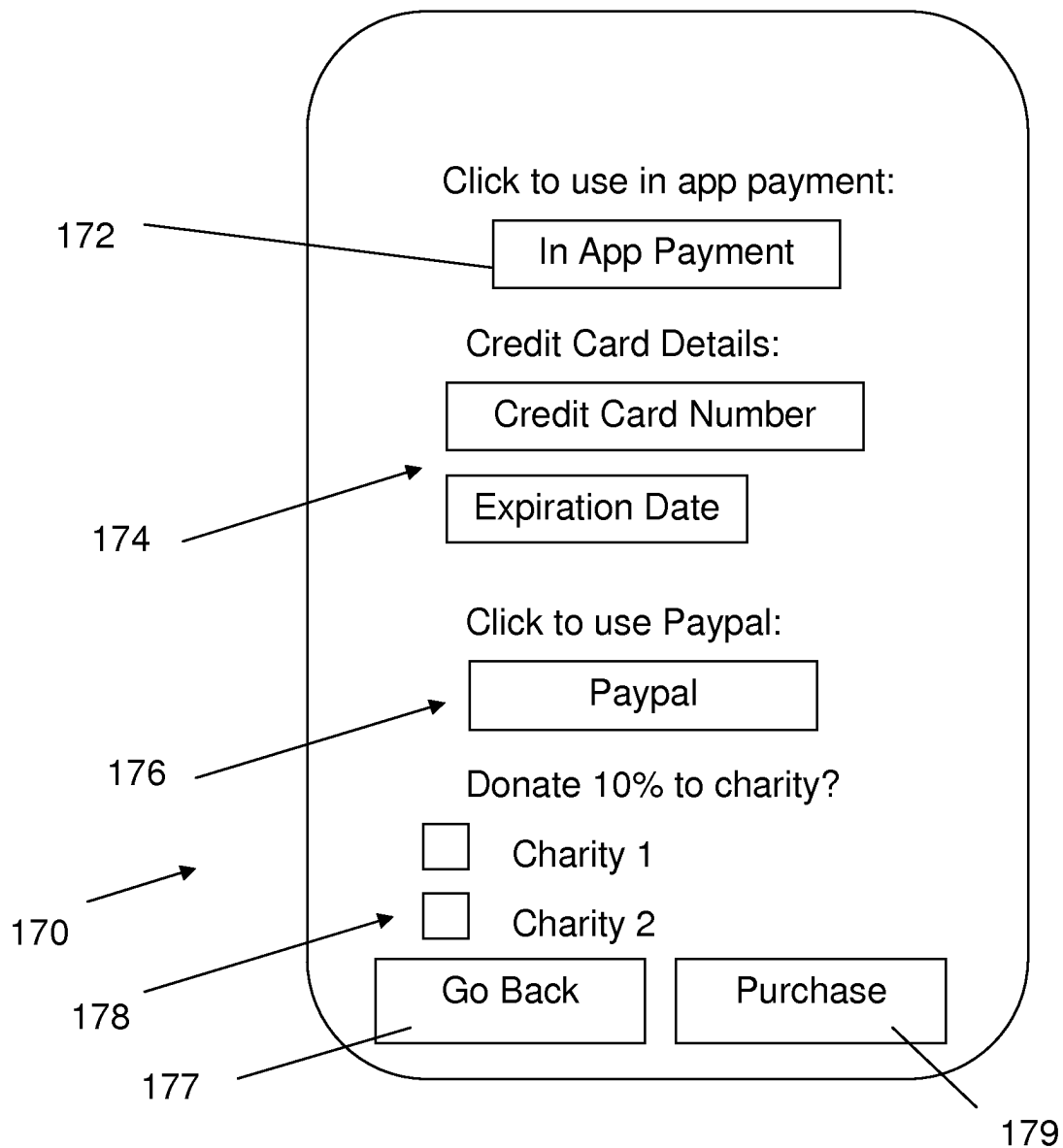


Figure 7



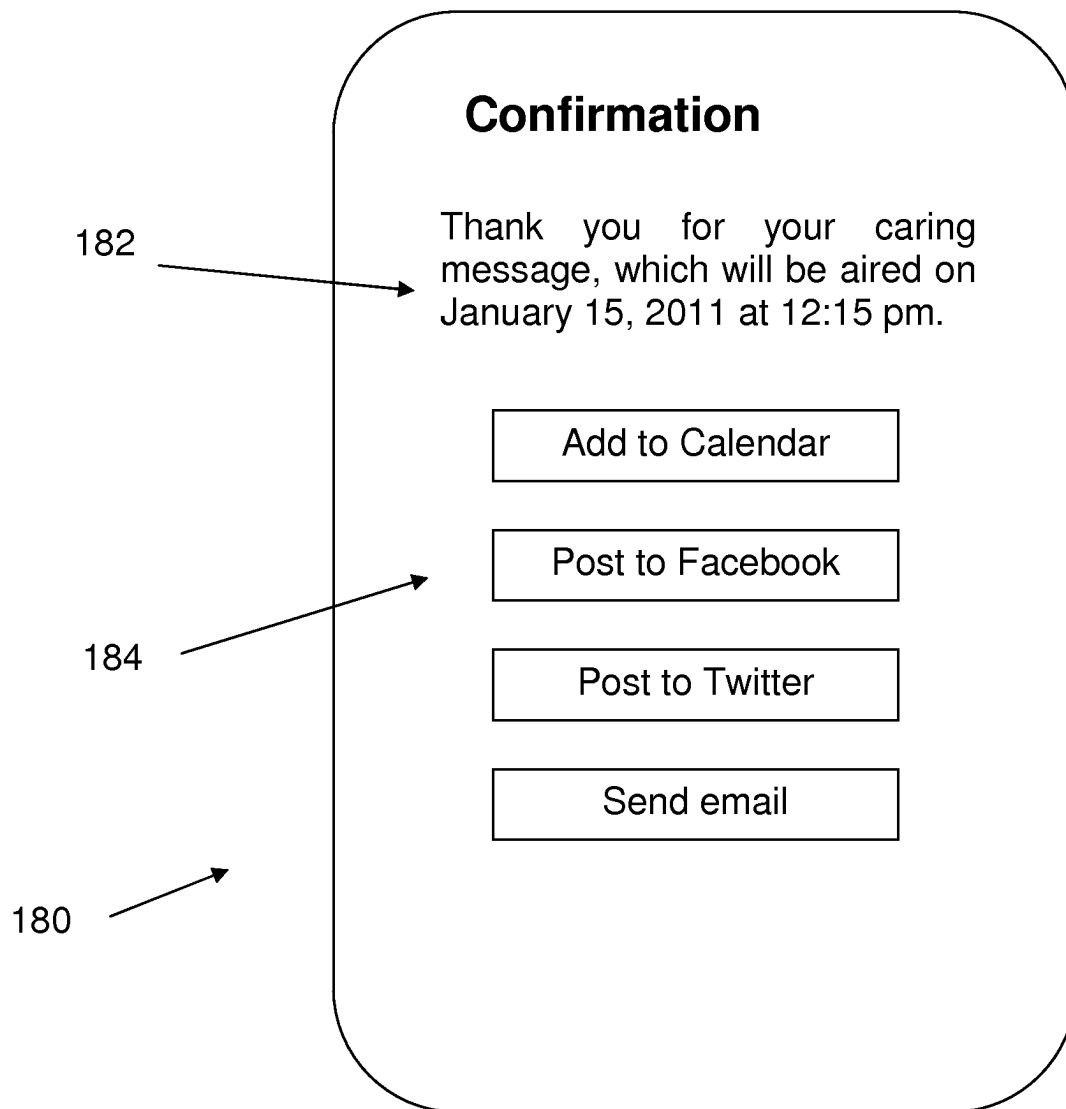


Figure 9

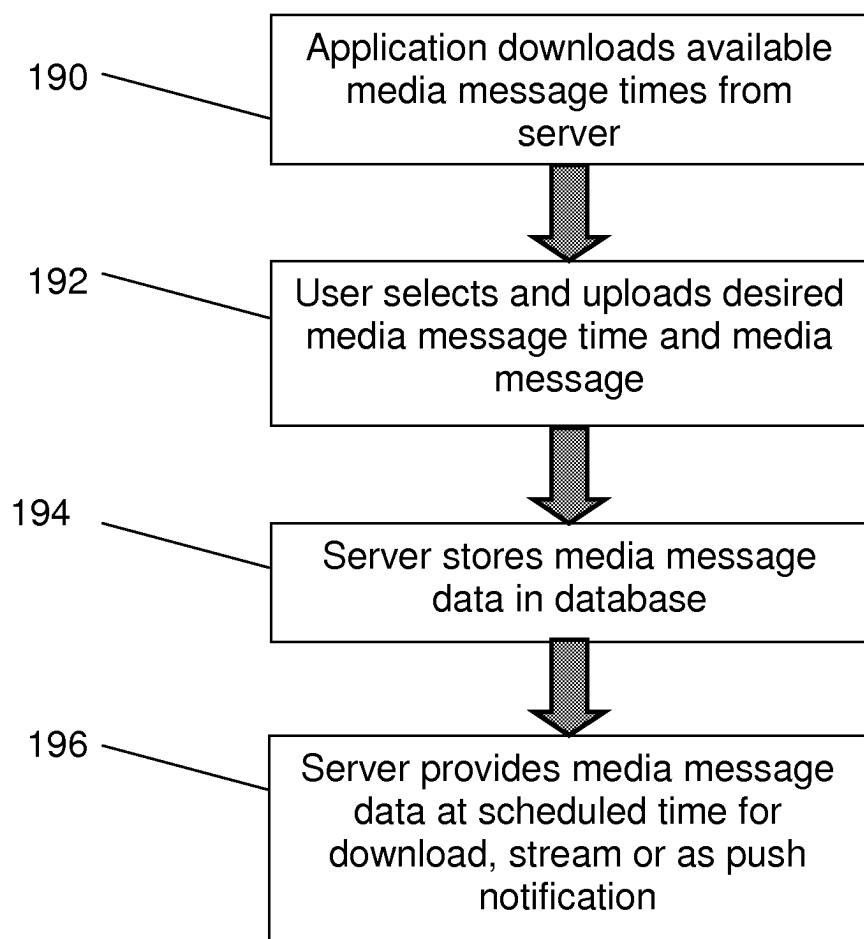


Figure 10

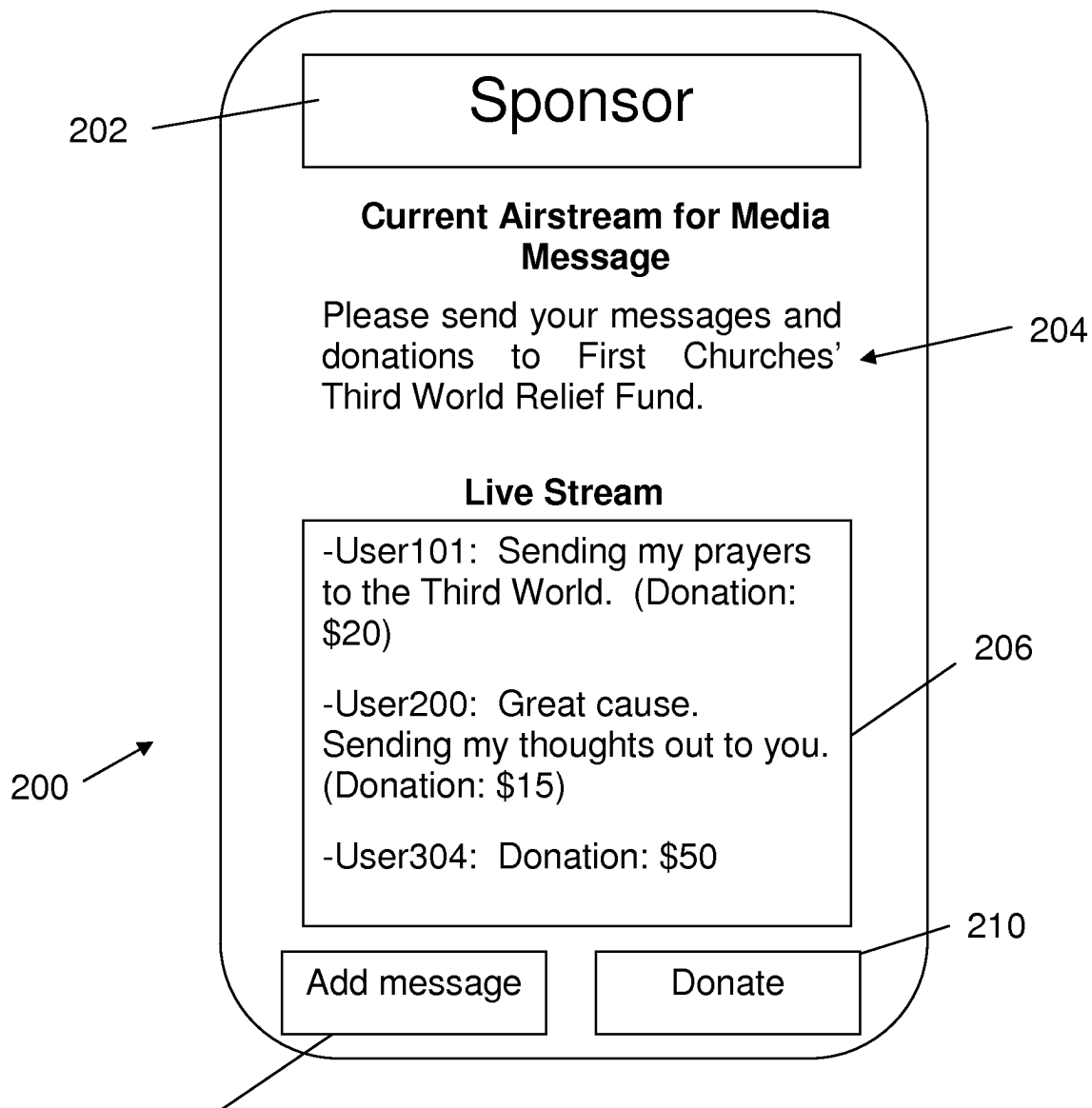
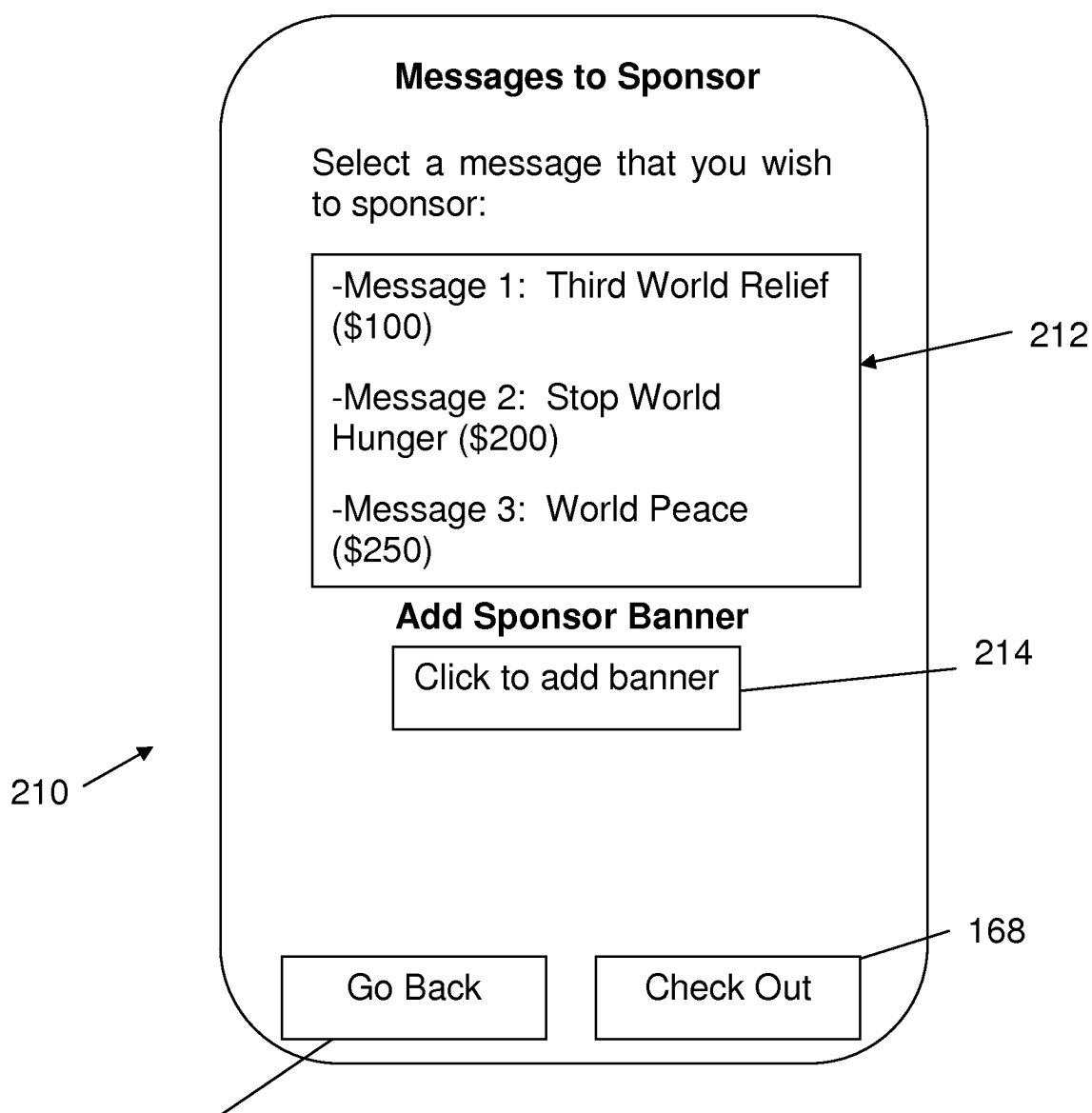


