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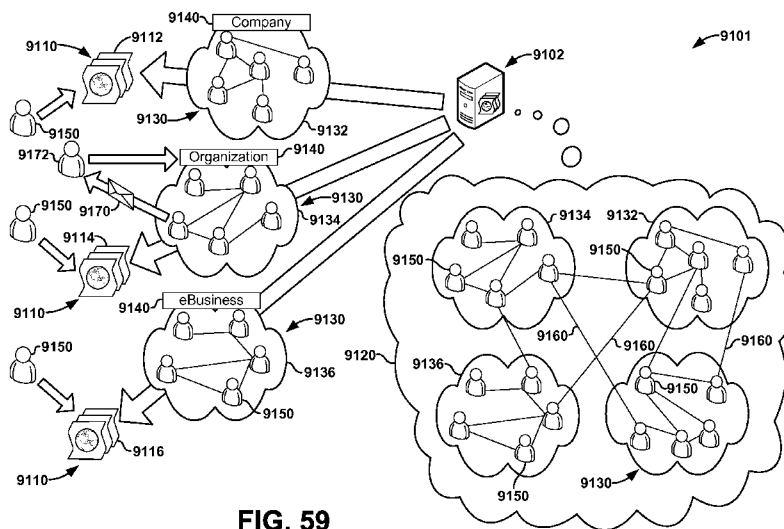


FIG. 59

(57) Abstract: The Sports Matchmaker System provides an improved method for arranging sporting events and non-sporting events between unacquainted people. It provides a system for matching persons publicly offering to participate in particular sporting or social events with other persons desiring to participate in similar sporting or social events. The system also provides various means for communicating between the offering party and the accepting party to complete the event. The system also provides methods for arranging event venues for sporting and social events.

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SPORTS MATCHMAKER SYSTEMS

BACKGROUND

This invention relates to providing systems for arranging meetings between unacquainted people as well as between people in a social network. More particularly, this invention relates to providing systems for matching persons, teams and/or groups offering to participate in particular sporting, social, business, political, gaming, cooking, medical, training, or other activities with persons, groups, organizations, clubs, seminars, teams, etc., desiring to participate in similar activities

The explosive diffusion of the Internet into countries such as the United States has been accompanied by the proliferation of Internet-based singles -- as in unmarried or unattached people -- matchmaking systems. These matchmaking systems are predominantly oriented toward single, meaning unmarried or unattached, men and women wishing to meet other single men and women, generally for the purpose of establishing a romantic relationship. The success of these matchmaking systems is demonstrated by the large number of Internet Web sites devoted to matchmaking available on the Internet today. Examples of Internet-based dating systems include Match.com, eHarmony.com, and Kiss.com.

Typically, these matchmaking systems focus exclusively on unmarried and unattached people and their desire to meet each other. In other words, these matchmaking systems ignore the social networking needs of the remainder of the population desiring to meet or jointly participate in something other than a "date". While it is possible to find someone interested in golf or tennis using these sites, it is not possible to search and find a person with whom to play a specific, or particular, game of golf or tennis on these "dating" Web sites. As a result, a very large group of people are not able to socially network effectively through the Internet. For example, couples, children, and teams have no means to identify others wishing to participate in activities that are event oriented, *i.e.*, events that are location, time, and date dependent. For instance, a traveler wishing to play golf on a Saturday while away from home must rely on calling golf courses in the area to determine if there are any opportunities to join a group of golfers in a golf game. Conversely, this traveler must rely on the same methods to make an offer to play golf. Additionally, the traveler has no opportunity to get to know the other participants in advance.

Thus, a great need exists for a system capable of effectively permitting social networking for people by facilitating identification of others who desire to offer and accept participation in activities that are event (especially sporting) oriented using computer networks.

OBJECTS AND FEATURES OF THE INVENTION

A primary object and feature of the present invention is to provide a system for matching persons making specific sporting and social activity participation offers with persons desiring to participate in a specific sporting and social activity.

5 It is a further object and feature of the present invention to provide such a system for permitting participants to post offers to participate in a particular sporting or social activity.

It is a further object and feature of the present invention to provide such a system for permitting participants to search for individuals making an offer to participate in a particular sporting or social activity.

10 It is a further object and feature of the present invention to provide such a system for permitting participants to search profiles of participants' sporting and social interests and related skill levels.

It is a further object and feature of the present invention to provide such a system for permitting participants to communicate with each other through a computer network.

15 A further primary object and feature of the present invention is to provide such a system that is efficient, inexpensive, and handy. Other objects and features of this invention will become apparent with reference to the following descriptions.

SUMMARY OF THE INVENTION

In accordance with a preferred embodiment hereof, this invention provides a computer
20 system, relating to integrating at least one social-network website-service into at least one website providing at least one social network website as a portion of the at least one website permitting social interactions between users of the at least one website, comprising: at least one central social-network computer server structured and arranged to serve, by at least one
25 computer, the at least one social-network website-service to the at least one website; at least one service integrator computer processor structured and arranged to integrate the at least one social-network website-service into the at least one website as the at least one social network website; at least one cross social-network interaction computer interface structured and arranged to interface social-interactions between users across a plurality of the at least one social network
30 websites of a plurality of the at least one websites; wherein, when integrated, the at least one website comprises the at least one social network website permitting such social interactions between the users at the at least one website.

Moreover, it provides such a computer system wherein such at least one service integrator computer processor comprises at least one website-theme matcher structured and arranged to match at least one website-theme of the at least one social network website to at least

one website-theme of the at least one website. Additionally, it provides such a computer system wherein such at least one website-theme matcher comprises at least one logo common to both the at least one social network website and the at least one website. Also, it provides such a computer system wherein such at least one website-theme matcher comprises at least one navigation feature to navigate between the at least one social network website and the at least one website. In addition, it provides such a computer system wherein such at least one website-theme matcher comprises at least one color-scheme common to both the at least one social network website and the at least one website. And, it provides such a computer system further comprising at least one user-to-network associator computer processor structured and arranged to associate each of the users with at least one specific social network website of such plurality of the at least one social network websites.

Further, it provides such a computer system further comprising at least one user-authentication computer interface structured and arranged to permit user-authentication from each of such plurality of the at least one social network websites, by any of the users, to such at least one specific social network website. Even further, it provides such a computer system further comprising: at least one user redirector computer processor structured and arranged to redirect the users from any of such plurality of the at least one social network websites to such at least one specific social network website; wherein each of the users, upon authentication, is automatically directed to such at least one specific social network website, with which each of the users is respectively associated, regardless of which of such plurality of the at least one social network websites the users authenticated through.

Moreover, it provides such a computer system further comprises: at least one user registration computer interface structured and arranged to permit registration of the users through each of such plurality of the at least one social network websites; wherein such user-to-network associator computer processor associates the users to such at least one specific social network website through which the users register. Additionally, it provides such a computer system further comprising at least one administrator computer interface structured and arranged to permit administration of such at least one specific social network website; wherein such at least one administrator computer interface comprises at least one user-data accessor computer interface structured and arranged to access user-data of the users associated with such at least one specific social network website.

In accordance with another preferred embodiment hereof, this invention provides a computer system, relating to integrating at least one social-network website-service into at least one website providing at least one social network website as a portion of the at least one website

permitting social interactions between users of the at least one website, comprising: central social-network computer server means for serving, by at least one computer, the at least one social-network website-service to the at least one website; service integrator computer processor means for integrating the at least one social-network website-service into the at least one website
5 as the at least one social network website; cross social-network interaction computer interface means for interfacing social-interaction between users across a plurality of the at least one social network websites of a plurality of the at least one websites; wherein, when integrated, the at least one website comprises the at least one social network website permitting social interactions between the users at the at least one website.

10 Also, it provides such a computer system wherein such service integrator computer processor means comprises website-theme matcher means for matching at least one website-theme of the at least one social network website to at least one website-theme of the at least one website. In addition, it provides such a computer system further comprising user-to-network associator computer processor means for associating each of the users with at least one specific
15 social network website of such plurality of the at least one social network websites. And, it provides such a computer system further comprising user-authentication computer interface means for permitting user-authentication from each of such plurality of the at least one social network websites, by any of the users, to such at least one specific social network website.

Further, it provides such a computer system further comprising: user redirector computer
20 processor means for redirecting the users from any of such plurality of the at least one social network websites to such at least one specific social network website; wherein each of the users, upon authentication, is automatically directed to such at least one specific social network website, with which each of the users is respectively associated, regardless of which of such plurality of the at least one social network websites the users authenticated through. Even
25 further, it provides such a computer system further comprising: user registration computer interface means for permitting registration of the users through each of such plurality of the at least one social network websites; wherein such user-to-network associator computer processor means associates the users to such at least one specific social network website through which the users register. Even further, it provides such a computer system further comprising:
30 administrator computer interface means for permitting administration of such at least one specific social network website; wherein such administrator computer interface means comprises user-data accessor computer interface means for accessing user-data of the users associated with such at least one specific social network website.

In accordance with another preferred embodiment hereof, this invention provides a computer method, relating to integrating at least one social-network website-service into at least one website providing at least one social network website as a portion of the at least one website permitting social interactions between users of the at least one website, comprising: serving, by
5 at least one computer, the at least one social-network website-service to the at least one website; integrating the at least one social-network website-service into the at least one website as the at least one social network website; interfacing social-interaction between users across a plurality of the at least one social network websites of a plurality of the at least one websites; wherein, when integrated, the at least one website comprises the at least one social network website
10 permitting social interactions between the users at the at least one website.

Even further, it provides such a computer method wherein such step of integrating comprises matching at least one website-theme of the at least one social network website to at least one website-theme of the at least one website. Even further, it provides such a computer method further comprising the step of associating each of the users with at least one specific
15 social network website of such plurality of the at least one social network websites. Even further, it provides such a computer method further comprising the step of permitting user-authentication from each of such plurality of the at least one social network websites, by any of the users. Even further, it provides such a computer method further comprising the step of: redirecting the users from any of such plurality of the at least one social network websites to
20 such at least one specific social network website; wherein each of the users, upon authentication, is automatically directed to such at least one specific social network website, with which each of the users is respectively associated, regardless of which of such plurality of the at least one social network websites the users authenticated through.

Even further, it provides such a computer method further comprising the step of:
25 permitting registration of the users through each of such plurality of the at least one social network websites; wherein such step of associating associates the users to such at least one specific social network website through which the users register. Even further, it provides such a computer method further comprising: permitting administration of such at least one specific social network website; wherein such step of permitting administration comprises accessing
30 user-data of the users associated with such at least one specific social network website.

In accordance with another preferred embodiment hereof, this invention provides a computer program system for an Internet computer system, relating to finding at least one proposed joint event for assisting displaying participant personal profile information of at least one first participant by at least one second participant with, comprising the steps of: searchably

storing proposed-event information wherein such proposed-event information comprises at least at least one type of proposed joint event, at least one proposed geographic area for such proposed joint event, and at least one proposed time criterion for such at least one proposed joint event; permitting input on behalf of such at least one first participant of such at least one proposed joint event; searchably storing such participant personal profile information wherein such participant personal profile information comprises at least at least one unique identifier, such at least one type of such proposed joint event, such of at least one first skill level of such at least one type of proposed joint event, demographic information, and contact information; permitting input on behalf of such at least one first participant such participant personal profile information; permitting associating such entered proposed joint event with such entered participant personal profile information; permitting input on behalf of such at least one second participant first searchable criteria for proposed matching of such at least one proposed joint event; retrieving from such computer database such stored proposed-event information matching such first searchable criteria; and displaying such entered participant profile information associated with such retrieved proposed-event information. Moreover, it provides such a computer program system wherein such at least one type of proposed joint event comprises at least one sporting event. Additionally, it provides such a computer program system wherein at least one of such at least one first participant and such at least one second participant comprises at least one team.

Also, it provides such a computer program system wherein at least one of such at least one first participant and such at least one second participant comprises at least one couple. In addition, it provides such a computer program system further comprising the steps of: permitting input, on behalf of such at least one first participant, of at least one first skill level of such at least one type of proposed joint event; permitting input on behalf of such at least one second participant at least one second searchable criterion for proposed matching with such at least one skill level of such at least one type of proposed joint event; retrieving from such computer database such proposed-event information matching such second searchable criterion; and displaying such entered participant profile information associated with such retrieved proposed-event information. And, it provides such a computer program system further comprising the step of retrieving on behalf of such at least one first participant such proposed-event information from such computer database. Further, it provides such a computer program system further comprising the steps of: permitting input on behalf of such at least one second participant at least one third searchable criteria for proposed matching of such personal profile information; and retrieving from such computer database such personal profile information matching such third searchable criteria. Even further, it provides such a computer program system wherein such

personal profile information further comprises at least two of the following: children information, participant background information, personality traits information; favorite foods information; preferred music information; and at least one image. Moreover, it provides such a computer program system further comprising the steps of: searchably storing at least one bulletin board posting; permitting entry on behalf of such at least one first participant of such at least one bulletin board posting; associating such at least one such bulletin board posting with such at least one first participant; permitting input on behalf of such at least one second participant at least one fourth searchable criteria for proposed matching with such personal profile information; retrieving such at least one bulletin board posting associated with such personal profile information matching such fourth search criteria.

Additionally, it provides such a computer program system wherein such fourth search criteria comprises: at least one type of proposed joint event, at least one proposed geographic area for such proposed joint event; and at least one proposed time criterion for such at least one proposed joint event. Also, it provides such a computer program system further comprising the step of assisting such at least one second participant to communicate with such at least one first participant. In addition, it provides such a computer program system wherein the step of assisting such at least one second participant to communicate with such at least one first participant comprises the steps of: assisting non-disclosure of first contact information of such first participant to such second participant; and assisting non-disclosure of second contact information of such second participant to such first participant. And, it provides such a computer program system wherein the step of assisting such at least one second participant to communicate with such at least one first participant is accomplished with text messaging on digital mobile phones.

In accordance with another preferred embodiment hereof, this invention provides a system relating to conducting business utilizing an Internet web site comprising the steps of: providing at least one first searchable database adapted to contain proposed sporting event information; and receiving such proposed sporting event information from at least one first participant; providing at least one second searchable database adapted to contain participant personal profile information; receiving such participant personal profile information from such at least one first participant; permitting at least one second participant to describe first search criteria related to searching such at least one first searchable database; wherein such first search criteria comprise at least at least one type of proposed sporting event, at least one proposed geographic area related to such at least one proposed sporting event, and at least one proposed time frame related to such at least one proposed sporting event; retrieving such proposed

sporting event information matching such first search criteria; and presenting to such at least one second participant such participant personal profile information from such at least one first participant. Further, it provides such a system further comprising the step of receiving web site advertising revenue. Even further, it provides such a system wherein the step of receiving web site advertising revenue comprises the steps of: offering web site advertising to at least one advertiser; receiving at least one web site advertisement from such at least one advertiser; receiving payment from such at least one advertiser; after such step of receiving payment, approving such at least one web site advertisement; and displaying such approved such at least one web site advertisement. Moreover, it provides such a system further comprising the step of permitting at least one of such at least one first participant and such at least one second participant to select at least one link to such at least one advertiser. Additionally, it provides such a system wherein such at least one advertiser comprises at least one sporting venue. Also, it provides such a system further comprising the step of receiving membership fees. In addition, it provides such a system wherein the step of receiving membership fees comprises the step of receiving payment from at one of such at least one first participant and such at least one second participant. And, it provides such a system further comprising the steps of: offering at least one product for sale to at least one of such at least one first participant and such at least one second participant; and receiving payment from at least one of such at least one first participant and such at least one second participant. Further, it provides such a system further comprising the step of: promoting at least one group event for at least one of such at least one first participant and such at least one second participant with at least one event provider; charging each attending at least one of such at least one first participant and such at least one second participant at least one fee; and paying such at least one event provider. Even further, it provides such a system further comprising the steps of: permitting at least one of such at least one first participant and such at least one second participant to select at least one link to such at least one travel provider; and receiving referral payments from such at least one travel provider.

Moreover, it provides such a system further comprising the steps of: promoting at least one reality television program with at least one reality television program provider; and accepting at least one offer to participate in such at least one reality television program from at one of such at least one first participant and such at least one second participant. Additionally, it provides such a system further comprising the step of assisting communication between such at least one first participant and such at least one second participant. Also, it provides such a system further comprising the step of offering payment to least one affiliate for referral of at least one new participant. In addition, it provides such a system further comprising the steps of:

5 permitting such at least one second participant to describe second search criteria related to searching such at least one second searchable database; and permitting such at least one second participant to view such personal profile information matching such second search criteria. And, it provides such a system further comprising the steps of: providing at least one third searchable database adapted to contain bulletin board message information; receiving such bulletin board message information from such at least one first participant; permitting such at least one second participant to describe third search criteria related to searching such at least one third searchable database in combination with such at least one second searchable database; permitting such at least one second participant to view such bulletin board message information matching such third search criteria; and permitting such at least one second participant to view such participant personal profile information related to such at least one first participant.

10 In accordance with another preferred embodiment hereof, this invention provides a computer program system for an Internet computer system, relating to assisting finding at least one first participant by at least one second participant, comprising the steps of: searchably storing participant personal profile information wherein such participant personal profile information comprises at least at least one unique identifier, demographic information, contact information, permitting input on behalf of such at least one first participant such personal profile information; searchably storing at least one bulletin board posting; permitting entry on behalf of such at least one first participant of such at least one bulletin board posting; and associating such at least one such bulletin board posting with such at least one first participant. Further, it provides such a computer program system further comprising the steps of: permitting input on behalf of such at least one second participant at least one first searchable criteria for proposed matching with such personal profile information in combination with such bulletin board posting; and retrieving such at least one bulletin board posting associated with such personal profile information matching such search criteria. Even further, it provides such a computer program system further comprising the steps of: permitting input on behalf of such at least one second participant at least one second searchable criteria for proposed matching of such personal profile information; and retrieving from such computer database such first personal profile information matching such third searchable criteria. Even further, it provides such a computer program system wherein at least one of such at least one first participant and such at least one second participant comprises at least one team.

Even further, it provides such a computer program system wherein at least one of such at least one first participant and such at least one second participant comprises at least one couple. Even further, it provides such a computer program system wherein such personal profile

information further comprises at least two of the following: marital status information children information, participant background information, personality traits information; favorite foods information; preferred music information; and at least one image. Even further, it provides such a computer program system further comprising the step of assisting such at least one second
5 participant to communicate with such at least one first participant. Even further, it provides such a computer program system wherein the step of assisting such at least one second participant to communicate with such at least one first participant comprises the steps of: assisting non-disclosure of first contact information of such first participant to such second participant; and assisting non-disclosure of second contact information of such second participant to such first
10 participant. Even further, it provides such a computer program system wherein the step of assisting such at least one second participant to communicate with such at least one first participant is accomplished with text messaging on digital mobile phones.

In accordance with a preferred embodiment hereof, this invention provides an Internet computer system, relating to assisting finding of at least one proposed joint event by at least one
15 second participant with at least one first participant, comprising: computer database means for searchably storing proposed-event information wherein such proposed-event information comprises at least at least one type of proposed joint event, at least one proposed geographic area for such proposed joint event, and at least one proposed time frame for such at least one proposed joint event; computer interface means for permitting database entry on behalf of such at
20 least one first participant of such at least one proposed joint event; computer interface means for permitting entry on behalf of such at least one second participant first searchable criteria for proposed matching of such at least one proposed joint event; and computer processing means for retrieving from such computer database means such proposed-event information matching such first searchable criteria. Moreover, it provides such an internet computer system wherein such at
25 least one type of proposed joint event comprises at least one sporting event. Additionally, it provides such an Internet computer system wherein at least one of such at least one first participant and such at least one second participant comprises at least one team. Also, it provides such an Internet computer system wherein at least one of such at least one first participant and such at least one second participant comprises at least one couple. In addition, it provides such
30 an Internet computer system further comprising: computer interface means for permitting database entry, on behalf of such at least one first participant, of at least one first skill level of such at least one type of proposed joint event; computer interface means for permitting entry on behalf of such at least one second participant at least one second searchable criterion for proposed matching with such at least one skill level of such at least one type of proposed joint

event; computer processing means for retrieving from such computer database means such proposed-event information matching such second searchable criterion.

And, it provides such an Internet computer system further comprising computer processing means for retrieving on behalf of such at least one first participant such proposed-event information from such computer database means. Further, it provides such an Internet computer system further comprising: computer database means for searchably storing participant personal profile information wherein such participant personal profile information comprises at least at least one unique identifier, such at least one type of such proposed joint event, such of at least one first skill level of such at least one type of proposed joint event, demographic information, contact information, computer interface means for database entry on behalf of such at least one first participant such personal profile information; computer interface means for permitting entry on behalf of such at least one second participant at least one third searchable criteria for proposed matching of such personal profile information; and computer processing means for retrieving from such computer database means such first personal profile information matching such third searchable criteria. Even further, it provides such an Internet computer system wherein such personal profile information further comprises at least two of the following: children information, participant background information, personality traits information; favorite foods information; preferred music information; and at least one image. Moreover, it provides such an Internet computer system further comprising: computer database means for searchably storing at least one bulletin board posting; computer interface means for entry on behalf of such at least one first participant of such at least one bulletin board posting; computer processing means for associating such at least one such bulletin board posting with such at least one first participant; computer interface means for permitting entry on behalf of such at least one second participant at least one fourth searchable criteria for proposed matching with such personal profile information; computer processing means for retrieving such at least one bulletin board posting associated with such personal profile information matching such fourth search criteria. Internet computer system wherein such fourth search criteria comprise: at least one type of proposed joint event, at least one proposed geographic area for such proposed joint event, and at least one proposed time criterion for such at least one proposed joint event.

Additionally, it provides such an Internet computer system further comprising computer processing means for assisting such at least one second participant to communicate with such at least one first participant. Also, it provides such an Internet computer system wherein such computer processing means for assisting such at least one second participant to communicate with such at least one first participant comprises: computer processing means for assisting non-

disclosure of first contact information of such first participant to such second participant; and computer processing means for assisting non-disclosure of second contact information of such second participant to such first participant.

In accordance with another preferred embodiment hereof, this invention provides a computer system for an Internet computer system, relating to finding at least one proposed joint event for assisting displaying participant personal profile information of at least one first participant by at least one second participant with, comprising: at least one computer process structured and arranged to assist searchably storing proposed-event information wherein such proposed-event information comprises at least at least one type of proposed joint event, at least one proposed geographic area for such proposed joint event, and at least one proposed time criterion for such at least one proposed joint event; at least one computer process structured and arranged to assist permitting input on behalf of such at least one first participant of such at least one proposed joint event; at least one computer process structured and arranged to assist searchably storing such participant personal profile information wherein such participant personal profile information comprises at least at least one unique identifier, such at least one type of such proposed joint event, such of at least one first skill level of such at least one type of proposed joint event, demographic information, and contact information; at least one computer process structured and arranged to assist permitting input on behalf of such at least one first participant such participant personal profile information; at least one computer process structured and arranged to assist permitting associating such entered proposed joint event with such entered participant personal profile information; at least one computer process structured and arranged to assist permitting input on behalf of such at least one second participant first searchable criteria for proposed matching of such at least one proposed joint event; at least one computer process structured and arranged to assist retrieving from such computer database such stored proposed-event information matching such first searchable criteria; and at least one computer process structured and arranged to assist displaying such entered participant profile information associated with such retrieved proposed-event information.

Even further, it provides such a computer system wherein such at least one type of proposed joint event comprises at least one sporting event. Even further, it provides such a computer system wherein at least one of such at least one first participant and such at least one second participant comprises at least one team. Even further, it provides such a computer system wherein at least one of such at least one first participant and such at least one second participant comprises at least one couple. Even further, it provides such a computer system further comprising: at least one computer process structured and arranged to assist permitting input, on

5 behalf of such at least one first participant, of at least one first skill level of such at least one type of proposed joint event; at least one computer process structured and arranged to assist permitting input on behalf of such at least one second participant at least one second searchable criterion for proposed matching with such at least one skill level of such at least one type of proposed joint event; at least one computer process structured and arranged to assist retrieving from such computer database such proposed-event information matching such second searchable criterion; and at least one computer process structured and arranged to assist displaying such entered participant profile information associated with such retrieved proposed-event information. Even further, it provides such a computer system further comprising at least one 10 computer process structured and arranged to assist retrieving on behalf of such at least one first participant such proposed-event information from such computer database. Even further, it provides such a computer system further comprising: at least one computer process structured and arranged to assist permitting input on behalf of such at least one second participant at least one third searchable criteria for proposed matching of such personal profile information; and at 15 least one computer process structured and arranged to assist retrieving from such computer database such personal profile information matching such third searchable criteria.

Even further, it provides such a computer system wherein such personal profile information further comprises at least two of the following: children information, participant background information, personality traits information; favorite foods information; preferred 20 music information; and at least one image. Even further, it provides such a computer system further comprising: at least one computer process structured and arranged to assist searchably storing at least one bulletin board posting; at least one computer process structured and arranged to assist permitting entry on behalf of such at least one first participant of such at least one bulletin board posting; at least one computer process structured and arranged to assist associating 25 such at least one such bulletin board posting with such at least one first participant; at least one computer process structured and arranged to assist permitting input on behalf of such at least one second participant at least one fourth searchable criteria for proposed matching with such personal profile information; at least one computer process structured and arranged to assist retrieving such at least one bulletin board posting associated with such personal profile 30 information matching such fourth search criteria. Even further, it provides such a computer system wherein such fourth search criteria comprises: at least one type of proposed joint event, at least one proposed geographic area for such proposed joint event; and at least one proposed time criterion for such at least one proposed joint event. Even further, it provides such a computer system further comprising at least one computer process structured and arranged to assist

assisting such at least one second participant to communicate with such at least one first participant. Even further, it provides such a computer system wherein such at least one computer process structured and arranged to assist assisting such at least one second participant to communicate with such at least one first participant comprises: at least one computer process
5 structured and arranged to assist assisting non-disclosure of first contact information of such first participant to such second participant; and at least one computer process structured and arranged to assist assisting non-disclosure of second contact information of such second participant to such first participant.

In accordance with a preferred embodiment hereof, this invention provides a method,
10 relating to providing at least one unconfirmed, unscheduled proposed-event preference of at least one registered user, among a network of registered users of at least one Internet web site resulting in at least one confirmed, scheduled event, such method comprising the steps of: providing storage of personal contact information of a plurality of registered users of the Internet web site; providing storage of at least one unconfirmed, unscheduled proposed-event preference
15 for at least one first registered user of the Internet web site; providing communicating such at least one unconfirmed, unscheduled proposed-event preference to at least one first registered-user-selected set of the plurality of registered users of the Internet web site; providing communicating participation interest in the at least one preferred, unconfirmed, and unscheduled proposed-event by at least one member of the at least one first registered-user-selected set to at
20 least one other member of the at least one registered-user-selected set; providing approving interest by the at least one other member in participating in the at least one preferred, unconfirmed, unscheduled proposed-event; providing automatically scheduling and storing the at least one now-approved, confirmed, scheduled event; and providing automatically communicating details of such now confirmed, scheduled event to the at least one other member
25 approving participation, the “approved participants”. Moreover, it provides such a method, wherein such step of communicating details of such now confirmed, scheduled event to approved participants comprises the step of displaying, for the benefit of at least one of the approved participants, details of the now confirmed, scheduled event. Additionally, it provides such a method, wherein such step of providing approving interest in participating in the at least one
30 preferred, unconfirmed, unscheduled proposed-event by the communicating registered users comprises the step of providing notifying approval among registered users by way of at least one email message delivered by way of the Internet.

Also, it provides such a method, wherein such step of providing approving interest in participating in the at least one preferred, unconfirmed, unscheduled proposed-event by the

communicating registered users comprises the step of providing notifying approval among registered users by way of at least SMS message delivered over at least one telecommunications network. In addition, it provides such a method, wherein such step of automatically communicating details of such now confirmed, scheduled event to approved participants
5 comprises providing communicating such details by way of at least one email message delivered by way of the Internet. And, it provides such a method, wherein such step of communicating details of such now confirmed, scheduled event to approved participants comprises the step of providing communicating such details by way of at least SMS message over at least one telecommunications network. Further, it provides such a method, further comprising the step of
10 providing displaying elapsed confirmed, scheduled event after a date when such confirmed, scheduled event was intended to occur, the method, further comprising the step of providing limiting a number of approved participants that may participate in the at least one preferred, unconfirmed, unscheduled proposed-event. Even further, it provides such a method, further comprising the step of providing displaying, for the benefit of at least one registered user, at least
15 one quantity of remaining approved participant openings relating to a particular registered-user proposed limit of a number of approved participants that may participate in the at least one preferred, unconfirmed, unscheduled proposed-event. Moreover, it provides such a method further comprising the step of providing displaying--for the benefit of at least one registered user--approved personal contact information of at least one confirmed participant that may
20 participate in the now confirmed, scheduled event so that the confirmed registered users may further communicate regarding the now confirmed, scheduled event.

Additionally, it provides such a method, further comprising the step of providing assisting non-disclosure of contact information of at least one first participant to another participant; and providing assisting non-disclosure of contact information of such at least one
25 second participant to such first participant. Also, it provides such a method further comprising the step of providing gathering data relating to the confirmed, scheduled event from participants of the confirmed, schedule event after the date when such confirmed, scheduled event was intended to occur has elapsed. In addition, it provides such a computer program system, wherein such SMS messaging is assisted by coupling through at least one Internet Web site. And, it
30 provides such a computer program system, wherein such SMS messaging is assisted by coupling through at least one Internet Web site. Further, it provides such a computer program system, wherein the step of providing approving interest by the at least one other member in participating in the at least one preferred, unconfirmed, unscheduled proposed-event comprises providing displaying at least one clickable hyperlink that when clicked once communicates approved

interest to registered users of the at least one Internet web site. Even further, it provides such a computer program system, wherein the step of providing gathering data relating to the confirmed, scheduled event from participants of the confirmed, schedule event after the date when such confirmed, scheduled event was intended to occur has elapsed comprises the step of providing assisting input from participants of the confirmed, schedule event concerning behavioral profiling of at least one of the participants. Even further, it provides such a computer program system, further comprising the step of assisting compiling statistical data concerning such behavioral profiling of each of at least one of the participants. Even further, it provides such a computer program system, further comprising the step of assisting anonymous display of such statistical data. Even further, it provides such a computer program system, further comprising the step of providing displaying of such statistical data coupled to each participants profile page data.

In accordance with another preferred embodiment hereof, this invention provides a method, relating to providing at least one unconfirmed, unscheduled proposed-event preference of at least one registered user, among a network of registered users of at least one Internet web site resulting in at least one confirmed, scheduled event, such method comprising the steps of: providing storage of personal contact information of a plurality of registered users of the Internet web site; providing storage of at least one unconfirmed, unscheduled proposed-event preference for at least one first registered user of the Internet web site; providing communicating such at least one unconfirmed, unscheduled proposed-event preference to at least one first registered-user-selected set of the plurality of registered users of the Internet web site; providing communicating participation interest in the at least one preferred, unconfirmed, and unscheduled proposed-event by at least one member of the at least one first registered-user-selected set to at least one other member of the at least one registered-user-selected set; providing approving interest by the at least one other member in participating in the at least one preferred, unconfirmed, unscheduled proposed-event; providing automatically scheduling and storing the at least one now-approved, confirmed, scheduled event; and providing automatically communicating details of such now confirmed, scheduled event to the at least one other member approving participation, the “approved participants”; wherein such unscheduled proposed-event preference is sports related. Even further, it provides such a method, wherein such unscheduled proposed-event preference is sports team related.

In accordance with a preferred embodiment hereof, this invention provides a computer system comprising: computer personal-profile database means for searchably storing personal profile data relating to at least one plurality of registered users of at least one computer network;

and computer proposed-activity database means for searchably storing activity data, relating to at least one proposed multiple-person activity of at least one activity type, relating to at least one registered user of the at least one computer network; wherein such at least one proposed multiple-person activity requires attendance of at least one minimum number of the multiple persons relating to such at least one proposed multiple-person activity; and wherein such activity data relating to such at least one proposed multiple-person activity comprises at least one such activity type, at least one profile description of the multiple persons required, at least one geographic area, and at least one time frame; and computer activity-participation-request interface means for assisting receiving at least one request from at least one such registered user to participate in such at least one multiple-person proposed activity; computer participation-request database means for automatically searchably storing such at least one request from such at least one registered user to participate in such at least one multiple-person proposed activity; computer activity manager processor means for managing such at least one proposed multiple-person activity; wherein such computer activity manager processor means comprises computer activity-participation-response-manager processor means for managing at least one response, responsive to such at least one request, to participate in such at least one multiple-person proposed activity, computer activity-participation-manager processor means for assisting confirming sufficient participation in such at least one multiple-person proposed activity to form at least one scheduled activity, and computer scheduled-activity-communicator processor means for automatically communicating information relating to such at least one scheduled activity to registered users scheduled to participate in such at least one scheduled activity. Moreover, it provides such a computer system, wherein such computer activity-participation-manager processor means comprises computer activity-participation-sub-network processor means for assisting limiting participation in at least one such proposed multiple-person activity to specified users of such at least one plurality of registered users of at least one computer network.

Additionally, it provides such a computer system, wherein such computer activity-participation-manager processor means comprises computer activity-participation-sub-network processor means for assisting limiting participation in at least one such proposed multiple-person activity relating to personal profile data of such at least one plurality of registered users of at least one computer network. Also, it provides such a computer system, further comprising: computer user-associating interface means for assisting associating at least one registered user of the at least one computer network with at least one other registered user of the at least one computer network, to form at least one registered user sub-network; and computer user-sub-network database means for assisting storage of such at least one registered user sub-network;

wherein such computer activity-participation-manager processor means comprises computer activity-participation-sub-network processor means for assisting limiting participation in at least one such proposed multiple-person activity to those in at least one specified at least one registered user sub-network. In addition, it provides such a computer system further comprising

5 computer attendance-number-setting interface means for setting a number of attendees desired to participate in such at least one proposed multiple-person activity; wherein such computer activity-participation-manager processor means comprises computer activity-participation-closing processor means for preventing additional registered users from confirming participation in such at least one proposed multiple-person activity when the number of registered users

10 scheduled to participate in such at least one scheduled activity is equal to the number of attendees desired to participate in such at least one proposed multiple-person activity. And, it provides such a computer system further comprising computer participation-status-communication processor means for automatically communicating participation status information to such registered users prevented from confirming participation in such at least one

15 proposed multiple-person activity. Further, it provides such a computer system wherein such computer activity-participation-manager processor means comprises computer hyperlink-generation-interface means for assisting generating at least one clickable hyperlink which, when clicked by at least one registered user, confirms that registered user's participation in such at least one multiple-person proposed activity. Even further, it provides such a computer system

20 further comprising computer interface means for assisting receiving at least one telephone-transmitted signal relating to such at least one proposed multiple-person activity; computer telephone-transmitted-signal-to-user processor means for associating such at least telephone-transmitted signal with at least one registered user; computer telephone-transmitted-signal-interpretor processor means for interpreting such at least one telephone-transmitted signal as a

25 denial to participate or confirmation to participate in such at least one proposed multiple-person activity responsive to such at least one request from at least one such registered user to participate in such at least one multiple-person proposed activity. Moreover, it provides such a computer system further comprising computer participation-approval processor means for approving of at least one request to participate in at least one multiple-person proposed activity.