Figure 11



166

Figure 12

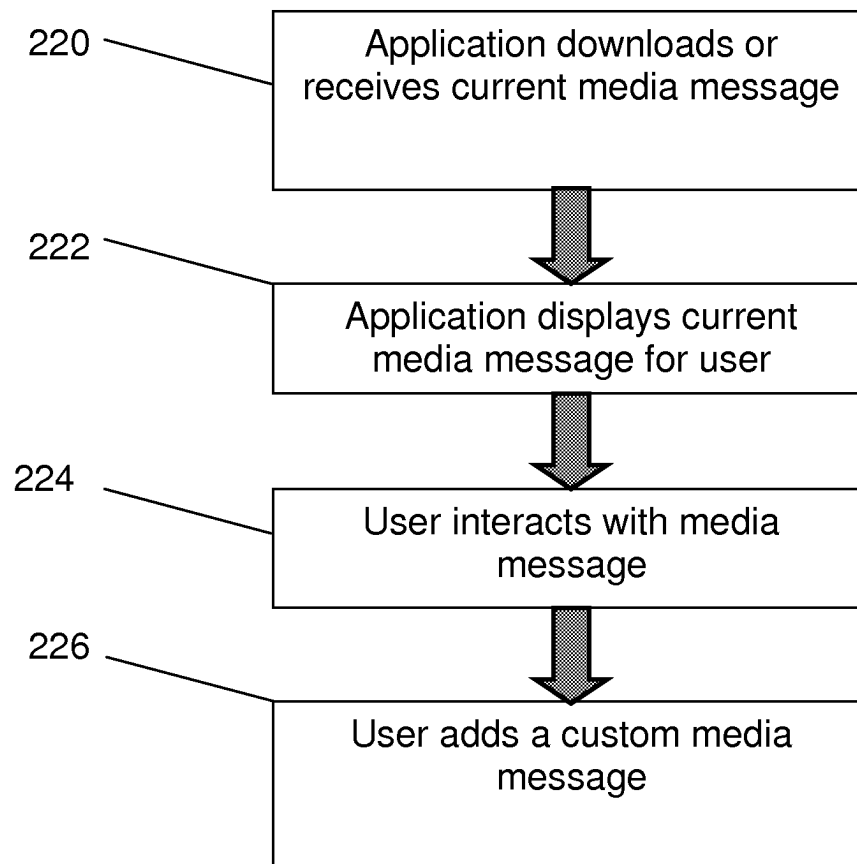
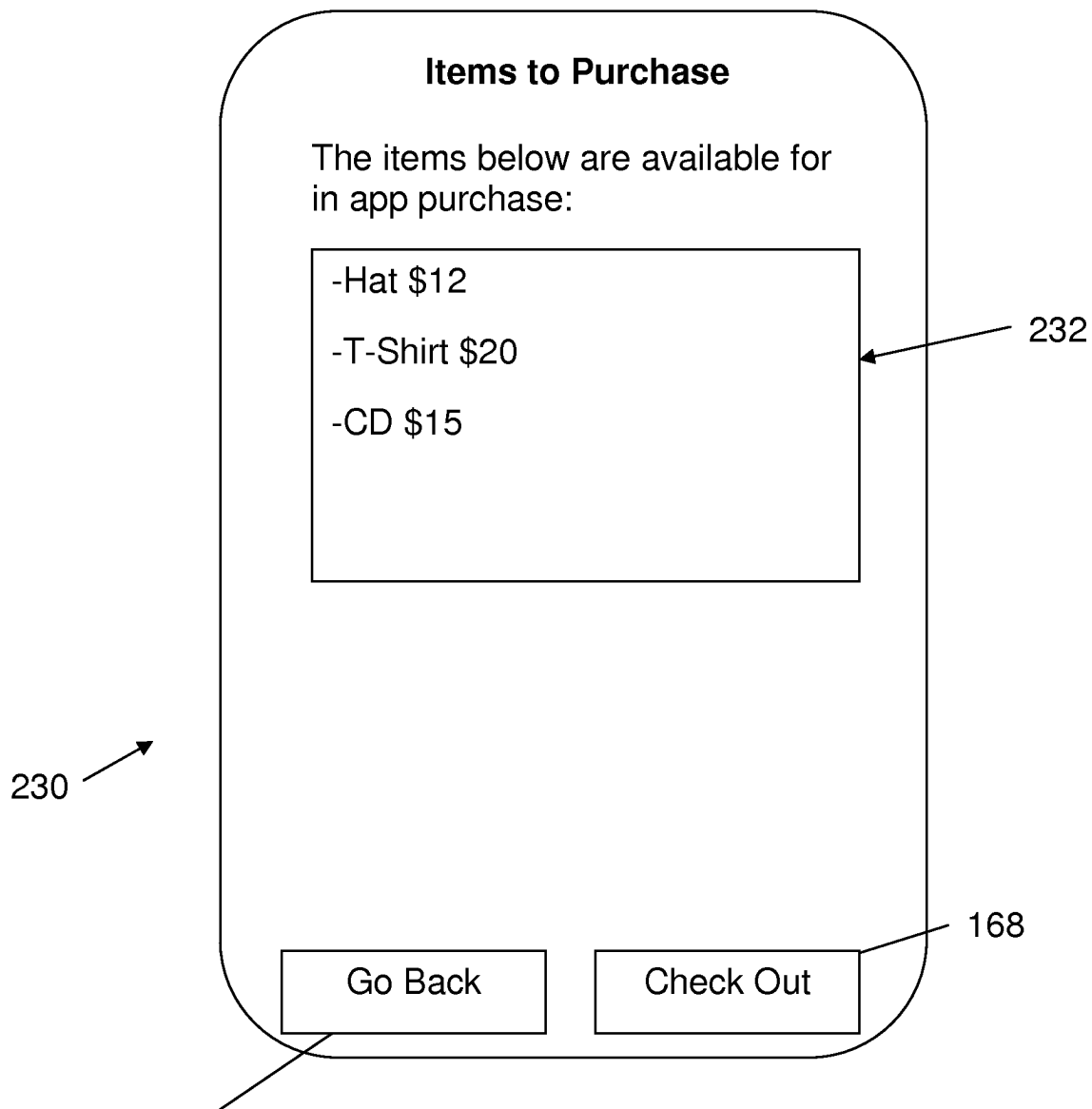


Figure 13



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Figure 14

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**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.

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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;

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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.

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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.

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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

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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.

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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 5 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 10 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. 15

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. 20

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. 25

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. 30

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. 35

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 messages, wherein the first one of 50

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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.

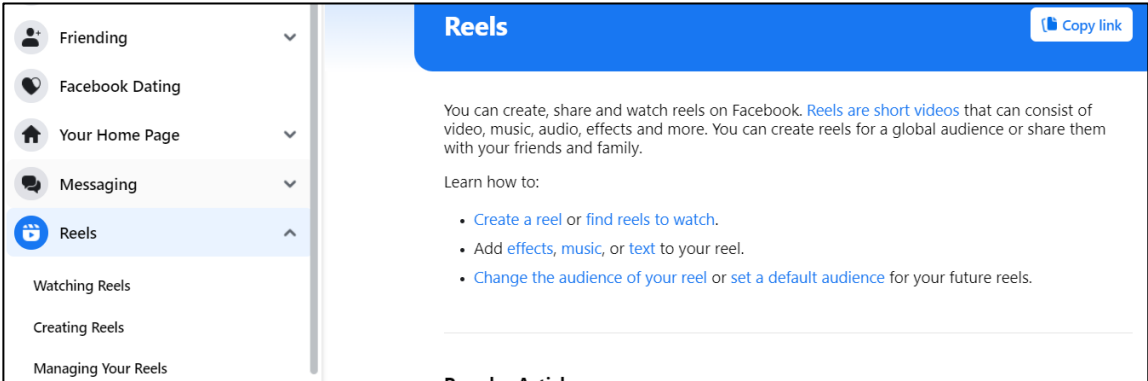
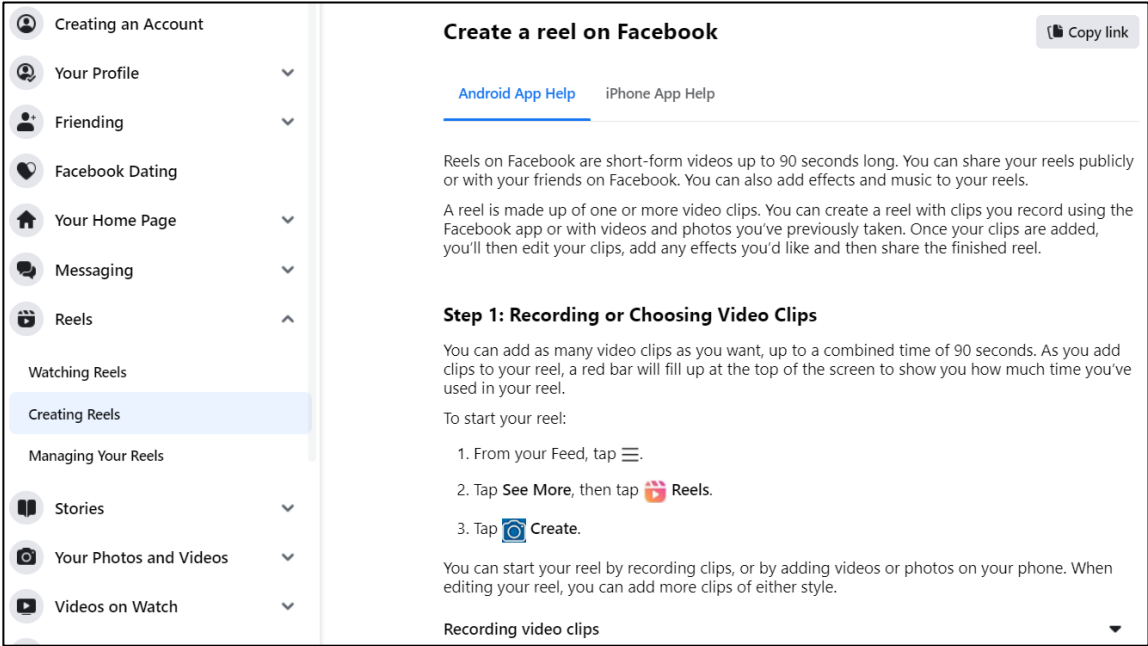
8. The method of claim 1, wherein the first one of the mobile applications includes a share prompt that, when selected, shares a link to a particular video message among the plurality of video messages with a third one of the mobile applications.

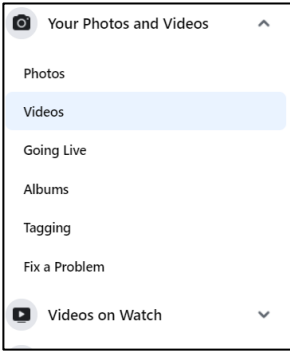
9. The method of claim 1, further comprising streaming the live stream video message to a third one of the mobile applications and to a fourth one of the mobile applications, and causing a textual message from the first one of the mobile applications associated with the live stream video message to be presented on the third one of the mobile applications and on the fourth one of the mobile applications. 55

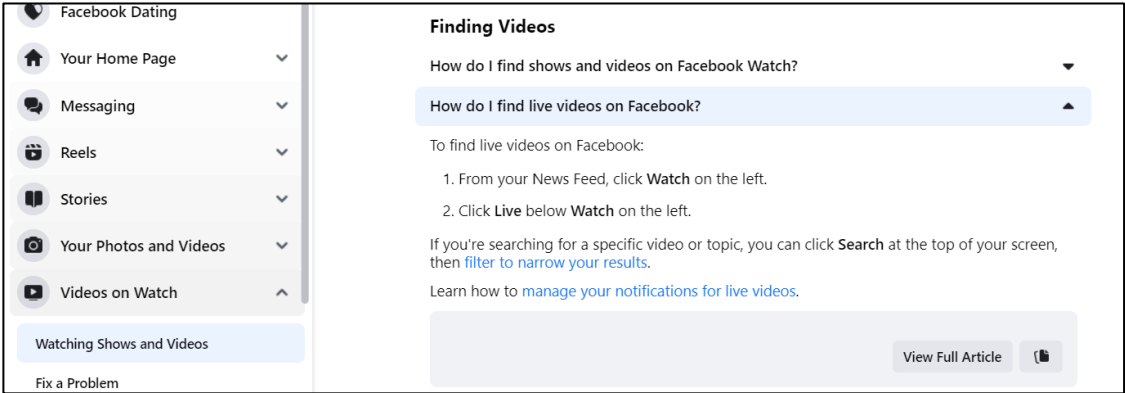
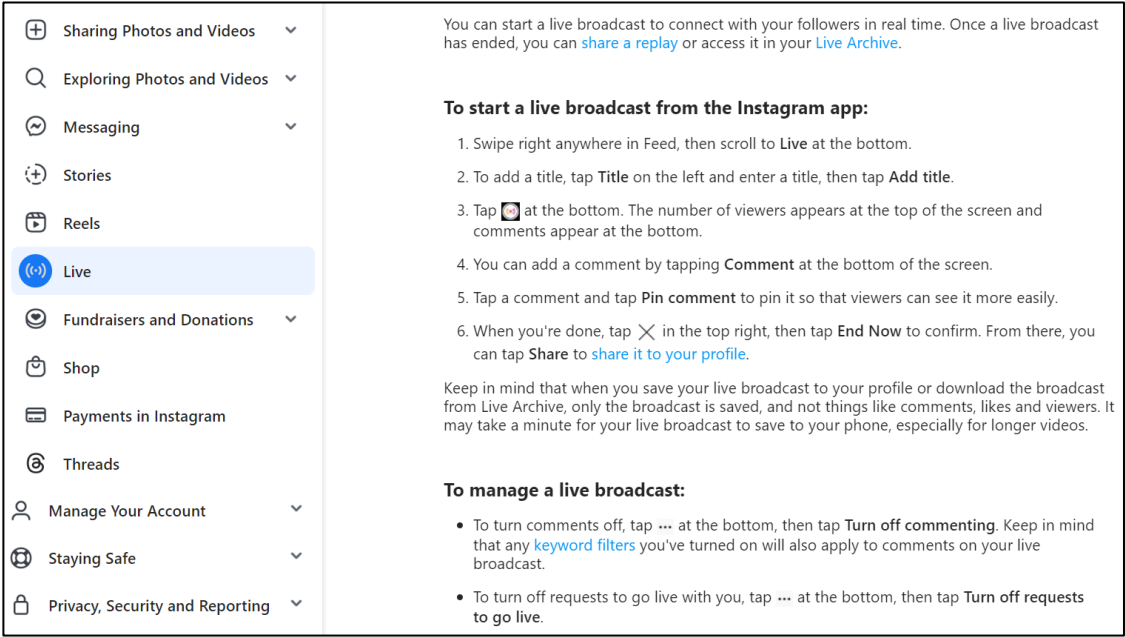
* * * * *

Exhibit A1

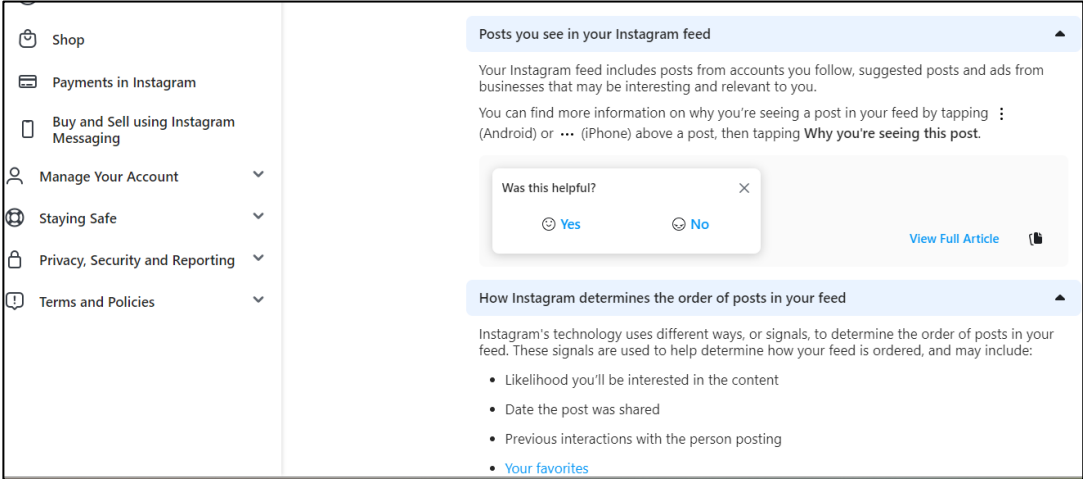
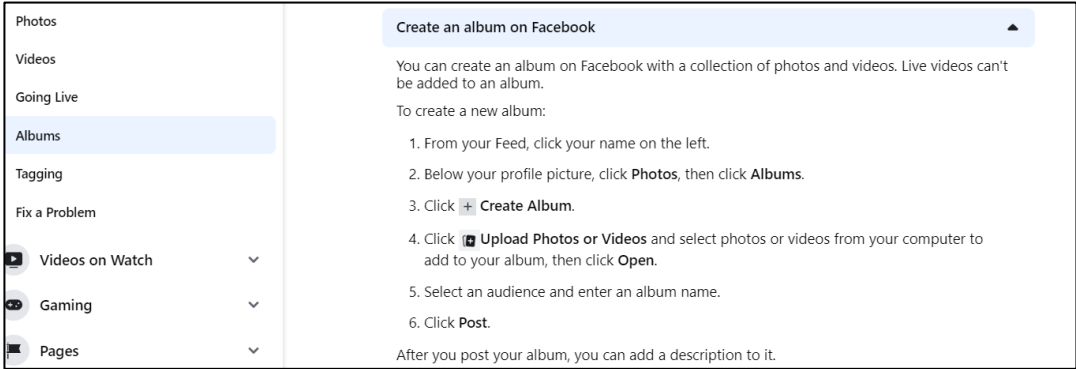
U.S. Patent 11,734,730		Meta Activity
	Claim 1	
1A	A method of coordinating video messages, the method comprising:	<p>Meta, through both its Facebook and Instagram platforms, performs a method of coordinating video messages through its servers and mobile applications. For example, the Facebook and Instagram 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.</p> <p><u>Exemplary Sources</u> https://www.facebook.com/help/866249956813928/?helpref=related_topics https://help.instagram.com/110121795815331/?helpref=hc_fnav</p>
1B	providing one or more mobile applications for both viewing and creating video messages;	<p>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.</p>

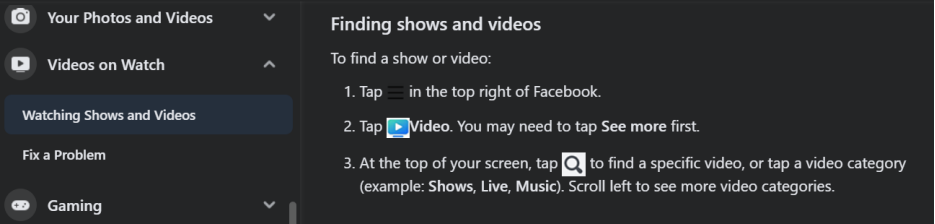
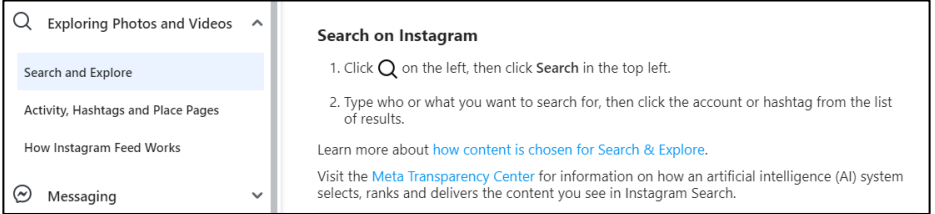
U.S. Patent 11,734,730	Meta Activity
	<div data-bbox="695 261 1835 639">  <p>This screenshot shows the Facebook Reels help page. On the left is a navigation menu with options: Friending, Facebook Dating, Your Home Page, Messaging, Reels (selected), Watching Reels, Creating Reels, and Managing Your Reels. The main content area is titled 'Reels' and includes a 'Copy link' button. The text explains that Reels are short videos and provides instructions on how to create them, including links to 'Create a reel or find reels to watch', 'Add effects, music, or text to your reel', and 'Change the audience of your reel or set a default audience for your future reels'.</p> </div> <div data-bbox="695 683 1835 1325">  <p>This screenshot shows the 'Create a reel on Facebook' help page. The left navigation menu is similar to the first screenshot but includes 'Creating an Account' at the top. The main content area is titled 'Create a reel on Facebook' and includes 'Copy link' and 'Android App Help' / 'iPhone App Help' links. It explains that Reels are short-form videos up to 90 seconds long and provides a 'Step 1: Recording or Choosing Video Clips' section with instructions on how to start a reel. The steps are: 1. From your Feed, tap the menu icon. 2. Tap 'See More', then tap the Reels icon. 3. Tap the Create icon. The page also mentions that you can start a reel by recording clips or adding videos/photos from your phone.</p> </div>

U.S. Patent 11,734,730	Meta Activity
	<div data-bbox="695 261 1755 609">  <div data-bbox="1098 261 1755 609"> <h3>Post a video on Facebook</h3> <p>Computer Help Android App Help Facebook Lite App Help More</p> <p>To upload a video:</p> <ol style="list-style-type: none"> 1. Click What's on your mind, [Name]? at the top of your Feed. 2. Click . 3. Click Add Photos/Videos, then select the video you want to post. 4. Select your audience, then click Post. <p>We'll process your video and let you know when it's ready to see. Keep in mind, you won't see the post with your video until it's done processing.</p> </div> </div> <div data-bbox="695 651 1623 1401"> <h3>Find reels to watch on Instagram</h3> <p>iPhone App Help Android App Help Computer Help</p> <p>To find reels to watch on Instagram</p> <ol style="list-style-type: none"> 1. Open the Instagram app. 2. Tap  at the bottom. 3. Scroll down to see more reels. <h4>Find reels that use a certain audio or hashtag</h4> <p>To find reels with a certain audio or hashtag, you can:</p> <ul style="list-style-type: none"> • Tap the audio name or hashtag at the bottom of the reel to see a page with other reels that use the same audio or hashtag. • Search for specific hashtags in the search bar at the top. • Tap Use Audio on a reels audio page to record a reel with the same audio. If you record a reel with original audio, your original reel will appear first on the page with other reels that use the same audio. <p>Learn how to only see posts for people you follow in your Instagram feed.</p> <p>We aim to reduce the visibility of reels containing content about politics where suggested content appears (example: when scrolling through reels). However, reels with political content from accounts you follow won't be affected.</p> <p>Visit the Meta Transparency Center for information on how an artificial intelligence (AI) system selects, ranks and delivers the content you see on Instagram Reels.</p> </div>

U.S. Patent 11,734,730	Meta Activity
	<div data-bbox="695 261 1812 651">  <p>The screenshot shows the Facebook mobile app interface. On the left is a navigation menu with options: Facebook Dating, Your Home Page, Messaging, Reels, Stories, Your Photos and Videos, and Videos on Watch. Below the menu is a 'Watching Shows and Videos' button and a 'Fix a Problem' link. The main content area displays an article titled 'Finding Videos' with the sub-header 'How do I find shows and videos on Facebook Watch?'. A second sub-header, 'How do I find live videos on Facebook?', is highlighted. The article text explains how to find live videos on Facebook by clicking 'Watch' and then 'Live' in the News Feed. It also mentions using the 'Search' function for specific videos and provides a link to 'manage your notifications for live videos'. At the bottom right of the article are buttons for 'View Full Article' and a share icon.</p> </div> <div data-bbox="695 695 1812 1328">  <p>The screenshot shows the Instagram mobile app interface. On the left is a navigation menu with options: Sharing Photos and Videos, Exploring Photos and Videos, Messaging, Stories, Reels, Live (highlighted in blue), Fundraisers and Donations, Shop, Payments in Instagram, Threads, Manage Your Account, Staying Safe, and Privacy, Security and Reporting. The main content area displays an article titled 'To start a live broadcast from the Instagram app:'. The article text explains that users can start a live broadcast to connect with followers in real time and provides a list of six steps: 1. Swipe right anywhere in Feed, then scroll to Live at the bottom. 2. To add a title, tap Title on the left and enter a title, then tap Add title. 3. Tap the Live icon at the bottom. The number of viewers appears at the top of the screen and comments appear at the bottom. 4. You can add a comment by tapping Comment at the bottom of the screen. 5. Tap a comment and tap Pin comment to pin it so that viewers can see it more easily. 6. When you're done, tap X in the top right, then tap End Now to confirm. From there, you can tap Share to share it to your profile. Below the steps, a note states: 'Keep in mind that when you save your live broadcast to your profile or download the broadcast from Live Archive, only the broadcast is saved, and not things like comments, likes and viewers. It may take a minute for your live broadcast to save to your phone, especially for longer videos.' At the bottom, there is a section titled 'To manage a live broadcast:' with two bullet points: 'To turn comments off, tap ... at the bottom, then tap Turn off commenting. Keep in mind that any keyword filters you've turned on will also apply to comments on your live broadcast.' and 'To turn off requests to go live with you, tap ... at the bottom, then tap Turn off requests to go live.'</p> </div>

U.S. Patent 11,734,730	Meta Activity
	<div data-bbox="688 256 1562 688"> <p>Go live on Facebook Copy link</p> <p>Computer Help Android App Help <u>iPhone App Help</u> iPad App Help More ▾</p> <p>To go live:</p> <ol style="list-style-type: none"> 1. Tap What's on your mind? at the top of your Feed, then tap Live video. 2. You can tap  in the bottom right to add features and customization (example: Check In, Bring a Friend) or tap  to add an effect. You can also add an effect after you've started your broadcast. 3. Tap Go Live. 4. Tap Finish when you want to end your broadcast. </div> <p><u>Exemplary Sources</u></p> <p>https://www.facebook.com/help/753046815962474/?helpref=hc_fnav</p> <p>https://www.facebook.com/help/401287967326510/?helpref=hc_fnav</p> <p>https://www.facebook.com/help/2862139500770200?cms_platform=android-app&helpref=platform_switcher</p> <p>https://www.facebook.com/help/166707406722029?helpref=about_content</p> <p>https://www.facebook.com/help/1636872026560015/?helpref=uf_share</p> <p>https://statusbrew.com/insights/how-to-go-live-on-facebook/#what-is-facebook-live</p> <p>https://help.instagram.com/666412317561393/?cms_platform=iphone-app&helpref=platform_switcher</p> <p>https://help.instagram.com/2720958398006062/?cms_platform=iphone-app&helpref=platform_switcher</p> <p>https://help.instagram.com/140491076362332/?helpref=hc_fnav</p> <p>https://help.instagram.com/292478487812558/?cms_platform=iphone-app&helpref=platform_switcher</p>

U.S. Patent 11,734,730	Meta Activity
<p>1C receiving a plurality of video messages from the one or more mobile applications,</p>	<p>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.</p>  

U.S. Patent 11,734,730	Meta Activity
	  <p><u>Exemplary Sources</u></p> <p>https://www.facebook.com/help/490693151131920/?helpref=hc_fnav</p> <p>https://www.facebook.com/help/android-app/221747465020503</p> <p>https://help.instagram.com/1986234648360433/?helpref=hc_fnav</p> <p>https://help.instagram.com/140491076362332/?helpref=hc_fnav</p>
1D	<p>wherein the plurality of video messages includes text and audio to be simultaneously presented;</p> <p>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.</p>

U.S. Patent 11,734,730

Meta Activity

How do I add text while creating a reel on Facebook? Copy link

[Android App Help](#) [iPhone App Help](#)

While creating a reel, you can add text to it.

1. Record your clips, then tap **Edit**.
2. Tap **Ag Text** in the top right.
3. Type what you'd like to add, then tap **Done**.
4. Tap your text and drag to move it. You can scale or rotate your text by tapping and dragging with two fingers.

You can also set options for your text, like duration, color, or font. Tap your text to reopen the editor.

- Tap to change the duration of your text. Tap and drag to set when your text begins and ends.
- Tap to change the color of your text.
- Tap to toggle text highlighting.
- Tap to change the text's justification.
- Swipe on the bottom options to change your text's font.