30 Additionally, it provides such a computer system wherein such computer activity-participation-manager processor means further comprises computer activity-cancellation processor means for cancelling of at least one request to participate in at least one multiple-person proposed activity. Also, it provides such a computer system wherein such computer activity-participation-manager processor means further comprises computer activity-closing processor means for closing at least one

multiple-person proposed activity to prevent participation request acceptance when closing conditions are met. In addition, it provides such a computer system wherein such computer activity-manager processor means further comprises computer activity-re-opening processor means for re-opening participation request acceptance in at least one multiple-person proposed activity when re-opening conditions are satisfied. And, it provides such a computer system wherein such computer activity-manager processor means further comprises computer re-opening-communicator processor means to automatically communicate such reopening of such at least one multiple-person proposed activity to the multiple persons relating to such at least one multiple-person proposed activity. Further, it provides such a computer system wherein such closing conditions comprise at least one temporal condition and/or at least one attendance condition. Even further, it provides such a computer system wherein such re-opening conditions comprise at least one scheduled participant cancellation.

In accordance with another preferred embodiment hereof, this invention provides a computer system comprising: at least one computer personal-profile database structured and arranged to searchably store personal profile data relating to at least one plurality of registered users of at least one computer network; and at least one computer proposed-activity database structured and arranged to searchably store activity data, relating to at least one proposed multiple-person activity of at least one activity type, relating to at least one registered user of the at least one computer network; wherein such at least one proposed multiple-person activity requires attendance of all of the multiple persons relating to such at least one proposed multiple-person activity; and wherein such activity data relating to such at least one proposed multiple-person activity comprises at least one such activity type, at least one profile description of the multiple persons required; at least one geographic area, and at least one time frame; and at least one computer activity-participation-request interface structured and arranged to assist receiving at least one request from at least one such registered user to participate in such at least one multiple-person proposed activity; at least one computer participation-request database structured and arranged to automatically searchably store such at least one request from such at least one registered user to participate in such at least one multiple-person proposed activity; at least one computer activity-participation-response-manager structured and arranged to manage at least one response, responsive to such at least one request, to participate in such at least one multiple-person proposed activity; at least one computer activity-participation-manager processor structured and arranged to assist confirming sufficient participation in such at least one multiple-person proposed activity to form at least one scheduled activity; and at least one computer scheduled-activity-communicator processor structured and arranged to automatically

communicate information relating to such at least one scheduled activity to registered users scheduled to participate in such at least one scheduled activity. Moreover, it provides such a computer system, wherein such at least one computer activity-participation-manager processor comprises at least one computer activity-participation-sub-network processor structured and arranged to assist limiting participation in at least one such proposed multiple-person activity to specified users of such at least one plurality of registered users of at least one computer network.

Additionally, it provides such a computer system, wherein such at least one computer activity-participation-manager processor comprises at least one computer activity-participation-sub-network processor structured and arranged to assist limiting participation in at least one such proposed multiple-person activity relating to personal profile data of such at least one plurality of registered users of at least one computer network. Also, it provides such a computer system, further comprising: at least one computer user-associating interface structured and arranged to assist associating at least one registered user of the at least one computer network with at least one other registered user of the at least one computer network, forming at least one registered user sub-network; and at least one computer user-sub-network database structured and arranged to assist storage of such at least one registered user sub-network; wherein such computer activity-participation-manager processor comprises at least one computer activity-participation-sub-network processor structured and arranged to assist limiting participation in at least one such proposed multiple-person activity to those in at least one specified at least one registered user sub-network. In addition, it provides such a computer system further comprising at least one computer attendance-number-setting interface structured and arranged to set a number of attendees who are desired to participate in such at least one proposed multiple-person activity; wherein such at least one computer activity-participation-manager processor comprises at least one computer activity-participation-closing processor structured and arranged to prevent additional registered users from confirming participation in such at least one proposed multiple-person activity when the number of registered users scheduled to participate in such at least one scheduled activity is equal to the number of attendees who are desired to participate in such at least one proposed multiple-person activity. And, it provides such a computer system further comprising at least one computer participation-status-communication processor structured and arranged to automatically communicate participation status information to such registered users prevented from confirming participation in such at least one proposed multiple-person activity.

Further, it provides such a computer system wherein such at least one computer activity-participation-manager processor comprises at least one computer hyperlink-generation-interface structured and arranged to assist generating at least one clickable hyperlink which, when clicked

by at least one registered user, confirms that registered user's participation in such at least one multiple-person proposed activity. Even further, it provides such a computer system further comprising at least one computer interface structured and arranged to assist receiving at least one telephone-transmitted signal relating to such at least one proposed multiple-person activity; 5 at least one computer telephone-transmitted-signal-to-user processor structured and arranged to associate such at least telephone-transmitted signal with at least one registered user; at least one computer telephone-transmitted-signal-interpretor processor structured and arranged to interpret such at least one telephone-transmitted signal as a denial to participate or confirmation to participate in such at least one proposed multiple-person activity responsive to such at least one 10 request from at least one such registered user to participate in such at least one multiple-person proposed activity. Even further, it provides such a computer system further comprises at least one computer participation-approval processor structured and arranged to approve of at least one request to participate in at least one multiple-person proposed activity. Even further, it provides such a computer system wherein such at least one computer activity-manager processor 15 comprises at least one computer activity-cancellation processor structured and arranged to cancel at least one request to participate in at least one multiple-person proposed activity.

Even further, it provides such a computer system wherein such computer activity-manager processor further comprises at least one computer activity-closing processor structured and arranged to close at least one multiple-person proposed activity to prevent participation 20 request acceptance when closing conditions are met. Even further, it provides such a computer system wherein such computer activity-manager processor further comprises at least one computer activity-re-opening processor structured and arranged to re-open participation request acceptance in at least one multiple-person proposed activity when re-opening conditions are satisfied. Even further, it provides such a computer system wherein such computer activity- 25 manager processor further comprises at least one computer re-opening-communicator processor structured and arranged to automatically communicate such reopening of such at least one multiple-person proposed activity to the multiple persons relating to such at least one multiple-person proposed activity. Even further, it provides such a computer system wherein such closing conditions comprise at least one temporal condition and/or at least one attendance condition. 30 Even further, it provides such a computer system wherein such re-opening conditions comprise at least one scheduled participant cancellation.

In accordance with another preferred embodiment hereof, this invention provides a method comprising the steps of: offering, by at least one social network web site to at least one other web site, integration of at least one social network web site feature of the at least one social

network web site for display on such at least one other web site; integrating, upon acceptance of such offering, of at least one social network web site feature of the at least one social network web site for display on such at least one other web site; wherein users of the at least one other web site are permitted to access such at least one social network web site feature while at the at least one other web site.

DEFINITIONS, ACRONYMS AND CROSS-REFERENCES

The following terms and acronyms are explained below as background and are used throughout the detailed description:

BLOG (Web log or Weblog). Any system that supports an online diary such as a personal chronological log of thoughts published on a Web page or a shared on-line journal where people can post diary entries about their personal experiences and hobbies.

Chat/Chat Room. Any system that allows any number of users to have a typed (and/or voice-based), real-time, on-line conversation, either by all users logging into the same computer, or more commonly nowadays, via a network. Using special software, Internet users can enter chat areas or "virtual spaces" where they can communicate in real time.

Client-Server. A model of interaction in a distributed system in which a program at one site sends a request to a program at another site and waits for a response. The requesting program is called the "client", and the program that responds to the request is called the "server". In the context of the World Wide Web, the client is typically a "Web browser" that runs on a user's computer; the program that responds to Web browser requests at a Web site is commonly referred to as a "Web server".

Database. One or more large structured sets of persistent data maintained upon a computer system organized and structured according to a software system defining rules for organization as well responding to queries to read, write, or modify data as well as provide statistical information regarding the contained data. As used herein for purposes of discussion, a database may be either a single unified system or a distributed system wherein certain database elements are located upon different systems, acting in harmony to appear as one unified database.

Domain Name System (DNS). An Internet service that translates domain names (which are alphabetic identifiers) into Internet Protocol ("IP") addresses (which are numeric identifiers for machines on a TCP/IP network).

Email. A system for sending and receiving messages electronically over a computer network, as between personal computers.

Extensible Markup Language (XML). XML describes a class of data objects known as

XML documents and partially describes the behavior of computer programs which process these documents. More specifically, XML is a restricted form of the Standard Generalized Markup Language (also known as SGML). XML documents are made up of storage units defined as entities which in turn comprise either parsed or unparsed data in the form of characters or simply a character. XML is designed and intended to improve the functionality of the Internet by providing more flexible and adaptive forms of information. XML can be used to store any kind of structured information and in such encapsulated form, pass it between different computer systems which would otherwise be unable to communicate.

Hypertext Markup Language (HTML). A standard coding convention and set of codes for attaching presentation and linking attributes to informational content within documents. During a document authoring stage, the HTML codes (referred to as "tags") are embedded within the informational content of the document. When the Web document (or "HTML document") is subsequently transferred from a Web server to a Web browser, the codes are interpreted by the Web browser and used to parse and display the document. In addition to specifying how the Web browser is to display the document, HTML tags can be used to create links to other Web sites and other Web documents (commonly referred to as "hyperlinks"). For more information on HTML, see Ian S. Graham, *The HTML Source Book*, John Wiley and Sons, Inc., 1995 (ISBN 0471-11894-4).

Hypertext Transport Protocol (HTTP). The standard World Wide Web client-server protocol used for the exchange of information (such as HTML documents and client requests for such documents) between a Web browser and a Web server. HTTP includes a number of different types of messages that can be sent from the client to the server to request different types of server actions. For example, a "GET" message, which has the format GET, causes the server to return the document or file located at the specified Universal Resource Locator (URL).

HTTPS. HTTP over SSL (Secure Sockets Layer) can be best understood as a secure form of HTTP communication. Specifically, SSL is a protocol utilized for the authentication and encryption of HTTP traffic. In operation, the server and client exchange a set of encryption keys that are used to create a unique encryption key used to encrypt all data exchanged during the session.

Inline FRAME. A floating frame, with content just like an ordinary frame, included in the HTML 4 standard. Inline Frames are useful for maintaining a frame of information on the user's display at all time even when the underlying content is scrolled up or down.

Instant Messaging. Abbreviated "IM", a type of communications service that enables one to create a kind of private chat room with another individual in order to communicate in real time

over the Internet; IM is analogous to a telephone conversation but using text-based, not voice-based, communication. Typically, the instant messaging system alerts you whenever somebody on your private list is online. You can then initiate a chat session with that particular individual.

5 *Internet.* A collection of interconnected (public and/or private) networks that are linked together by a set of standard protocols to form a distributed network. While this term is intended to refer to what is now commonly known as the Internet, it is also intended to encompass variations that may be made in the future, including changes and additions to existing standard protocols.

10 *LAN.* A Local Area Network of computer systems, typically within a building or office, permitting networking, the associated sharing of resources and files, such as application software, printers, and client information, in an inter-office setting.

15 *Native Application.* An application designed to run in the computer environment (machine language and OS) being referenced. The term is used to contrast a native application with an interpreted one such as a Java application that is not native to a single platform. The term may also be used to contrast a native application with an emulated application, which was originally written for a different platform.

PHP. A server-side, cross-platform, HTML-embedded scripting language used to create dynamic Web pages. PHP is Open Source software.

20 *Push Service.* A "Push Service" describes a style of Internet-based communication where the request for a given transaction is initiated by the publisher or central server. It is contrasted with "pull technology", where the request for the transmission of information is initiated by the receiver or client.

25 *Short Message Service (SMS).* A service available on most digital mobile phones (and other mobile devices, e.g., a "Pocket PC", or occasionally even desktop computers) that permits the sending of short messages (also known as text messages, or more colloquially SMSes, texts or even txts) between mobile phones, other handheld devices and even landline telephones. Messages are sent via a store-and-forward mechanism to a Short Message Service Center (SMSC), which will attempt to send the message to the recipient. If the user is not reachable at a given moment, the SMSC will save the message. Later when the user is reachable, the SMSC
30 will retry the delivery process.

Structured Query Language (SQL). SQL is a standard language used to communicate with relational database management systems (such as Oracle, Sybase, Microsoft SQL Server, Access, etc.) for the purpose of performing tasks such as data insertion, deletion, update, and general query for the return of data.

The Simple Object Access Protocol (SOAP). SOAP is a lightweight XML/HTTP-based protocol for the exchange of information in a decentralized distributed platform-independent environment. Fundamentally, SOAP consists of three parts. The first is an envelope that defines a framework for describing what is contained in the message and how it should be processed.

5 The second is a set of encoding rules for expressing instances of application-defined data types. The third is a normalized convention for representing remote procedure calls and responses.

Transmission Control Protocol/Internet Protocol (TCP/IP). A standard Internet protocol (or set of protocols) which specifies how two computers exchange data over the Internet.

TCP/IP handles issues such as packetization, packet addressing, and handshaking and error
10 correction. For more information on TCP/IP, see Volumes I, II and III of Comer and Stevens, *Internetworking with TCP/IP*, Prentice Hall, Inc., ISBNs 0-13-468505-9 (vol. I), 0-13-125527-4 (vol. II), and 0-13-474222-2 (vol. III).

Uniform Resource Locator (URL). A unique address which fully specifies the location of a file or other resource on the Internet. The general format of a URL is protocol://machine
15 address:port/path/filename. The port specification is optional, and, if not entered by the user, the Web browser defaults to the standard port for whatever service is specified as the protocol. For example, if HTTP is specified as the protocol, the Web browser will use the HTTP default port. The machine address in this example is the domain name for the computer or device on which the file is located.

20 *WAN.* A Wide Area Network, such as the Internet.

World Wide Web ("Web"). Used herein to refer generally to both (1) a distributed collection of interlinked, user-viewable hypertext documents (commonly referred to as "Web documents", "Web pages", "electronic pages" or "home pages") that are accessible via the Internet, and (2) the client and server software components that provide user access to such
25 documents using standardized Internet protocols. Currently, the primary standard protocol for allowing applications to locate and acquire Web documents is the Hypertext Transfer Protocol (HTTP), and the electronic pages are encoded using the Hypertext Markup Language (HTML). However, the terms "World Wide Web" and "Web" are intended to encompass future markup languages and transport protocols that may be used in place of or in addition to the Hypertext
30 Markup Language (HTML) and the Hypertext Transfer Protocol (HTTP).

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 shows a diagrammatical overview of the network communications used in the instant system according to a preferred embodiment of the present invention.

FIG. 2 shows a simplified functional diagrammatical overview of the relationship among

the Web site server and users of the instant system according to a preferred embodiment of the present invention.

FIG. 3 shows a simplified functional diagrammatical overview of the relationship between the Web server and the Matchmaker Web site and its primary functions, according to the preferred embodiment of FIG. 1.

FIG. 4 shows a summary schematic of the primary entities and their relationships associated with the instant system and method, according to the preferred embodiment of the present invention.

FIG. 5 shows a summary schematic of the primary steps which may be completed in the instant system and method, according to the preferred embodiment of the present invention.

FIG. 6 shows an example of a screen for the Web site home page screen presented to visitors according to a preferred embodiment of the present invention.

FIG. 7 shows an example of a welcome screen displayed after member login according to a preferred embodiment of the present invention.

FIG. 8 shows an example of a member registration screen used to register new members according to a preferred embodiment of the present invention.

FIG. 9 shows an example of a singles member profile screen that is completed by new single members according to a preferred embodiment of the present invention.

FIG. 10 shows an example of a screen used by members to add a photo their member profile according to a preferred embodiment of the present invention.

FIG. 11 shows an example of a couple's member profile screen that is completed by new members joining as a couple according to a preferred embodiment of the present invention.

FIG. 12 shows an example of a team's member profile screen that is completed by new members joining as a team according to a preferred embodiment of the present invention.

FIG. 13 shows an example of a Match Request screen used by members to input desired match information for a particular activity, usually a sport-related activity, according to a preferred embodiment of the present invention.

FIG. 14 shows an example of a screen reminding a member that a new sports skill will be added to their profile when requesting a match according to a preferred embodiment of the present invention.

FIG. 15 shows an example of a quick search screen used to find a member by their screen name according to a preferred embodiment of the present invention.

FIG. 16 shows an example of a member search screen which permits a member to search for members with specific attributes according to a preferred embodiment of the present invention.

5 FIG. 17 shows an example of kids search screen which permits a member to search for kids with a specific set of attributes according to a preferred embodiment of the present invention.

FIG. 18 shows an example of a member search results screen according to a preferred embodiment of the present invention.

10 FIG. 19 shows an example of a completed member profile according to a preferred embodiment of the present invention.

FIG. 20 shows an example of a member's favorites list screen according to a preferred embodiment of the present invention.

FIG. 21 shows an example of a member's photo screen according to a preferred embodiment of the present invention.

15 FIG. 22 shows an example of an email screen permitting members to email each other according to a preferred embodiment of the present invention.

FIG. 23 shows an example of an instant messaging screen permitting members to message each other according to a preferred embodiment of the present invention.

20 FIG. 24 shows an example of a Match Search screen for searching for members that have entered desired match information according to a preferred embodiment of the present invention.

FIG. 25 shows an example of a Search Results screen displaying all members' profile information for members having input match information matching search criteria entered by a member according to a preferred embodiment of the present invention.

25 FIG. 26 shows an example of a bulletin board search screen permitting a member to search for possible match requests posted to the bulletin board according to a preferred embodiment of the present invention.

FIG. 27 shows an example of a bulletin board posting matching a member's search according to a preferred embodiment of the present invention.

30 FIG. 28 shows an example of a bulletin board post screen which permits a member to add a new bulletin board posting according to a preferred embodiment of the present invention.

FIG. 29 shows an example of a directory search screen which permits members to search for Advertisers according to a preferred embodiment of the present invention.

FIG. 30 shows an example of location listing screen for a member's search criteria according to a preferred embodiment of the present invention.

FIG. 31 shows an example of a map request screen for obtaining a map or directions to a selected advertiser's location according to a preferred embodiment of the present invention.

FIG. 32 shows an example of an advertiser information screen used by prospective Advertisers according to a preferred embodiment of the present invention.

5 FIG. 33 shows an example of the first sign up screen used by an advertiser to place the information on the Web site according to a preferred embodiment of the present invention.

FIG. 34 shows an example of advertiser or location provider instructions screen for guiding Advertisers through the set up process according to a preferred embodiment of the present invention.

10 FIG. 35 shows an example of an advertising help screen which provides answers to Advertisers' frequently asked questions according to a preferred embodiment of the present invention.

FIG. 36 shows an example of a member's shopping opportunities screen displaying retailers offering discounts through the Web site according to a preferred embodiment of the present invention.

15 FIG. 37 shows an example of a member's shopping opportunities screen displaying Advertisers and retailers, within a particular category, offering discounts through the Web site according to a preferred embodiment of the present invention.

FIG. 38 shows an example of a chat screen used by members to chat when both are online according to a preferred embodiment of the present invention.

20 FIG. 39 shows an example of an alternate Search Results screen displaying all members' profile information for members having input match information matching search criteria entered by a member according to a preferred embodiment of the present invention.

FIG. 40 shows an example of a member profile that may be sent via text (SMS) messaging screen to another member according to a preferred embodiment of the present invention.

25 FIG. 41 shows an example of a text (SMS) messaging screen permitting members to text (SMS) message each other according to a preferred embodiment of the present invention.

FIG. 42 shows an example of an administrator's screen permitting approval or disapproval of advertisements submitted by Players Guide Advertisers according to a preferred embodiment of the present invention.

30 FIG. 43 shows an example of an advertiser edit screen permitting an advertiser to edit previously submitted advertisements according to a preferred embodiment of the present invention.

FIG. 44 shows an example of a user profile illustrating capability of member linking to a Player's Network according to a preferred embodiment of the present invention.

FIG. 45 shows an example of the Player's Network screen of a user according to a preferred embodiment of the present invention.

5 FIG. 46 shows an example of the Match Request Notification Service of the Player's Network screen according to a preferred embodiment of the present invention.

FIG. 47 shows an example of a Match Request Notification Service on the Matches screen according to a preferred embodiment of the present invention.

10 FIG. 48 shows an example of a Message Center screen according to a preferred embodiment of the present invention.

FIG. 49 shows an example of a One Click Match Join feature according to a preferred embodiment of the present invention.

FIG. 50 shows an example of a Match screen according to a preferred embodiment of the present invention.

15 FIG. 51 shows an example of a Match History feature of the My Confirmed Matches heading according to a preferred embodiment of the present invention.

FIG. 52 shows a simplified diagrammatic overview illustrating, in a simplified form, features of the instant system according to the preferred embodiment of the present invention.

20 FIG. 53 shows another simplified diagrammatic overview illustrating other features of the instant system according to the preferred embodiment of the present invention.

FIG. 54 shows a flowchart illustrating a preferred response management system of the instant system according to a preferred embodiment of the present invention.

25 FIG. 55 shows a simplified diagrammatic overview generally illustrating methods of communicating among users of the instant system according to the preferred embodiment of the present invention.

FIG. 56 shows a schematic diagram, illustrating installing mobile native application on mobile device, according to a preferred embodiment of the present invention.

FIG. 57 shows a schematic diagram, illustrating use of sports matchmaking system with a "Push Service", according to a preferred embodiment of the present invention.

30 FIG. 58 shows a close up view of a mobile device according to a preferred embodiment of the present invention.

FIG. 59 shows a diagrammatic view illustrating user and systems interactions in an integrated matchmaker system, according to a preferred embodiment of the present invention.

FIG. 60 shows an exemplary screenshot view illustrating administration of an integrated matchmaker system according to the preferred embodiment of FIG. 59.

FIG. 61 shows an exemplary screenshot view, illustrating an administrative account screen, according to the preferred embodiment of FIG. 59.

5 FIG. 62 and FIG. 63 show exemplary screenshot views, illustrating private-labeled user introductory screens, according to the preferred embodiment of FIG. 59.

FIG. 63 shows an exemplary screenshot view, illustrating a member search results screen, according to the preferred embodiment of FIG. 59.

10 FIG. 64 shows an exemplary screenshot view, illustrating a member database content screen, according to the preferred embodiment of FIG. 59.

FIG. 65, FIG. 66, and FIG. 67 show exemplary screenshot views, illustrating user referral screens, according to the preferred embodiment of FIG. 59.

FIG. 68 shows an exemplary screenshot view, illustrating an activity event screen, according to the preferred embodiment of FIG. 59.

15 FIG. 69 shows an exemplary screenshot view, illustrating an activity invitation, according to the preferred embodiment of FIG. 59.

FIG. 70A and FIG. 70B show exemplary screenshot views, illustrating an activity detail screen, according to the preferred embodiment of FIG. 59.

20 FIG. 71, FIG. 72 and FIG. 73 show exemplary screenshot views, illustrating referral handling, according to the preferred embodiment of FIG. 59.

DETAILED DESCRIPTION OF THE BEST MODES AND PREFERRED EMBODIMENTS OF THE INVENTION

25 FIG. 1 shows a diagrammatical overview of the network communications used in the instant system according to a preferred embodiment of the present invention. A preferred embodiment comprises matchmaker computer system **101** preferably connected by way of the Internet **107** to users **118**, **120**, **122** and **124**.

30 Matchmaker computer system **101** preferably comprises computer system **108** which comprises input and output devices, processors, storage, and memory. Computer system **108** preferably comprises display screen or monitor **104**, keyboard **116**, printer **114**, and mouse **106**. Computer system **108** further preferably comprises database **102** (at least embodying herein computer personal-profile database means for searchably storing personal profile data relating to at least one plurality of registered users of at least one computer network and computer proposed-activity database means for searchably storing activity data, relating to at least one

proposed multiple-person activity of at least one activity type, relating to at least one registered user of the at least one computer network; and also at least embodying herein at least one computer personal-profile database structured and arranged to searchably store personal profile data relating to at least one plurality of registered users of at least one computer network, and at least one computer proposed-activity database structured and arranged to searchably store activity data, relating to at least one proposed multiple-person activity of at least one activity type, relating to at least one registered user of the at least one computer network). Computer system **108** also preferably comprises storage and memory for storage and execution of software comprising preferred embodiments of the present invention. Computer system **108** is preferably connected to the Internet **107** that serves as a preferred communications medium using Hypertext Transport Protocol ("http") as a preferred protocol. The Internet **107** comprises a global network of networks and computers, both public and private. The Internet **107** is the preferred connection method by users **118**, **120**, **122** and **124** in some preferred embodiments of the present invention.

Upon reading the teachings of this specification, those with ordinary skill in the art will now understand that, under appropriate circumstances, considering such issues as network traffic issues, capacity issues, etc., other hardware arrangements of matchmaking computer system such as multiple processors, multiple databases, distributed systems, etc., may suffice.

As discussed further herein, users preferably communicate with matchmaker computer system **101** in various ways. In some instances, users communicate with matchmaker computer system **101** via a Web browser installed on a personal computer (user **118**). In this instance, user **118** accesses matchmaker web site **300** with an Internet Web browser such as Microsoft and Internet Explorer or Mozilla Firefox. In other instances, users preferably communicate with matchmaker computer system **101** via a web browser on a mobile device, such as a smart phone (user **120**). User **120** preferably accesses matchmaker web site **300** with an Internet web browser installed on the mobile device. In still other instances, users preferably communicate with matchmaker computer system **101** via SMS text messaging or using a mobile telephone (user **122**) [and preferably in response to a request to "join" a match as discussed further herein]. In the SMS text messaging instance, messages are preferably processed with the assistance of an SMS Gateway (such as CELLTRUST® Corporation of Scottsdale, AZ). And, users preferably communicate with matchmaker computer system **101** using a mobile device (such as an APPLE IPHONE mobile device) having application software (*e.g.*, a native application as discussed further herein) to interact with matchmaker computer system **101** (user **124**).

Preferably, users of matchmaker computer system **101** use the above described components to communicate with a social network established with the assistance of

matchmaker computer system **101**. Preferably, all methods of communication described above are available to users of matchmaker computer system **101** to provide multiple avenues of this "peer to network" communication.

Upon reading the teachings of this specification, those with ordinary skill in the art will now understand that, under appropriate circumstances, considering such issues as then-available technology and communication devices then-available, etc., other communication instruments to communicate with matchmaker computer system such as neural net linking, other wireless handheld devices, wireless, network-connected identification devices, etc., may suffice.

FIG. 2 shows a simplified functional diagrammatical overview of the relationship among matchmaker computer system **101** and users of the instant system according to a preferred embodiment of the present invention. Preferably, at least one Registered User **202** will use a Web browser, such as Internet Explorer, to connect to matchmaker computer system **101** through the Internet **107**. Once connected, Registered User **202** will login and begin using the functions available to them. Similarly, at least one Unregistered User **203** will use a Web browser, such as Internet Explorer, to connect to matchmaker computer system **101** through the Internet **107**. Once connected, Unregistered User **203** is preferably encouraged to register and become a member. Preferably, Unregistered User **203** is not required to register; however, unregistered users will not be able to utilize all the functions available to registered users until they register. Likewise, Advertiser **205** wishing to advertise on Web site **300** preferably uses a Web browser, such as Internet Explorer, to connect to matchmaker computer system **101** through use of the Internet **107** to set up and maintain their advertisements and advertising campaigns. Finally, Web site manager **201** also preferably uses a Web browser, such as Internet Explorer, to connect to matchmaker computer system **101** through use of the Internet **107** to operate and maintain Web site **301**.

FIG. 3 shows a simplified functional diagrammatical overview of the relationship between matchmaker computer system **101** and the Matchmaker Web site **300** and its primary functions, according to the preferred embodiment of FIG. 1. Substantially all functional components and Matchmaker Database **320** of Web site **300** preferably reside on matchmaker computer system **101**. The functional component User Registration & Login **301** preferably comprises login functions for Registered Users, and registration processes for Unregistered Users (see FIGS. 6 – 8). Such functional components preferably comprise User Registration & Login **301**, User Profile **302**, Advertiser Set Up **303**, Match Requests **304**, Match Search **305**, Member Search **306**, Directory Search **307**, Shopping **308**, Online Forums **309**, Bulletin Board Search

310, Email/IM **311**, Affiliates **312**, User Account Information **313**, and Partner's Account Information **314**, as shown.

Functional component User Profile **302** permits Registered Users to create or update their profile information. Preferably, Unregistered Users may register and then complete the profile information as an individual, a couple, a team, or a parent who may complete a profile on behalf of his or her children (see FIG. 9, FIG. 10, FIG. 11, and FIG. 12) (at least herein embodying wherein at least one of such at least one first participant and such at least one second participant comprises at least one team; and at least herein embodying wherein at least one of such at least one first participant and such at least one second participant comprises at least one couple). Preferably, Registered Users also use User Profile **302** to update their profile information. Upon reading the teachings of this specification, those with ordinary skill in the art will now understand that, under appropriate circumstances, considering such issues as user preference, competitive requirements, etc., a searchable value such as an entity, which may be an employer, a company, a sports club, a hotel, a fitness center, other organizations, etc., may be input, stored, and associated with a Registered User.

Advertiser Set Up **303** is preferably used to establish new Advertiser accounts, update existing Advertiser accounts, and create and modify advertising information to be displayed on Matchmaker Web site **300** as part of a directory of venues (Player's Guide). Preferably, Advertiser Set Up **303** also provides help instructions, frequently asked question lists, and advertising plan costs and benefit explanations, including preferred placement within the directory of business entities. Preferably, Advertiser **205** provides specific information about their business, its location, and any special offers (see FIG. 32, FIG. 33, FIG. 34, and FIG. 35). Preferably, Advertiser **205** may create Advertiser's own directory listing and then checkout by making the required payment using a credit card or other form of Internet-based payment, such as Pay-Pal. Preferably, after payment is made, the submitted advertisement is reviewed by Web site administrator (see FIG. 42) for approval. Preferably, if the advertisement is approved, Web site administrator will permit the advertisement to be posted in the directory requested by Advertiser **205**. Preferably, Advertiser **205** may review approved directory listings (advertisements) and make changes or remove any or all directory listings (see FIG. 43) (at least herein embodying after such step of receiving payment, approving such at least one Web site advertisement; and at least herein embodying displaying such approved such at least one Web site advertisement).

Match Request **304** is preferably used by a Registered Users to create and store an offer to meet another Registered User at a specific place and time for a sporting or social event (at

least herein embodying computer database means for searchably storing proposed-event information wherein such proposed-event information comprises at least at least one type of proposed joint event, at least one proposed geographic area for such proposed joint event, and at least one proposed time frame for such at least one proposed joint event; at least herein
5 embodying computer interface means for permitting database entry on behalf of such at least one first participant of such at least one proposed joint event; and at least herein embodying wherein such at least one type of proposed joint event comprises at least one sporting event). As shown in FIG. 13, preferably previous match requests made by Registered User **202** are listed in Schedule of My Match Requests **1301** (shown below Request Match Dialog **1302**). Preferably,
10 when a Registered User completes Request Match Dialog **1302** for a sport/activity not in their profile, Add Sport/Activity Reminder **1401** is presented as demonstrated in FIG. 14 (at least herein embodying computer processing means for retrieving on behalf of such at least one first participant such proposed-event information from such computer database means). Preferably, Registered User **202** may remove, or delete, any match request shown in Schedule of My Match
15 Requests **1301**.

Preferably, functional component Match Search **305** provides a Registered User with the ability to input match criteria including sport/event, time frame, and location as well as selected personal criteria, including age, gender, and marital status. After inputting match criteria, a Registered User may then search Matchmaker Database **320** for all Registered Users having
20 input match requests that meet such criteria, as shown in FIG. 24 (at least herein embodying computer interface means for permitting entry on behalf of such at least one second participant first searchable criteria for proposed matching of such at least one proposed joint event; and at least herein embodying computer processing means for retrieving from such computer database means such proposed-event information matching such first searchable criteria). As used herein,
25 time frame may refer to a specific date and time, a range of dates, a range of times, or one or more specified days of the week, month, etc. FIG. 25 provides an example of match requests that fit the inputted criteria. Upon reading the teachings of this specification, those with ordinary skill in the art will now understand that, under appropriate circumstances, considering issues such as the need for partial matching of search criteria, etc., other selection arrangements, such
30 as, for example, using of heuristic selection methods for partial or approximate matching, etc., may suffice. Upon reading the teachings of this specification, those with ordinary skill in the art will now understand that, under appropriate circumstances, considering such issues as user preference, competitive requirements, etc., an entity value, such as an employer, a company, a hotel, a sports club, a fitness center, or other organization, etc., may be searchably associated

with a Registered User and may be used as a search criteria. Preferably, the search results may be refined by specifying the desired skill level as shown at the top of FIG. 25. Preferably, a Registered User may then view the profile (see FIG. 19) and optional photo (see FIG. 21) of each Registered User who has made a match request matching the search criteria. A dialog between the Registered Users may then be initiated using either email (see FIG. 22), Instant Messaging (“IM”) (see FIG. 23), digital mobile phone-based text messaging (“SMS messaging”) (see FIG. 41), or communication via mobile devices having installed a "native application" (see FIG. 57) where the Registered Users may agree to meet in person for the sporting or social event. Upon reading the teachings of this specification, those skilled in the art will now appreciate that, under appropriate circumstances, considering such issues as future technology, cost, etc., other event types, such as, for example, business events, political events, gaming events, cooking events, medical events, training events, lecture events, etc., may suffice.

Preferably, Member Search **306** permits Registered User **202** to search Matchmaker Database **320** using the member criteria as shown in FIG. 16. Preferably, a search may be performed for singles, couples, or teams, as shown. Those members matching the search criteria are listed for review as shown in FIG. 18. Upon reading the teachings of this specification, those with ordinary skill in the art will now understand that, under appropriate circumstances, considering issues such as the need for partial matching of search criteria, etc., other selection arrangements, such as, for example, using of heuristic selection methods for partial or approximate matching, etc., may suffice. Preferably, the profile (see FIG. 19) and photo (see FIG. 21) may be viewed by Registered Users. A dialog between Registered Users may then be initiated using either email (see FIG. 22), Instant Messaging (IM) (see FIG. 23), digital mobile phone-based text (SMS) messaging (see FIG. 41), or communication via mobile devices having installed a "native application" (see FIG. 57). Preferably, Registered Users may also search for kids (see FIG. 17), which will return a list of singles or couples who have kids matching the search criteria. Preferably, a Registered User may also search for a member solely using a screen name as shown in FIG. 15.

According to an alternate preferred embodiment of the present invention, alternate Search Results displaying all members’ images for members whose inputted match information match the search criteria (see FIG. 39) may be presented to a Registered User. Preferably, when Registered User moves the cursor over each image, the profile information related to that member will be displayed. Preferably, when a Registered User slides the “ability level” bar, some images will fade in or out depending on each member’s stated ability, etc. All these features will affect the speed and efficiency of searching that a Registered User will experience.

Directory Search **307** preferably permits a Registered User to identify and select a location at which a desired sporting or social event may be conducted. As shown in FIG. 29, a Registered User may search by business name or request a list of business entities within a category. FIG. 30 provides an example of the results of a search within the “Golf” category.

5 Preferably, a Registered User may then view more detail about the business entity or request a map and driving directions to the business entity as shown in FIG. 31.

Functional component Shopping **308** preferably permits Registered User **202** to identify and select an online retailer as shown in FIG. 36 and FIG. 37. As shown in FIG. 37, preferably a Registered User may select a link to a desired online retailer and make a purchase, often at a
10 discount. Preferably, the discounts provided are only available to Registered Users as a benefit of membership.

Functional component Online Forums **309** preferably comprises an online chat system, one or more Blogs, and online forums/bulletin boards made available to Registered Users. FIG. 22 shows an example of a preferred email message screen. FIG. 23 presents an example of a
15 preferred Instant Message screen. FIG. 28 provides an example of a preferred screen used to post a new message to a bulletin board. FIG. 38 illustrates an example of a preferred chat screen.

Functional component Bulletin Board Search **310** preferably permits a Registered User to search for messages posted to a bulletin board that meet the search specified criteria, as shown in FIG. 26. Preferably, the search process combines a search of the profile portion of Matchmaker
20 Database **320** and text match searching of bulletin board messages. Upon reading the teachings of this specification, those with ordinary skill in the art will now understand that, under appropriate circumstances, considering issues such as the need for partial matching of search criteria, etc., other selection arrangements, such as, for example, using heuristic selection methods for partial or approximate matching, etc., may suffice. Preferably, all bulletin board
25 messages matching the search criteria are displayed as shown in FIG. 27.

Functional component Email/IM **311** preferably provides the functionality necessary to support email and Instant Messaging between Registered Users. Additionally preferred functions include the use of screen names provided by Registered Users rather than actual email addresses or Instant Message handles.

30 Functional component Affiliates **312** preferably provides tracking and accounting for visitors who are referred from affiliate Web sites who then become Registered Users. Preferably, the business entities operating the affiliated Web sites have agreed to include a link to Matchmaker Web site **300** which can be used by Unregistered Users. Preferably, an Affiliate

calculates any remuneration owed to each business entity as a result of a referred Unregistered User becoming a Registered User.

Functional component User Account Information **313** preferably comprises all the necessary administrative functions to manage a database of members including tracking and
5 collection of membership fees.

Functional component Partner's Account Information **314** preferably comprises all the necessary administrative functions to manage a database of affiliate, advertising, and shopping partners. Preferably, these functions include the tracking and collection of fees due to Web site
10 Manager **201** and tracking and payment of fees due to affiliate partners for new member referrals.

FIG. 4 shows a summary schematic of the primary entities and their relationships associated with the instant system and method, according to the preferred embodiment of the present invention. Preferably, Web site manager **201** establishes and manages Matchmaker Web
15 site **300** in step Manage Web site **410**.

Preferably, in step Establish Advertiser Relationships **412** Web site Manager **201** offers opportunities to be listed in directory of venues (Player's Guide) for sporting and social events. Preferably, Advertiser **205** uses Advertiser Set Up **303** to select from one of the plans offered, complete its directory entry, and set up the method of payment. Preferably, each Advertiser **205**
20 also has the opportunity to become an Affiliate **404**, which preferably entitles Advertiser **205** to discounted advertising rates and other benefits. Advertiser **205** preferably comprises sporting venues such as golf courses, tennis clubs, health clubs, martial arts studios, paintball facilities, or any other location that provides a venue for a sporting event. Additionally, Advertiser **205** preferably comprises social venues such as movie theaters, restaurants, campgrounds, and hotels. In addition Advertiser **205** preferably comprises businesses that provide services and products
25 that support sporting, athletic, and social activities.

Preferably, Web site Manager **201** will selectively contract with Advertiser **205** or other venues including hotels, restaurants, and clubs to cater and manage sporting and social events such as tennis tournaments, bridge tournaments, and similar competitions. In turn, preferably Web site Manager **201** will promote each planned tournament via email targeted to selected
30 members within the Matchmaker Database **320** who, for instance, have indicated an interest in planned sporting or social events. Preferably, Web site Manager **201** will accept reservations and entry fee payments for planned events.

Preferably, in step Establish Retailer Relationships **414**, Web site Manager **201** will offer Web site links to Retailer **405** to permit Registered User **202** to purchase products and services

from Retailer **405**. In return, Retailer **405** preferably offers Registered User **202** a discount on some or all its products or services. In summary, the intent is to use the increased interest in shopping with Retailer **405** to provide an incentive for visitors to become Registered Users.

5 Preferably, in step Establish Affiliate Relationships **416**, Web site Manager **201** offers a commission to each Affiliate **404** for each visitor that comes to Matchmaker Web site **300** from the Web site of Affiliate **404** who then becomes a Registered User. Preferably, each Affiliate **404** agrees to place a link on its Web site and to promote Matchmaker Web site **300**. As noted, Affiliate **404** may also become Advertiser **205** and receive reductions in costs for the placement of entries in directory of venues. Affiliate **404** preferably comprises the same business that may
10 be Advertiser **205**, but in addition preferably comprises Web sites which are devoted to both professional and amateur sporting events. Additionally Affiliate **404** preferably comprises Web sites focused on nutritional and performance improvement products.

Preferably, in step Establish Travel Relationships **431** Web site Manager **201** preferably will arrange to promote and advertise products and services offered by Adventure Travel and
15 Tour Operators **430** domestically and internationally. Preferably, Web site Manager **201** will, in turn, receive referral fees or commissions for members that use the advertised products and services and optionally advertising fees associated with ads presented on Matchmaker Web site **300**.

Preferably, in step Establish TV Relationships **436**, Web site Manager **201** preferably will
20 arrange with TV Producer **435** to promote and advertise at least one “reality” television program oriented toward using competitors chosen from members in Matchmaker Database **320** for national and international competitions. Preferably, in turn, the reality television program will promote that only members (singles, couples, and teams) will be chosen from the members in Matchmaker Database **320**. Preferably, Web site Manager **201** will, in turn, receive increased
25 registrations of members thus increasing substantially the number of members in Matchmaker Database **320**, which in turn increases demand for the other services and products offered in and through Matchmaker Web site **300**.

Preferably Web site Manager **201** will use Registered Users **202** stored in the Matchmaker Database **320** as a source for advertising and organizing tournaments in all kinds of
30 sports/activities. Advertisers **205** (such as tennis clubs, golf clubs, etc.) will preferably host and run in local areas throughout the globe. Prizes will preferably be supplied by Web site Manager **201**. Preferably the winners of first round tournaments are then eligible to play in the second round tournaments, and so on, until the final championship match or event. Preferably, TV Producer **435**, as a business partner of Web site Manager **201**, such as a FOX Sports, preferably

will send camera crews to various cities during the rounds of tournaments to conduct interviews and capture footage of participants, matches, etc. – like the talent program “American Idol” does during the audition process. Then, the final championships will preferably comprise the core content of a reality television program aired by TV Producer **435**. The benefit is that Web site Manager **201** can use the Advertisers **205** (such as athletic club facilities) nationwide, which are in the business of holding tournaments, to recruit and bring in revenue and new members to the Advertiser **205** (preferably Web site Manager **201** registers all tournament entrants and collects the fees online). Also, these Advertisers **205** (athletic clubs) will actually compete to hold the Web site Manager **201** tournaments since there is a likelihood that TV Producer **435** camera crews may visit and give the Advertisers **205** exposure by collecting footage of the tournament. These tournaments constantly being run year round are preferably the eliminating and qualifying process for the ultimate reality television program. When the reality show is advertised, they will draw new members to Web site Manager **201**, since tournament participants must be Registered Users **202**, and, as many people desire to appear on a reality television program, they will most likely register for the Web site Manager **201** local tournaments for such an opportunity.

Preferably, in step Establish Supplier Relationship **450** Web site Manager **201** will arrange with at least one Product Supplier **451** to provide products for resale by Web site Manager **201**. Preferably, Matchmaker Web site **300** will provide electronic commerce (also known as "eCommerce") functions necessary for Registered User **202** to purchase and pay for the offered products. Preferably, the offered products will comprise nutrition products generally associated with health and fitness. Upon reading the teachings of this specification, those with ordinary skill in the art will now understand that, under appropriate circumstances, considering issues such as market changes and customer demand changes, other types of products may be offered for sale, such as, for example, sporting equipment, clothing, etc.

Registered User **202** preferably completes login to Matchmaker Web site **300** to initiate the step Use Matchmaker Web site **411**. Preferably, Registered User **202** agrees to pay a periodic fee in return for access to all functions available through Matchmaker Web site **300**, including Match Requests **304**, Match Search **305**, Member Search **306**, Online Forums **309**, Bulletin Board Search **310**, and Email/IM **311**.

In step Find Activity Location **413**, Registered User **202** preferably uses Advertiser Search **307** to select at least one activity location.

In step Purchase Goods and Services **415**, Registered User **202** preferably uses Shopping **308** to find a retailer from which to purchase the desired products and services.

Preferably, Unregistered User **203** may visit Matchmaker Web site **300** directly and become a member by completing the User Registration and Login **301** and agreeing to pay a periodic fee as depicted by step User Access and Registration **420**.

5 Preferably, in step Visit Affiliate Web site **421**, Unregistered User **203** may visit the Web site of Affiliate **404** which presents information about Matchmaker Web site **300** and a link to Matchmaker Web site **300**. Preferably, selecting the link will present Registration and Login **301** to Unregistered User **203** which begins step User Access and Registration **420**, further described above.

10 FIG. 5 shows a summary schematic of the primary steps which may be completed in the instant system and method, according to the preferred embodiment of the present invention. Preferably, each visitor must register and create a profile to utilize the functions of Matchmaker Web site **300** in step Create Profile **601**. Preferably, a new member completes the registration form (FIG. 8) indicating whether the registration is for a single, a couple, or a team by completing the field "You Are:" which then takes the user to the appropriate profile form (FIG. 15 9, FIG. 11, or FIG. 12 for a single, couple, and team, respectively) and where the user completes at least the required fields which include demographic data (such as age, gender, marital status, etc.), contact information (such as email address), and the user's preferred sports/activities pastimes and related skill level (at least herein embodying computer interface means for permitting database entry, on behalf of such at least one first participant, of at least one first skill 20 level of such at least one type of proposed joint event; at least herein embodying computer database means for searchably storing participant personal profile information wherein such participant personal profile information comprises at least at least one unique identifier, such at least one type of such proposed joint event, such of at least one first skill level of such at least one type of proposed joint event, demographic information, contact information; and at least 25 herein embodying computer interface means for database entry on behalf of such at least one first participant such personal profile information; at least herein embodying wherein such personal profile information further comprises at least two of the following: children information; participant background information; personality traits information; favorite foods information; preferred music information; and at least one image). Preferably, each Registered 30 User **202** may have more than one sports/activities pastime. Preferably, Registered User **202** may then enter the member's area (FIG. 15, FIG. 16, FIG. 17 and FIG. 24) and begin searching for members and matches. Preferably, when Registered User **202** logs out of the Matchmaker Web site **300** the first time, the Registered User cannot log in again until the Registered User receives an initiation email and activates the membership by clicking a link provided in such

email. If Registered User **202** tries to log in before receiving the initializing email, the site will automatically provide them with a button to send out, or deliver, another activation email.

Registered User **202** is then directed to look for the email and activate the membership by clicking the link provided in the email. Once Registered User **202** activates his/her membership,

5 Registered User **202** may log in and begin searching via all search boxes for adult members, Match Requests, members by screen name and adults who have kids broken down by gender, age, sports played, and level of ability (FIG. 15, FIG. 16, FIG. 17, and FIG. 24). Preferably, Registered User **202** cannot contact another member or make a match request (FIG. 13) until the Registered User becomes a paying member. Preferably, Registered User **202** may contact other
10 members and/or make match requests without requiring payment.

As shown, preferably in step First Member Inputs Match Info **602**, Registered User **202**, preferably as a paid member (alternately preferably payment is not needed), makes at least one Match Request which is a public request (offer) (alternately preferably a request to those within the user's social network as disclosed herein) to play a match with others in a particular
15 sport/activity in a particular city, on a specific date, with a person or persons having a particular gender, marital status (couple or team), and particular skill level (FIG. 13 and FIG. 14). As depicted, Registered User **202** may indicate a preference for the day of week by selecting the desired Day of Week Check Boxes **1303**. Preferably, use of Day of Week Check Boxes **1303** permits searching by day of week. Preferably, sport/activity match requests (offers) may include
20 any time and location based event, such as playing a round of golf, fishing, watching a sporting event, going to a movie, or having dinner.

Once at least one match request is posted to Matchmaker Database **320**, preferably another Registered User **202** may search for a match that meets his/her criteria as shown in step Second Member Searches Match Database **603**. Preferably, Registered User **202** uses the Match
25 Search Screen (FIG. 24) to query Matchmaker Database **320**. Preferably, all member profiles associated with Match Requests satisfying the search criteria are presented in the Search Results screen (FIG. 25) (at least herein embodying computer processing means for retrieving from such computer database means such proposed-event information matching such second searchable criterion). As shown, Registered User **202** may then filter the displayed Match Requests by
30 selecting a skill level from Skill Level Drop Down **2501** (at least herein embodying computer interface means for permitting entry on behalf of such at least one second participant at least one second searchable criterion for proposed matching with such at least one skill level of such at least one type of proposed joint event).

Once Registered User **202** determines that a listed profile of a member with a matching

Match Request is desirable, in step Second Member Contacts First Member **604**, preferably, Registered User **202** views (requesting) the details of the member's profile on the Member Profile screen (FIG. 19). If the selected member is still desirable, Registered User **202** (as a paid member) may contact the other member using Instant Messaging (FIG. 23), email (FIG. 22),
5 digital mobile phone-based text messaging (SMS messaging) (see FIG. 40 and FIG. 41), the chat room system (FIG. 38), or the bulletin board system (FIG. 28) by selecting the appropriate link on the Member Profile screen (at least herein embodying computer processing means for assisting such at least one second participant to communicate with such at least one first participant). Preferably, in all cases, communication between members is done using the
10 member's "screen name" rather than their actual email addresses or mobile phone numbers to protect privacy and ensure security (at least herein embodying computer processing means for assisting non-disclosure of first contact information of such first participant to such second participant; at least herein embodying computer processing means for assisting non-disclosure of second contact information of such second participant to such first participant; and at least herein
15 embodying wherein the step of assisting such at least one second participant to communicate with such at least one first participant is accomplished with text messaging on digital mobile phones).

A business advantage that Matchmaker Web site **300** provides is that Registered Users **202** may immediately (preferably with one click) find the main object that Registered Users **202**
20 are searching, namely, people. Statistics show that the faster Registered Users **202** can find what they are looking for on Matchmaker Web site **300**, the more successful the Matchmaker Web site **300** will be.

Preferably, the present Matchmaker Web site **300** immediately connects Registered Users **202** together using the least amount of computing resources as possible and providing more than
25 one method of beginning the process of making a match. Registered Users **202** will then be able to use their computer resources to communicate further with each other, if they so choose.

Once both Registered Users **202** have agreed to meet for a match a location for the match play must be determined. If a location must be found, Registered User **202** preferably searches the directory of venues (Player's Guide) to view information about the variety of locations
30 available, in step Search for Event Location **605**. As shown in FIG. 29, Registered User **202** may search by business name or category or select a category from those displayed. The resulting list of venues is presented in a listing of the directory entries fitting the search criteria (FIG. 30).

In step Obtain Directions and Contact Information **606**, preferably selecting one of the

directory entries presents additional information about the venue, such as costs, reservation requirements, and hours of operation. Additionally, Registered User **202** may choose to obtain a map or driving directions by selecting the Map link which permits Registered User **202** to complete the map form as shown in FIG. 31.

5 After selecting a venue, Registered User **202** will complete the necessary arrangements to conduct the match at the agreed date and time in step Use Advertiser to Facilitate Event **607**.

In step Users Meet for Match **608** individuals, couples or teams, as the case may be, meet and complete the planned activity.

Referring again to FIG. 5, step Second Member Searches Member Database **609**,
10 Registered User **202** may search for another Registered User **202** for the purpose of meeting socially by using one of the member search screens, Quick Search (FIG. 15), Member Search (FIG. 16) or Kid Search (FIG. 17). Preferably, Registered User **202** may search by any combination of the search fields provided including singles, couples, or teams (at least herein embodying computer interface means for permitting entry on behalf of such at least one second
15 participant at least one third searchable criteria for proposed matching of such personal profile information). All members matching the search criteria are preferably displayed on the Member Search Results screen (FIG. 18) (alternate Member Search Results screen, (see FIG. 39) may also be displayed) (at least herein embodying computer processing means for retrieving from such computer database means such first personal profile information matching such third
20 searchable criteria).

Once Registered User **202** determines that a listed member is desirable, step Second Member Contacts First Member **610**, preferably, Registered User **202** views the selected member's profile on the Member Profile screen (FIG. 19). If the selected member is still desirable, Registered User **202** (as a paid member) may contact the other member via Instant
25 Messaging (FIG. 23), via email (FIG. 22), text messaging (SMS messaging) (see FIG. 40 and FIG. 41), the chat room system (FIG. 38), or the bulletin board system (FIG. 28) by selecting the appropriate link on the Member Profile screen.

Once both Registered Users **202** have agreed to meet socially a location must be determined. If a location must be found, Registered User **202** preferably searches the directory
30 of venues (Player's Guide) to view information about the variety of locations available, in step Search for Event Location **605**. As shown in FIG. 29, Registered User **202** may search by business name or category or select a category for those displayed. The resulting list of venues is presented in a listing of the directory entries fitting the search criteria (FIG. 30).

In step Obtain Directions and Contact Information **606**, preferably, selecting one of the

directory entries presents additional information about the venue, such as costs, reservation requirements, and hours of operation. Additionally, Registered User **202** may choose to obtain a map or driving directions by selecting the Map link which permits Registered User **202** to complete the map form as shown in FIG. 31.

5 After selecting a venue, Registered User **202** will complete the necessary arrangements to meet socially at the agreed date and time in step Use Advertiser to Facilitate Event **607**.

Following selection and arrangement of a location the individuals, couples or teams, as the case may be, meet as shown in step Members Meet **611**.

10 Referring again to FIG. 5, Registered User **202** may post messages to the bulletin board as shown in step First Member Posts Bulletin Board Entry **612**. Preferably, when Registered User **202** decides to make a post to the bulletin board (FIG. 28), the message is automatically associated with the personal profile of the registered user with a link so that the readers of the bulletin board message can click the link and read the profile of Registered User **202** who posted the message (at least herein embodying computer database means for searchably storing at least
15 one bulletin board posting; at least herein embodying computer interface means for entry on behalf of such at least one first participant of such at least one bulletin board posting; and at least herein embodying computer processing means for associating such at least one such bulletin board posting with such at least one first participant). Preferably, bulletin board messages may be used to assist in setting up sports/activity matches or simply to make announcements.

20 In step Second Member Searches Bulletin Board **613**, Registered User **202** may search for bulletin board messages preferably using search criteria as shown in FIG. 26 (at least herein embodying such fourth search criteria comprise: at least one type of proposed joint event; at least one proposed geographic area for such proposed joint event; at least one proposed time criterion for such at least one proposed joint event). Preferably, the entered search criteria will be used to
25 search in combination through both the member profiles and the bulletin board messages to complete the request (at least herein embodying computer interface means for permitting entry on behalf of such at least one second participant at least one fourth searchable criteria for proposed matching with such personal profile information). As shown in FIG. 27, the search result preferably presents a list of all messages matching the search criteria (at least herein
30 embodying computer processing means for retrieving such at least one bulletin board posting associated with such personal profile information matching such fourth search criteria). Registered User **202** may view the profile of Registered User **202** that posted the message by selecting the profile button and/or the photo button. Additionally, Registered User **202** may contact the individual by selecting the email button.

Referring again to FIG. 5, in step Select Link to Retailer **614**, Registered User **202** may search for an online retailer to purchase a product or service. The preferred method for searching is shown in FIG. 36 and FIG. 37. Preferably, Registered User **202** selects a link to the desired Retailer **405** and makes a purchase through the Web site of Retailer **405** as shown in step

5 Member Purchases Products and Services **615**.

FIG. 44 shows an example of a user profile screen illustrating capability of member linking to a Player's Network according to a preferred embodiment of the present invention. More particularly, as shown, the Player's Network is the social network of each user, preferably stored on at least one database associated with matchmaker computer system **101**. Preferably using this user profile screen, a first Registered User (the "inviter") may invite other Registered Users (the "invitees") to become a "friend" of the first Registered User. Preferably, the invitee is notified of the invitation through the invitee's external e-mail as well as through Matchmaker Web site **300** internal e-mail, as shown in FIG. 45, or through other communication methods associated with matchmaker computer system **101** (SMS messaging, native application notification, etc.). The invitation directs the invitee to the Player's Network page of the first Registered User, where the invitee may view the profile of first Registered User. Also from this page, the invitee may either "accept" or "deny" the invitation to join the inviter's Player's Network, as shown. Using this system, users may become members of other user's social network for messaging purposes (users may message those in their social network while excluding others).

Once part of a Player's Network, the "friends" of the first Registered User may post "comments" on the first Registered User's **202** profile screen. Where the first Registered User (also herein called a "member") does not want their user profile to be accessed by the public, in these situations, the first Register User may block the general public's access to the page by designating this page "private". Once designated "private", only "friends" of a Registered User will have access to personal pages not generally accessible to the general public. As shown in FIG. 44, a link under "Quick Controls" permits a first Registered User to invite a member to the first Registered User's Player's Network by clicking the link "Add to Players Network".

FIG. 45 shows an example of the Player's Network screen of a user according to a preferred embodiment of the present invention. The Player's Network screen displays the "Current Network", "My Pending Requests", and "Players Network Invites" of a Registered User. The heading "Current Network" list the "friends" of a Registered User. The heading "My Pending Requests" lists those users who have requested to join the Player's Network of a Registered User. The heading "Player's Network Invites" lists those users who have invited a

Registered User to join their Player's Network. From this screen, a Registered User may easily view an inviting member's profile or accept or deny the invitation with a single click, as shown. Such arrangement at least embodying herein computer user-associating interface means for assisting associating at least one registered user of the at least one computer network with at least one other registered user of the at least one computer network, to form at least one registered user sub-network; and computer user-sub-network database means for assisting storage of such at least one registered user sub-network; wherein such computer activity-participation-manager processor means comprises computer activity-participation-sub-network processor means for assisting limiting participation in at least one such proposed multiple-person activity to those in at least one specified at least one registered user sub-network, and at least one computer user-associating interface structured and arranged to assist associating at least one registered user of the at least one computer network with at least one other registered user of the at least one computer network, forming at least one registered user sub-network; and at least one computer user-sub-network database structured and arranged to assist storage of such at least one registered user sub-network; wherein such computer activity-participation-manager processor comprises at least one computer activity-participation-sub-network processor structured and arranged to assist limiting participation in at least one such proposed multiple-person activity to those in at least one specified at least one registered user sub-network).

FIG. 46 shows an example of the Match Request Notification Service of the Player's Network screen according to a preferred embodiment of the present invention. The Match Request Notification Service of the Player's Network screen allows a Registered User to receive all of the Registered User's match request details through email or SMS messaging that are posted by selected members of the Registered User's Player's Network. As shown in FIG. 46, a Registered User need only select a check box near a Registered User's screen name to receive an email or SMS message when those selected users post Match Requests. This feature increases the chances of two members meeting when their schedules permit.

FIG. 47 shows an example of a Match Request Notification Service on the Matches screen according to a preferred embodiment of the present invention. The Match Request Notification Service preferably allows a Registered User to receive all match request details from any other member, not just those members in the Registered User's Players Network, that match selected Registered User criteria. The Match Requests are preferably sent to a member through email or SMS messaging. The criteria that may be selected preferably include the following: sport, minimum level, maximum level, start date, start time, end date, end time, location, country, city, state, match type (single and/or group play), marital status, occupations, special

circumstances (disabilities), and days of the week available to play. Once criteria are selected, a registered user will then preferably be able to receive match requests that are compatible with the schedule, personality, etc., of the registered user. This feature permits a registered user to spend less time searching for matches, and more time setting up matches.

5 FIG. 48 shows an example of a Message Center screen according to a preferred embodiment of the present invention. The Message Center Screen preferably permits a member to send SMS text messages anonymously through the matchmaker computer system **101**, as shown. The anonymous messaging feature is preferably a security feature, and preferably allows one to contact registered users without exchanging personal information, such as telephone
10 numbers (which a user may initially want to keep private). The anonymous messaging will preferably additionally function with Internet enabled phones so that members may connect to the Message Center screen and send an SMS message while somewhere in the field. For example, a member may send a message to another user stating, "I'm at the courts. Are you on your way?"

15 FIG. 49 shows an example of the "One-Click Match Join" feature of the matchmaker computer system **101** according to a preferred embodiment of the present invention. The one-click match join feature preferably permits members ("requestees") to "join" a match or event requested by another member (the "requestor") by clicking once on a link. Once the link is clicked, preferably both an internal and external email and/or a SMS message is delivered to the
20 requestor of the match. The email and/or SMS message preferably notifies the requestor that someone has asked to join the requestor's requested match. Further, once the "Join" link is clicked, the match details of the joined match preferably appear in the requestee's "Pending Joined Matches" column (as shown in FIG. 50) for increased ease in viewing, reminding, and planning. After clicking the "Join" hyperlink, the Requestor is preferably directed back to the
25 Matches screen (as shown in FIG. 47) where the requestor may preferably "accept" or "deny" the person that joined. The requestor "accept" or "deny" feature preferably allows the requestor to monitor who is joining matches so that matches are not being filled with users who do not intend to play the joined matches. Preferably, the requestor has the ability to specify some or all of the following information: sport, minimum level, maximum level, start date, start time, end date, end
30 time, location, country, city, state, match type (single and/or group play, how many spots available), marital status, occupation, special circumstances (disabilities), and days of the week available to play. The requestor may also preferably append notes to the match request.

FIG. 50 shows an example of a Match screen according to a preferred embodiment of the present invention. As shown, the Matches screen preferably displays the following information

scheduled matches/activities (“My Confirmed Matches”), matches/activities that are being scheduled (e.g., matches that are awaiting players or awaiting approval of a request to participate) (“Pending Joined Matches”), match/activity history (“Matches I’ve Played”), and matches/activities requested (“My Match Requests”).

5 The “My Confirmed Matches” heading preferably lists details of confirmed matches that are waiting to be played. The sport, time, location, and user name of other members, or match attendees, are preferably displayed, as shown. Preferably, at a predetermined time period (preferably one day) before each match, a match reminder email and/or SMS message is preferably automatically delivered to each match participant. Such match reminder assists in
10 match attendance by reminding users of the scheduled match.

 The “Pending Joined Matches” heading preferably lists all matches that a member has “joined”; however, the matches are still pending awaiting a “join-approval” and/or the number of players requested for the match has not yet been reached. Once the pending joined matches are no longer pending, these match details will preferably appear under the “My Confirmed
15 Matches” heading.

 The “My Played Matches” heading preferably allows a user to view a match play history and details of past matches.

 As described with respect to FIG. 49, the “One-Click Match Join” feature preferably allows a match requestor to “accept” or “deny” a match join request with one click, which preferably automatically generates an internal and external email and/or SMS to the match joiner
20 notifying the match joiner that match joiner’s match join was accepted or denied by the match requestor. If the join was accepted, and when the total number of participants has joined and been accepted, then the match details preferably display under the “Confirmed Matches” column for all of the participant user's.

25 FIG. 51 shows an example of a Match History feature of the My Confirmed Matches heading according to a preferred embodiment of the present invention. The “My Played Matches” heading is preferably populated with data as follows. Preferably, a time period (preferably one day) after each confirmed match time period, a series of follow-up questions preferably appear under the match details in the “My Confirmed Matches” heading. The
30 follow-up questions preferably ask whether the match was played, as shown. If the match was not played, and the “No” checkbox is chosen, all further questions do not require answers and are preferably removed from the screen. If “Yes” is chosen, further questions are preferably provided for input by the registered user. The system preferably asks for the winner of the match or if score was even kept, as shown. In some sport events or social events score may not

be kept. The system further preferably asks registered users to rate their opponents in at least the following preferred areas: punctuality, sportsmanship, plays at stated level in profile, and overall manners, as shown. As shown in FIG. 51, a 1-5 scales is preferably used to rate your opponent.

5 Upon answering all of the questions, the questionnaire and the match details are preferably removed from the "My Confirmed Matches" column. The gathered data is then preferably displayed in "Play History" (who each registered user played, when, what sport, etc.) and "Confirmed Wins" (displayed when both match participants report the same winner in competitive sports) on each members Matches page.

10 Each registered user preferably has the option of hiding that registered user's Confirmed Wins statistics from the view of other users. Preferably, each player cannot hide the ratings relating to punctuality, sportsmanship, etc., described above. This preference allows all registered users to check one another's overall punctuality, sportsmanship, stated level accuracy, manners rating, etc. This feature is useful since users who misbehave or are not
15 accurate about their playing ability will not get future match play requests making the Web site a reliable one. Further, knowing that users will be rated may keep them on their best behavior.

FIG. 52 shows a simplified diagrammatic overview illustrating, in a simplified form, features of the instant system according to the preferred embodiment of the present invention.

As previously stated, registered user **202** preferably registers to obtain access the systems
20 functions (alternatively preferably, user **202** may pay a fee for access to Matchmaker web site **300**), as shown.

Upon accessing matchmaker computer system **101**, registered user **202** preferably inputs, via at least one computer interface, personal contact information **5202** to matchmaker computer system **101** which is stored on an associated database. Registered user **202** also preferably
25 enters, via at least one computer interface (preferably a form available on Matchmaker web site **300** [see FIG. 47]), proposed match preferences **5204** for unconfirmed, unscheduled proposed matches (depicted as calendar, compass, clock arrangement **5403**) for storage on the associated database.

As is indicated and shown on FIG. 47, a highly preferred combination of data fields for
30 preferred event preferences comprises the following: preferred activity (such as a sport), preferred start date, preferred start time, preferred end date, preferred end time, preferred location, preferred match type (single or group-type event), as shown. It is noted that users may specify a date range when that user is potentially available for a match. Preferably, users may specify the number of participants that are desired to participate in the proposed match.

Preferably, users input a maximum number of desired participants (see FIG. 50, total players field). Preferably, users also may specify a skill level of desired participants (preferably a range [see FIG. 50 minimum level field and maximum level field]).

Also preferably, other data fields may be used to narrow the group of registered users with which a particular registered user may choose to associate. In FIG. 47, the following data fields are preferred: gender, age range, marital status, occupation(s), special circumstances or disabilities, and general listing of the days of the week that a registered user is able or willing to participate in a proposed event. Preferably, a note field may also be displayed for any other information a user may wish to communicate to a prospective match participant.

Also, as is shown in FIG. 52, registered user **202** may select a set of registered users among which to share proposed event preferences using matchmaker computer system **101**. For illustrative purposes, FIG. 52 shows two sets of potential participant groups. Set A comprises User A1, User A2, User B1, and User B2. Set B comprises User B1 and User B2. Matchmaker computer system **101** preferably provides registered users with the ability to invite and associate a selected set of users, either the entire set of registered users of matchmaker computer system **101** or a selected subset of the entire set of registered users with one or more other registered users (*i.e.*, the Player's Network, see FIG. 45 and FIG. 46). (The above arrangement at least embodying herein (a) computer activity-participation-sub-network processor means for assisting limiting participation in at least one such proposed multiple-person activity to specified users of such at least one plurality of registered users of at least one computer network, (b) computer activity-participation-sub-network processor means for assisting limiting participation in at least one such proposed multiple-person activity relating to personal profile data of such at least one plurality of registered users of at least one computer network, and (c) computer activity-participation-sub-network processor structured and arranged to assist limiting participation in at least one such proposed multiple-person activity to specified users of such at least one plurality of registered users of at least one computer network, and (d) at least one computer activity-participation-sub-network processor structured and arranged to assist limiting participation in at least one such proposed multiple-person activity relating to personal profile data of such at least one plurality of registered users of at least one computer network).

As shown on FIG. 45 and FIG 46, a registered user uses matchmaker computer system **101** to communicate, preferably by messaging other registered users, requests, also called invitations, to join a member's preferred set of registered users. The invited users may then approve or deny the invitation.

With reference to FIG. 45, a screen of Matchmaker web site **300** is shown displaying a hyperlink to the personal profile of the inviting registered user. The screen shown in FIG. 45 also shows hyperlinks that, when clicked and followed, give an invitee/registered user the ability to accept or deny the invitation to join a Player's Network. Matchmaker web site **300** also permits a user to view those registered members which have been selected for inclusion within the Player's Network, the selected set of members, of a registered user.

Once in a Player's Network, the members of the Player's Network will have access to unscheduled, unconfirmed proposed matches **5403**, which may also be referred to as Match Requests (see, *e.g.*, FIG. 47).

Matchmaker computer system **101** further provides the ability for registered users **202** to be notified of match requests submitted by the registered users of a particular selected set. Such notification may be provided with communication tools **5406** (see FIG. 53), preferably, Matchmaker web site **300**, e-mail, SMS/text messaging using mobile telephones, instant messaging, and/or mobile devices having native applications.

Upon submission of proposed match preferences by at least one registered user **202** to a Player's Network (or to the entire set of users of matchmaker computer system **101**), those proposed match preferences may be approved by another registered user so as to form a confirmed, scheduled match. Matchmaker computer system **101** preferably provides the ability for registered users **202** to communicate with one another (such step of communicating is depicted as communication cloud **5303**), as shown in FIG. 52 and FIG. 53. Further, approved participant **5312** and approved participant **5314** are shown in FIG. 53 to illustrate such approval event.

FIG. 53 shows another simplified diagrammatic overview illustrating other features of the instant system according to the preferred embodiment of the present invention. More particularly, FIG. 53 further illustrates the approval process (such step of approving illustrated as approval step **5306**) for confirming and scheduling proposed events among registered users of a Player's Network using matchmaker computer system **101**.

Preferably, after an unscheduled, unconfirmed proposed match is displayed to a Player's Network, registered users **202** are presented with the option of approving or denying participation in a presented unscheduled, unconfirmed proposed match (such unscheduled, unconfirmed proposed match is typically displayed to a registered user by way of Matchmaker web site **300** or by way of SMS messaging [see FIG. 47]).

As shown in FIG. 53, registered users preferably communicate (with a variety of communication technologies) using matchmaker computer system **101** and also preferably

through the Matchmaker web site **300**. The goal of the presentation of proposed matches and providing approval is that at least two registered users will approve and confirm participation in a proposed match. Matchmaker web site **300** preferably automates the confirmation process as well as scheduling aspects of a proposed match so the proposed match may occur at a particular date, time, and location.

FIG. 48 illustrates the ability of registered users to communicate within Matchmaker website **300** using the internal email messaging of Matchmaker Web site **300**. The internal email messaging system provides a registered user with the ability to read several match requests and approve or deny participation in that match request.

With reference to FIG. 49, Matchmaker Web site **300** preferably provides registered users with the ability to display match-availability to a selected set of registered users. Also shown is the result of a data field wherein a registered user may input a maximum number of participants which may join a particular match (Matchmaker Web site **300** preferably displays the number of remaining participation openings left to fill the match).

In operation, preferably, registered user **202** clicks on an approval hyperlink, shown and embodied in FIG. 49 with the displayed text "join this match now", to communicate to an inviter that a participant is confirmed for the match. Upon clicking, matchmaker computer system **101** automatically performs the necessary updating of its database and communicates the approved confirmation to the inviting registered user. Further, the match is scheduled and is preferably displayed on the participating members personal profile pages (see, *e.g.*, FIG. 50, "My Confirmed Matches"). The display of confirmed events is for the benefit of the participating member's personal time scheduling purposes. The above arrangement embodies computer hyperlink-generation-interface means for assisting generating at least one clickable hyperlink which, when clicked by at least one registered user, confirms that registered user's participation in such at least one multiple-person proposed activity and at least one computer hyperlink-generation-interface structured and arranged to assist generating at least one clickable hyperlink which, when clicked by at least one registered user, confirms that registered user's participation in such at least one multiple-person proposed activity.