Add text to your reel

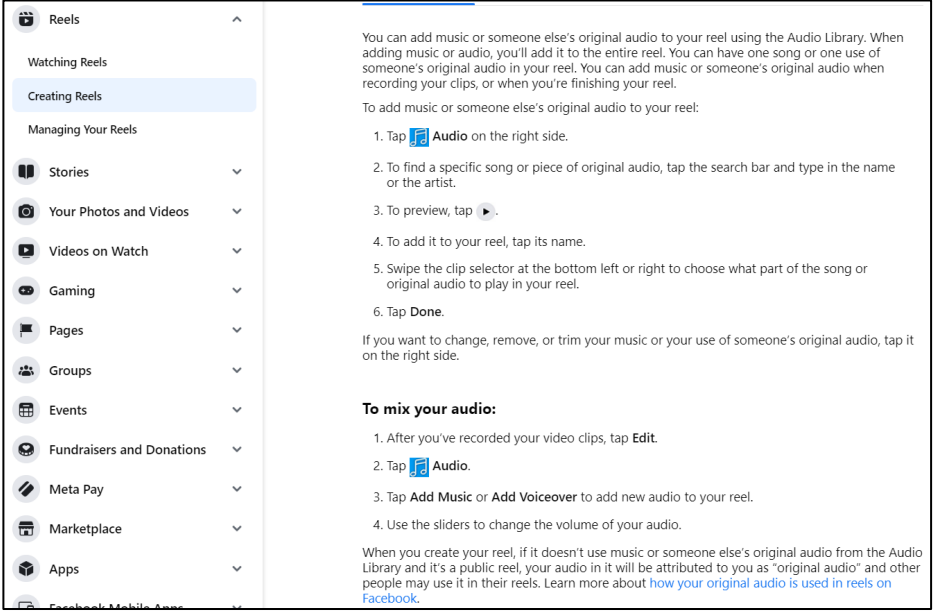
When creating a reel on Instagram, you can add text to it.

1. Begin [creating a reel](#) on Instagram.
2. After recording a reel or choosing a clip to add to your reel, tap **Ag** 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.

U.S. Patent 11,734,730	Meta Activity
	<p>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.</p> <p>To add a sticker to your story:</p> <ol style="list-style-type: none"> 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. <p>Note: Stickers can't be added to text stories.</p> <p>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.</p> <p>Learn more about stories on Facebook.</p> <div data-bbox="697 824 1327 1205"> <p>How do I add text to my story on Facebook?</p> <p>To add text to a photo or video in your story on Facebook:</p> <ol style="list-style-type: none"> 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: <ul style="list-style-type: none"> • 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. </div> <p>In addition, these video messages can include audio, such as voice-overs and music, for simultaneous presentation with the video.</p>

U.S. Patent 11,734,730

Meta Activity



Reels ^

Watching Reels

Creating Reels

Managing Your Reels

Stories v

Your Photos and Videos v

Videos on Watch v

Gaming v

Pages v

Groups v

Events v

Fundraisers and Donations v

Meta Pay v

Marketplace v

Apps v

Facebook Mobile App v

You can add music or someone else's original audio to your reel using the Audio Library. When adding music or audio, you'll add it to the entire reel. You can have one song or one use of someone's original audio in your reel. You can add music or someone's original audio when recording your clips, or when you're finishing your reel.

To add music or someone else's original audio to your reel:

1. Tap **Audio** on the right side.
2. To find a specific song or piece of original audio, tap the search bar and type in the name or the artist.
3. To preview, tap **▶**.
4. To add it to your reel, tap its name.
5. Swipe the clip selector at the bottom left or right to choose what part of the song or original audio to play in your reel.
6. Tap **Done**.

If you want to change, remove, or trim your music or your use of someone's original audio, tap it on the right side.

To mix your audio:

1. After you've recorded your video clips, tap **Edit**.
2. Tap **Audio**.
3. Tap **Add Music** or **Add Voiceover** to add new audio to your reel.
4. Use the sliders to change the volume of your audio.

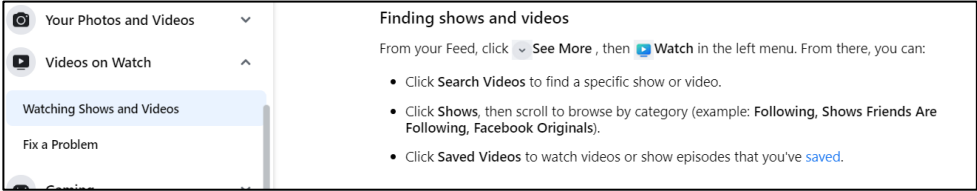
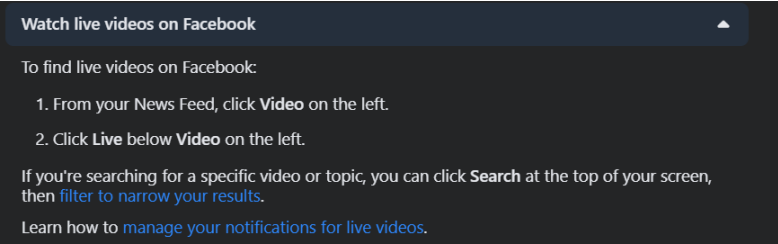
When you create your reel, if it doesn't use music or someone else's original audio from the Audio Library and it's a public reel, your audio in it will be attributed to you as "original audio" and other people may use it in their reels. Learn more about [how your original audio is used in reels on Facebook](#).

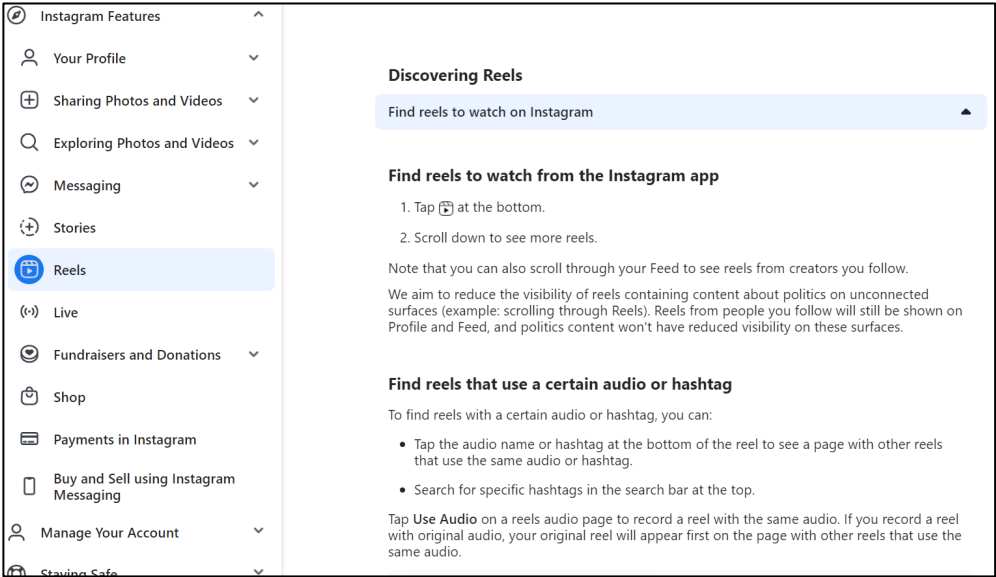
Add text to your reel

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.

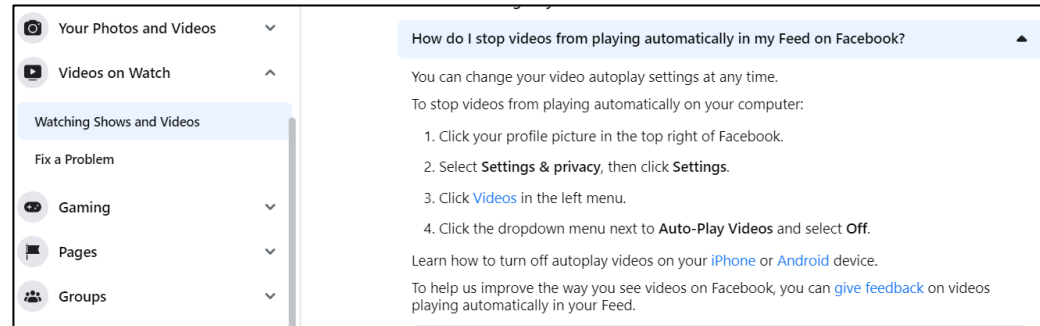
U.S. Patent 11,734,730	Meta Activity
	<div data-bbox="695 261 1566 867" style="border: 1px solid black; padding: 10px;"> <p>To add music to your story:</p> <ol style="list-style-type: none"> 1. Open the Facebook app for iOS or Android. 2. Tap  Create story at the top of your Feed. 3. At the top of the 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). </div> <p><u>Exemplary Sources</u></p> <p>https://www.facebook.com/help/585057775846104?cms_platform=iphone-app&helpref=platform_switcher</p> <p>https://www.facebook.com/help/126560554619115/?helpref=hc_fnav</p> <p>https://www.facebook.com/help/1221002915080894?cms_platform=iphone-app&helpref=platform_switcher</p> <p>https://www.facebook.com/business/help/419816202267568?id=526867548205796</p> <p>https://statusbrew.com/insights/how-to-go-live-on-facebook/#what-is-facebook-live</p> <p>https://help.instagram.com/270447560766967/?helpref=hc_fnav</p> <p>https://help.instagram.com/329208821595430/?cms_platform=iphone-app&helpref=platform_switcher</p>

U.S. Patent 11,734,730	Meta Activity
<p>1E storing the plurality of video messages in a database;</p>	<p>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.</p>  

U.S. Patent 11,734,730	Meta Activity
	 <p><u>Exemplary Sources</u></p> <p>https://www.facebook.com/help/401287967326510?helpref=about_content</p> <p>https://www.facebook.com/help/490693151131920/?helpref=hc_fnav</p> <p>https://help.instagram.com/1038071743007909</p> <p>https://help.instagram.com/270447560766967/?helpref=hc_fnav</p>
1F	<p>sending to a first one of the mobile applications the plurality of video messages,</p> <p>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.</p>

U.S. Patent 11,734,730

Meta Activity



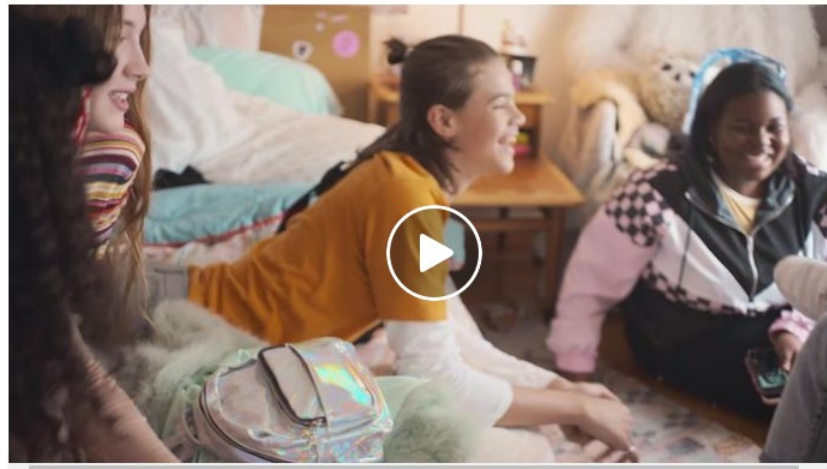
This screenshot shows the Facebook settings interface. On the left is a navigation menu with options: 'Your Photos and Videos', 'Videos on Watch', 'Watching Shows and Videos' (highlighted), 'Fix a Problem', 'Gaming', 'Pages', and 'Groups'. The main content area is titled 'How do I stop videos from playing automatically in my Feed on Facebook?'. It explains that users can change video autoplay settings at any time and provides instructions for stopping videos on a computer. The instructions are: 1. Click your profile picture in the top right of Facebook. 2. Select **Settings & privacy**, then click **Settings**. 3. Click **Videos** in the left menu. 4. Click the dropdown menu next to **Auto-Play Videos** and select **Off**. It also mentions learning how to turn off autoplay on iPhone or Android devices and provides a link to give feedback.

Instagram Features > Exploring Photos and Videos

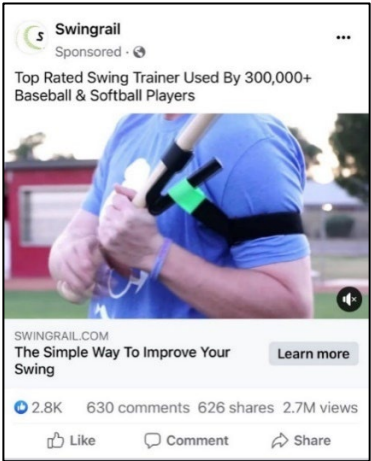
How Instagram Feed Works

Instagram Feed is a place where you can share and connect with the people and things you care about. When you open Instagram or refresh your feed, the photos and videos we think you care about most will appear towards the top of your feed. In addition to seeing content from people and hashtags you follow, you may also see suggested accounts that are relevant to your interest.

Learn the latest tips and tricks on how to make your Feed stand out. [Click here.](#)



U.S. Patent 11,734,730	Meta Activity
	<p><u>Exemplary Sources</u> 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</p>
1G	<p>wherein the first one of the mobile applications simultaneously presents the text and the audio with each one of the video messages</p> <p>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.</p> <p><u>Exemplary Sources</u> 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)</p>
1H	<p>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;</p> <p>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.</p>

U.S. Patent 11,734,730	Meta Activity
	<div data-bbox="695 261 1062 719">  </div> <div data-bbox="695 764 1772 989"> <div> <div>  Managing Your Account  Privacy, Safety and Security  Your Privacy </div> <div> Control who can see what you share on Facebook Manage What You've Shared </div> </div> <div> <h3>Who can like or comment on things that I post on Facebook?</h3> <p>When you post something on Facebook, you can use the audience selector to choose who can like or comment on it.</p> <p>If you create a public post, by default everyone can like or comment, even people who aren't following you. However, you can change who can like or comment on your public posts in your follower settings.</p> </div> </div> <div data-bbox="695 1031 1419 1304"> <p>Facebook reels comments:</p> <ol style="list-style-type: none"> 1. While watching a reel, tap  2. Tap Write a comment... 3. Type what you'd like to say. You can also add a picture , gif  or emojis  to your comment. 4. When you're ready to post your comment, tap  <p>You can also reply to a comment by tapping Reply or react to a comment by long pressing on Like.</p> </div>