The above description shows the advantages of the peer to network communication model of the Matchmaker system. Preferably, Matchmaker system also incorporates a response management system, as described above, which further includes the ability for approved participants to cancel participation in a scheduled match. This may occur, for example, if the approved participant has a last minute emergency or has "overbooked" their schedule. In this scenario, the matchmaker computer system **101** manages the responses as illustrated in FIG. 54

(at least embodying herein computer activity-cancellation processor means for cancelling of at least one request to participate in at least one multiple-person proposed activity and computer activity-cancellation processor structured and arranged to cancel at least one request to participate in at least one multiple-person proposed activity). Further, matchmaker computer system **101** preferably initiates a re-communication of the availability of the proposed match after matchmaker computer system **101** detects a cancellation event.

FIG. 54 shows a flowchart illustrating a preferred response management system of the instant system according to a preferred embodiment of the present invention. More particularly, FIG. 54 shows a flowchart illustrating response management system **5403** of matchmaker computer system **101**.

Preferably, a user of matchmaker computer system **101**, for example user **118**, using at least one computer interface communicatively coupled with matchmaker computer system **101**, inputs a proposed match (preferred step **5410**). In this example, user **118** uses a personal computer with an Internet browser to access matchmaker web site **300**, logs in to matchmaker web site **300**, and inputs data into the appropriate form (see, *e.g.*, the form shown in FIG. 47). As indicated herein, users may also define proposed matches using web-enabled mobile computing devices, mobile telephones, and/or mobile computing devices with native applications which communicate with matchmaker computer system **101**.

Preferably, the input information is transmitted to matchmaker computer system **101**. Upon receipt of the input data, the database associated with matchmaker computer system **101** will be appropriately updated. Preferably, user **118** defines the maximum number of desired participants to participate in the proposed match (see FIG. 50 [total players field, "choose the max number including yourself"]). For example, a "doubles" game of tennis may have desired participation number of four. A "round robin" game of tennis may have a higher desired participation number (*e.g.*, eight desired participants). In any regard, users of matchmaker computer system **101** preferably define the desired number of participants other than themselves (preferably a range from 1 to unlimited). Further, because activities at least require a minimum number of participants to effectively carry out the activity (one cannot play a doubles game of tennis with one person), this feature at least embodies herein wherein such at least one proposed multiple-person activity requires attendance of at least one minimum number of the multiple persons relating to such at least one proposed multiple-person activity or match. The above description at least embodies computer attendance-number-setting interface means for setting a number of attendees desired to participate in such at least one proposed multiple-person activity and at least one computer attendance-number-setting interface structured and arranged to set a

number of attendees who are desired to participate in such at least one proposed multiple-person activity).

The user-input number and other input information (input to the computer interface) is preferably submitted to the matchmaker computer system **101** and the associated database is preferably updated. (At least embodying computer activity-participation-request interface means for assisting receiving at least one request from at least one such registered user to participate in such at least one multiple-person proposed activity; and at least one computer activity-participation-request interface structured and arranged to assist receiving at least one request from at least one such registered user to participate in such at least one multiple-person proposed activity). Such database (preferably database **102**) at least embodies herein computer participation-request database means for automatically searchably storing such at least one request from such at least one registered user to participate in such at least one multiple-person proposed activity, and at least one computer participation-request database structured and arranged to automatically searchably store such at least one request from such at least one registered user to participate in such at least one multiple-person proposed activity.

Further, user **118** may also define what class of prospective participants that user **118** wishes to participate with (if any class is desired). For example, a user may only wish to interact with members of that user's Players Network, members of a certain gender, etc. If global positioning information is available to matchmaker computer system **101**, registered user **118** may preferably select prospective participants who are in a particular geographic region at a particular time. Preferably, users may identify other users who have installed a "native application" on a mobile computing device (discussed below). The registered user may preferably select a class of prospective participants who have installed the native application. Further, mobile devices having native applications and global positioning technology may further be useful in that a user may pinpoint those prospective participants in a certain geographic area (via distance using global position data).

Once user **118** submits the proposed match information to matchmaker computer system **101** (via network cloud **5412**, preferably the Internet), the database associated with matchmaker computer system **101** is preferably updated. At this time, preferably, matchmaker computer system **101** processes and transmits a notification of the proposed match to the appropriate users (the network of user **118**, *i.e.*, the users Player's Network or selected users) of the proposed match to solicit participation interest (step **5414**). Those in the network of user **118** preferably receive e-mail notification, SMS message notification, or other electronic communication (preferably posting on matchmaker web site **300** as well as external e-mail notification) notifying

the user of the proposed match. Preferably, users may select which method of communication that user prefers.

At this point the proposed match is considered "open". Those in the network of user **118** may now choose to join the proposed match via electronic communication with matchmaker computer system **101**.

When matchmaking computer system **101** receives a "join" request (preferred step **5416**) for a proposed match, the system determines whether or not the proposed match is still open (preferred step **5418**). The "open" conditions of matchmaking computer system **101** are preferably whether the maximum number of participants have joined the proposed match (and preferably have been approved by user **118**) (an attendance condition) and/or whether the time input by user **118** for the proposed match has passed (a temporal condition). Further, matchmaking computer system **101** considers a match (also referred to as an activity) open when a cancellation is detected as described herein.

The "join" request is preferably transmitted via at least one computer interface communicatively coupled with matchmaker computer system **101**. As indicated herein, the "joining" user may either visit matchmaker web site **300** and join a proposed match by clicking on an appropriate hyperlink (which will update the database associated with the matchmaker computer system **101**), sending an SMS message by responding to an SMS proposed match notification (which will also update the database associated with the matchmaker computer system **101** after being processed by an SMS gateway and in a form usable by matchmaker computer system **101** and its associated database), or indicating participation interest via a mobile device native application.

In the event that matchmaker computer system **101** determines that the proposed match is closed, matchmaker computer system **101** will not permit that user to "join" the proposed match (preferred step **5420**). Preferably, matchmaker computer system **101** notifies the user that attempted to join the proposed match, that the match is closed (preferred step **5422**). This is advantageous in that user **118** does not have to deliver "bad news" to denied users.

In the event that matchmaker computer system **101** determines that the proposed match is open, matchmaker computer system **101** will permit that user to "join" the proposed match roster (preferred step **5424**).

Preferably, user **118** has the option to accept or deny prospective participants after prospective users request participation in the proposed match (preferred step **5426**), as shown (see also FIG. 47: accept/deny join request). Such arrangement embodies computer participation-approval processor means for approving of at least one request to participate in at

least one multiple-person proposed activity and at least one computer participation-approval processor structured and arranged to approve of at least one request to participate in at least one multiple-person proposed activity. If the registered user accepts the prospective participant, matchmaker computer system **101** allows that prospective participant to join the proposed match (preferred step **5424**). If not, matchmaker computer system **101** will not permit that user to "join" the proposed match roster (preferred step **5420**). The above arrangement embodies herein computer activity-participation-closing processor means for preventing additional registered users from confirming participation in such at least one proposed multiple-person activity when the number of registered users scheduled to participate in such at least one scheduled activity is equal to the number of attendees desired to participate in such at least one proposed multiple-person activity and at least one computer activity-participation-closing processor structured and arranged to prevent additional registered users from confirming participation in such at least one proposed multiple-person activity when the number of registered users scheduled to participate in such at least one scheduled activity is equal to the number of attendees who are required to participate in such at least one proposed multiple-person activity.

If the event is closed and a user is denied, preferably, matchmaker computer system **101** notifies the user that attempted to join the proposed match, that the match is closed (preferred step **5422**). Such notification is preferably an internal or external email, an SMS text message, or message delivered to a mobile device having matchmaker native application as described below. This arrangement embodies computer participation-status-communication processor means for automatically communicating participation status information to such registered users prevented from confirming participation in such at least one proposed multiple-person activity and at least one computer participation-status-communication processor structured and arranged to automatically communicate participation status information to such registered users prevented from confirming participation in such at least one proposed multiple-person activity. This is advantageous in that user **118** does not have to deliver "bad news" to denied users.

Once a proposed match is considered closed by matchmaker computer system **101** (at least embodying herein computer activity-closing processor means for closing at least one multiple-person proposed activity to prevent participation request acceptance when closing conditions are met and at least one computer activity-closing processor structured and arranged to close at least one multiple-person proposed activity to prevent participation request acceptance when closing conditions are met), future participants may only be added to the proposed match roster if a present participant cancels that participant's participation in the proposed match prior to the expiration of the proposed match time. Preferably, users may cancel their participation in

a proposed match prior to the expiration of the time (a temporal condition) of the proposed match by interfacing with matchmaker computer system **101**.

When matchmaking computer system **101** receives a cancellation request (preferred step **5428**), the proposed match is now considered "open" (at least embodying herein computer activity-re-opening processor means for re-opening participation request acceptance in at least one multiple-person proposed activity when re-opening conditions are satisfied and at least one computer activity-re-opening processor structured and arranged to re-open participation request acceptance in at least one multiple-person proposed activity when re-opening conditions are satisfied). Preferably, matchmaker computer system **101** notifies prospective participants of the now available opening in the proposed match (preferred step **5414**) (at least embodying herein re-opening-communicator processor means to automatically communicate such reopening of such at least one multiple-person proposed activity to the multiple persons relating to such at least one multiple-person proposed activity and at least one computer re-opening-communicator processor structured and arranged to automatically communicate such reopening of such at least one multiple-person proposed activity to the multiple persons relating to such at least one multiple-person proposed activity). This is advantageous in that the proposing user does not have to explain to all prospective participants that the match is now open for participation. Once re-opened, matchmaker computer system **101** allows users to "join" a proposed match until matchmaker computer system **101** determines again that a proposed match is "closed". It is noted that this system permits users to communicate with the user's peer network in a very efficient way that was not possible with one to one communication.

Response management system **5403** at least embodies herein computer activity manager processor means for managing such at least one proposed multiple-person activity; wherein such computer activity manager processor means comprises computer activity-participation-response-manager processor means for managing at least one response, responsive to such at least one request, to participate in such at least one multiple-person proposed activity, computer activity-participation-manager processor means for assisting confirming sufficient participation in such at least one multiple-person proposed activity to form at least one scheduled activity, and computer scheduled-activity-communicator processor means for automatically communicating information relating to such at least one scheduled activity to registered users scheduled to participate in such at least one scheduled activity, and at least one computer activity-participation-response-manager structured and arranged to manage at least one response, responsive to such at least one request, to participate in such at least one multiple-person proposed activity; at least one computer activity-participation-manager processor structured and arranged to assist confirming sufficient

participation in such at least one multiple-person proposed activity to form at least one scheduled activity; and at least one computer scheduled-activity-communicator processor structured and arranged to automatically communicate information relating to such at least one scheduled activity to registered users scheduled to participate in such at least one scheduled activity.

5 Returning briefly to FIG. 53, preferably, users participating in a match will meet and participate in the match, for example, a game of tennis, at a scheduled and confirmed time, date, and location based on the initial proposed match of a registered user (this arrangement of steps referred to as participating in match **5309**).

10 After a period of time has elapsed from the date of confirmed, scheduled match, and upon a registered user visiting Matchmaker web site **300**, Matchmaker website **300** provides a registered user with the ability to input data relating to the now-elapsed match into a form (see FIG. 51) which will be stored on Matchmaker database **320**. In operation, a form is submitted to a registered user for data input (see FIG. 51) to gather data relating to the now-elapsed match (data **5320**). Data **5320** may be the score, details of the match, behavioral characteristics of the
15 participating member, etc. A registered user preferably enters requested data into the form. The requested data preferably comprises score, a notation whether or not the proposed match went as scheduled, and other behavioral-related questions or selections to rate the behavioral appropriateness of at least one other registered user who attended the match. The gathered data is then submitted to Matchmaker website **300** and stored for historical purposes. Reports relating
20 to particular registered users may be generated and displayed by Matchmaker website **300** for the benefit of registered users and of a web site manager.

 Also shown in FIG. 55, various communication mediums are available for registered users to communicate using Matchmaker website **300**. Preferably, registered users **202** of Matchmaker website **300** may use email messaging provided by Matchmaker website **300** or
25 short messaging service (SMS) messaging, also referred to as text messaging, communicatively coupled though Matchmaker website **300** (see FIG. 55).

 FIG. 55 shows a simplified diagrammatic overview illustrating, generally, methods of communicating among registered users of matchmaker computer system **101** according to the preferred embodiment of the present invention. As shown in FIG. 55, matchmaker computer
30 system **101** provides a registered user with the ability to send a match request to another registered user matchmaker computer system **101** wherein the match request is delivered to another registered user preferably by SMS messaging (which will typically be delivered to a compatible mobile telephone or other device used by the another registered user), as shown.

In operation, registered user **122A** preferably accesses the SMS messaging features of Matchmaker Web site **300** (preferably with a personal computer). FIG. 46 shows a checkbox selection where a registered user may enable sending of Match Requests by email or SMS messaging. To use the mobile phone/SMS messaging features of Matchmaker Web site **300**, a registered user must provide the registered user's mobile telephone number. Internet protocol (IP) hardware and software (which may comprises service providers, modems, telecommunication routers, SMS messaging servers, SMS gateways, and related software, etc.) and services provided by telephony companies are set up to enable mobile telephone communication with the at least one database associated with matchmaker computer system **101**.

Upon making a proposed match preference or match request, an SMS message may be sent by way of the Internet using matchmaker computer system **101**. The SMS message is preferably delivered with an installed IP telecommunications systems or SMS Gateway **5505** (symbolically depicted as a communications tower) so that the SMS message is delivered to a particular registered user, user **122B**. Preferably, registered user **122B**, the recipient of the SMS message, may respond to, approve or deny participation in a proposed match by replying to the sender of the text message (the SMS messaging system) by typing a particular word and sending a reply SMS message (preferred step **5520**). As an illustration, a registered user who wants to join a match request may preferably reply to the SMS message sender with the word "JOIN".

Preferably, matchmaker web site developer makes arrangements with IP and telecommunications/telephony service providers to have particular SMS message replies activate or update certain data on matchmaker computer system **101** and Matchmaker website **300** or relay a reply messages to the first sender (preferred step **5523**).

Preferably, such "JOIN" message will subsequently be delivered through telecommunications systems and matchmaker computer system **101**. Preferably, the database associated with matchmaker computer system **101**.

Matchmaker website **300** may further provide communication among registered users who are en route to a proposed match location. Further, users may perform this communication in an anonymous fashion. In operation, registered user **122A** either using Matchmaker web site **300** (through a desktop computer, laptop computer, or Internet enabled mobile phone) may request that an SMS message be sent to another particular registered user requesting a status update (distance to proposed match location, etc.). The SMS message is preferably delivered over IP telecommunications systems coupled to matchmaker computer system **101**. Because communication occurs by way of matchmaker computer system **101**, there is no need to disclose personal contact information, such as mobile telephone numbers, to other registered users. In

this way registered users may communicate with one another anonymously, until a time when a registered user feels comfortable disclosing personal information.

The above arrangement embodies herein computer interface means for assisting receiving at least one telephone-transmitted signal relating to such at least one proposed multiple-person activity; computer telephone-transmitted-signal-to-user processor means for associating such at
5 least telephone-transmitted signal with at least one registered user; computer telephone-transmitted-signal-interpreter processor means for interpreting such at least one telephone-transmitted signal as a denial to participate or confirmation to participate in such at least one proposed multiple-person activity responsive to such at least one request from at least one such
10 registered user to participate in such at least one multiple-person proposed activity and at least one computer interface structured and arranged to assist receiving at least one telephone-transmitted signal relating to such at least one proposed multiple-person activity; at least one computer telephone-transmitted-signal-to-user processor structured and arranged to associate such at least telephone-transmitted signal with at least one registered user; at least one computer
15 telephone-transmitted-signal-interpreter processor structured and arranged to interpret such at least one telephone-transmitted signal as a denial to participate or confirmation to participate in such at least one proposed multiple-person activity responsive to such at least one request from at least one such registered user to participate in such at least one multiple-person proposed activity.

20 Matchmaker Native Application

FIG. 56-58 relate to use of the features of the herein disclosed matchmaker systems on a native application installed on a mobile device.

FIG. 56 shows a schematic diagram, illustrating installing mobile native application on mobile device, according to a preferred embodiment of the present invention.

25 Preferably, a user who wishes to interact with matchmaker computer system **101** on a mobile device, such as a mobile phone, will install at least one native application **9005** onto a desired mobile device (mobile device **9010**) of user. Mobile device **9010** is most preferably an iPhone sold by Apple, Inc., having a corporate address in Cupertino, CA. Upon reading the teaching of this specification, those of ordinary skill in the art will now understand that, under
30 appropriate circumstances, considering such issues as mobile device supplier, mobile device networks available, other mobile devices, such as BlackBerrys, smart phones, iPods, play station portable devices, LG brand mobile devices, etc., may suffice.

Preferably, download of mobile native application **9005** may be initiated through a computer application, such as iTunes managed by Apple Inc., or through the mobile device itself

via a mobile device network (such as Verizon's Get It Now service or the Internet). In FIG. 56, the "network" is depicted as a cloud. In both instances, mobile native application **9005** is delivered to mobile device **9010** for installation. Once the application is downloaded and installed on mobile device **9010**, the functions of mobile native application **9005** are available to the user so that the user may communicate with matchmaker computer system **101** and user network.

With mobile native application **9005** installed on mobile device **9010**, mobile device **9010** becomes service-enabled mobile device **9012**, as shown. Preferably, mobile native application **9005** resides on mobile device **9010**, as shown. Mobile device **9010** preferably comprises input, output, memory and processor means to carry out the functions of native application **9010**. Mobile device **9010** preferably comprises network interface technology (preferably wireless network interface technology). Mobile device **9010** also preferably comprises Global Positioning Technology.

FIG. 57 shows a schematic diagram, illustrating use of sports matchmaking system with a "Push Service", according to a preferred embodiment of the present invention. Matchmaking system described herein also preferably comprises service-enabled mobile device **9012** that preferably utilizes "Push Service" **9000**, as shown. Push Service **9000** preferably comprises a system to establish a persistent background connection between service-enabled mobile device **9012** and database server **9015**.

In a preferred embodiment, users may preferably access database server **9015** via mobile device **9010**, a computer with an Internet browser (see, *e.g.*, FIG. 2), and/or via SMS text messaging (see FIG. 55). In this preferred arrangement, users of the sports match making system may access the features and functions of the system while virtually anywhere.

Alternatively, but less preferred, database server **9015** may be an offline (not Internet connected) computer that stores at least one matchmaker backend database that will be searched in accord with the SMS and/or Push Service commands that database server **9015** receives from mobile devices of a user via satellite and/or cell phone cellular tower transmissions.

Database server **9015** also preferably collects received data and sends it via SMS or via Push Service **9000** to the mobile device of the user.

As shown in FIG. 57, service-enabled mobile device **9012** may make a request of others in the sports matchmaker network that also have service-enabled mobile devices **9012**. The request is preferably communicated to database server **9015** to find other users with service-enabled mobile device **9012** to push the request to those mobile devices. The request is then sent to push service **9000**. Lastly, the request is "pushed" down to service-enabled mobile device

9012 to notify users about a request, *e.g.*, a match. Using push service 9000 sports matchmaker network users may communicate with one another without a personal computer.

FIG. 58 shows a close up view of a mobile device according to a preferred embodiment of the present invention.

5 In addition to the above, mobile native application 9005, when installed on mobile device 9010, allows a user to access and perform the functions available via matchmaker computer system 101 and matchmaker Web site 300 (available at <http://www.sportsmatchmaker.com>). Preferably, a user interface is displayed on service-enabled mobile device 9012 so that a user may perform the appropriate function. Some functions preferably include the following: create
10 match request, manage profile, search for a member, search for a team, search for and join a match, manage your teams, and access to the player's network (all as shown in FIG. 57). Other functions preferably include Match Denying, Match Canceling, Match Deleting, and other management features.

Upon reading the teachings of this specification, those with ordinary skill in the art will
15 now understand that, under appropriate circumstances, considering such issues as features available on matchmaker computer system, matchmaker Web site, etc., other features such as providing historical reports of past matches, displaying other users on a map using global positioning technology, etc., may suffice.

Expansion of Matchmaker Services

20 Preferably, matchmaker system and features of matchmaker system may be offered to be used by other web sites offering their own goods or services. In a preferred embodiment of offering the matchmaker features to others, preferably, an arrangement is made between owners of sports matchmaker systems and other web sites wherein, in exchange for compensation (preferably a fee), the owners of matchmaker systems will provide a marketing package
25 comprising social media marketing integration into the other web site.

The marketing package differs from digital advertisements (also known as "banner advertisements") in that the marketing package provides other web sites with matchmaker system features to drive customers to their websites and their brick and mortar facilities. More particularly, the marketing package provides integration of the matchmaker system features into
30 the web site of another web site.

To illustrate the above paragraph, owners of matchmaker web site preferably offer to an interested party the ability to use matchmaker features (as described above) in the web site of the interested party. When an offer is accepted by an interested party, the interested party and owner

of the matchmaker system will work together to implement the marketing package provided by the matchmaker system owner.

Preferably, the marketing packaged includes some of the following:

5 (1) Electronic banner advertisements advertising the goods and services of the interested party displayed on matchmaker web site **300**;

(2) Listings in the Player's Guide of matchmaker web site **300**.

(3) Approval to integrate the matchmaker system features within the interested party web site by embedding the matchmaker system features preferably by way of a "plug-in" module. For example, an airline or gym would have sports matchmaker system features on the interested party airline or gym web site. Preferably, the interested party web site navigation and identifying information (preferably the web site header) would preferably be viewable and useable in addition to the embedded features of matchmaker web site. Preferably, matchmaker web site would be displayed in a "frame" on the interested party web site. Alternately preferably, matchmaker web site would be preferably displayed on the interested party web site using a widget (a widget is essentially portable code that can be installed and executed within any separate HTML-based web page). Alternately preferably, matchmaker web site would be preferably displayed on the interested party web site using programming code referred to as an "include".

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In this preferred arrangement, information submitted in the matchmaker web site portion (e.g., profile creation, match creation, match requesting, etc.) will interface with matchmaker computer system **101**.

20

(4) Automated tracking of all referrals (*i.e.*, users who register with matchmaker computer system **101** from the interested party web site or users who register with matchmaker computer system **101** after following a hyperlink from the interested party web site to matchmaker web site **300**);

25

(5) Automated redirect of interested party referrals (registered with matchmaker computer system **101** as described in (4) above) back to the interested party web site if the referral user logs in at the URL of matchmaker web site **300**. Put another way, a referral will be redirected from the URL of matchmaker web site **300** to the URL of the interested party web site to access the matchmaker system features.

30

(6) Ability to sell banner advertisements hosted on the third party web site above the matchmaker system "plug-in" features for added revenue. Preferably, there is no revenue sharing with the matchmaker system since the interested party web site hosts the banner advertisements on the interested party web site.

(7) Automated inclusion of interested party web site referrals into the interested party web site's Player's Network. Preferably, a matchmaker system profile for the interested party will be established. Referrals will be automatically added to the Player's Network of the interested party web site's profile. This is advantageous in that the interested party web site may preferably view their referrals. Further, the interested party web site may preferably communicate with their referrals via the matchmaker system features, including organizing and requesting "matches" or "activities" using the matchmaker system features.

(8) Technical Support for the interested party web site, matchmaker web site profile set up, and consultation on how to best use the above features for promotional purposes.

The above described arrangement at least embodies a method comprising the steps of offering, by at least one social network web site to at least one other web site, integration of at least one social network web site feature of the at least one social network web site for display on such at least one other web site; integrating, upon acceptance of such offering, of at least one social network web site feature of the at least one social network web site for display on such at least one other web site; wherein users of the at least one other web site are permitted to access such at least one social network web site feature while at the at least one other web site.

FIG. 59 through FIG. 73 illustrate, through diagrammatic and exemplary screenshot views, details of integration of matchmaker systems into interested party websites. While many of the features of integrated matchmaker system **9101** are carried over from matchmaker computer system **101**, it will be understood that integrated matchmaker system **9101** preferably comprises alternate deployment functions, features, and structures to achieve integration of matchmaker computer system **101** into at least one interested party website **9110**.

FIG. 59 shows a diagrammatic view illustrating user and website interactions in integrated matchmaker system **9101**, according to a preferred embodiment of the present invention.

Integrated matchmaker system **9101** preferably integrates matchmaker computer system **101** into at least one interested party website **9110**, as shown. Such integration is preferably through at least one subdomain, alternately preferably through at least one plugin, alternately preferably at least one widget, alternately preferably at least one coding include. Upon reading the teachings of this specification, those skilled in the art will now appreciate that, under appropriate circumstances, considering such issues as cost, future technologies, etc., other integration methods, such as, for example, feeds, masking, datastreams, frames, stand-alone websites (private labeled matching service websites), etc., may suffice.

Integrated matchmaker system **9101** preferably comprises at least one central server **9102**, as shown. Central server **9102** preferably serves information for integrated matchmaker system **9101**, preferably providing at least one global social network **9120**, as shown. Central server **9102** (at least embodying herein at least one central social-network computer server structured and arranged to serve, by at least one computer, the at least one social-network website-service to the at least one website; and at least embodying herein central social-network computer server means for serving, by at least one computer, the at least one social-network website-service to the at least one website) preferably further provides at least one social network **9130** to each interested party website **9110**, as shown, preferably as an integrated portion of interested party website **9110** (this arrangement at least embodying herein serving, by at least one computer, the at least one social-network website-service to the at least one website). Each social network **9130** is preferably associated with one interested party website **9110**, as shown. In addition, global social network **9120** preferably comprises each social network **9130**, as shown. Upon reading the teachings of this specification, those skilled in the art will now appreciate that, under appropriate circumstances, considering such issues as future technologies, cost, etc., other server systems, such as, for example, distributed load servers, virtual servers, peer-to-peer server distribution protocols, etc., may suffice.

Demonstrative of integrated matchmaker system **9101**, FIG. 59 illustrates three interested party websites **9110**, representative of all interested party websites **9110** in integrated matchmaker system **9101**, comprising company website **9112**, organization website **9114**, and ebusiness website **9116**, as shown. Company website **9112**, organization website **9114**, and ebusiness website **9116** each preferably have integrated one social network **9130** preferably comprising company social network **9132**, organization social website **9134** and ebusiness social network **9136**, respectively. Therefore, in use, each interested party website **9110** preferably comprises one or more social networks **9130**, as shown, through integration of matchmaker computer system **101** into each interested party website **9110**. Upon reading the teachings of this specification, those skilled in the art will now appreciate that, under appropriate circumstances, considering such issues as future technologies, website utility, etc., other websites, such as, for example, military websites, government websites, intranet websites, collaborative websites, etc., may suffice.

At least one user **9150** preferably registers for social network **9130** through interested party website **9110**. Central server **9102** preferably associates user **9150**, upon registration, with social network **9130** and interested party website **9110** through which user **9150** registered, as shown (at least embodying herein associating each of the users with at least one specific social

network website of such plurality of the at least one social network websites; and this arrangement at least herein embodying wherein such user-to-network associator computer processor associates the users to such at least one specific social network website through which the users register; and this arrangement at least herein embodying user-to-network associator computer processor means for associating each of the users with at least one specific social network website of such plurality of the at least one social network websites). Therefore, in use, if user **9150** registers through company website **9112**, user **9150** preferably becomes a member of company social network **9132**, as shown; likewise, if through organization website **9114** or ebusiness website **9116**, user **9150** will preferably become a member of organization social network **9134** or ebusiness social network **9136**, respectively (this arrangement at least herein embodying wherein such user-to-network associator computer processor means associates the users to such at least one specific social network website through which the users register; and this arrangement at least embodies herein wherein such step of associating associates the users to such at least one specific social network website through which the users register). This arrangement at least embodies herein at least one user-to-network associator computer processor structured and arranged to associate each of the users with at least one specific social network website of such plurality of the at least one social network websites. Upon reading the teachings of this specification, those skilled in the art will now appreciate that, under appropriate circumstances, considering such issues as future technologies, cost, etc., other registration methods, such as, for example, multiple-site registrations, transfer registrations, direct registrations, etc., may suffice.

As part of integration with interested party website **9110**, social network **9130** preferably comprises at least one private label **9140**, as shown. Central server **9102** preferably applies private label **9140** to social network **9130** upon serving social network **9130** to user **9150** (this arrangement at least embodying herein at least one service integrator computer processor structured and arranged to integrate the at least one social-network website-service into the at least one website as the at least one social network website; and at least embodying herein service integrator computer processor means for integrating the at least one social-network website-service into the at least one website as the at least one social network website). Private label **9140** preferably encapsulates presentation of social network **9130**, preferably to carry through the look and feel of interested party website **9110**. Further private label **9140** preferably comprises at least one navigation feature for interested party website **9110**, preferably permitting user navigation from social network **9130** to other portions of interested party website **9110**, thereby preferably driving traffic by use of social network to interested party website **9110**. This

arrangement at least embodies herein integrating the at least one social-network website-service into the at least one website as the at least one social network website. Upon reading the teachings of this specification, those skilled in the art will now appreciate that, under appropriate circumstances, considering such issues as cost, future technologies, etc., other private labeling, such as, for example, templates, plugins, framing, APIs, etc., may suffice.

Further, due to private label **9140**, users **9150** registering and using social network **9130** preferably associate social network **9130** with interested party website **9110**. Therefore, user **9150** of company social network **9132** considers it as part of company website **9112**, and recognizes company website **9112** as the provider of the service rendered to user **9150** in company social network **9132**. Therefore, upon registration, user **9150** understands they are registering with company social network **9132** and owners and administrators of company website **9112** will have access to any information provided by user **9150** for registration. Therefore, social network **9130** preferably provides advertising lead generation for owners and administrators of interested party website **9110**.

In addition, social network **9130** preferably permits user **9150** to send at least one invitation **9170** to at least one non-user **9172** of social network **9130**, preferably inviting non-user **9172** to join social network **9130**. Therefore, in use, user **9150** preferably sends invitation **9170** to non-user **9172**. Preferably, non-user **9172** accepts invitation and joins social network **9130**. Upon joining, non-user **9172** becomes one of users **9150** of the same social network **9130** as user **9150** who sent invitation **9170**. Therefore, as illustrated in FIG 59, user **9150** of organization social network **9134** invites non-user **9172** to join organization social network **9134**. Thus, organization social network **9134** grows in membership from the efforts of users **9150** of organization social network **9134**.

Integrated matchmaker system **9101** is preferably arranged not only to provide integration of individual social networks **9130** to interested party websites **9110**, but also preferably to permit social interactions **9160** between users of different social networks **9130**. Any member of an individual social network **9130** also automatically is a member of global social network **9120** (at least embodying herein at least one cross social-network interaction computer interface structured and arranged to interface social-interactions between users across a plurality of the at least one social network websites of a plurality of the at least one websites; and at least embodying herein cross social-network interaction computer interface means for interfacing social-interaction between users across a plurality of the at least one social network websites of a plurality of the at least one websites; and at least embodying herein interfacing social-interaction between users across a plurality of the at least one social network websites of a

plurality of the at least one websites). Since, social network **9130** is part of global social network **9120**, each social network **9130**, large or small, benefits from the larger membership of combining all members of global social network **9120**. Therefore, in use, user **9150** of company social network **9132** preferably may socially interact with user **9150** of organization social network **9134** and/or user **9150** of ebusiness social network **9136**, as members of global social network **9120** (at least herein embodying wherein, when integrated, the at least one website comprises the at least one social network website permitting such social interactions between the users at the at least one website). In this way, ebusiness social network **9136**, if just starting out, is not confined solely to its small membership to provide social interactions **9160** to user **9150** of ebusiness social network **9136**.

Integrated matchmaker system **9101** by design will preferably have multiple access “doors” to global social network **9120** as multiple social networks **9130**. Therefore, integrated matchmaker system **9101** preferably tracks memberships within social networks **9130** to always associate user **9150** with a specific social network **9130**. Since each user **9150** is associated with a specific social network **9130**, when user **9150** utilizes another social network **9130**, which is part of global social network **9120**, to login, user **9150** is redirected to social network **9130** with which they are associated. Therefore, in use, if user **9150** of company social network **9132** attempts to login at organization website **9114** to organization social network **9134**, user **9150** will be redirected to company social network **9132**.

In an alternate embodiment, owners and administrators of interested party website **9110** may choose to have a private version of social network **9130**. In such private version, social network **9130** is “walled off” and cannot permit social interactions beyond social network **9130**, effectively isolating social network **9130** from global social network **9120**. Upon reading the teachings of this specification, those skilled in the art will now appreciate that, under appropriate circumstances, considering such issues as cost, future technologies, use environment, etc., other social network interaction arrangements, such as, for example, one-way walled off, multi-level subscription (i.e. walled and open) for users, selectively walled (open with only select other social networks), etc., may suffice.

FIG. 60 shows an exemplary screenshot view illustrating administration of an integrated matchmaker system according to the preferred embodiment of FIG. 59. FIG. 61 shows an exemplary screenshot view, illustrating an administrative account screen, according to the preferred embodiment of FIG. 59. Each interested party website **9110** (client) preferably receives an account area where they control their plug-in content, look and feel, banner rotation, payments, account history, tutorial on how to use the tools for social media marketing, etc.

As shown in FIG. 60, clients can choose a “Private Plug-in” or a “Public Plug-in” with at least one selector **9210**. Public is preferably the default option. Public means the members of any private Plug-in can search for and interact with the members of any other Public Plug-in. The Private Plug-in is a “walled garden” system, which is a network that is not open to others
5 outside of the specific Plug-in network members.

Clients preferably can adjust color settings **9230** (at least herein embodying wherein such at least one website-theme matcher comprises at least one color-scheme common to both the at least one social network website and the at least one website; and at least herein embodying wherein such service integrator computer processor means comprises website-theme matcher
10 means for matching at least one website-theme of the at least one social network website to at least one website-theme of the at least one website). Color settings **9230** preferably comprise menu color, menu background color, hover color, background color, and background hover color. Clients can also change plugin names **9220**. Plugin names **9220** preferably comprise subdomain name and full name. Likewise, clients preferably can select and upload images in
15 image settings **9240**. Image settings **9240** preferably comprise removal, upload, and repeat fields, preferably for background images, logo images, and under banner background images. Additionally, clients can preferably create and edit splash page content in content editor **9250**. Content editor **9250** preferably is a WYSIWYG (what you see is what you get) text format editor. This arrangement at least herein embodies wherein such step of integrating comprises
20 matching at least one website-theme of the at least one social network website to at least one website-theme of the at least one website. Upon reading the teachings of this specification, those skilled in the art will now appreciate that, under appropriate circumstances, considering such issues as future technologies, cost, etc., other customization features, such as, for example, module relocation, tracking tagging, module addition/removal, etc., may suffice.

In addition, as shown in FIG. 61, clients preferably can access account payments and history through at least one account payments and history interface **9270**, as shown. Moreover, clients are preferably provided with guidance with at least one help text **9260**. Help text **9260** preferably answers frequently asked questions and provides ideas on how and why to promote and expand social network **9130**. This arrangement at least herein embodies wherein such at
30 least one administrator computer interface comprises at least one user-data accessor computer interface structured and arranged to access user-data of the users associated with such at least one specific social network website. Upon reading the teachings of this specification, those skilled in the art will now appreciate that, under appropriate circumstances, considering such

issues as future technologies, cost, etc., other guidance tools, such as, for example, video clips, forums, help desks, etc., may suffice.

Clients preferably may also sell advertisement space and upload advertisements through administrative interfaces. Clients preferably keep 100% of top banner slot ad revenue.

5 Additionally, clients can edit the navigation linking social network **9130** with interested party website **9110**.

This arrangement at least embodies herein at least one administrator computer interface structured and arranged to permit administration of such at least one specific social network website; and this arrangement at least embodies herein administrator computer interface means
10 for permitting administration of such at least one specific social network website; and this arrangement at least embodies herein permitting administration of such at least one specific social network website.

FIG. 62 and FIG 63 show exemplary screenshot views, illustrating private-labeled user introductory screens, according to the preferred embodiment of FIG. 59.

15 Introductory screens **9300** preferably comprise private label **9140** preferably comprising at least one logo graphic **9310** (at least herein embodying wherein such at least one website-theme matcher comprises at least one logo common to both the at least one social network website and the at least one website), at least one banner background **9315**, at least one navigator
20 **9320** (at least herein embodying wherein such at least one website-theme matcher comprises at least one navigation feature to navigate between the at least one social network website and the at least one website), at least one text content **9330**, at least one background **9340**, and at least one advertisement **9350**, each as appropriate to integrate social network **9130** as part of interested party website **9110**, as shown. Layout of introductory screen **9300** is preferably custom designed at initial integration, preferably to maximize seamless integration with
25 interested party website **9110**, as shown. Therefore, in use, individual elements are included, excluded, and/or located on introductory screen **9300** to substantially match interested party website **9110**, as shown (this arrangement at least herein embodying wherein such at least one service integrator computer processor comprises at least one website-theme matcher structured and arranged to match at least one website-theme of the at least one social network website to at
30 least one website-theme of the at least one website).

Private label **9140** preferably provides integration with interested party website **9110** and navigation from social network **9130** to interested party website **9110**, as shown. However, while navigation from interested party website **9110** to social network **9130** may be present with integration, links to social network **9130** may be separated from or buried in interested party

website **9110**. In use, no link from interested party website **9110** is required. Owners and administrators of interested party website **9110** may preferably choose to provide links or references to social network **9130** through email, advertisements, or receipts. Thereby, social network **9130** may preferably be utilized as a “plug-in” to the marketing methods of the owners and administrators of interested party website **9110**, preferably without directly being linked from party website **9110** while still being an integrated part thereof.

FIG. 64 shows an exemplary screenshot view, illustrating a member search results screen **9400**, according to the preferred embodiment of FIG. 59.

Member search results screen **9400** shows the results of member search **306**. As part of integrated matchmaker system **9101**, representative of all user interface screens, member search results screen **9400** preferably comprises logo graphic **9310**, navigator **9320**, as shown. Additionally other viewable integration elements of private label **9140** (banner background **9315**, background **9340**, advertisement **9350**, etc.) are preferably utilized to complete integration as part of interested party website **9110**, as shown.

Navigation of matchmaker computer system **101** preferably utilizes navigator **9405**, separate from navigator **9320** for interested party website **9110**, as shown. Additional tools comprising message information **9414**, quick links **9412** and search tools **9410** preferably present suitable functionality to user **9150**, as shown. Message information **9414** preferably comprises new message counts, as shown. Quick links **9412** preferably comprises commonly used navigation locations, as shown. Search tools **9410** preferably comprise entry fields to conduct a search, similar to member search **306**, as shown. Results of searches preferably are displayed in search results area **9416**, preferably with appropriate pagination, as shown.

FIG. 65 shows an exemplary screenshot view, illustrating a member database content screen, according to the preferred embodiment of FIG. 59.

As members of social network **9130**, users **9150** agree to permit interested party website **9110** access to membership information. Such membership information, as shown, preferably comprises email addresses **9420**, phone numbers **9422**, names **9424**, birth dates **9426**, gender **9428**, and location information **9430**. Since FIG. 65 is a screenshot containing information from the user database of integrated matchmaker system **9101**, to protect privacy and prevent use of identifying information, applicant has intentionally obscured some of the data shown in FIG. 65. This arrangement at least herein embodies wherein such step of permitting administration comprises accessing user-data of the users associated with such at least one specific social network website; and this arrangement at least herein embodies wherein such administrator

computer interface means comprises user-data accessor computer interface means for accessing user-data of the users associated with such at least one specific social network website.

FIG. 66, FIG. 67, and FIG. 68 show exemplary screenshot views, illustrating user referral screens, according to the preferred embodiment of FIG. 59.

5 FIG. 66 illustrates at least one email entry **9432** to send out invitations **9170**. FIG. 67 illustrates a contacts list import interface **9434** to send out invitations **9170**. FIG. 68 illustrates a social network sharing interface **9436** to post invitations **9170**. As discussed previously, invitations **9170** preferably are linked to the specific social network **9130** that user **9150** sending the invitation **9170** is a member of.

10 FIG. 69 shows an exemplary screenshot view, illustrating an activity request screen **9440**, according to the preferred embodiment of FIG. 59.

Activity request screen **9440** is illustrated from the view of user **9150** who made the activity request. Activity request screen **9440** illustrates a posting for an activity or event in matchmaker computer system **101**. Such posting indicates participants sought **9444** (particularly
15 the number of participants, date(s) **9446** of the activity, location **9448**, and requested participant skill levels **9450**, as shown. Additionally, activity request screen **9440** preferably provides an interface to display and confirm join requests **9452**, as shown.

Activity request screen **9440** further provides communication tools **9458**, as shown. Communication tools **9458** preferably comprise broadcasting tools **9454** and participant email
20 tools **9456**, as shown. Broadcasting tools **9454** preferably permit user **9150** to broadcast invitations **9170**, preferably through email, alternately preferably through other social networks, alternately preferably through Player's Networks (internal to social network **9130** and global social network **9120**). Participant email tools **9456** preferably permits user **9150** to email all participants of activity. Upon reading the teachings of this specification, those skilled in the art
25 will now appreciate that, under appropriate circumstances, considering such issues as future technologies, cost, etc., other communication methods, such as, for example, instant messaging, text messaging, voice messaging, etc., may suffice.

Additionally, activity request screen **9440** preferably comprises at least one new activity request interface **9442**, as shown. New activity request interface **9442** permits entry of
30 information to create a new activity request, as shown. Such information preferably comprises dates, times, types, skill levels, privacy, participant numbers, etc., as disclosed with matchmaker computer system **101**.

FIG. 70 shows an exemplary screenshot view, illustrating an activity invitation, according to the preferred embodiment of FIG. 59. Invitation **9170** preferably comprises at least one URL

link, preferably at least one trackable URL link **9176**, as shown. Trackable URL link **9176** preferably directs recipient to the specific social network **9130** from which invitation **9170** was sent.

5 FIG. 71A and FIG. 71B show exemplary screenshot views, illustrating an activity detail screen **9490**, according to the preferred embodiment of FIG. 59.

As with all pages in integrated matchmaker system **9101**, activity detail screen **9490** preferably comprises private label **9140** (logo graphic **9310** and navigator **9320** as shown in FIG. 71A). Activity detail screen **9490** is representative of the view of user **9150** who did not post the shown activity request.

10 FIG. 71B best shows details of activity detail screen **9490**. Activity detail screen **9490** preferably comprises at least one activity search interface **9480**, as shown, preferably to provide user **9150** a tool to conduct match search **305**. Activity detail area **9460** preferably shows details of a specific activity request, as shown. Each activity request comprises type of activity **9462**, participants sought **9444**, date(s) **9446** of the activity, location **9448**, broadcasting tools **9454**,
15 and requested participant skill levels **9450**, as shown. In addition, activity detail screen **9490** associates the posting user to such activity request, preferably via at least one profile link **9466**, as shown. Moreover, activity detail screen **9490** preferably comprises at least one profile link for each participating user, preferably in at least one participant display **9470**, as shown. By linking profiles of each participating user (including posting user), user **9150**, who is searching for an
20 activity, may examine all participants prior to requesting to join the activity.

FIG. 72, FIG. 73 and FIG. 74 show exemplary screenshot views, illustrating referral handling, according to the preferred embodiment of FIG. 59.

When a user clicks on a link in invitation **9170**, a login request screen **9500** is preferably presented to such user, as shown. Login request screen **9500** (at least embodying herein at least
25 one user-authentication computer interface structured and arranged to permit user-authentication from each of such plurality of the at least one social network websites, by any of the users, to such at least one specific social network website; and at least embodying herein user-authentication computer interface means for permitting user-authentication from each of such
30 plurality of the at least one social network websites, by any of the users, to such at least one specific social network website) preferably bears private label **9140** (i.e. logo graphic **9310** and navigator **9320**) as appropriate to the specific social network **9130** of user **9150** who sent invitation **9170**, as shown in FIG 72. If the accepting user is either a member of the same specific social network **9130** or a new member, once authenticated, the accepting user will be

presented with a screen similar to FIG. 73 showing the same integration elements as the login screen.

When the accepting user is not yet a member of any social network **9130** a registration screen, similar to that described at least in FIG. 8, additionally comprising private label **9140** of the specific social network **9130** of user **9150** who sent invitation **9170** will be presented to allow the accepting user to register (this arrangement at least embodying herein at least one user registration computer interface structured and arranged to permit registration of the users through each of such plurality of the at least one social network websites; and this arrangement at least embodying herein user registration computer interface means for permitting registration of the users through each of such plurality of the at least one social network websites; and at least embodying herein permitting registration of the users through each of such plurality of the at least one social network websites). Upon the registration of the accepting user, central server **9102** preferably associates the new user with the specific social network **9130** (of user **9150** who sent invitation **9170**), since that is the specific social network **9130** through which the new user registered.

With regard to FIG. 74, if a user logs in, either directly or through an invitation, on social network **9130** to which they do not belong, as shown, integrated matchmaker system **9101** will preferably redirect the now authenticated user to the specific social network **9130** to which they are now a member. Central server **9102** preferably processes authentication of user **9150** and preferably directs user **9150** to the specific social network **9130** (this arrangement at least embodying herein at least one user redirector computer processor structured and arranged to redirect the users from any of such plurality of the at least one social network websites to such at least one specific social network website; and this arrangement at least embodying herein user redirector computer processor means for redirecting the users from any of such plurality of the at least one social network websites to such at least one specific social network website; and at least embodying herein redirecting the users from any of such plurality of the at least one social network websites to such at least one specific social network website). Therefore, in use, a user logging in on the specific social network **9130** depicted in FIG. 74, if they are a member of the specific social network depicted in FIG. 72 and FIG. 73, they will be redirected to a screen similar to FIG. 73 in the specific social network **9130** where they are a member. This arrangement at least herein embodies wherein each of the users, upon authentication, is automatically directed to such at least one specific social network website, with which each of the users is respectively associated, regardless of which of such plurality of the at least one social network websites the users authenticated through; and this arrangement at least embodies herein

5 permitting user-authentication from each of such plurality of the at least one social network websites, by any of the users. Upon reading the teachings of this specification, those skilled in the art will now appreciate that, under appropriate circumstances, considering such issues as future technologies, cost, etc., other redirecting systems, such as, for example, user selected redirection, regional redirection systems, language redirection systems, etc., may suffice.

To assist understanding of the preferred embodiments of FIG. 59 through FIG. 74 the following analogy is presented.

10 Integrated matchmaker system **9101** is like one big swimming pool with an unlimited number of doors leading into the pool. The doors (portals) are plug-in clients (social networks **9130**). There is, therefore, no one centralized door, such as in facebook.com. A tracking system tracks everyone who enters the pool via a specific door and all the people they invite into the pool are directed into the pool through the same door they joined through, ad infinitum. Once inside the pool, all people, regardless what door they entered through, can swim and play together. As an option, each specific door owner can “wall off” a section of the pool, so only
15 people who enter the pool through his/her/its door can see, swim and play together; this system is called “Private Social Networks” and is, in essence, miniature “centralized” (must enter through one door) social networks (miniature Facebooks).

Each specific door owner is building a virally growing network as member/users create events, invite others to join the events, and all who JOIN are directed through each specific door
20 owner’s door resulting in user-generated marketing. Each door owner pays for the right to have a door into the pool, which affords him a virally growing network, due to the tracking technology. Each person that enters through the door owner’s door is automatically included into the door owner’s network of users, and vice versa. Additionally, each door owner may count and interact with the people entering the owner’s door.

25 Each door owner is also given an interface to upload rotating banner ads on the top banner position on every page of his social network **9130**, and keeps 100% of that ad revenue, offsetting the fee for having a door. The ad system displays targeted ads on the door owner’s network pages. For example, users who registered through a golf club’s plug-in, will see more golf related ads when they are using social network **9130**.

30 Integrated matchmaker system **9101** also allows one network member (joined through plug-in A) to switch his/her membership to another network (plug-in B), to take advantage of any deals offered by plug-in B owner (e.g. “our members get a 20% discount on greens fees”). Integrated matchmaker system **9101** does not mandate that the plug-in is linked with an existing website (no link to the plug-in from “Entity A” website is necessary). Entity A can still use its

private-labeled service (it resides on central server **9102**, accessed by a link) to create its events and broadcast them, and all who join are directed to the private-labeled service provided to Entity A. Entity A's navigation menu can still be at the top, so users can click into Entity A's website, but no link back need be found on Entity A's website.

5 Although applicant has described applicant's preferred embodiments of this invention, it will be understood that the broadest scope of this invention includes modifications. Such scope is limited only by the below claims as read in connection with the above specification.

 Further, many other advantages of applicant's invention will be apparent to those skilled in the art from the above descriptions and the below claims.

10

WHAT IS CLAIMED IS:

- 1) A computer system, relating to integrating at least one social-network website-service into at least one website providing at least one social network website as a portion of the at least one website permitting social interactions between users of the at least one website, comprising:
- 5
- a) at least one central social-network computer server structured and arranged to serve, by at least one computer, the at least one social-network website-service to the at least one website;
 - b) at least one service integrator computer processor structured and arranged to
10 integrate the at least one social-network website-service into the at least one website as the at least one social network website; and
 - c) at least one cross social-network interaction computer interface structured and arranged to interface social-interactions between users across a plurality of the at least one social network websites of a plurality of the at least one websites;
 - d) wherein, when integrated, the at least one website comprises the at least one
15 social network website permitting such social interactions between the users at the at least one website.
- 2) The computer system, according to Claim 1, wherein said at least one service integrator computer processor comprises at least one website-theme matcher structured and
20 arranged to match at least one website-theme of the at least one social network website to at least one website-theme of the at least one website.
- 3) The computer system, according to Claim 1, further comprising at least one user-to-network associator computer processor structured and arranged to associate each of the users with at least one specific social network website of such plurality of the at least one
25 social network websites.
- 4) The computer system, according to Claim 3, further comprising at least one user-authentication computer interface structured and arranged to permit user-authentication from each of such plurality of the at least one social network websites, by any of the users, to such at least one specific social network website.
- 30 5) The computer system, according to Claim 4, further comprising:
- a) at least one user redirector computer processor structured and arranged to redirect the users from any of such plurality of the at least one social network websites to such at least one specific social network website;

- b) wherein each of the users, upon authentication, is automatically directed to such at least one specific social network website, with which each of the users is respectively associated, regardless of which of such plurality of the at least one social network websites the users authenticated through.
- 5 6) The computer system, according to Claim 5, further comprising:
- a) at least one user registration computer interface structured and arranged to permit registration of the users through each of such plurality of the at least one social network websites;
- b) wherein said user-to-network associator computer processor associates the users
10 to such at least one specific social network website through which the users register.
- 7) The computer system, according to Claim 3, further comprising:
- a) at least one administrator computer interface structured and arranged to permit administration of such at least one specific social network website;
- 15 b) wherein said at least one administrator computer interface comprises at least one user-data accessor computer interface structured and arranged to access user-data of the users associated with such at least one specific social network website.
- 8) A computer system, relating to integrating at least one social-network website-service into at least one website providing at least one social network website as a portion of the
20 at least one website permitting social interactions between users of the at least one website, comprising:
- a) central social-network computer server means for serving, by at least one computer, the at least one social-network website-service to the at least one website;
- 25 b) service integrator computer processor means for integrating the at least one social-network website-service into the at least one website as the at least one social network website; and
- c) cross social-network interaction computer interface means for interfacing social-
30 interaction between users across a plurality of the at least one social network websites of a plurality of the at least one websites;
- d) wherein, when integrated, the at least one website comprises the at least one social network website permitting social interactions between the users at the at least one website.

- 9) The computer system, according to Claim 8, wherein said service integrator computer processor means comprises website-theme matcher means for matching at least one website-theme of the at least one social network website to at least one website-theme of the at least one website.
- 5 10) The computer system, according to Claim 8, further comprising user-to-network associator computer processor means for associating each of the users with at least one specific social network website of such plurality of the at least one social network websites.
- 10 11) The computer system, according to Claim 10, further comprising user-authentication computer interface means for permitting user-authentication from each of such plurality of the at least one social network websites, by any of the users, to such at least one specific social network website.
- 12) The computer system, according to Claim 11, further comprising:
- 15 a) user redirector computer processor means for redirecting the users from any of such plurality of the at least one social network websites to such at least one specific social network website;
- b) wherein each of the users, upon authentication, is automatically directed to such at least one specific social network website, with which each of the users is respectively associated, regardless of which of such plurality of the at least one social network websites the users authenticated through.
- 20 13) The computer system, according to Claim 12, further comprising:
- a) user registration computer interface means for permitting registration of the users through each of such plurality of the at least one social network websites;
- b) wherein said user-to-network associator computer processor means associates the users to such at least one specific social network website through which the users register.
- 25 14) The computer system according to Claim 10 further comprising:
- a) administrator computer interface means for permitting administration of such at least one specific social network website;
- 30 b) wherein said administrator computer interface means comprises user-data accessor computer interface means for accessing user-data of the users associated with such at least one specific social network website.
- 15) A computer method, relating to integrating at least one social-network website-service into at least one website providing at least one social network website as a portion of the

at least one website permitting social interactions between users of the at least one website, comprising:

- a) serving, by at least one computer, the at least one social-network website-service to the at least one website;
 - 5 b) integrating the at least one social-network website-service into the at least one website as the at least one social network website; and
 - c) interfacing social-interaction between users across a plurality of the at least one social network websites of a plurality of the at least one websites;
 - d) wherein, when integrated, the at least one website comprises the at least one
10 social network website permitting social interactions between the users at the at least one website.
- 16) The computer method, according to Claim 15, wherein said step of integrating comprises matching at least one website-theme of the at least one social network website to at least one website-theme of the at least one website.
- 15 17) The computer method, according to Claim 15, further comprising the step of associating each of the users with at least one specific social network website of such plurality of the at least one social network websites.
- 18) The computer method, according to Claim 17, further comprising the step of permitting user-authentication from each of such plurality of the at least one social network
20 websites, by any of the users.
- 19) The computer method, according to Claim 18, further comprising the step of:
- a) redirecting the users from any of such plurality of the at least one social network websites to such at least one specific social network website;
 - b) wherein each of the users, upon authentication, is automatically directed to such at
25 least one specific social network website, with which each of the users is respectively associated, regardless of which of such plurality of the at least one social network websites the users authenticated through.
- 20) The computer method, according to Claim 19, further comprising the step of:
- a) permitting registration of the users through each of such plurality of the at least
30 one social network websites;
 - b) wherein said step of associating associates the users to such at least one specific social network website through which the users register.

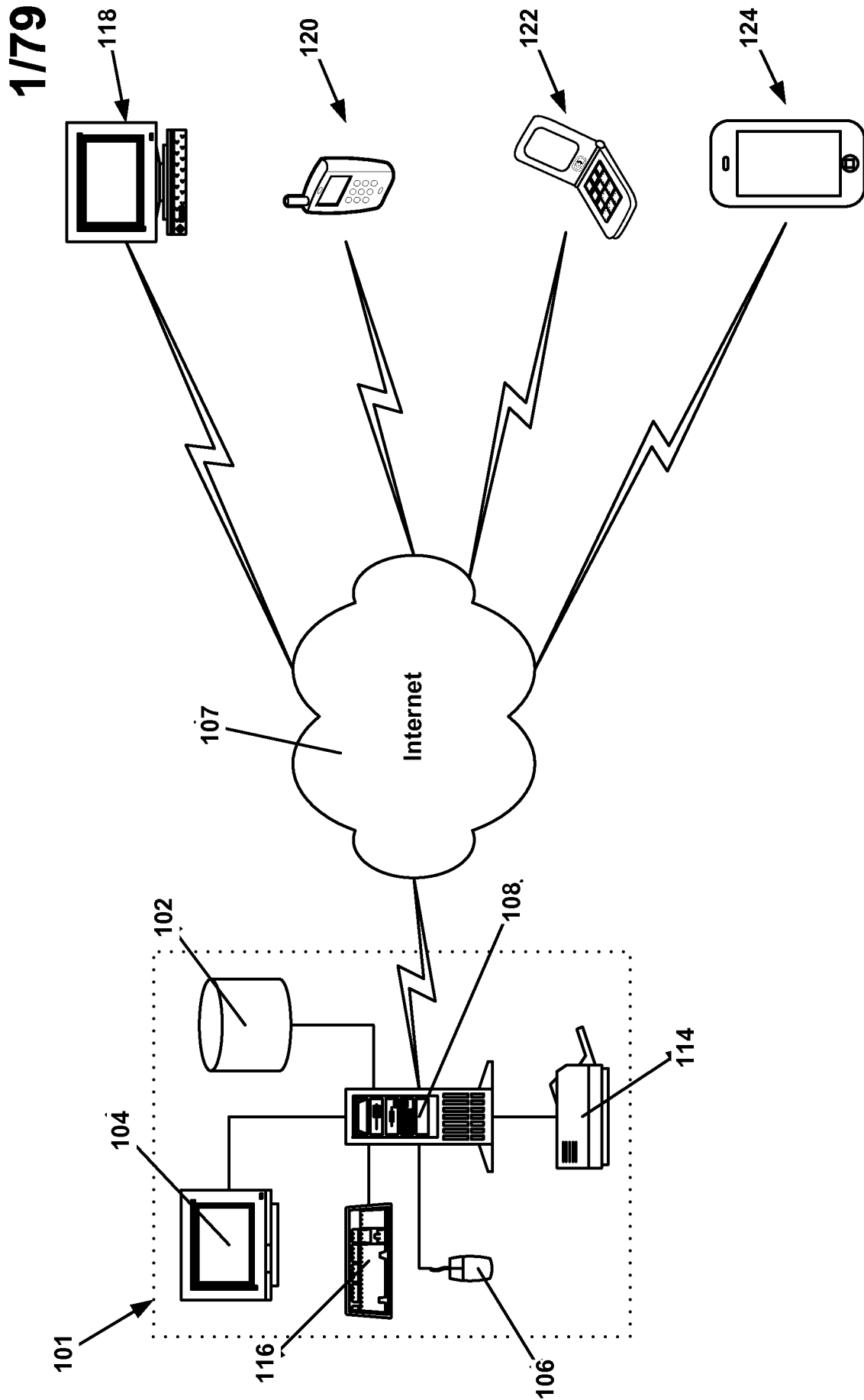


FIG. 1

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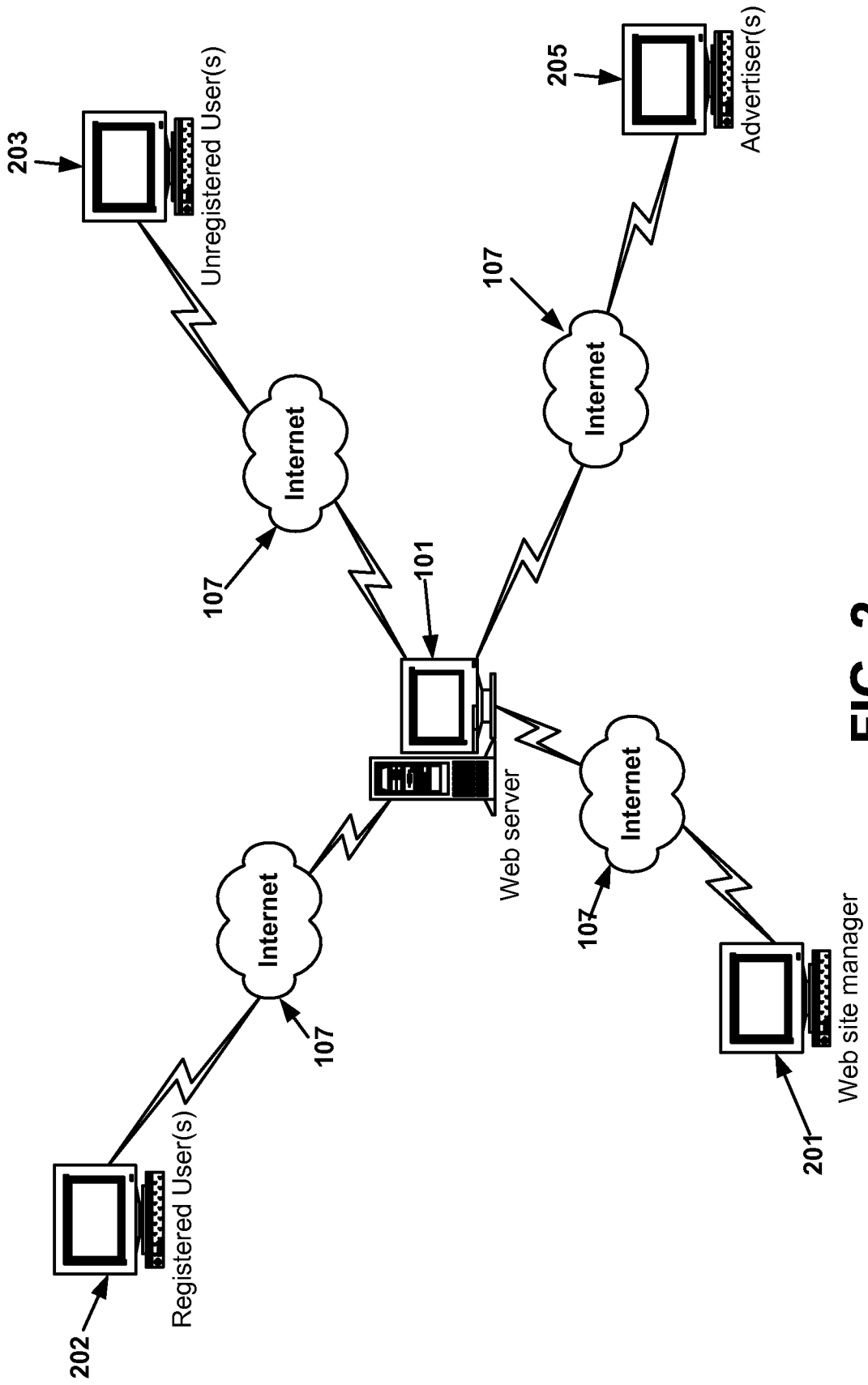


FIG. 2

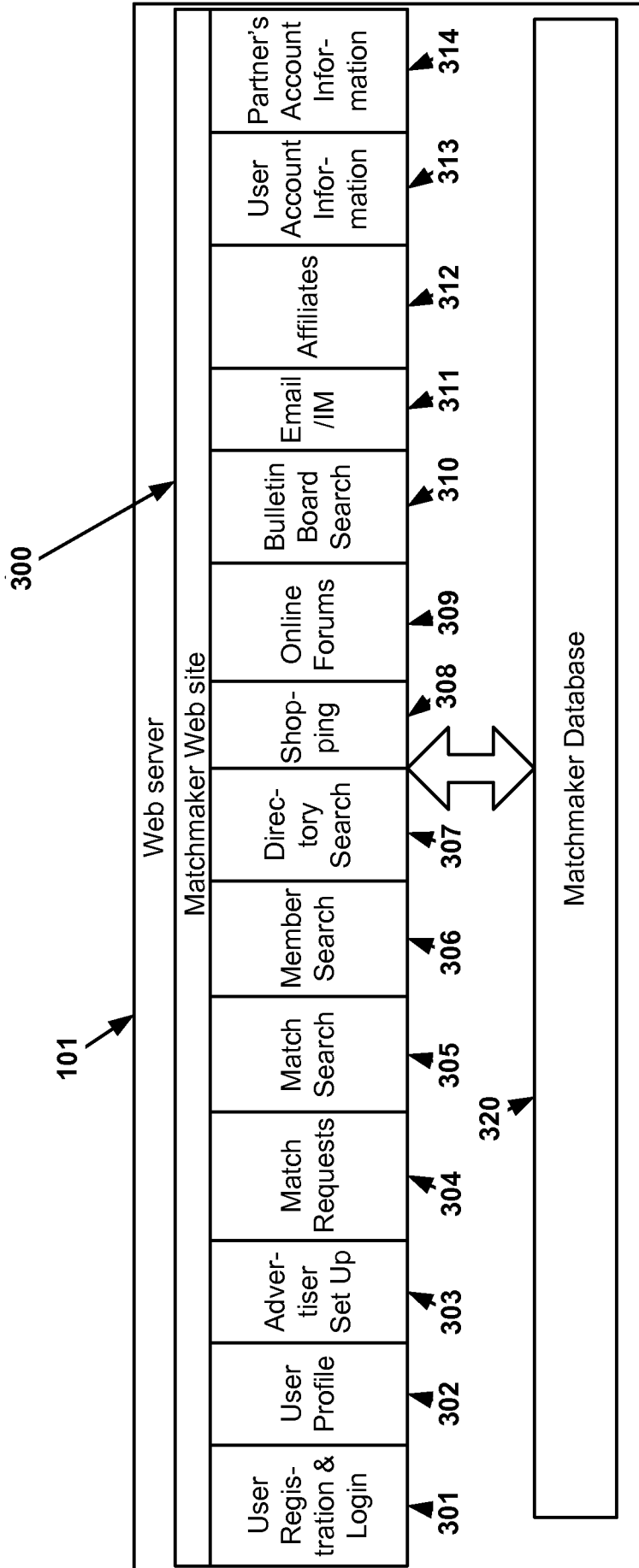


FIG. 3

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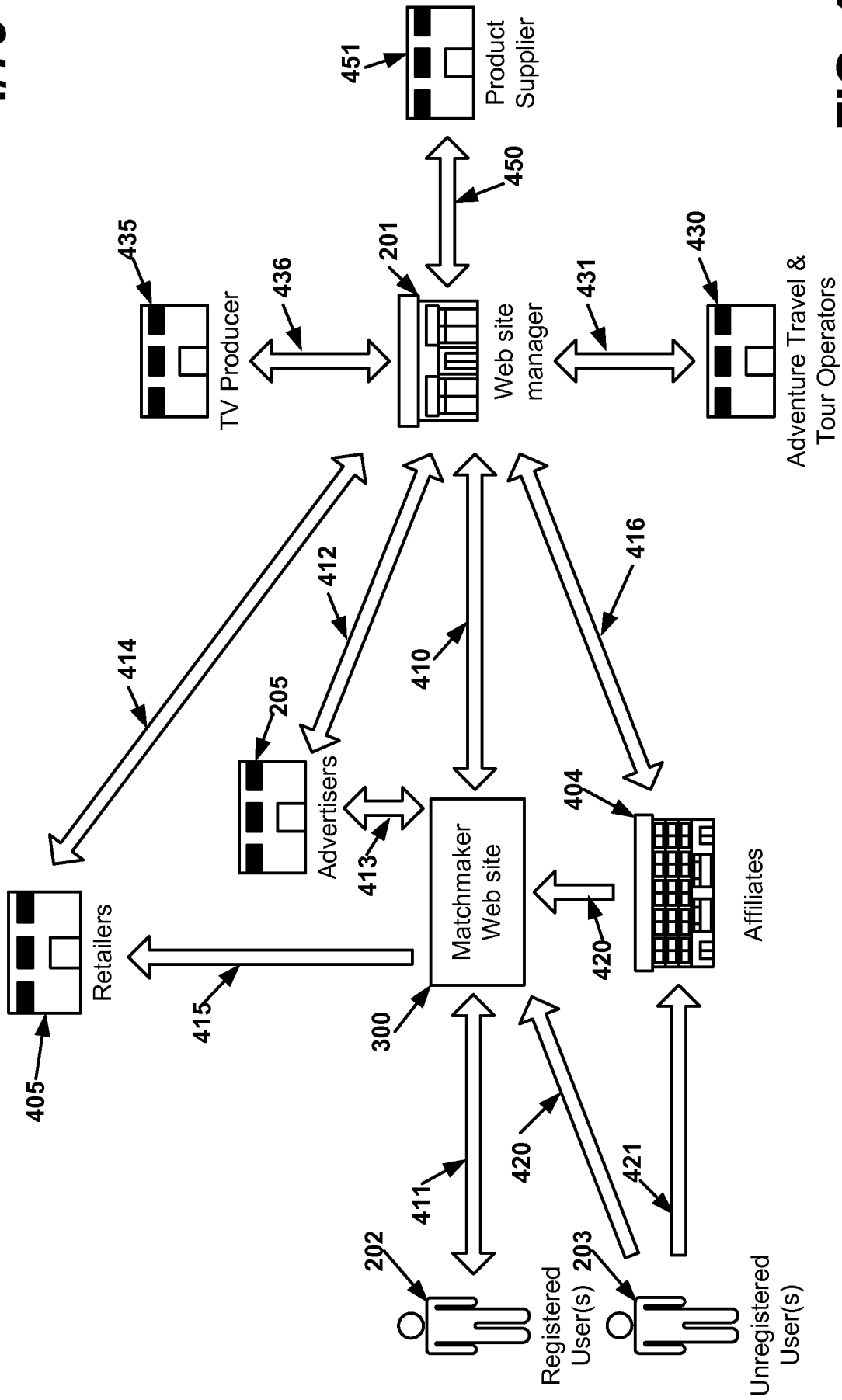


FIG. 4

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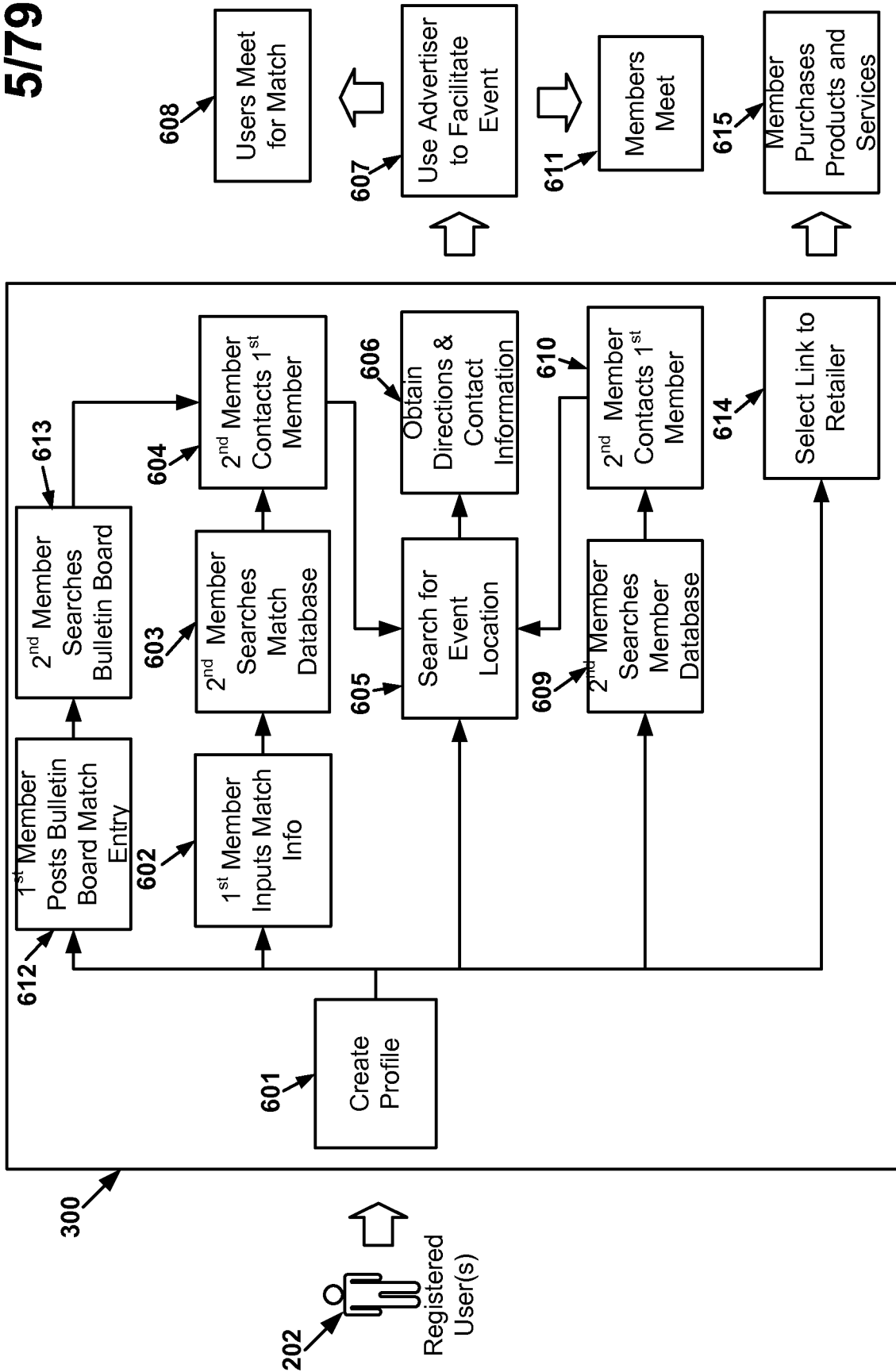



FIG. 5

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What Are You Doing Today?