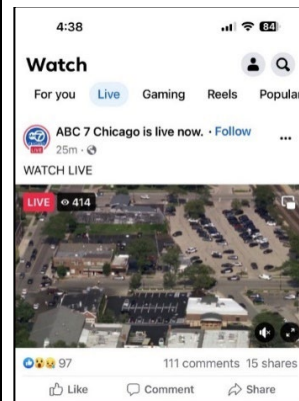
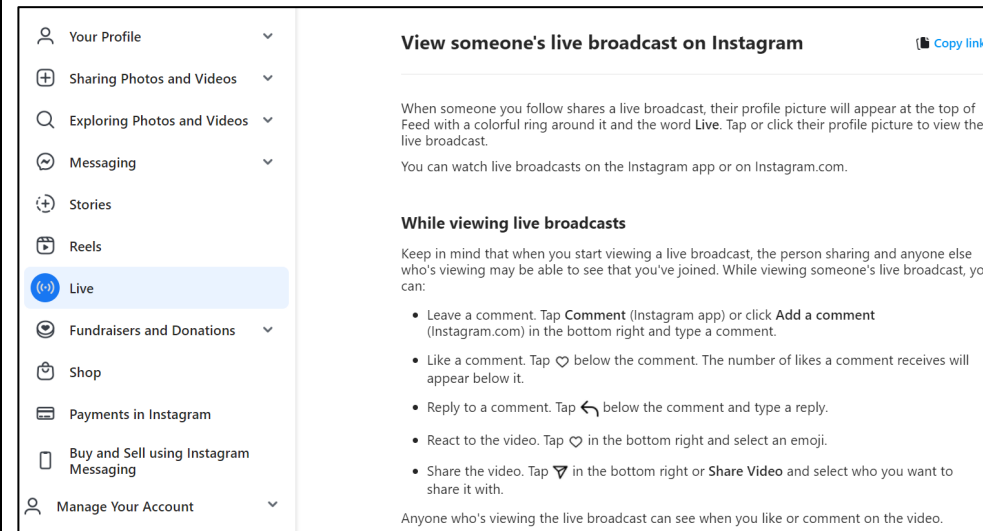
U.S. Patent 11,734,730	Meta Activity
	<div data-bbox="690 261 1766 865"> <p>Instagram Features > Reels</p> <h3>Reply to a comment on your reel with a new reel on Instagram</h3> <p>Anyone can reply to comments people leave on public reels with a new reel. The reply reel will have a sticker with the comment, the commenter's username and profile picture.</p> <h4>To reply to a comment with a reel</h4> <p>Instagram app for Android and iPhone</p> <ol style="list-style-type: none"> 1. Tap Reply below the comment you want to reply to, then tap on the left. 2. Record your reel or tap in the bottom left to select a video from your gallery or camera roll. You can also tap Green Screen in the top right to record a reel with a different background. 3. Tap the comment sticker to change the background color or tap and hold it to move it. 4. Tap Next at the bottom and edit your reel. 5. Tap Next in the bottom right, then tap Share. <p>The person who posted the comment will receive a notification that you replied to them. Anyone can tap the original commenter's username at the bottom of your reel to view the comments on the original reel.</p> </div> <p><u>Exemplary Sources</u></p> <p>https://www.facebook.com/help/167598583302066/?helpref=search&query=add%20comment&search_session_id=d6420c5614875b0c0813256103859a08&sr=11</p> <p>https://www.facebook.com/help/1461842980969682/?cms_platform=iphone-app&helpref=platform_switcher</p> <p>https://help.instagram.com/249714943742850/?helpref=search&query=comment%27&search_session_id=e467cc10b842f41723461e7b9ed5110d&sr=17</p> <p>https://www.youtube.com/watch?v=T7XaHXKWBnk</p>
11	<p>receiving a notification that a second one of the mobile applications has started a live stream video message; and</p> <p>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.</p>

U.S. Patent 11,734,730	Meta Activity
	<div data-bbox="688 298 1482 880"> <p>Go live on Facebook Copy link</p> <p>Computer Help Android App Help <u>iPhone App Help</u> iPad App Help More ▾</p> <p>To go live:</p> <ol style="list-style-type: none"> 1. Tap What's on your mind? at the top of your Feed, then tap Live video. 2. You can tap  in the bottom right to add features and customization (example: Check In, Bring a Friend) or tap  to add an effect. You can also add an effect after you've started your broadcast. 3. Tap Go Live. 4. Tap Finish when you want to end your broadcast. <p>To go live in a group, go to your group and tap Write something..., then tap Live video. To go live in an event, go to the event and tap Say something... then tap Live Video.</p> <p>Note: To block viewers during a live broadcast, tap and hold the the profile picture next to a viewer's comment, then tap Block.</p> <p>Keep in mind, your broadcast needs to follow our policies. Learn more about our policies for Facebook Live.</p> <p>Learn more about going live from a Messenger Room on Facebook.</p> </div> <p>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.</p> <div data-bbox="688 1036 1759 1253"> <p> Your Profile ▾</p> <p> Sharing Photos and Videos ▾</p> <p> Exploring Photos and Videos ▾</p> <p> Messaging ▾</p> <p> Stories ▾</p> <div> <p>View someone's live broadcast on Instagram Copy link</p> <p>When someone you follow shares a live broadcast, their profile picture will appear at the top of Feed with a colorful ring around it and the word Live. Tap or click their profile picture to view their live broadcast.</p> <p>You can watch live broadcasts on the Instagram app or on Instagram.com.</p> </div> </div>

U.S. Patent 11,734,730	Meta Activity
	<p>To change your live video notifications from a specific Page:</p> <ol style="list-style-type: none"> 1. In the top left, click  and search for the Page. 2. Click the Page. 3. Click  then click Follow settings. 4. Click  Live video 5. Click the type of notifications you'd like to receive: <ul style="list-style-type: none"> • If All notifications or Highlights is selected, you'll receive live video notifications from the Page. • Select Off to turn off all live video notifications from the Page. <p>Note: When you're watching a live video or a video that was live, you can click  Follow and then  to be notified the next time the person or Page starts a live broadcast.</p> <p><u>Exemplary Sources</u></p> <p>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</p>
1J	<p>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.</p> <p>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).</p>

U.S. Patent 11,734,730

Meta Activity



U.S. Patent 11,734,730	Meta Activity
	<div data-bbox="690 256 1480 610"><p>Watch live videos on Facebook Copy link</p><p>Android App Help Computer Help iPad App Help iPhone App Help More ▼</p><p>To find live videos on Facebook:</p><ol style="list-style-type: none">1. From your News Feed, tap  Menu in the bottom right.2. Scroll down and tap Live Videos. If you don't see it, tap See More and scroll to find it.<p>If you're searching for a specific video or topic, you can tap Search Facebook at the top of your screen, then filter to narrow your results.</p><p>Learn how to manage your notifications for live videos.</p></div> <p><u>Exemplary Sources</u></p> <p>https://www.facebook.com/help/401287967326510/?helpref=hc_fnav</p> <p>https://help.instagram.com/699289326902954/?helpref=related_articles</p>

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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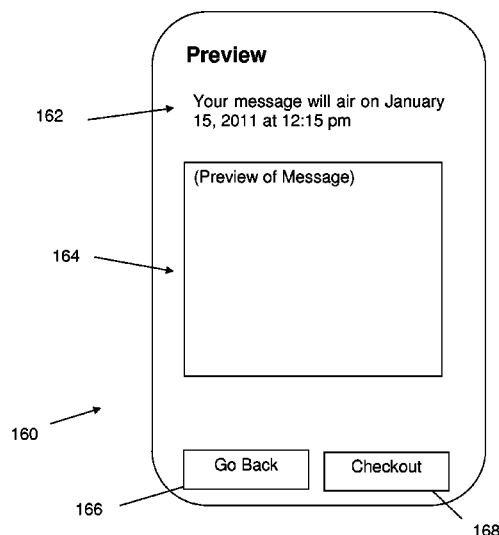
Primary Examiner — Tauqir Hussain

(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



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Page 2

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(51) Int. Cl.			
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H04L 51/56 (2022.01)			
H04L 65/403 (2022.01)			
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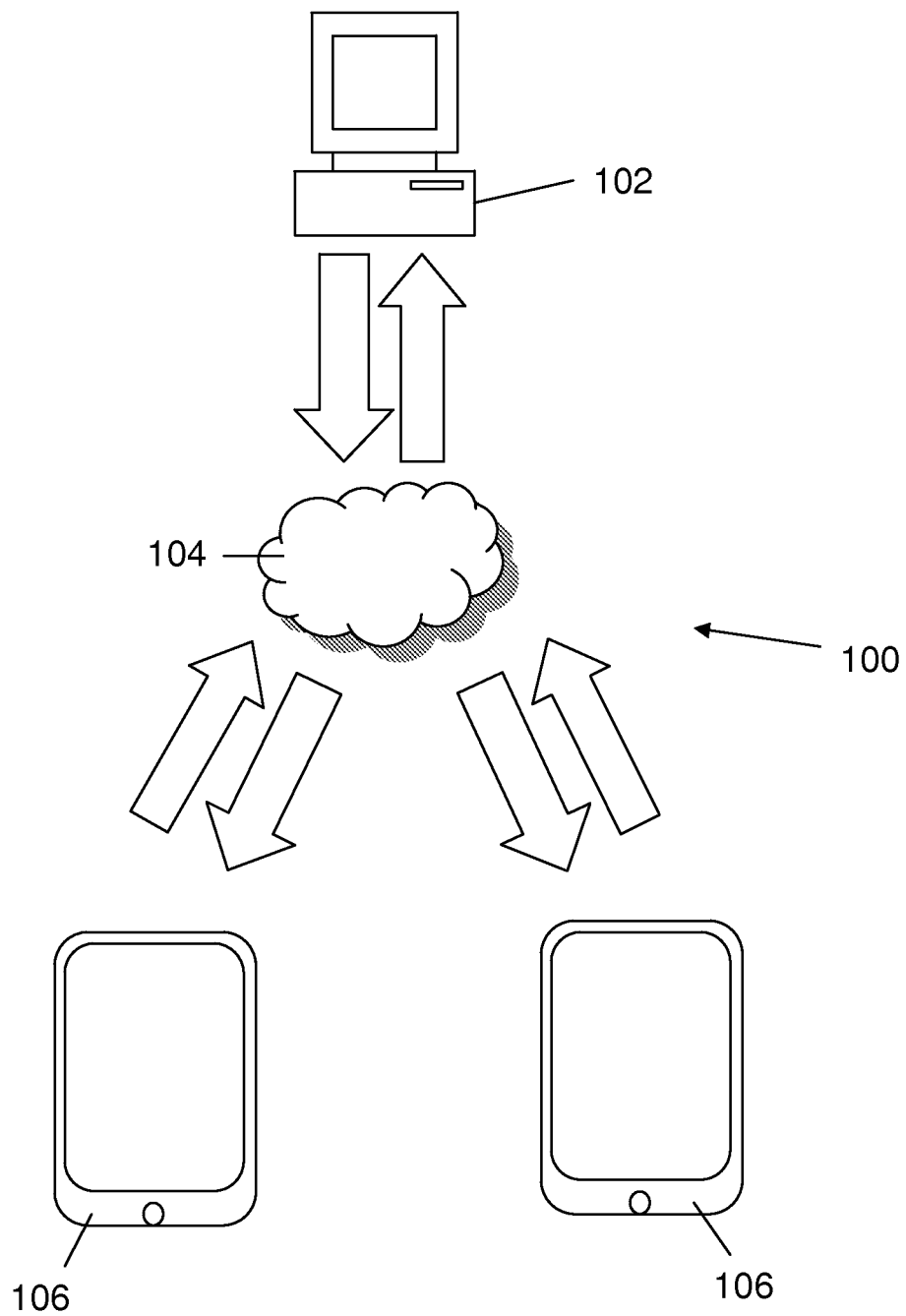