Internet match-making just got better!

Revolutionizing the way we stay fit, play and meet people!

HOME | PLAYER'S GUIDE | JOIN | LOGIN | SHOP | SPONSORS | US

**JOIN FREE NOW!
ALL SERVICES, NO FEES!**

ABOUT THIS SITE

"Flash Movie" about site: [FLASH](#)

Audio talk about site: [▶ || ▢](#)

Read about site: [READ](#)

MEMBER SHOWCASE

What Are You Doing Today?

Internet match-making just got better!
More benefits, no embarrassment or pressure!

Sports MatchMaker is the ULTIMATE match-making site for ACTIVE people. Instantly search for singles, couples or teams who have requested to play one of your favorite sports or activities TODAY or tomorrow or on any specific date, in your area, or globally when traveling.

They need you to play with them NOW, so get in the game, accept some matches, and/or post your own match requests, and let them come to you! Fun and fitness for a lifetime!

"Everything and much more...than dating services." Settle for nothing less! Comparison Chart.

MEMBER LOGIN

E-mail:

Password:

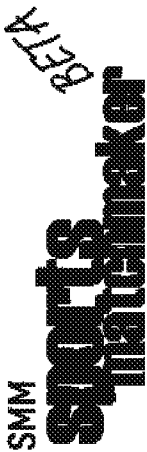
Forgot your password?

Click here to bookmark this site

Patent-pending Technology. Privacy Policy Copyright © 2008 Sports MatchMaker. All rights reserved.

FIG. 6

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NO HIDDEN FEES FOREVER for all who join NOW during beta promo period** | HOME | PLAYER'S GUIDE | SEARCH | REQUEST MATCH | CHAT | SHOP | PROFILE | LOGOUT

Good morning!

Dear Ms. Single Single,

Thank you for joining Sports MatchMaker during our beta release, **FREE Lifetime Membership**(test period)! You are among the very first to get in and use this service. So, tell your friends to look in their **FREE Lifetime Membership**, too, and begin having fun and staying fit, by using all the various features of the site. Remember, during this beta promotional period, this site is not open to the general public, so you must give your friends this link to enter the site: www.sportsmatchmaker.org


If and when you find anything wrong with this site, have any comments or suggestions to make the service better, or any other sports/activities you'd like us to add to our 'play list' for you, please email us at: staff@sportsmatchmaker.com

In this members' section, via the toolbar links above, you will be able to edit your profile; upload pictures to your photo album; search for members all over the world and contact them by email, Instant Messenger or live chat; search for active match requests posted by members looking to play on specific dates and accept any match requests you're interested in; make your own match requests; monitor your own match schedule, and more.

The next beta release version of this site, now in development, will utilize some of the most cutting edge technologies now available on the Web. So, keep looking for that change, you won't be able to miss it!

Remember to click the "Logout" link when you want to exit. If you just close your browser, the computer system will not know to close your session for a while, and during that time, you will not be able to log back in.

Meet your Match -- on and off the court!

Put your cursor over  for more info.

Click here to access this site
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FIG. 7

8/79



Join Free Now!!
(click here)

HOME | PLAYER'S GUIDE | JOIN | LOGIN | SHOP | SPONSORS | US

NO HIDDEN FEES FOREVER** for all who join NOW during beta promo period

REGISTRATION FORM

Screen name: *

(Seen by other Members)

You are: <Choose Type>

E-mail: single@single.com *

Confirm E-mail: single@single.com *

Password: *

(4-16 characters)

Confirm Password: *

Terms and Conditions:

Terms and Conditions of Service

The Sports MatchMaker service (the "Service") is a way for adults, at least 18 years old, to arrange sports matches and other activities and to meet each other online. The Sports MatchMaker is provided by Sports MatchMaker, LLC (SMM), P.O. Box

I agree to the SMM Terms and Conditions of Service and Privacy Policy (link at bottom of page), and I am at least 18 years old. *

Join Free

It's fun and easier than 1, 2, 3!

- 1
- 2
- 3

Fill in the registration form to the left

Read the Terms and Conditions

Check out the next page


That's It!
Let's Play!

Click here to bookmark this site
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FIG. 8

SMM
sports
matchmaker

BETA



NO HIDDEN FEES FOREVER for all who join WOW during beta promo period | [HOME](#) | [PLAYER'S GUIDE](#) | [SEARCH](#) | [REQUEST MATCH](#) | [CHAT](#) | [SHOP](#) | [PROFILE](#) | [LOGOUT](#)

Singles Profile

| My Sport/Activity/Pastimes | My personality traits | My favorite cuisines | My favorite music |
| I like going out to | Special Circumstances |

Put your cursor over for more info.

* Red star for required items

* **Screen name:**

(Seen by other Members)

* **E-mail:**

(Confidential)

Confirm e-mail:

Change password:

(4-16 characters - Current Password not shown for security reasons
if you'd like to change your password, type in a new one now)

Confirm password:

* **First Name:**

* **Last Name:**

* **Birth Date:** - -

* **Gender:** male female

Photo:

(First photo other members see 80x100 px)

delete photo

* **Country:**

State:

* **Zip code:**

* **City:**

* **Info:**

* **Occupation:**

* **Marital Status:**

Sports & Activities Section!

* **My Sport/Activity/Pastimes:**

Sport: **Level:**

<input type="checkbox"/> Airsoft	Intermediate
<input type="checkbox"/> Backgammon	Advanced
<input type="checkbox"/> Goal ball	Advanced (Hit under 80)
<input type="checkbox"/> Golf	Novice (Hit over 100)
<input type="checkbox"/> Team Handball	4.0
<input type="checkbox"/> Tennis	3.5

NOTE: After you click the "Delete Sport" button to the left, you must also click the "Update" button at bottom of this page to permanently delete the sports/activities from your profile record.

FIG. 9 (1 of 2)

Filling in the rest of the questions below is optional, but if you would like to meet people who think they are compatible with you, we recommend you answer the questions below.

I Grew Up In:

Height: feet inches | meters

Religious Background: <No comment> Education Level: <No comment>

Smoking Habits: <No comment> Ethnicity: <No comment>

Hair Color: <No comment> Drinking Habits: <No comment>

Eye Color: <No comment> Body Build: <No comment>

Physical Activity: <No comment>

My personality traits

- | | | | |
|--------------------------------------|--|--|---|
| <input type="checkbox"/> Adventurous | <input type="checkbox"/> Argumentative | <input type="checkbox"/> Artistic | <input type="checkbox"/> Clean-cut |
| <input type="checkbox"/> Compulsive | <input type="checkbox"/> Conservative | <input type="checkbox"/> Earthy | <input type="checkbox"/> Easygoing |
| <input type="checkbox"/> Eccentric | <input type="checkbox"/> Flexible | <input type="checkbox"/> High Energy | <input type="checkbox"/> High Maintenance |
| <input type="checkbox"/> Humorous | <input type="checkbox"/> Intellectual | <input type="checkbox"/> Liberal | <input type="checkbox"/> Low Maintenance |
| <input type="checkbox"/> Musical | <input type="checkbox"/> Nurturing | <input type="checkbox"/> Practical | <input type="checkbox"/> Procrastinator |
| <input type="checkbox"/> Quiet | <input type="checkbox"/> Romantic | <input type="checkbox"/> Sensitive | <input type="checkbox"/> Serious |
| <input type="checkbox"/> Shy | <input type="checkbox"/> Simple | <input type="checkbox"/> Sophisticated | <input type="checkbox"/> Spiritual |
| <input type="checkbox"/> Spontaneous | <input type="checkbox"/> Stubborn | <input type="checkbox"/> Talkative | <input type="checkbox"/> Unconventional |
| <input type="checkbox"/> Wild | <input type="checkbox"/> Witty | <input type="checkbox"/> Worldly | |

My favorite cuisines

- | | | | |
|--|--|--|----------------------------------|
| <input type="checkbox"/> Cajun | <input type="checkbox"/> Chinese | <input type="checkbox"/> Continental | <input type="checkbox"/> Deli |
| <input type="checkbox"/> East-European | <input type="checkbox"/> French | <input type="checkbox"/> Indian | <input type="checkbox"/> Italian |
| <input type="checkbox"/> Japanese | <input type="checkbox"/> Mediterranean | <input type="checkbox"/> Mexican | <input type="checkbox"/> Russian |
| <input type="checkbox"/> Sushi | <input type="checkbox"/> Thai | <input checked="" type="checkbox"/> Vegetarian | |

My favorite music

- | | | | |
|---|--|---|------------------------------------|
| <input type="checkbox"/> Big Band | <input type="checkbox"/> Blues | <input type="checkbox"/> Classic Rock 'n Roll | <input type="checkbox"/> Classical |
| <input type="checkbox"/> Country | <input type="checkbox"/> Folk | <input type="checkbox"/> Heavy Metal | <input type="checkbox"/> Jazz |
| <input type="checkbox"/> Middle Eastern | <input type="checkbox"/> Modern Rock 'n Roll | <input type="checkbox"/> New Age | <input type="checkbox"/> Oldies |
| <input type="checkbox"/> Opera | <input type="checkbox"/> Rap | <input type="checkbox"/> Raggae | <input type="checkbox"/> Soul |

I like going out to

- | | | | |
|---|--|------------------------------------|--------------------------------------|
| <input type="checkbox"/> Art Galleries | <input type="checkbox"/> Ballroom Dances | <input type="checkbox"/> Bars | <input type="checkbox"/> Bookstores |
| <input type="checkbox"/> Clubs | <input type="checkbox"/> Comedy Clubs | <input type="checkbox"/> Concerts | <input type="checkbox"/> Libraries |
| <input type="checkbox"/> Movies | <input type="checkbox"/> Museums | <input type="checkbox"/> Parks | <input type="checkbox"/> Restaurants |
| <input type="checkbox"/> Shopping Malls | <input type="checkbox"/> Sports Events | <input type="checkbox"/> The Beach | <input type="checkbox"/> Theater |

Special circumstances

- | | | | |
|---|--|--|--|
| <input checked="" type="checkbox"/> Amputee | <input type="checkbox"/> Arthritis | <input type="checkbox"/> Cerebral Palsy | <input type="checkbox"/> Deaf |
| <input type="checkbox"/> Dwarfism | <input checked="" type="checkbox"/> Hearing Impaired | <input type="checkbox"/> Les Autres (muscular dystrophy) | <input type="checkbox"/> Spinal Cord Injured |
| <input type="checkbox"/> Visually Impaired | | | |

Click this box ONLY if you wish to HIDE your profile from the view of all members.

[Click here to update](#)

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11/79

SMM
sports
matchmaker *BETA*



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Rest cursor on the question mark to learn how to manage your photos!

Title:



Delete this photo

 Update Photos

 Add new photo:

Title:

Photo:

Click here to bookmark this site

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FIG. 10

12/79



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Couples Profile

| Our Sport/Activity/Pastimes | Our personality traits | Our favorite cuisines | Our favorite music |
| We like going out to | Special Circumstances |

Put your cursor over ⓘ for more info.

* Red star for required items

* Screen name: ⓘ
(Seen by other Members)

* E-mail: ⓘ
(Confidential)

Confirm e-mail:

Change password: ⓘ
(4-16 characters - Current Password not shown for security reasons
If you'd like to change your password, type in a new one now)

Confirm:

1st person of couple

* First Name: ⓘ

* Last Name:

* Birth Date: - - ⓘ

* Gender: male female

Religious Background: ⓘ

Education Level: ⓘ

Smoking Habits: ⓘ

Ethnicity: ⓘ

Body Build: ⓘ

Drinking Habits: ⓘ

* Occupation: ⓘ

2nd person of couple

* First Name: ⓘ

* Last Name:

* Birth Date: - - ⓘ

* Gender: male female

Religious Background: ⓘ

Education Level: ⓘ

Smoking Habits: ⓘ



Ethnicity: ⓘ


Body Build: ⓘ


Drinking Habits: ⓘ

* Occupation: ⓘ

FIG. 11 (1 of 3)



Photo: 
(First photo other members see 80x100 px)
 delete photo

* Country: 


State: 


* Zip code:

* City:


* Info:  
(Tell other members about yourself, your likes/dislikes, hobbies, sports, activities...)



We Grew Up In:


* Marital Status: 

Physical Activity: 

Sports & Activities Section!

* Our Sport/Activity/Pastimes: 

Sport:  Level: 

Golf Intermediate (Hit under 90)
 Tennis  4.0

NOTE: After you click the "Delete Sport" button to the left, you must also click the "Update" button at bottom of this page to permanently delete the sports/activities from your profile record.

Filling in the rest of the questions below is optional, but if you would like to meet people who think they are compatible with you, we recommend you answer the questions below.

Our personality traits

<input type="checkbox"/> Adventurous	<input type="checkbox"/> Argumentative	<input type="checkbox"/> Artistic	<input type="checkbox"/> Clean-cut
<input type="checkbox"/> Compulsive	<input type="checkbox"/> Conservative	<input type="checkbox"/> Earthy	<input type="checkbox"/> Easygoing
<input type="checkbox"/> Eccentric	<input type="checkbox"/> Flexible	<input type="checkbox"/> High Energy	<input type="checkbox"/> High Maintenance
<input type="checkbox"/> Humorous	<input type="checkbox"/> Intellectual	<input type="checkbox"/> Liberal	<input type="checkbox"/> Low Maintenance
<input type="checkbox"/> Musical	<input type="checkbox"/> Nurturing	<input type="checkbox"/> Practical	<input type="checkbox"/> Procrastinator
<input type="checkbox"/> Quiet	<input type="checkbox"/> Romantic	<input type="checkbox"/> Sensitive	<input type="checkbox"/> Serious
<input type="checkbox"/> Shy	<input type="checkbox"/> Simple	<input type="checkbox"/> Sophisticated	<input type="checkbox"/> Spiritual
<input type="checkbox"/> Spontaneous	<input type="checkbox"/> Stubborn	<input type="checkbox"/> Talkative	<input type="checkbox"/> Unconventional
<input type="checkbox"/> Wild	<input type="checkbox"/> Witty	<input type="checkbox"/> Worldly	

Our favorite cuisines

<input type="checkbox"/> Cajun	<input type="checkbox"/> Chinese	<input type="checkbox"/> Continental	<input type="checkbox"/> Deli
<input type="checkbox"/> East-European	<input type="checkbox"/> French	<input type="checkbox"/> Indian	<input type="checkbox"/> Italian
<input type="checkbox"/> Japanese	<input type="checkbox"/> Mediterranean	<input type="checkbox"/> Mexican	<input type="checkbox"/> Russian
<input type="checkbox"/> Sushi	<input type="checkbox"/> Thai	<input type="checkbox"/> Vegetarian	

FIG. 11 (2 of 3)

Our favorite music

<input type="checkbox"/> Big Band	<input type="checkbox"/> Blues	<input type="checkbox"/> Classic Rock 'n Roll	<input type="checkbox"/> Classical
<input type="checkbox"/> Country	<input type="checkbox"/> Folk	<input type="checkbox"/> Heavy Metal	<input type="checkbox"/> Jazz
<input type="checkbox"/> Middle Eastern	<input type="checkbox"/> Modern Rock 'n Roll	<input type="checkbox"/> New Age	<input type="checkbox"/> Oldies
<input type="checkbox"/> Opera	<input type="checkbox"/> Rap	<input type="checkbox"/> Reggae	<input type="checkbox"/> Soul

We like going out to

<input type="checkbox"/> Art Galleries	<input type="checkbox"/> Ballroom Dances	<input type="checkbox"/> Bars	<input type="checkbox"/> Bookstores
<input type="checkbox"/> Clubs	<input type="checkbox"/> Comedy Clubs	<input type="checkbox"/> Concerts	<input type="checkbox"/> Libraries
<input type="checkbox"/> Movies	<input type="checkbox"/> Museums	<input type="checkbox"/> Parks	<input type="checkbox"/> Restaurants
<input type="checkbox"/> Shopping Malls	<input type="checkbox"/> Sports Events	<input type="checkbox"/> The Beach	<input type="checkbox"/> Theater

Our physical disabilities


<input type="checkbox"/> Amputee	<input type="checkbox"/> Arthritis	<input type="checkbox"/> Cerebral Palsy	<input type="checkbox"/> Deaf
<input type="checkbox"/> Dwarfism	<input type="checkbox"/> Hearing Impaired	<input type="checkbox"/> Les Autres (muscular dystrophy)	<input type="checkbox"/> Spinal Cord Injured
<input type="checkbox"/> Visually Impaired			


Click this box ONLY if you wish to  HIDE your profile from the view of all members.

[Click here to update](#)

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FIG. 11 (3 of 3)





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Teams Profile

Put your cursor over for more info.

* Red star for required items

* **Screen name:**
(Seen by other Members)

* **E-mail:**
(Confidential)

Confirm e-mail:

Change password:
(4-18 characters - Current Password not shown for security reasons
 If you'd like to change your password, type in a new one now)


Confirm:

* **First Name:**
(Representative of Team)

* **Last Name:**
(Representative)

* **Gender:** male female co-ed
(male or female or co-ed team)

Photo:
(First photo other members see of team representative or of team members
 80x100 px)



delete photo

FIG. 12 (1 of 2)

* Country:

State:

* Zip code:

* City:

* Info:

(Tell other members about your team)

Sports & Activities Section!

* Our Team Sport(s)/Activities:

Sport: Level:

Backgammon Intermediate

Golf Novice (Hit over 100)

Tennis 4.0

NOTE: After you click the "Delete Sport" button to the left, you must also click the "Update" button at bottom of this page to permanently delete the sports/activities from your profile record.

Special circumstances

Amputee Arthritis Cerebral Palsy Deaf

Dwarfism Hearing Impaired Les Autres (muscular dystrophy) Spinal Cord Injured

Visually Impaired

Click this box ONLY if you wish to HIDE your profile from the view of all members.

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FIG. 12 (2 of 2)

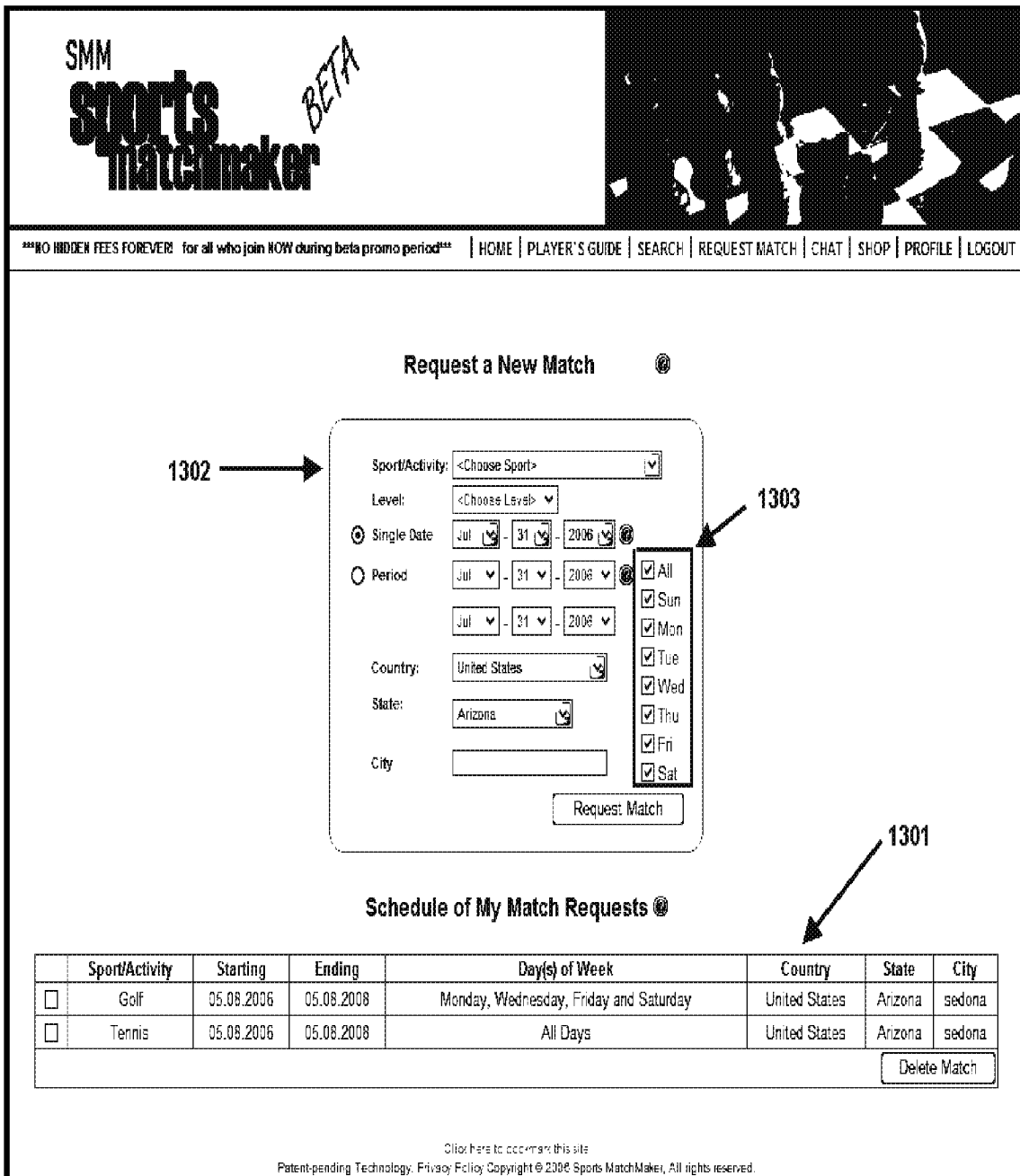


FIG. 13

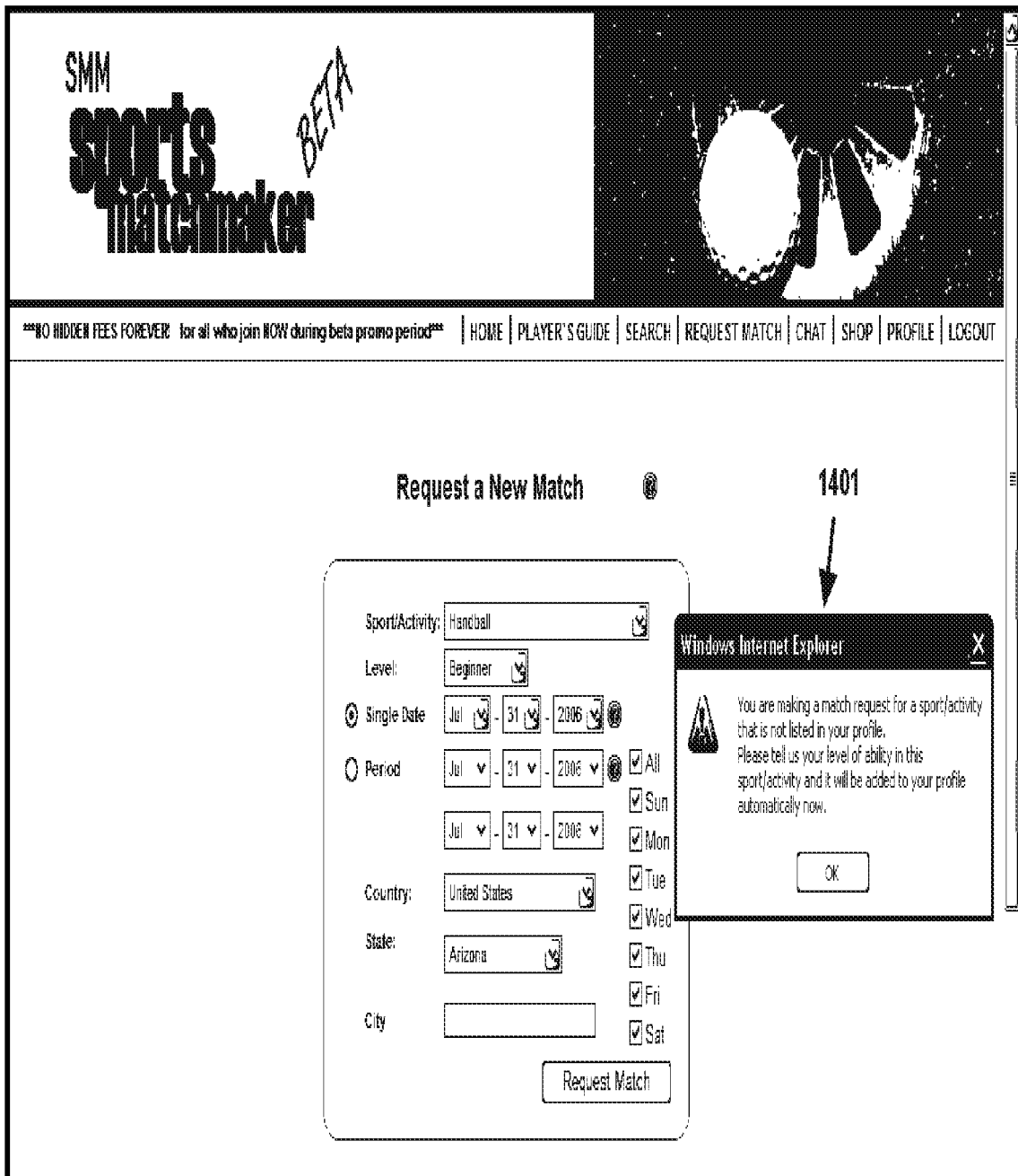
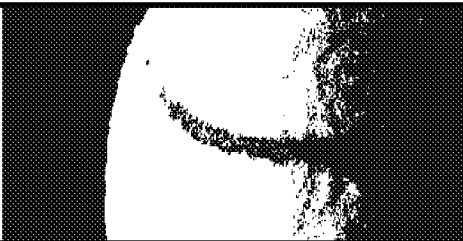


FIG. 14



FIG. 15

SMM
sports
Matchmaker *BETA*



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Member Search

New beta site! Search in 'USA, Arizona, Sedona' to get some results.

Search For:

Gender:

Age: to

Country:

State:

City:

Occupation:

Marital Status:

Special Circumstances:

Sport/Activity:

Use this search box to find and learn about all SMM members in any city throughout the world.

You can search for singles, couples or teams by gender, age, country, city, occupation, marital status and, of course, sport or activity!

When you find people who are especially interesting, you'll see how you can contact them via email or messenger to try to set up a match in some sport or activity - or you can simply add them to your FAVORITE area for quick reference at a later time. Happy searching!

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FIG. 16

SMM
SPORTS
Matchmaker BETA

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Kids Search

New beta site: Search in 'USA, Arizona, Sedona, Golf' to get results.

Gender:

Age:

Country:

State:

City:

Sport/Activity:

Use this search box to find and learn about all SMM members who have kids looking to play sports/activities in any city throughout the world.

When you find kids who are a good match for yours, contact the parents via email or messenger to try to set up a match in some sport or activity.

Of course, parents or guardians should ALWAYS supervise their kids' arranged matches! This is a great bonding experience for parents and kids, and a great way to meet other parents with similar aged kids.

[Click here to bookmark this site](#)

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FIG. 17



NO HIDDEN FEES FOREVER for all who join NOW during beta promo period | HOME | PLAYER'S GUIDE | SEARCH | REQUEST MATCH | CHAT | SHOP | PROFILE | LOGOUT

The people below have reported in their profiles that they are interested in Golf.
Browse through the listings, feel free to contact them by clicking on "More about me..." perhaps arrange a match, and enjoy!

You may select Golf players with a certain level of ability:



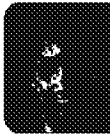
FreeSpirit

Last login: May 14, 2008

I am a 30 year old female.

Please don't try to contact me, I'm just a model member so people can test the service. I will be replaced with real people soon, as they begin to join. Any member that doesn't say they are a "model member" is a real person you can contact. Have fun meeting your match on or off the court!

More about me...



Hanna

Last login: May 08, 2008

I am a 71 year old female.

Please don't try to contact me, I'm just a model member so people can test the service. I will be replaced with real people soon, as they begin to join. Any member that doesn't say they are a "model member" is a real person you can contact. Have fun meeting your match on or off the court!

More about me...



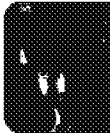
Let's Duel

Last login: May 08, 2008

I am a 42 year old male.

Please don't try to contact me, I'm just a model member so people can test the service. I will be replaced with real people soon, as they begin to join. Any member that doesn't say they are a "model member" is a real person you can contact. Have fun meeting your match on or off the court!

More about me...



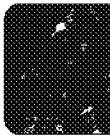
Look Out!

Last login: May 08, 2008

I am a 30 year old male.

Please don't try to contact me, I'm just a model member so people can test the service. I will be replaced with real people soon, as they begin to join. Any member that doesn't say they are a "model member" is a real person you can contact. Have fun meeting your match on or off the court!

More about me...



Moto

Last login: May 08, 2008

I am a 53 year old male.


Please don't try to contact me, I'm just a model member so people can test the service. I will be replaced with real people soon, as they begin to join. Any member that doesn't say they are a "model member" is a real person you can contact. Have fun meeting your match on or off the court!


More about me...

| 1-5 | 6-10 | 11-12 |

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FIG. 18






NO HIDDEN FEES FOREVER! for all who join WOW during beta promo period

HOME
PLAYER'S GUIDE
SEARCH
REQUEST MATCH
CHAT
SHOP
PROFILE
LOGOUT

[<< RETURN](#)



Player

I am a 48 year old male.
I'm from United States, Sedona.

[PROFILE](#) | [PHOTOS \(4\)](#) | [SEND EMAIL](#) | [SEND MESSAGE](#) | [ADD TO FAVORITES](#) | [ADD TO IGNORED](#)

My Height: 6 feet 00 inches. (1.83m)

I Grew Up In: New York.

Occupation: Art, Collectibles & Hobbies.

Marital Status: Single.

Education Level: Some College.

Religious Background: Christian

Ethnicity: White/Caucasian.

Smoking Habits: Non-Smoker.

Drinking Habits: Occasionally.

Hair Color: Brown.

Body Build: Athletic.

Eye Color: Brown.

Physical Activity: Active.

My Sport/Activity/Pastimes: Board Sports (level: Beginner), Golf (level: Intermediate (Hit under 90)), Luge (level: Intermediate), Tennis (level: 1.0)

My personality traits: Adventurous, Argumentative, Artistic, Clean-cut, Easygoing, Flexible, High Energy, Low Maintenance, Musical, Romantic, Simple, Spiritual, Spontaneous, Unconventional

My favorite cuisines: Chinese, Italian, Japanese, Mexican, Sushi

My favorite music: Blues, Classic Rock 'n Roll, Classical, Jazz, Modern Rock 'n Roll, Rap, Soul

I like going out to: Art Galleries, Bookstores, Clubs, Comedy Clubs, Concerts, Libraries, Movies, Museums, Parks, Restaurants, Sports Events, The Beach, Theater

More about me: *I've always loved playing sports starting with stick ball in the streets of Brooklyn. Now my kids love to play sports, as well. They are proficient in tennis and beginning to play golf. Always looking for other kids their age for them to compete with. Email me asap!*

I have kids who can play:

Dillon (15 year old boy) His sport/activity/pastimes: Bowling (level: Intermediate), Camping (level: Intermediate), Golf (level: Intermediate (Hit under 90)), Tennis (level: 3.5)

Daniel (17 year old boy) His sport/activity/pastimes: Basketball (level: Advanced), Bowling (level: Intermediate), Golf (level: Advanced (Hit under 50)), Tennis (level: 4.0)

Molly (13 year old girl) Her sport/activity/pastimes: Tennis (level: 2.5)

angelina (21 year old girl) Her sport/activity/pastimes: Tennis (level: 3.5)

Click here to bookmark this site


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FIG. 19

SMM

Sports Matchmaker

BETA



NO BIDDEN FEES FOREVER! for all who join NOW during beta promo period

[HOME](#) |
 [PLAYER'S GUIDE](#) |
 [SEARCH](#) |
 [REQUEST MATCH](#) |
 [CHAT](#) |
 [SHOP](#) |
 [PROFILE](#) |
 [LOGOUT](#)

The people below have been added by you to your FAVORITE list.
 You can contact them by clicking on "More about me..." Have fun!

Player

Last login: July 31, 2008

I am a 48 year old male.

I've always loved playing sports starting with stick ball in the streets of Brooklyn. Now my kids love to play sports, as well. They are profecient in tennis and beginning to play golf. Always looking for other kids their age for them to compete with. Email me asap!

More about me...

Look Out!

Last login: May 08, 2008

I am a 30 year old male.

Please don't try to contact me, I'm just a model member so people can test the service. I will be replaced with real people soon, as they begin to join. Any member that doesn't say they are a "model member" is a real person you can contact. Have fun meeting your match on or off the court!

More about me...

beachie

Last login: May 10, 2008

I am a 39 year old female.

Please don't try to contact me, I'm just a model member so people can test the service. I will be replaced with real people soon, as they begin to join. Any member that doesn't say they are a "model member" is a real person you can contact. Have fun meeting your match on or off the court!

More about me...

Click here to bookmark this site

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FIG. 20

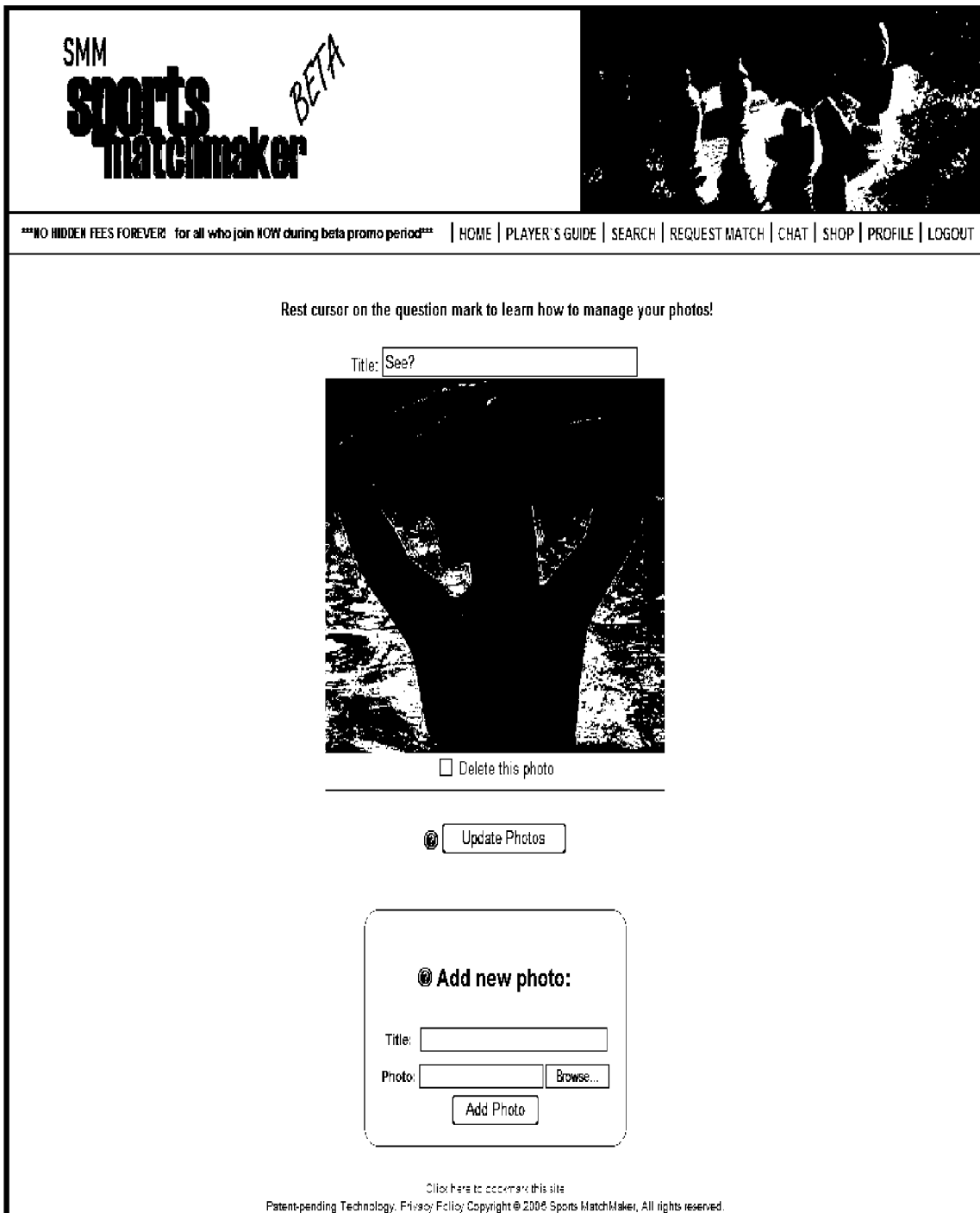


FIG. 21

SMM
**sports
matchmaker**
BETA

NO HIDDEN FEES FOREVER! for all who join NOW during beta promo period | [HOME](#) | [PLAYER'S GUIDE](#) | [SEARCH](#) | [REQUEST MATCH](#) | [CHAT](#) | [SHOP](#) | [PROFILE](#) | [LOGOUT](#)

<< RETURN

beachie

I am a 39 year old female.
I'm from United States, sedona.

[PROFILE](#) | [PHOTOS \(1\)](#) | [SEND EMAIL](#) | [SEND MESSAGE](#) | [DELETE FROM FAVORITES](#) | [ADD TO IGNORED](#)

From: beachie (dennis@phoenicianindustries.com)

To: beachie

Subject: Let's Play!

Text:

Regards, beachie (dennis@phoenicianindustries.com) ^

send e-mail

[Click here to deactivate this site](#)

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FIG. 22

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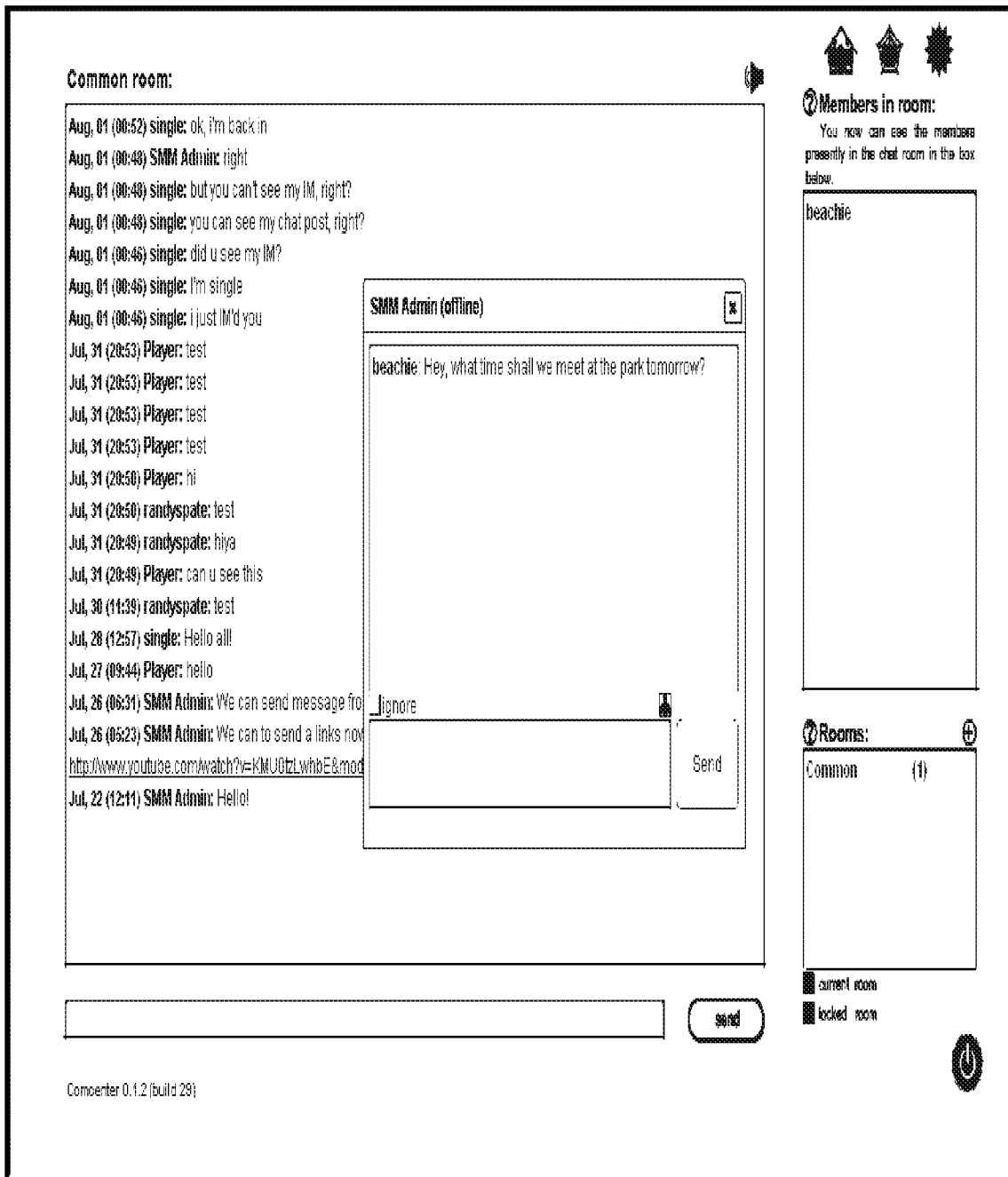
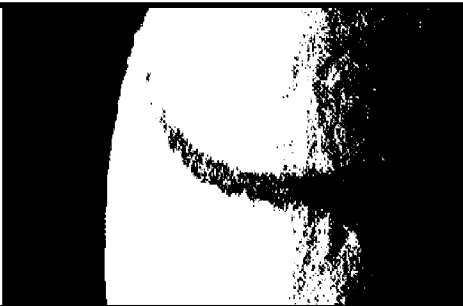


FIG. 23

SMM

sports matchmaker

BETA



NO HIDDEN FEES FOREVER! for all who join NOW during beta promo period
HOME | PLAYER'S GUIDE | SEARCH | REQUEST MATCH | CHAT | SHOP | PROFILE | LOGOUT

Match Search

New beta site: Search in 'USA, Arizona, Sedona, Golf or tennis' to get results.

Search For:

Gender:

Age: to

Country:

State:

City:

Date: - - any date

Marital Status:

Special Circumstances:

Sport/Activity:

[Click here to compare this site](#)

Patent-pending Technology. Privacy Policy Copyright © 2008 Sports MatchMaker, All rights reserved.


Use this search box to find and learn about all SMM members in any city throughout the world that have made a public match request for a particular sport or activity.

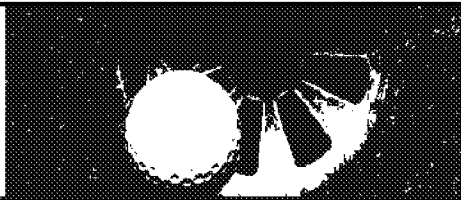
This simply means you can find all the people who are looking for other members, like you, to play a specific sport/activity on a specific day with!

You can search for singles, couples or teams by gender, age, country, city, date, marital status and, of course, sport or activity!

So get off the bench and get in the game....today!

FIG. 24






NO HIDDEN FEES FOREVER! for all who join NOW during beta promo period | [HOME](#) | [PLAYER'S GUIDE](#) | [SEARCH](#) | [REQUEST MATCH](#) | [CHAT](#) | [SHOP](#) | [PROFILE](#) | [LOGOUT](#)

View the Golf match requests below for the date(s) you have chosen.
 Take your pick, contact them, arrange a match by clicking on "More about me," and enjoy!

You may select Golf players with a certain level of ability:

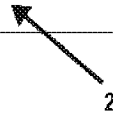


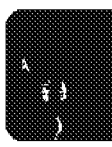
SedonaGirl

Last login: May 14, 2006
I am a 41 year old female.
 I am available to play Golf on 8.1.2006 in sedona, Arizona, United States.
 My level of Golf is "Advanced (Hit under 80)".

More about me...

2501






Look Out!

Last login: May 06, 2006
I am a 36 year old male.
 I am available to play Golf on 8.1.2006 in sedona, Arizona, United States.
 My level of Golf is "Advanced (Hit under 80)".

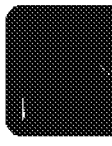
More about me...



Rose

Last login: May 08, 2006
I am a 27 year old female.
 I am available to play Golf on 8.1.2006 in sedona, Arizona, United States.
 My level of Golf is "Novice (Hit over 100)".

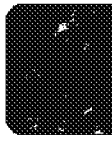
More about me...



Let's Duel

Last login: May 08, 2006
I am a 42 year old male.
 I am available to play Golf on 8.1.2006 in sedona, Arizona, United States.
 My level of Golf is "Pro (Hit under 75)".

More about me...



Moto

Last login: May 08, 2006
I am a 53 year old male.
 I am available to play Golf on 8.1.2006 in sedona, Arizona, United States.
 My level of Golf is "Intermediate (Hit under 90)".

More about me...

| 1-5 | 6-8 |

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FIG. 25

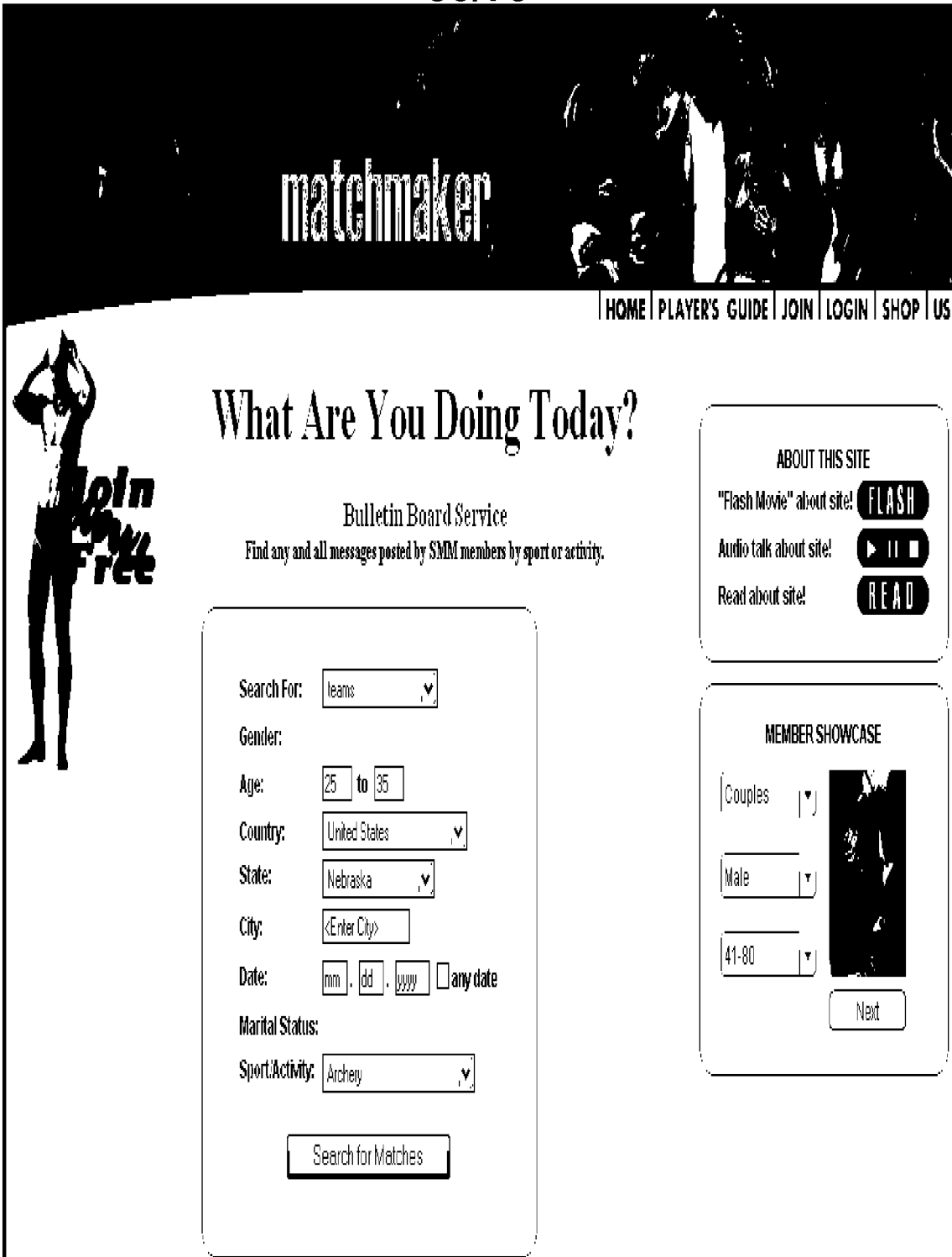








FIG. 26




The world's first & only sports/activities match-making service online...





People Search Result [post](#)

 **Surf Gal**
Hi! I'm Nikki. I live in sunny California and have been a beach girl all my life. I love to swim and surf and am looking for a cute guy who likes the ocean as much as I do.


   





[Profile](#) [Email](#) [Photos](#) [Favorites](#)

 **Clay**
I'm pretty much a tennis fanatic. I'm always looking for new and challenging opponents to play with. I'm a 5.0 player and would like to play with anyone (male or female) who is 4.5 or better. I play in USTA...

[Profile](#) [Email](#) [Photos](#) [Favorites](#)

 **Mermaid**
Never dive alone! I've been scuba diving around the world and am always looking for the next "best" dive. Would like to meet divers who like to travel and explore the depths as much as I do. See my other pics...

[Profile](#) [Email](#) [Photos](#) [Favorites](#)

FIG. 27

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What Are You Doing Today?

Post Your Message Below

Required fields are in red.

Title:

Tennis anyone

Specific Location

Phoenix, AZ USA

Description:

Looking for a tennis partner with advanced skills to play between 5 and 9 AM Saturdays at La Camarillo.

Your Email address: (We need this to send you information.)

nets@netsonline.com

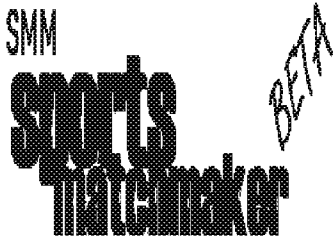
use this as my reply-to anonymize this email & use as my reply-to do not display email

Permissions:

ok for others to contact you about other services, products or commercial interests

Continue

FIG. 28



What Are You Doing Today?

Internet match-making just got better!

Revolutionizing the way we stay fit, play and meet people!

HOME | PLAYER'S GUIDE | SEARCH | REQUEST MATCH | CHAT | SHOP | PROFILE | LOGOUT

The Player's Guide

SMM ADVERTISER'S LOGIN

Searchers: Use this form to find facilities for sports/activities, social establishments, such as restaurants & theaters, and businesses, such as realtors, flower shops...and more.

Advertisers: Sports MatchMaker members are sporting, active people, ranging from children to seniors...and teams. They use this Player's Guide to find facilities to play their matches at, socialize at, shop at... That's great news for your business. SMM members have regular matches to play, people to meet, and places to go...everyday! Get them to knock regularly on your door, by listing your business and link in this Guide.

BECOME AN SMM ADVERTISER - premium or standard placement...Tell me more!

Search in 'Golf, USA, Arizona, Sedona, Golf' to get results.

Search term:

Country: *

State:

City:

Category: *

Records: * 5 10 20 All

[Click here to download this site](#)

FIG. 29



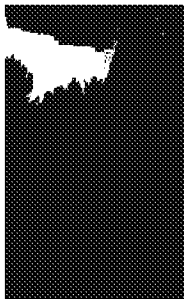
HOME | PLAYER'S GUIDE | SEARCH | REQUEST MATCH | CHAT | SHOP | PROFILE | LOGOUT

Sports MatchMaker Player's Guide

Search Results for Golf

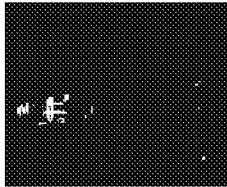
Displaying 1 through 4 of 4 ads

Castle Rock Country Club



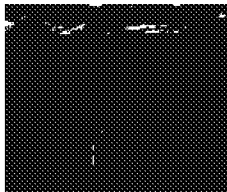
Come and experience one of Arizona's true golfing treasures at this 18 hole championship golf course nestled in the majestic Sedona red rocks.
595 Bell Rock Blvd
Sedona, Arizona, 86501
United States
Phone: 928.284.4238
<http://www.castlerockcountryclub.com>

Cliff Sedona Golf Resort



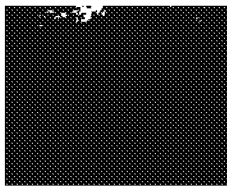
Perfect your game on the 18-hole golf course surrounded by the splendor of Oak Creek Canyon. Or enjoy leisure activities featuring secluded whirlpool spas, swimming pools, steam saunas, fitness centre, hiking and Jeep tours.
580 Ridge Cir
Sedona, Arizona, 86351
United States
Phone: 928.284.4238
<http://sacura.sunterra.com/US/en-US.aspx?resort=RCD>

The Sedona Resort and Spa



When a spectacular Southwest experience is required - visit the The Sedona Resort & Spa hotel in Sedona, AZ.
200 Ridge Trail Dr
Sedona, Arizona, 86351
United States
Phone: 928.284.4238
Fax: 928.284.6170
<http://www.hilton.com/en/hotels/indaa/hiltonResortDesc?resortcode=SDXSEFFH>

Valley Golf Resort



The acclaimed Valley Golf Resort is located in the heart of one of the most captivating regions of the Southwest. The thrilling 6,846-yard, par - 73 course is widely considered among the world's most unforgettable golf experiences.
3100 Ridge Trail Dr
Sedona, Arizona, 86351
United States
Phone: 928.284.4238
<http://www.sedonagolfresort.com>

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FIG. 30

SMM DirectionsDirections Home

Search disabled at this timeDriving Directions

A Enter starting address
or select from My Locations

My Locations Sign In
- My Locations - ▼

Address
Intersection or Airport Code

City, State or Zip

Country
United States ▼

B Enter destination address
or select from My Locations

My Locations Sign In
- My Locations - ▼

Address
Intersection or Airport Code

City, State or Zip

Country
United States ▼

ADVERTISEMENT

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[Help](#) - [Privacy Policy](#) - [Terms of Service](#) - [Copyright Policy](#)

FIG. 31



[HOME](#) | [PLAYER'S GUIDE](#) | [SEARCH](#) | [REQUEST MATCH](#) | [CHAT](#) | [SHOP](#) | [PROFILE](#) | [LOGOUT](#)

Existing Advertisement Listings

Below are your existing advertisement listing(s) in the Player's Guide. You may edit your ads at any time by clicking the title of each ad. Create new ads by clicking that link below. Once edits and ads are approved, they will appear in the directory. If disapproved for any reason, you will be notified by email.

[Click Here to Create a New Ad Listing](#)

Displaying 1 through 3 of 3 ads

Adventure Travels

We have been in business for the past 50 years and know the best outfitters throughout the world. If adventure you seek, we'll get you to the peak. Voted best adventure travel agency in the USA by Fish and Stream Magazine, 8 of the last 19 years. Let us plan the adventure of a lifetime for you! Give us a call today and we'll get you on your way to a true and exciting adventure. (Try to approve me admin, to get the error)

P.O. Box 20903
 Sedona, Arizona, 86341
 United States
 Phone: 310.968.3108

[Edit](#) | [Delete](#)

Shnebly Hill Campgrounds

Nestled in the sweet aroma of Ponderosa Pine and overlooking the majesty of Sedona's red rock valley, our campgrounds will transport you to your soul's heaven on earth. Affordable rates. 50 tent sites and 50 RV sites with full hook up facilities. The campfire is lit, come join us, but bring your own marshmallows... we have plenty of sticks!

One Shnebly Hill Rd.
 Sedona, Arizona, 86341
 United States
 Phone: 310.968.3108

[Edit](#) | [Delete](#)

Archery

We may have the finest archery range in the country with 100 bullseye targets and 200 game targets. We also have 20 private hunting environments with moving game in such various fields as: forest, open range and desert. Come try it out! Some think it's better than hunting, and a lot less work after the kill!

P.O. Box 20903
 Sedona, Arizona, 86341
 United States
 Phone: 310.968.3108

[Edit](#) | [Delete](#)

[Click here to bookmark this site](#)

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FIG. 32

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	<h3>What Are You Doing Today?</h3>																				
	<p>Internet match-making just got better!</p>																				
	<p>Revolutionizing the way we stay fit, play and meet people!</p>																				
<p> HOME PLAYER'S GUIDE JOIN LOGIN SHOP SPONSORS US</p>																					
<h2>Player's Guide Advertiser Registration</h2>																					
<p>Fill in the form below and click the "Submit" button to register as a Sports MatchMaker advertiser. Once registered you will be able to create and edit your own advertisement listing(s) in our global Player's Guide online directory as often as you wish and modify your account information.</p>																					
<p>Advertiser Information</p>																					
<table border="1"><tr><td colspan="2">Personal</td></tr><tr><td>First Name: *</td><td><input type="text"/></td></tr><tr><td>Last Name: *</td><td><input type="text"/></td></tr><tr><td>Company: *</td><td><input type="text"/></td></tr><tr><td>Email: *</td><td><input type="text"/></td></tr><tr><td>Password: *</td><td><input type="password"/></td></tr><tr><td>Confirm Password: *</td><td><input type="password"/></td></tr><tr><td colspan="2">Phone</td></tr><tr><td colspan="2">Address</td></tr><tr><td colspan="2">Terms of Service</td></tr></table> <p data-bbox="975 1473 1123 1514"><input type="button" value="Submit"/> <input type="button" value="Reset"/></p>		Personal		First Name: *	<input type="text"/>	Last Name: *	<input type="text"/>	Company: *	<input type="text"/>	Email: *	<input type="text"/>	Password: *	<input type="password"/>	Confirm Password: *	<input type="password"/>	Phone		Address		Terms of Service	
Personal																					
First Name: *	<input type="text"/>																				
Last Name: *	<input type="text"/>																				
Company: *	<input type="text"/>																				
Email: *	<input type="text"/>																				
Password: *	<input type="password"/>																				
Confirm Password: *	<input type="password"/>																				
Phone																					
Address																					
Terms of Service																					

FIG. 33

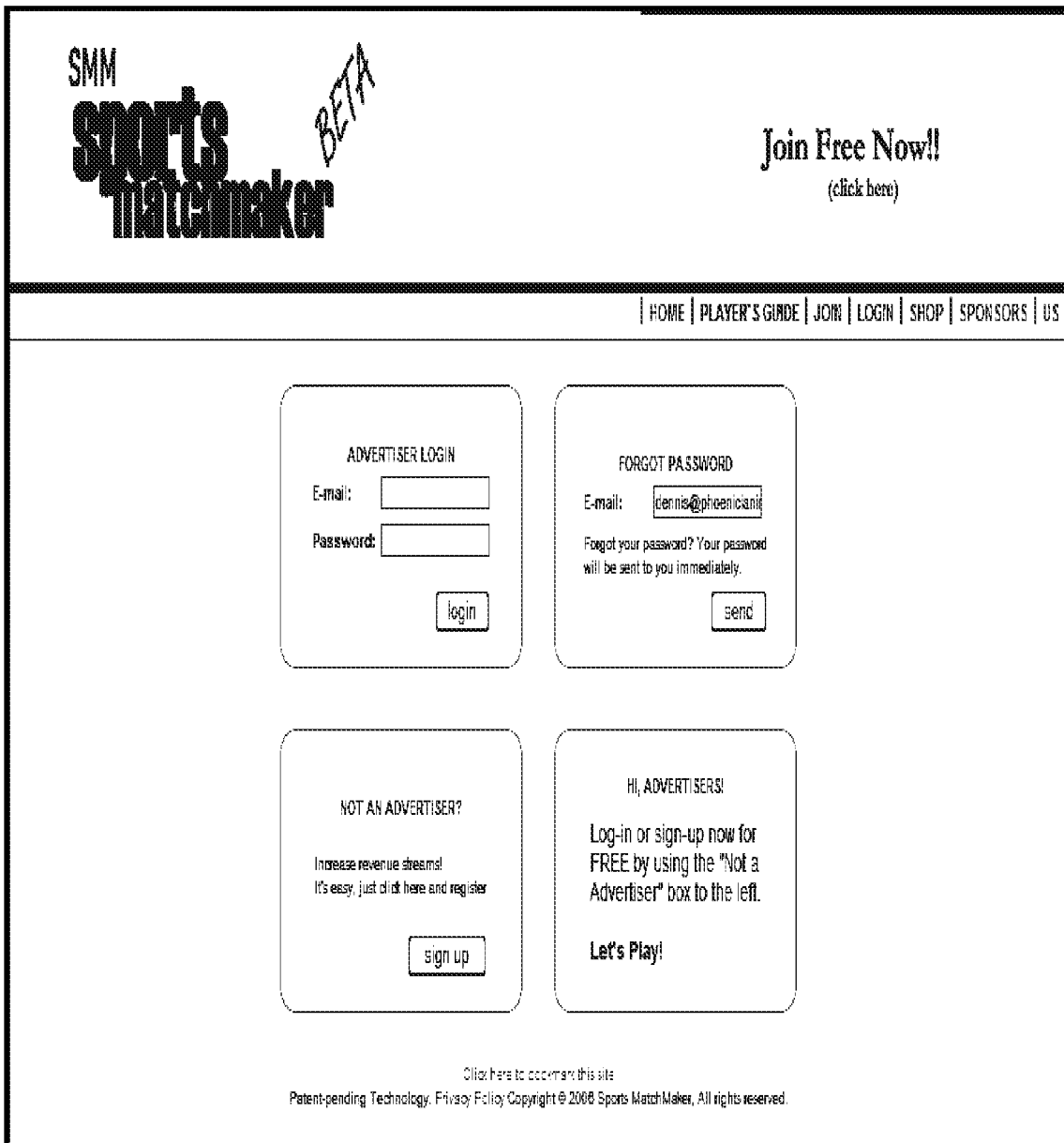


FIG. 34

SMM Player's Guide Advertising Program Help

(may not continue further at this time)

Top 5 Questions

1. [What is the SMM Player's Guide Premium Business Program?](#)
2. [Terms of Service for the Programs](#)
3. [How much does the Premium Business Program cost?](#)
4. [How much does the standard program cost?](#)
5. [I already have a standard listing, how do I upgrade?](#)

Related Links

- [Yahoo! Yellow Pages](#)

Customer Care

For help with billing issues you can call (928) 284-4238 between 8 a.m. and 5 p.m. Monday through Friday PST. Please have handy your Order ID and Advertiser's ID; without these we will not be able to answer your questions.

General Questions

- [What is the SMM Player's Guide Premium Business Program?](#)
- [Terms of Service for the Programs](#)
- [How long will it take for my Premium Business listing to appear?](#)
- [How do I qualify for the Premium Business Program?](#)
- [How much does the Premium Business Listing cost?](#)
- [How much does the Standard Business Listing cost?](#)
- [My business is not listed in the SMM Player's Guide, but I want to sign up for the Premium Advertising Program. What should I do?](#)
- [I want to buy a statewide or national Business listing. How can I do that?](#)
- [How many businesses can I submit to the Premium Advertising Program?](#)
- [I purchased a Premium Business listing, so why can't I find it?](#)
- [Which cities are included in my Metro Area?](#)

Billing Questions


- [My credit card was billed twice. How do I get the incorrect charge removed?](#)
- [What does SMM do about online security?](#)
- [Will anyone else have access to the personal information that I include in the submission form?](#)
- [Will SMM charge my credit card?](#)

Making Changes

- [How do I change the information in my business listing?](#)
- [How can I change my credit card information?](#)
- [How do I cancel my SMM Player's Guide Business listing?](#)

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FIG. 35



What Are You Doing Today?

Internet match-making just got better!

Revolutionizing the way we stay fit, play and meet people!

****NO HIDDEN FEES FOREVER! for all who join NOW during beta promo period**** | [HOME](#) | [PLAYER'S GUIDE](#) | [JOIN](#) | [LOGIN](#) | [SHOP](#) | [SPONSORS](#) | [US](#)

SMM Discount Shop

Buy Sports & Fitness Equipment Online

Click on the links below for the best places to buy all sporting goods, apparel, athletic footwear, sports and fitness equipment, and more online. Soon we will be adding health and nutritional products.

All SMM **paying members** receive substantial discounts on these already low prices. So, shop here to earn back your matchmaking fees and even save lots of money!

SMM **FREE members** may shop here for the already low prices, but will receive no further discounts until they become paying members. So, become SMM subscribers today, and join in on all the discounts!

Categories

Sports Superstores	Outdoor Adventure
Golf	Racquet Sports
Cycling	Tickets to Events
Fitness	Winter and Extreme

FIG. 36 (1 of 2)

41/79



FIG. 36 (2 of 2)

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What Are You Doing Today?

Internet match-making just got better!

Revolutionizing the way we stay fit, play and meet people!

***NO HIDDEN FEES FOREVER! for all who join NOW during beta promo period** | HOME | PLAYER'S GUIDE | JOIN | LOGIN | SHOP | SPONSORS | US

Discount Shop

Buy Sports & Fitness Equipment Online

Click on the links below for the best places to buy sports and fitness equipment online. Buy sporting goods, apparel, athletic footwear, golf equipment, and more from the internet's top sports and fitness websites.

Categories

Sports Superstores

Golf

Cycling

Fitness

Outdoor Adventure

Racquet Sports

Tickets to Events

Winter and Extreme

Buy Sporting Goods Online

Click on the links below for the best sporting goods online. SMM paying members receive substantial discounts on these already low prices. SMM FREE members may also shop here, but do not receive any discounts.



The Sports Authority

Online store for one of the largest sporting goods retail chains in the US. Great selection of sports equipment, apparel, and accessories for every sport imaginable at great everyday prices. Skip the drive and shop online! Click here for 15% off any single item, plus get free shipping on most orders over \$99 (see site for details). Expires 7/31/2004



JCPenney.com

This well-known department store chain has a wide range of merchandise available online, from clothing and electronics to sporting goods, toys and much more.



Active Sports

Most major brands of sports bras, shorts, tops, bights, jackets, socks, footwear, accessories and more for active women, at low everyday prices. Click here for 10% off any order.

Foot Locker

Find deals on brand name athletic shoes and apparel for nearly any major sport at their easy to use online store. Plus, get other equipment, fan gear, and accessories as well. Click here and enter LKS47204 at check-out for 20% off orders over \$100. Expires 7/31/2004



BackcountryStore.com

Equipment and accessories for the winter and outdoor enthusiast. Winter activity and sports equipment and apparel, camping and climbing gear, and much more. Click here for free shipping on orders over \$50.

FIG. 37 (1 of 2)

accessories and more for almost any sport or activity, all at terrific everyday prices. [Click here](#) and enter **SAVE1EM** at check-out for **\$10 off** orders over \$100. Expires 7/31/2004

Dunham's SPORTS
Dunham's Sports
 Great selection of sports equipment for all kinds of sports and activities. From golf and tennis to fishing, hunting, and many more. [Click here](#) for **\$10 off** orders over \$75, plus get **free shipping** on select items. Expires 9/30/2004

MODELL'S SPORTING GOODS
Modell's Sporting Goods
 This major sporting goods chain from the East coast brings over 100 years of experience to the internet along with a great selection of sporting goods for any activity. [Click here](#) for **\$10 off** orders over \$75. Expires 9/30/2004

G.I. JOE'S SPORTS AND GEAR
G.I. JOES
 They're a favorite Northeast retailer of sports and auto accessories that's been supplying customers with the gear they need to "seize the weekend" since 1952. [Click here](#) for **15% off** any single item. Expires 7/31/2004

AceHardware.com
 National hardware superstore with almost everything you need for your home whether indoors or outdoors, from tools and general supplies to automotive equipment, games and much more.

SOCCER VAULT
Soccer Vault
 A premier specialty soccer merchandise destination for soccer fans, players, coaches and others looking for theme products.

Shop Overton's
Overton's
 Find it all at one of the world's largest water sports dealers. They have everything you need for water sports including equipment, gear, transportation equipment and much more.

Rawlings.com
 Find all of their terrific baseball, softball, football and basketball equipment directly at their online store, including balls, gloves, bats, protective gear and more.