Figure 1

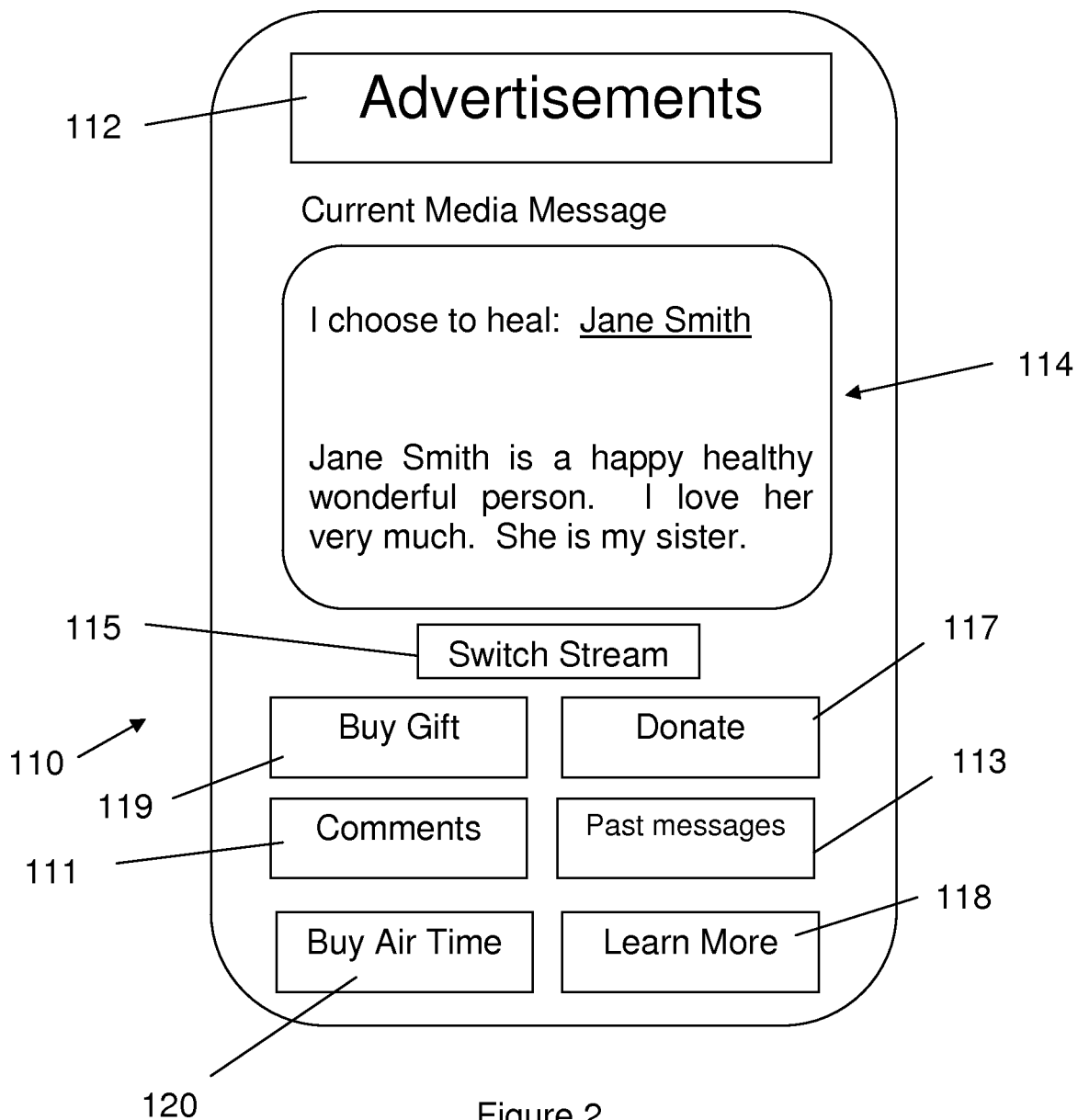


Figure 2

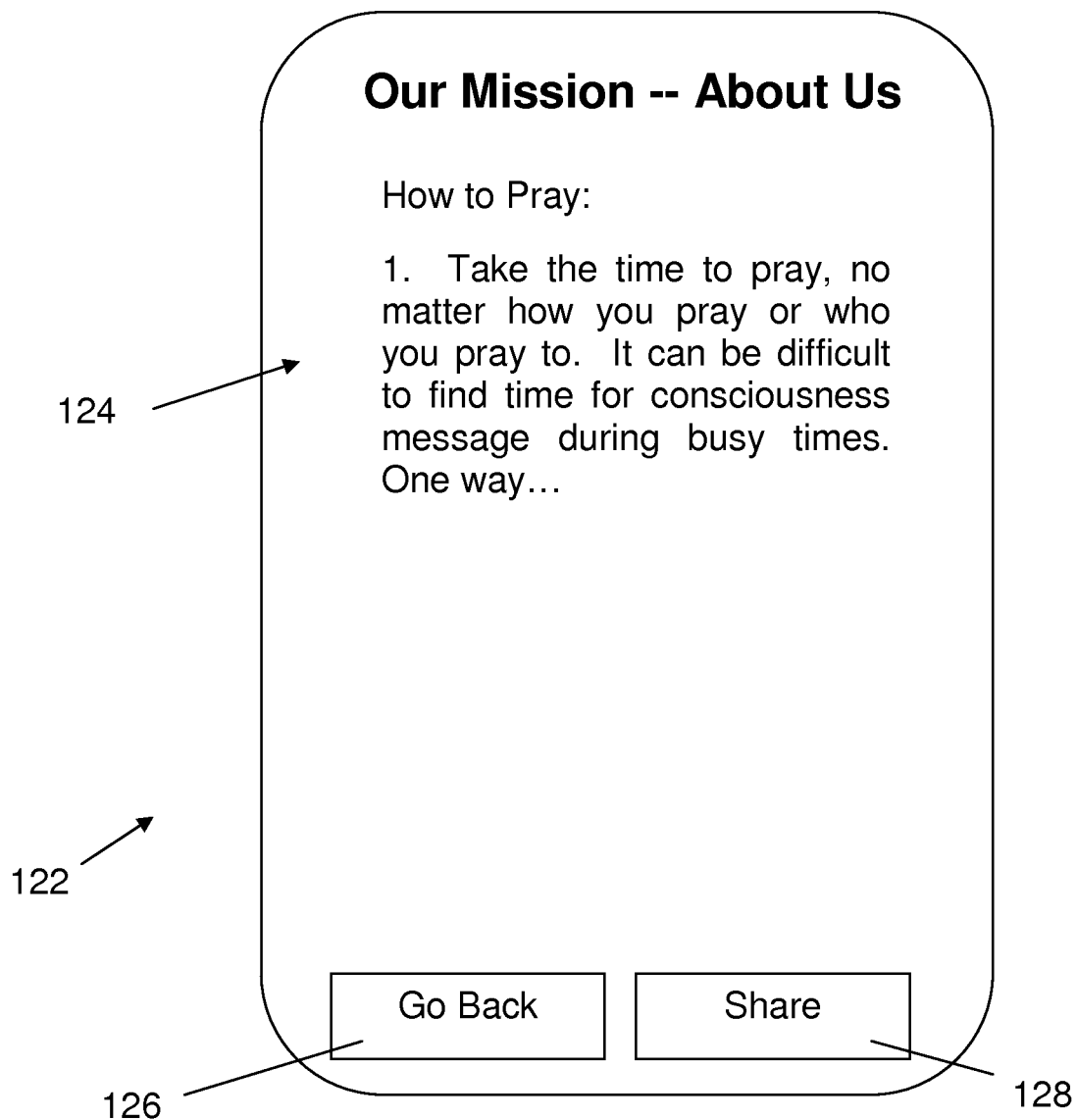


Figure 3

Buy Airtime

Enter your message:

132 → Title:

134 → Message:

136 → Image or Video:

130 →

126 → 138

Detailed description: The diagram shows a mobile application interface for purchasing airtime. It features a rounded rectangular container. At the top, the title 'Buy Airtime' is centered. Below the title is the instruction 'Enter your message:'. This is followed by three input fields: a 'Title' field, a larger 'Message' field, and an 'Image or Video' field. At the bottom of the container are two buttons: 'Go Back' and 'Next'. Reference numerals are used to point to specific elements: 130 points to the left side of the container, 132 points to the 'Title' label, 134 points to the 'Message' label, 136 points to the 'Image or Video' label, 126 points to the 'Go Back' button, and 138 points to the 'Next' button.

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

How many minutes?

5

Next Advanced

Figure 5

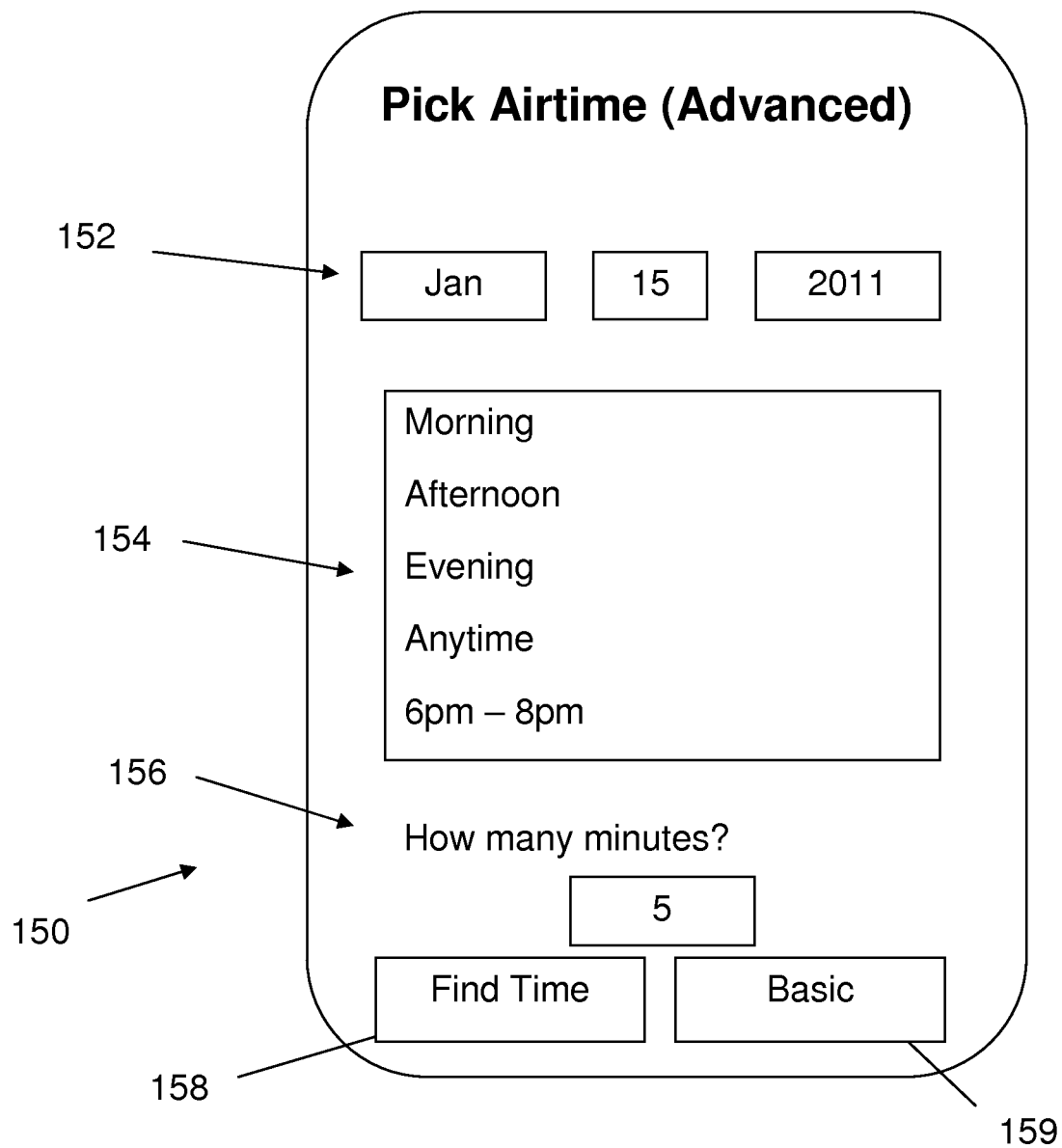


Figure 6

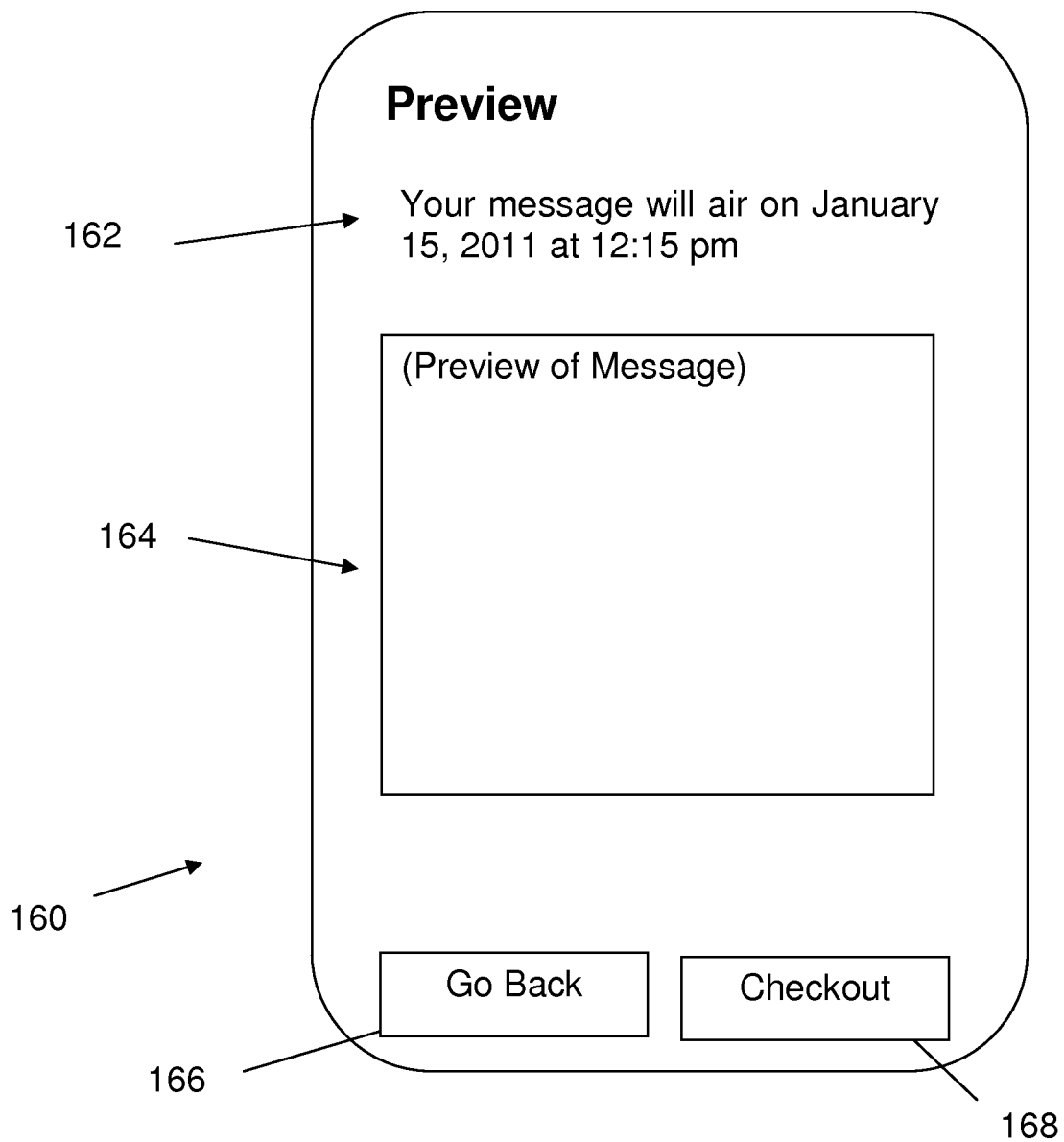


Figure 7

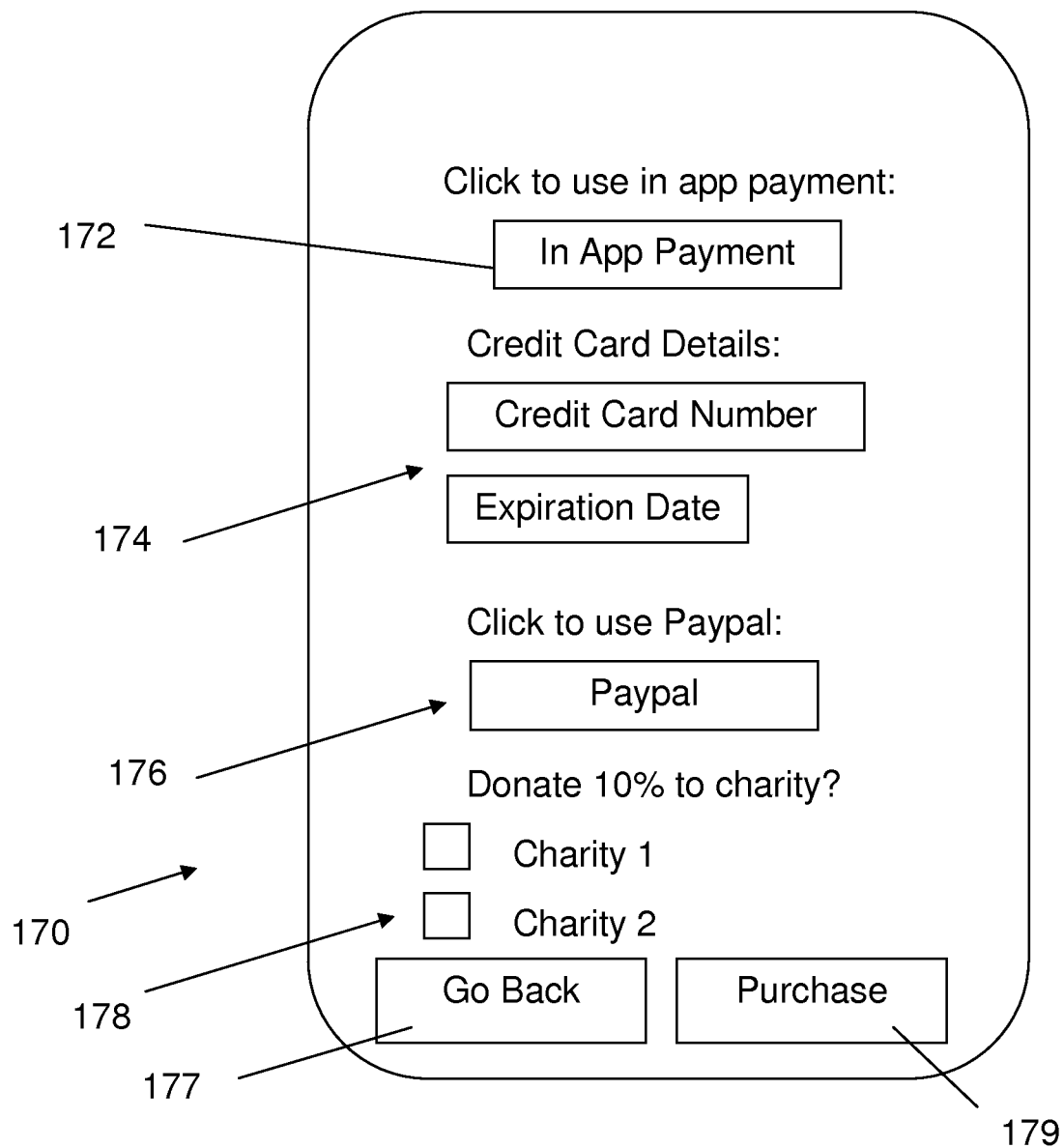


Figure 8

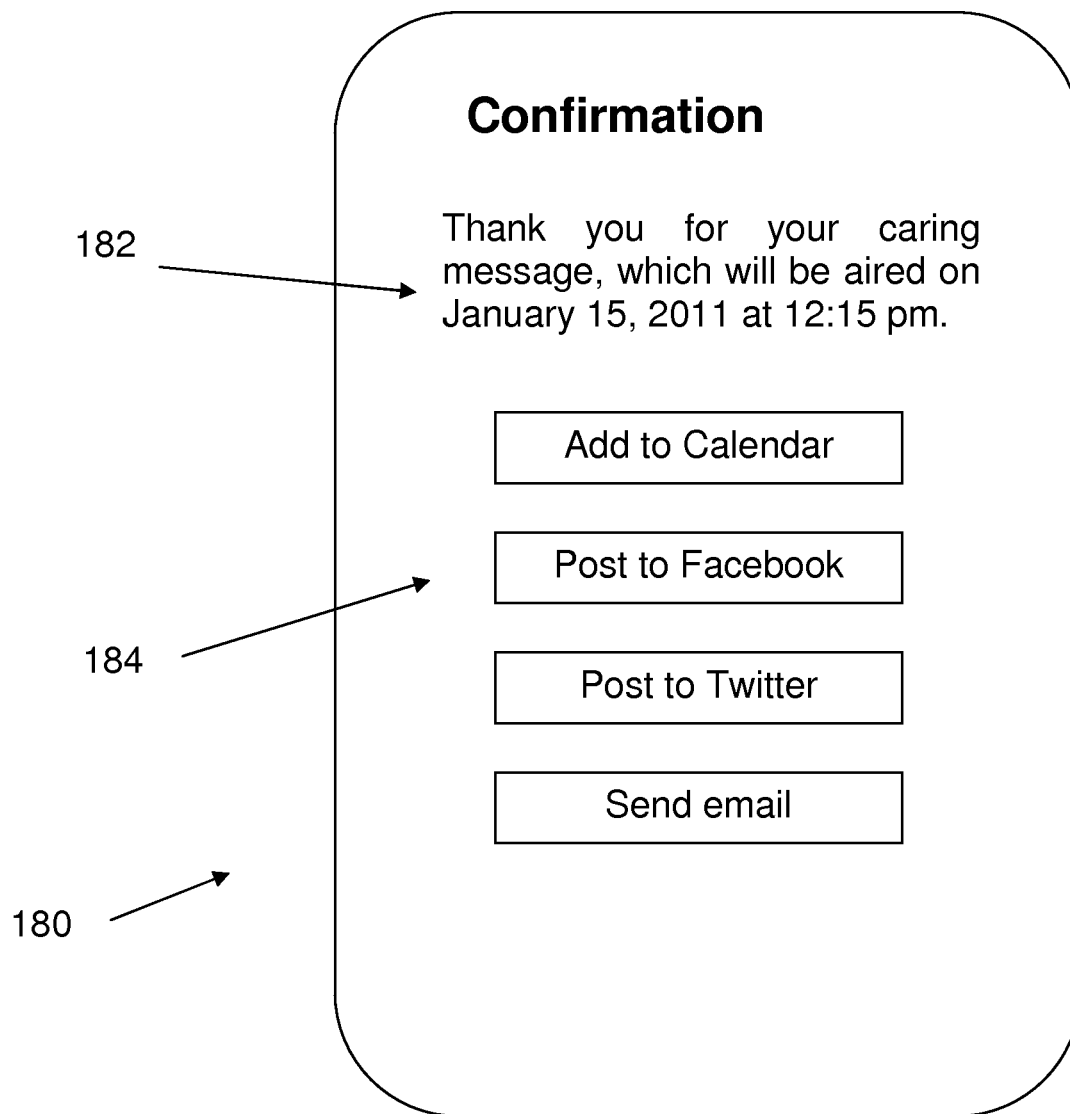


Figure 9

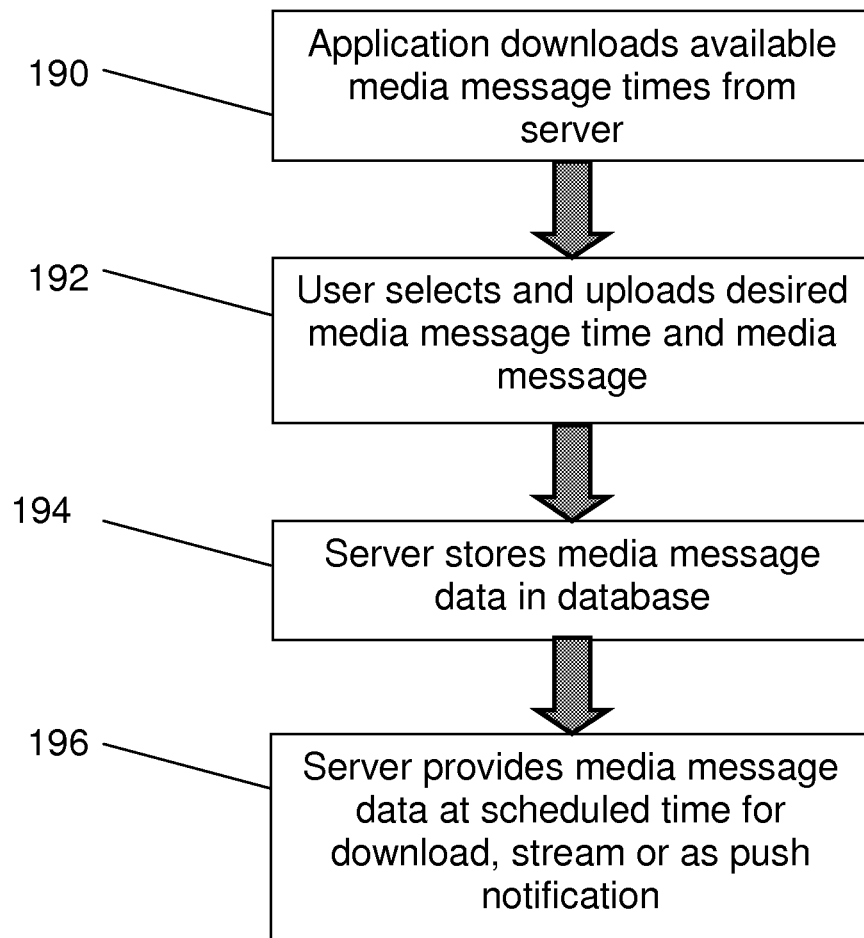


Figure 10

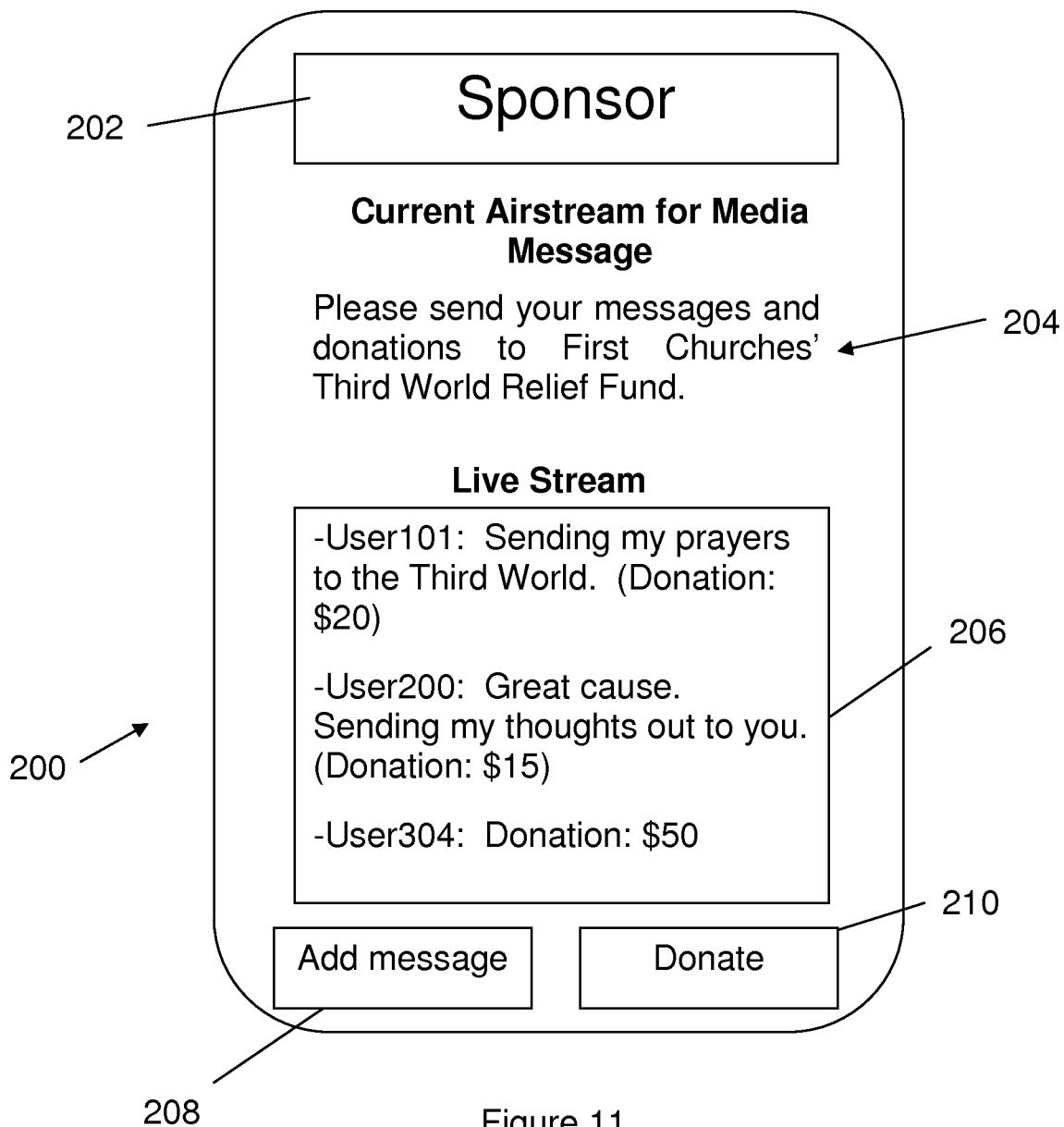
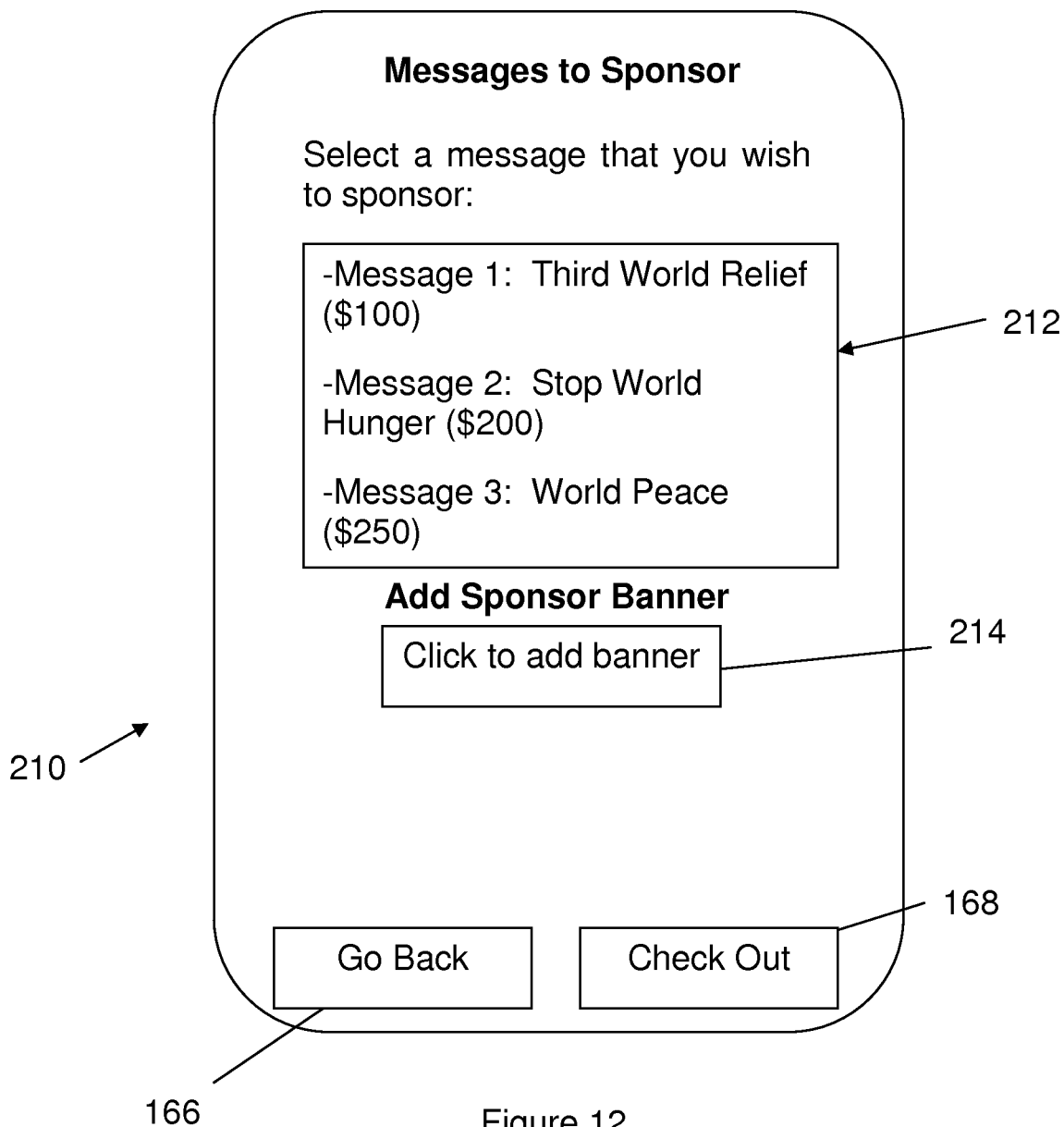


Figure 11



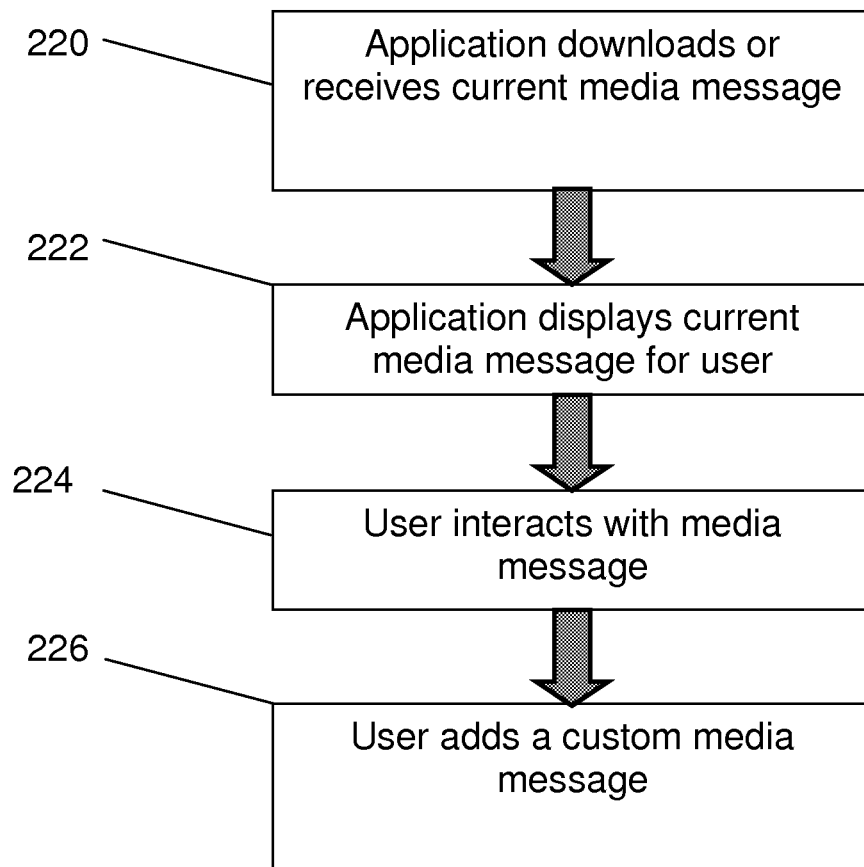
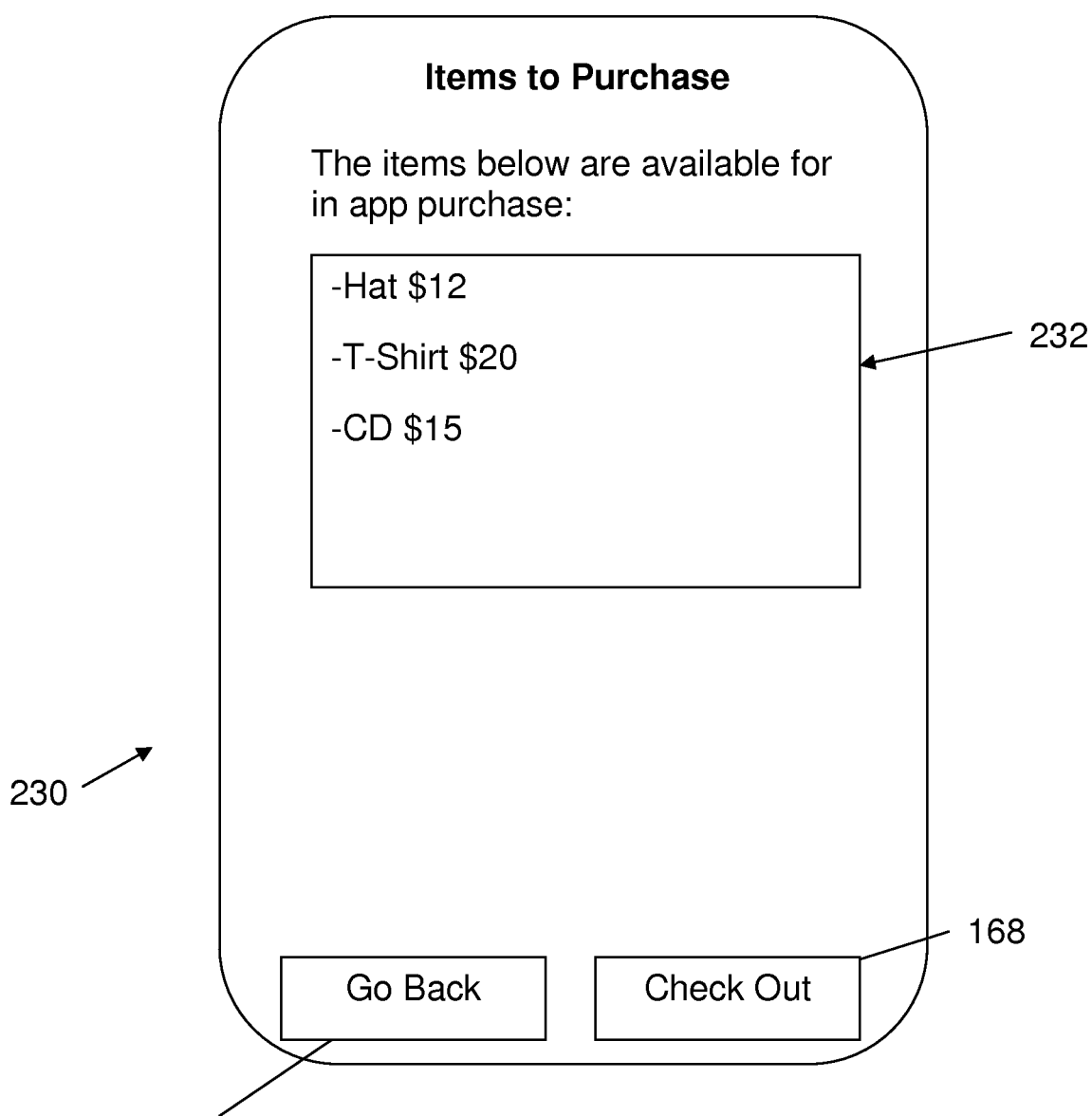


Figure 13



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Figure 14

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**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

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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;

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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, tablets, 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

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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

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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.

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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-

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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 5 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 10 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 15 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 20 directed to eye-witness news or similar breaking news.

In another specific example, a stream can be directed to music videos. Hence, a user can purchase airtime and upload 25 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, 30 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 35 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 40 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 45 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 50 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 55 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 60 servers;

selecting, for inclusion in a first feed, a first subset of the respective ones of the media messages from among the 65 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

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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 5 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 10 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 15 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 20 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 25 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 30 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 35 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 40 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 45 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 50 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 55 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 applica- 60 tions 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 65 no longer available for presentation;

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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:

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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

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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. 5

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. 10

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. 15

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. 20 25

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Exhibit B 1

U.S. Patent 11,966,952		Meta Activity
	Claim 1	
1A	<p>A method, comprising:</p> <p>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;</p>	<p>Meta provides advertising media messages that are delivered to mobile applications across its platforms, including Facebook, Instagram, and Messenger.</p> <p>Meta receives at its servers a plurality of media messages from mobile applications executable on mobile devices. The mobile applications provide for association of media messages 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.</p> <p>Meta provides 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. The mobile application sends the advertising media message and associated information to Meta servers.</p>

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Meta Activity

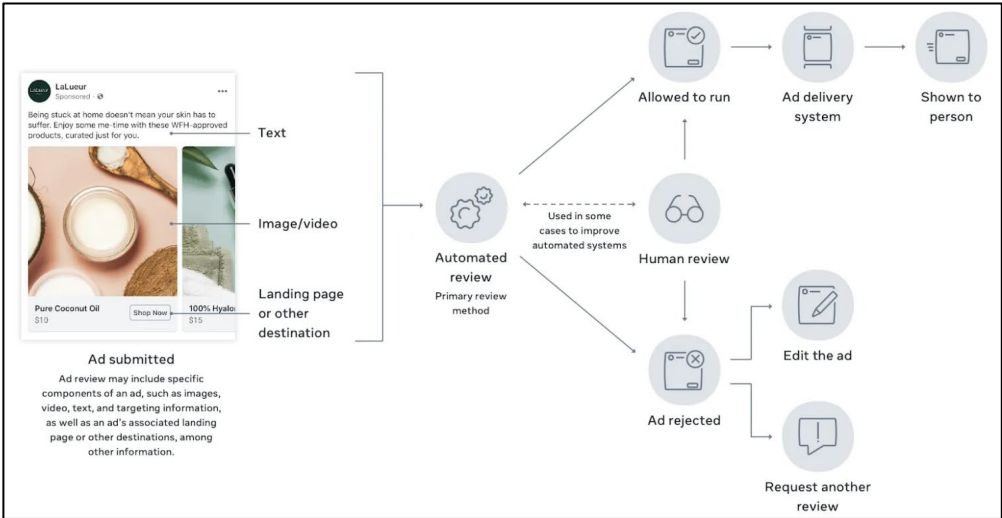
The figure displays three screenshots of the Meta Ads setup interface for a campaign titled "Hair Day".

Top Left Screenshot: Shows the "Placements" section where Facebook, Instagram, and Messenger are all selected. Below this is the "Daily budget" section with three options: \$1 (Est. Reach 211-620 people per day), \$2 (Est. Reach 422-1.2K people per day), and \$3 (Est. Reach 633-1.8K people per day). A "Promote Now" button is at the bottom.

Top Right Screenshot: Shows the "Daily budget" section with five options: \$1, \$2, \$3, \$5 (selected), and \$15. Below this is the "Duration" section showing "7 Days" and a "Promote Now" button.

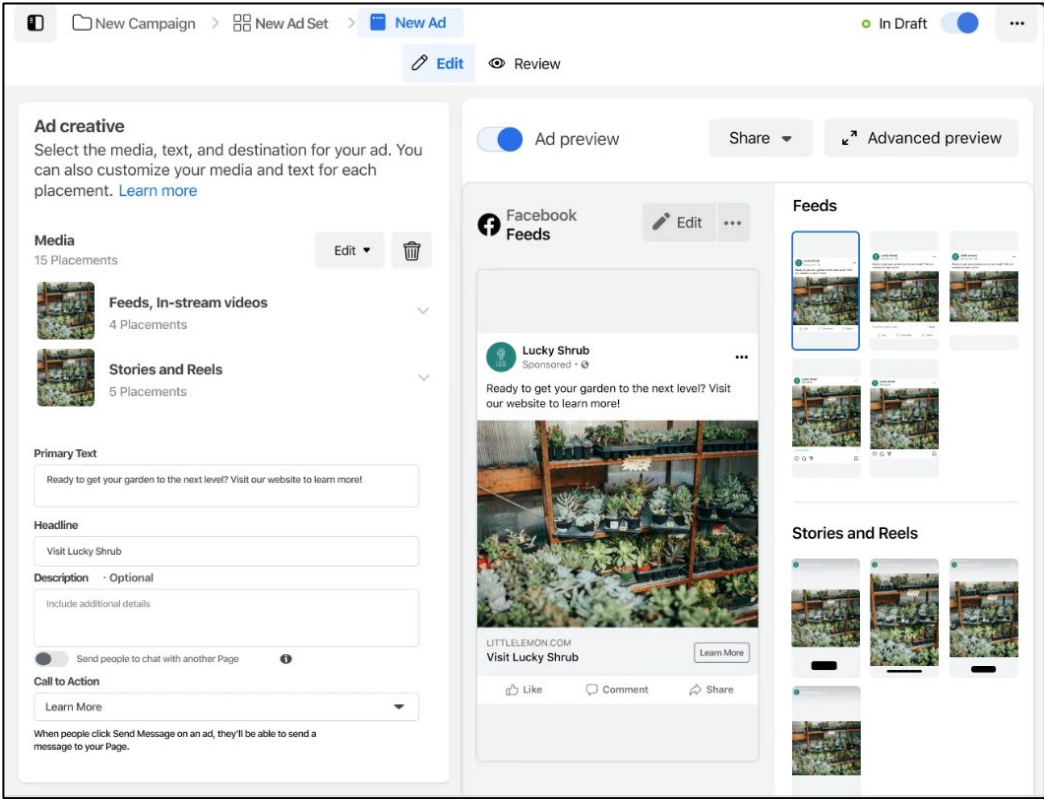
Bottom Screenshot: Shows the "Schedule & duration" section. The "Run this ad continuously" option is selected. The "Choose when this ad will end" section shows an end date of "Mar 18, 2022" and a duration of "7" days. Below this, it states "Your ad will be published today and run for 7 days ending on May 25, 2022." The "Total Budget" section shows a budget of "\$ 5.00".

U.S. Patent 11,966,952	Meta Activity
	<p><u>Exemplary Sources</u></p> <p>https://www.facebook.com/business/ads/#faq</p> <p>https://www.facebook.com/business/learn/lessons/create-facebook-ads-from-facebook-page</p> <p>https://www.facebook.com/business/learn/lessons/introduction-to-page-promotions</p> <p>https://www.facebook.com/business/learn/lessons/create-ads-promote-business</p> <p>https://business.facebook.com/business/help/705965862850667?id=373423763458293</p> <p>https://www.facebook.com/business/help/813510795795140?id=3349108371785391</p> <p>https://www.facebook.com/business/help/280594309504695?id=2030300680608329</p> <p>https://www.descript.com/blog/article/how-to-run-facebook-ads#</p> <p>https://www.facebook.com/business/learn/lessons/meta-ads-manager-advertising</p> <p>https://www.facebook.com/business/ads/ad-budget-schedule/</p> <p>https://www.facebook.com/business/ads/ad-creative/</p> <p>https://www.facebook.com/business/help/788333711222886?id=571563249872422</p> <p>https://www.facebook.com/business/ads-guide/update/image</p> <p>https://www.facebook.com/business/ads-guide/update/video</p> <p>https://www.facebook.com/business/marketing-partners/partner-news/reach-and-frequency-90-day-campaign-length</p>
1B	<p>storing the plurality of media messages on the one or more servers;</p> <p>See Row 1A. The plurality of media messages are stored on one or more Meta servers. For example, the advertising media messages are stored on servers from the time they are submitted from the mobile application and continue to be stored on Meta's servers so they can be delivered for viewing on a mobile application.</p>

U.S. Patent 11,966,952	Meta Activity
	 <p>Exemplary Sources https://www.facebook.com/business/help/204798856225114?id=649869995454285</p>
<p>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;</p>	<p>See Rows 1A & 1B. The Meta servers provide a first subset of media messages stored on the Meta servers for inclusion in a first feed based on the scheduled airtime and the expiration information associated with the media messages.</p> <p>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.</p> <p>Exemplary Sources https://www.facebook.com/business/help/407108559393196?id=369787570424415 https://www.facebook.com/business/ads/ad-budget-schedule/</p>

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<p>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;</p>	<p>See Row 1C. The first feed is provided to a first mobile application executable on a first mobile device that is configured to present the first feed. The 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.</p> <p>For example, Meta servers 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.</p> 

U.S. Patent 11,966,952	Meta Activity
	<p><u>Exemplary Sources</u></p> <p>https://www.facebook.com/business/help/450688792208401</p> <p>https://www.facebook.com/business/help/410873986524407</p> <p>https://www.facebook.com/business/m/get-started-meta-advertising</p> <p>https://www.facebook.com/business/help/407108559393196?id=369787570424415</p> <p>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.")</p>
<p>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 scheduled airtime and the expiration information of the respective ones of the media messages; and</p>	<p>See Row 1C. A second subset of the plurality of media messages stored on Meta servers is selected for inclusion in a second feed based on the scheduled airtime and the expiration information associated with the media messages. 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.</p>

U.S. Patent 11,966,952	Meta Activity
	 <p>Exemplary Sources</p> <p>https://ai.meta.com/blog/facebook-feed-improvements-ai-show-more-less/</p> <p>https://www.facebook.com/business/help/407108559393196?id=369787570424415</p> <p>https://www.facebook.com/business/learn/lessons/meta-ads-manager-advertising/</p>
1F	<p>providing the second feed to a second mobile application executable on a second mobile</p> <p>See Rows 1C and 1D. The second feed, which differs from the first feed, is provided to a second mobile application executed on a second mobile device. The presentation of the second feed by the second mobile application includes the presentation of an advertisement prompt with a media</p>

U.S. Patent 11,966,952	Meta Activity
<p>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.</p>	<p>message included in the second feed. An interaction with the advertisement prompt via the second mobile application causes presentation of a second advertisement.</p> <p>For example, Meta servers 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.</p> <p><u>Exemplary Sources</u> 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.")</p>