MC-SPORTS.COM
MC Sports
 Wide assortment of quality athletic equipment, footwear, and apparel for almost any sport or activity. Find some great deals on brand name equipment and sporting supplies. [Click here](#) for **\$10 off** orders over \$75, plus get **free shipping** on most orders over \$99. Expires 9/30/2004

OLYMPIA
Olympia Sports
 Over 40,000 sports products available in almost every sports category at one of the most complete sports superstores online.

Reese's
Reese's
 The department store chain has been bringing customers famous brands at great values for almost 100 years, and now you can get the same terrific deals at their online store.

FIG. 37 (2 of 2)

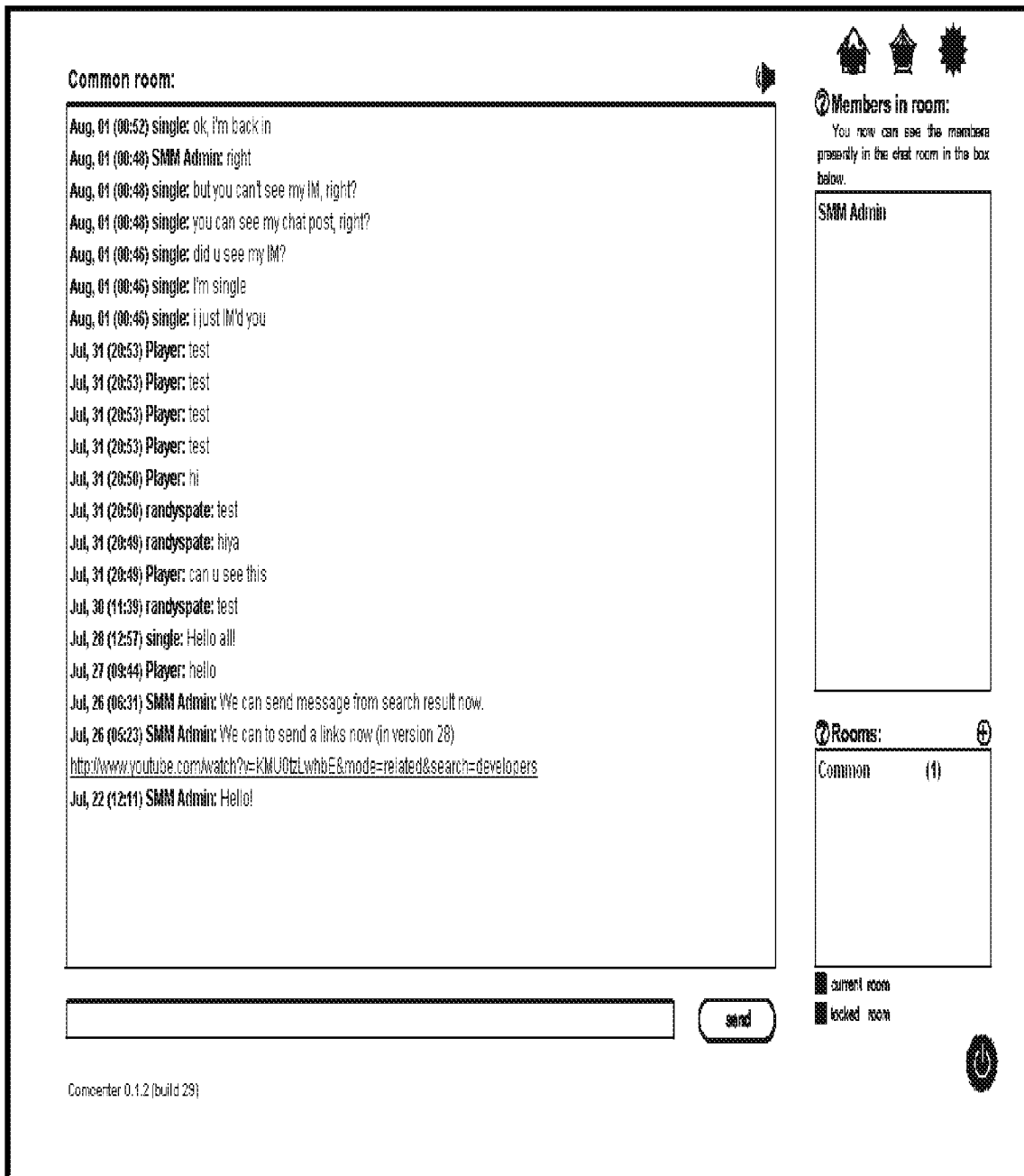


FIG. 38

SMM
sports
matchmaker
BETA


Hello, James!


Quick Stats
Last Login: June 30, 2006
Match Requests: 5
Upcoming Matches: 3

<p>Crystal Johnson Last Login: June 2, 2006 "I am because I choose to be."</p>	<p>Crystal Johnson Last Login: June 2, 2006 "I am because I choose to be."</p>	<p>Crystal Johnson Last Login: June 2, 2006 "I am because I choose to be."</p>
<p>Crystal Johnson Last Login: June 2, 2006 "I am because I choose to be."</p>	<p>Crystal Johnson Last Login: June 2, 2006 "I am because I choose to be."</p>	<p>Crystal Johnson Last Login: June 2, 2006 "I am because I choose to be."</p>
<p>Crystal Johnson Last Login: June 2, 2006 "I am because I choose to be."</p>	<p>Crystal Johnson Last Login: June 2, 2006 "I am because I choose to be."</p>	<p>Crystal Johnson Last Login: June 2, 2006 "I am because I choose to be."</p>
<p>Crystal Johnson Last Login: June 2, 2006 "I am because I choose to be."</p>	<p>Crystal Johnson Last Login: June 2, 2006 "I am because I choose to be."</p>	<p>Crystal Johnson Last Login: June 2, 2006 "I am because I choose to be."</p>

Member Filters


FIG. 39





NO MORE FEES FOREVER! for all who join NOW during beta promo period | [HOME](#) | [PLAYER'S GUIDE](#) | [SEARCH](#) | [REQUEST MATCH](#) | [CHAT](#) | [SHOP](#) | [PROFILE](#) | [LOGOUT](#)

<< [RETURN](#)



FreeSpirit

I am a 30 year old female.
I'm from United States, Sedona.

[PROFILE](#) | [PHOTOS \(1\)](#) | [SEND EMAIL](#) | [SEND MESSAGE](#) | [SEND SMS](#) | [ADD TO FAVORITES](#) | [ADD TO IGNORED](#)

My Height: 5 feet 09 inches (1.75m)

I Grew Up In: In San Diego

Occupation: Art, Collectibles & Hobbies.

Marital Status: Single.

Education Level: Bachelors.

Religious Background: Presbyterian.

Ethnicity: White/Caucasian.

Smoking Habits: Non-Smoker.

Drinking Habits: Occasionally.

Hair Color: Brown.

Body Build: Athletic.

Eye Color: Brown.

Physical Activity: Active.

My Sport/Activity/Pastimes: Backgammon (level: Intermediate), Board Games (level: Intermediate), Board Sports (level: Beginner), Camping (level: Intermediate), Equestrian (level: Intermediate), Golf (level: Beginner (Hit over 110)), Kayaking (level: Intermediate), Scuba Diving (level: Intermediate), Tennis (level: 3.5)

My personality traits: Eccentric, Intellectual

My favorite cuisines: Italian, Sushi, Vegetarian

My favorite music: Classic Rock 'n Roll, Classical, Jazz, Oldies

I like going out to: Parks, Restaurants

More about me: Please don't try to contact me, I'm just a model member so people can test the service. I will be replaced with real people soon, as they begin to join. Any member that doesn't say they are a "model member" is a real person you can contact. Have fun meeting your match on or off the court!

[Click here to deactivate this site](#)
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FIG. 40

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The screenshot displays the 'Sports MatchMaker' website interface. At the top left, the logo features 'SMM' in a small font, 'sports matchmaker' in a large, bold, stylized font, and 'BETA' written diagonally to the right. A navigation bar below the logo contains the text: "NO HIDDEN FEES FOREVER! for all who join NOW during beta promo period!!" followed by links for HOME, PLAYER'S GUIDE, SEARCH, REQUEST MATCH, CHAT, SHOP, PROFILE, and LOGOUT. Below the navigation bar, there is a '<< RETURN' link. The main content area shows a user profile for 'FreeSpirit' with a small profile picture placeholder. The profile text reads: 'I am a 30 year old female. I'm from United States, Sedona.' Below the profile text are links for PROFILE, PHOTOS (1), SEND EMAIL, SEND MESSAGE, SEND SMS, ADD TO FAVORITES, and ADD TO IGNORED. Below the profile section, an email header shows 'From: beachie' and 'To: FreeSpirit'. Underneath is the prompt 'Type your SMS message below'. A text input field contains the message 'Regards, beachie (dennis@phoenicianindustries.com)' with a small upward arrow icon on the right. Below the input field is a 'send sms' button. At the bottom of the page, there is a small link 'Click here to bookmark this site' and a footer: 'Patent-pending Technology. Privacy Policy Copyright © 2008 Sports MatchMaker, All rights reserved.'

FIG. 41

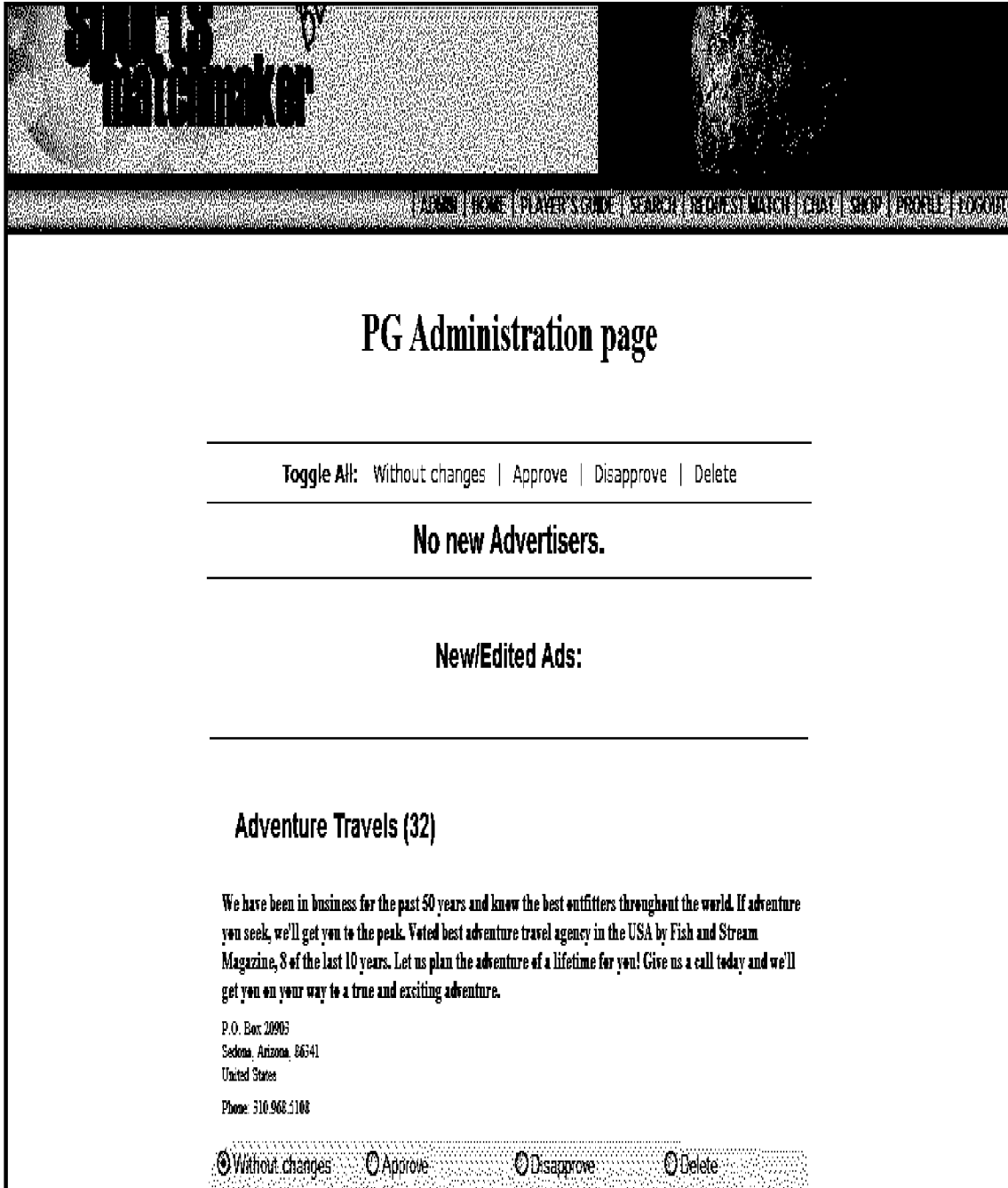
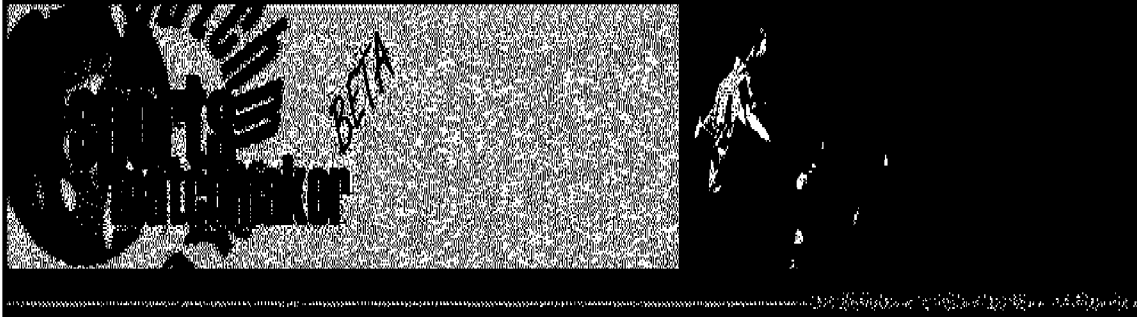


FIG. 42



Existing Advertisement Listings

Below are your existing advertisement listing(s) in the Player's Guide. You may edit your ads at any time by clicking the title of each ad. Create new ads by clicking that link below. Once edits and ads are approved, they will appear in the directory. If disapproved for any reason, you will be notified by email.

[Click Here to Create a New Ad Listing](#)

Displaying 1 through 3 of 3 ads

Adventure Travels

We have been in business for the past 50 years and know the best outfitters throughout the world. If adventure you seek, we'll get you to the peak. Voted best adventure travel agency in the USA by Fish and Stream Magazine, 8 of the last 10 years. Let us plan the adventure of a lifetime for you! Give us a call today and we'll get you on your way to a true adventure. OK?

P.O. Box 20903
Sedona, Arizona, 86341
United States
Phone: 310.968.5108

[Edit](#) | [Delete](#)

Shnebyl Hill Campgrounds

Nestled in the sweet aroma of Ponderosa Pine and overlooking the majesty of Sedona's red rock valley, our campgrounds will transport you to your soul's heaven on earth. Affordable rates. 50 tent sites and 50 RV sites with full hook up facilities. The campfire is lit, come join us, but bring your own marshmallows!

One Shnebyl Hill Rd.
Sedona, Arizona, 86351
United States
Phone: 310.968.5108

[Edit](#) | [Delete](#)

Archery

We may have the finest archery range in the country with 100 bullseye targets and 200 game targets. We also have 20 private hunting environments with moving game in such various fields as: forest, open range and desert. Come try it out! Some think it's better than hunting!

P.O. Box 20903
Sedona, Arizona, 86341
United States
Phone: 310.968.5108

[Edit](#) | [Delete](#)

[Click here to bookmark this site](#)

Patent-pending Technology. Copyright © 2006 Sports MatchMaker. All rights reserved.

FIG. 43

find player | Currently logged in as **Blazer** (Sign Out)

My Search Talk Shop Player's Guide Contact Us Invite Manage

My Dashboard Profile Team Profiles My Matches Favorites Player's Network™

sports matchmaker

johncblandii's Profile

I last logged in on *February 18, 2007 at 11:44 PM*.

My Pic **Info about me & anything else**

I am John... here my rear.

About Me

Birthdate	12/15
I live in...	Chandler, Arizona
Hometown	Refugio, TX
Height	62
Religious Background	Christian
Smoking Habit	Non-Smoker
Hair Color	Black
Eye Color	Black
Physical Activity	Active

Quick Controls

[Add to Favorites](#)

[Add to Player's Network™](#)

Send johncblandii's Message

Subject

Message

Link to add a member to your Player's Network

FIG. 44

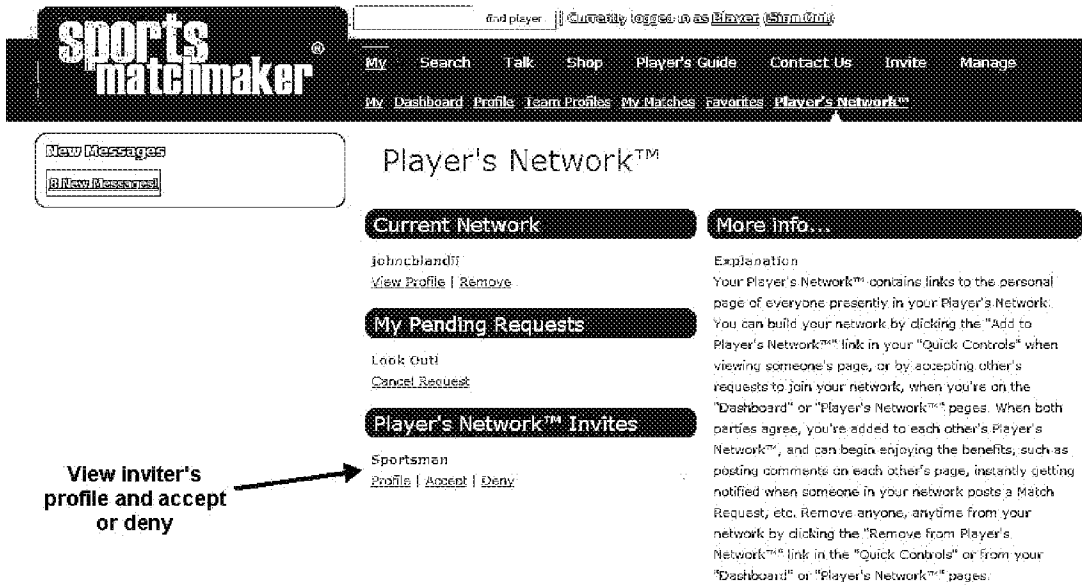


FIG. 45

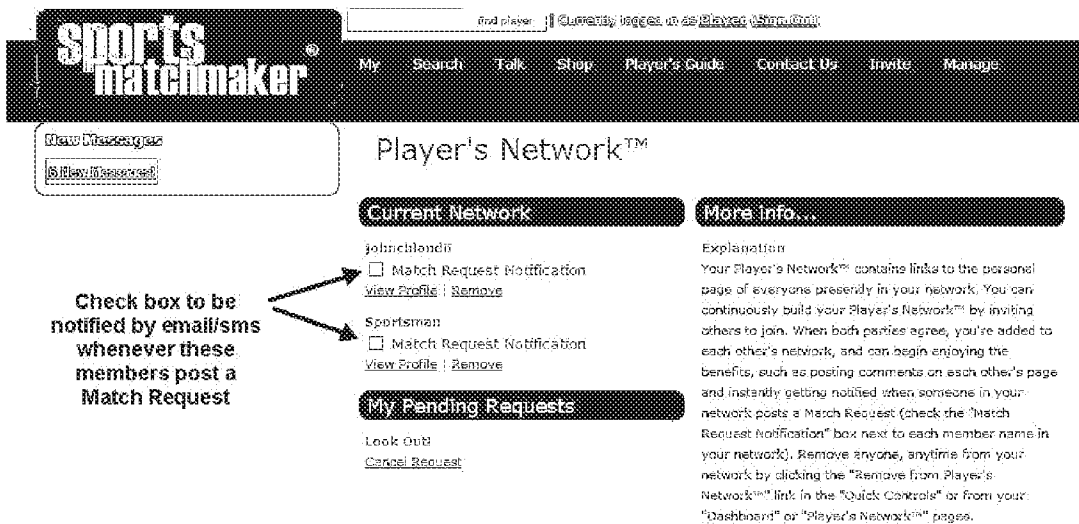


FIG. 46

The screenshot displays the Sports Matchmaker website. At the top, there is a navigation bar with the logo and links for 'My', 'Search', 'Talk', 'Shop', 'Player's Guide', 'Contact Us', 'Invite', and 'Manage'. Below this, the page is divided into several sections:

- Matches:** A central section with sub-sections for 'My Confirmed Matches' and 'Pending Joined Matches'. It lists various sports like Tennis, Golf, and Bridge with details on player counts, start/end times, and locations.
- Match Request Form:** A large form on the left side for creating match requests. It includes fields for 'Sport', 'Min. Level', 'Max. Level', 'Start Date', 'Start Time', 'End Date', 'End Time', 'Location', 'Country', 'City', 'State', 'Match Type', 'Gender', 'Age Range', 'Match Status', 'Occupations', and 'Special Circumstances'. A 'Register >>' button is at the bottom.
- Match Details:** Below the form, there are two detailed match listings. The first is for 'Badminton' and the second is for 'Tennis'. Each listing includes player counts, start/end times, location, and player level requirements.
- Match Requests (2):** A section showing a list of match requests, with details for a 'Badminton' request.
- Matches I've Played (0):** A section indicating that the user has not played any matches.

An arrow points to the 'Match Request Form' with the text: **Instant Match Request Notification service via email and SMS**.

At the bottom of the page, there is a footer with 'return to the top of page', copyright information for Sports MatchMaker (2005-07), and the Sports Matchmaker logo.

FIG. 47

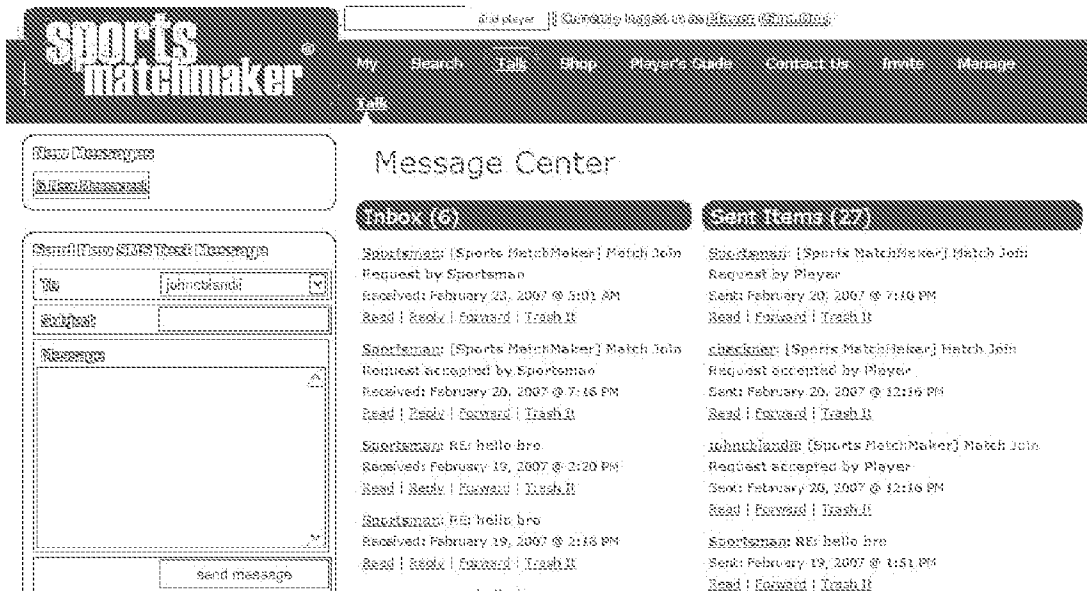


FIG. 48

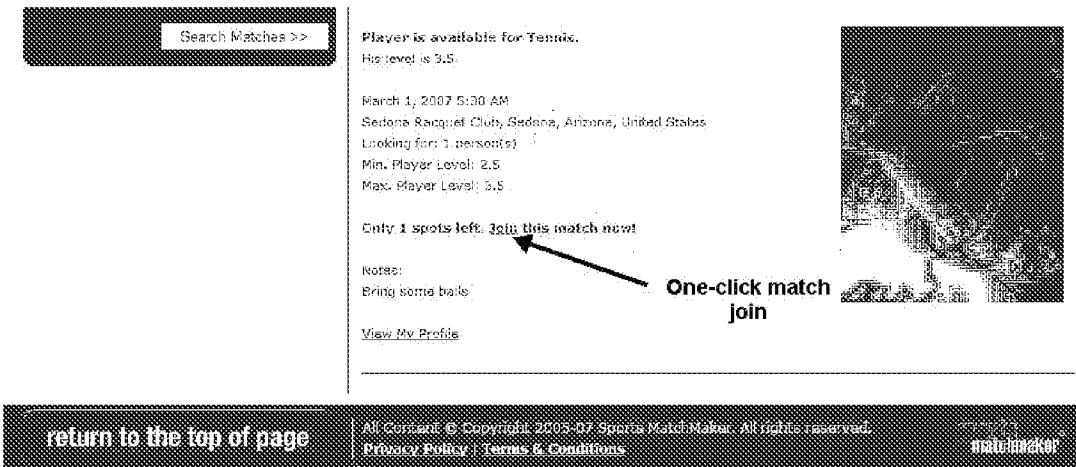


FIG. 49

The screenshot displays the Sports Matchmaker website interface. At the top, there is a navigation bar with the logo and menu items: My Search, Talk, Shop, Player's Guide, Contact Us, Invite, Manage, My Dashboard, Profile, Team Profiles, My Matches, Favorites, and Player's Network. The main content area is divided into several sections:

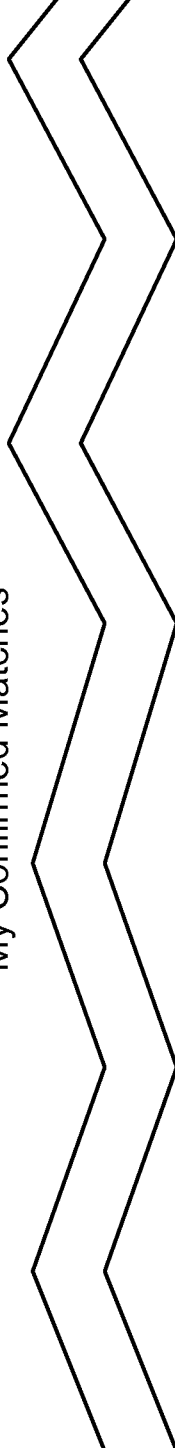
- Matches:** A central section with sub-sections:
 - My Confirmed Matches:** Lists confirmed matches with details like sport (Golf), start/end dates, and location (Sedona Golf Club).
 - Pending Joined Matches:** Lists matches where the user has been requested to join, with details like sport (Golf), start/end dates, and location (public golf course).
 - My Match Requests (1):** Lists match requests with details like sport (Bridge), start/end dates, and location (My Mom's in Chandler, Arizona).
- Match Request Form:** A detailed form on the left for creating a match request, including fields for Sport, My Level, Opponent Level, Start Date, Start Time, End Date, End Time, Location, Country, City, State, and Total Players.
- Match Details:** Detailed information for specific matches, including the sport, start/end dates, location, and the number of players needed.
- Match Status:** Labels like "Confirmed", "Pending Joins", and "Requested" with arrows pointing to specific match entries.

At the bottom, there is a footer with a "return to the top of page" link, copyright information for 2008-07 Sports Matchmaker, and the Sports Matchmaker logo.

FIG. 50

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My Confirmed Matches



Did You Play Your Match? Yes No

If yes, Who Won? 1st screen name 2nd screen name Didn't Keep Score

Please Rate Your Opponent in this match from 1 -5 (5 being best)

	5	4	3	2	1
Punctuality:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sportsmanship:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Plays at stated level in profile:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall manners:	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

FIG. 51

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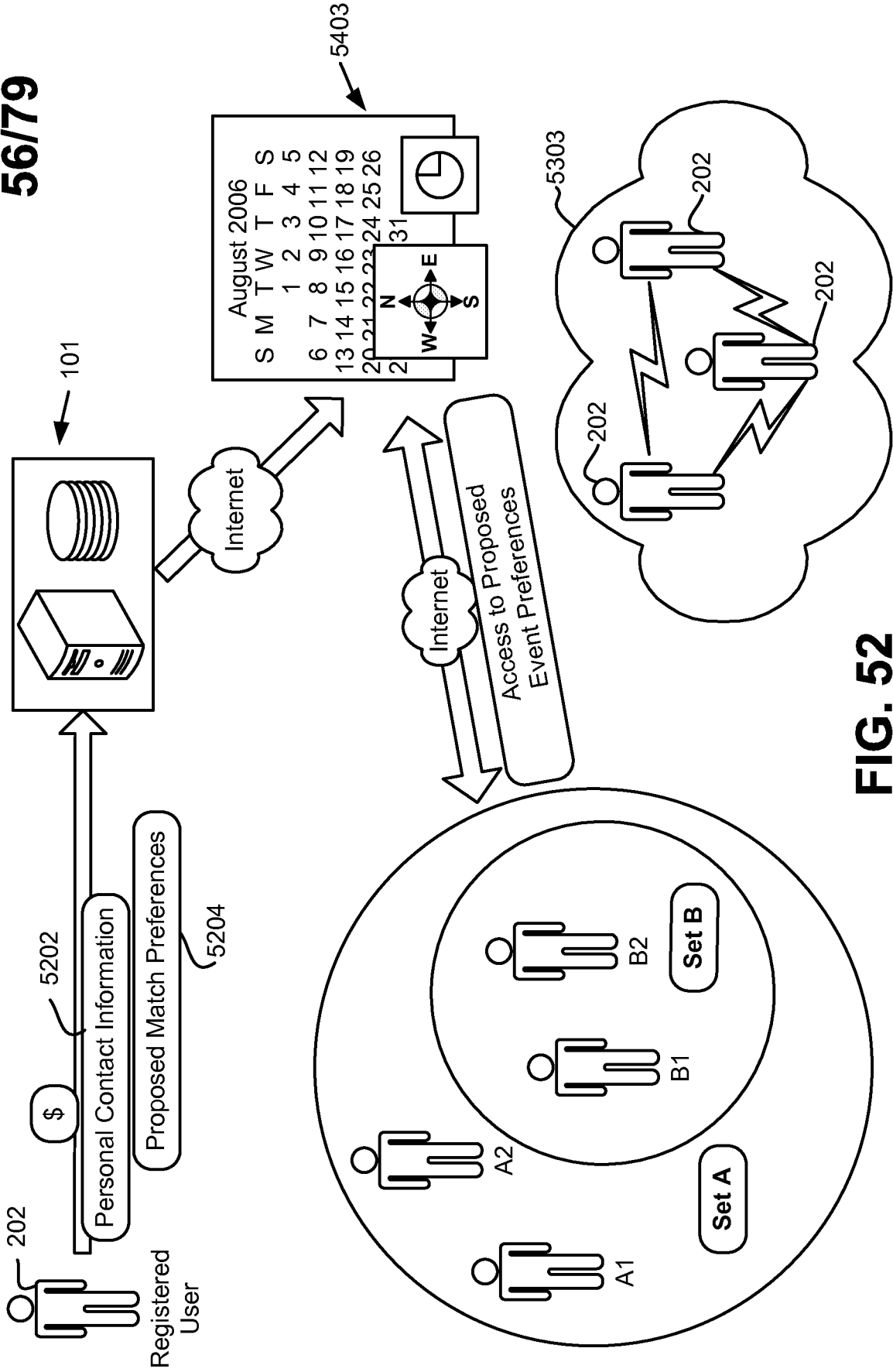


FIG. 52

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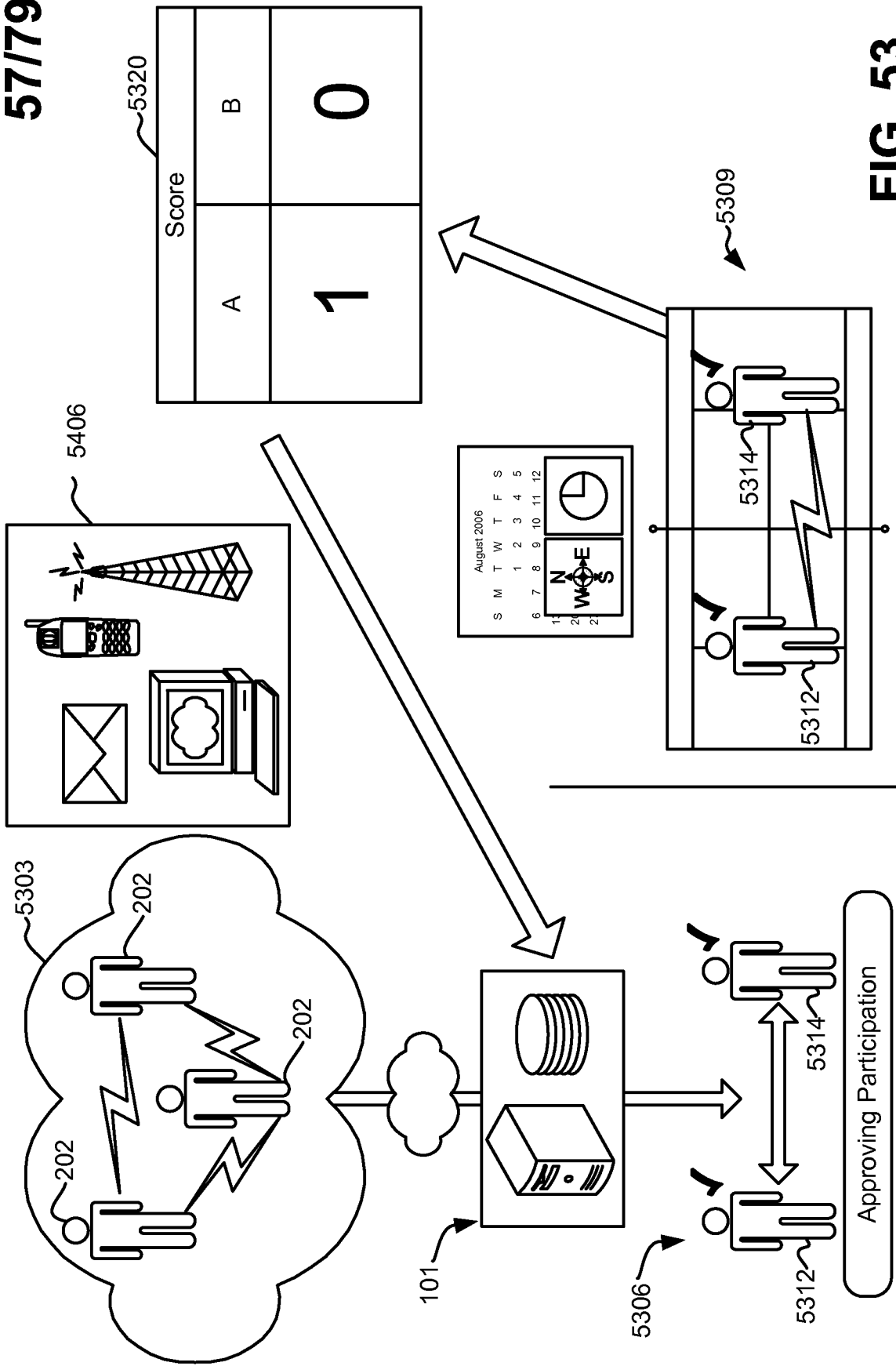


FIG. 53

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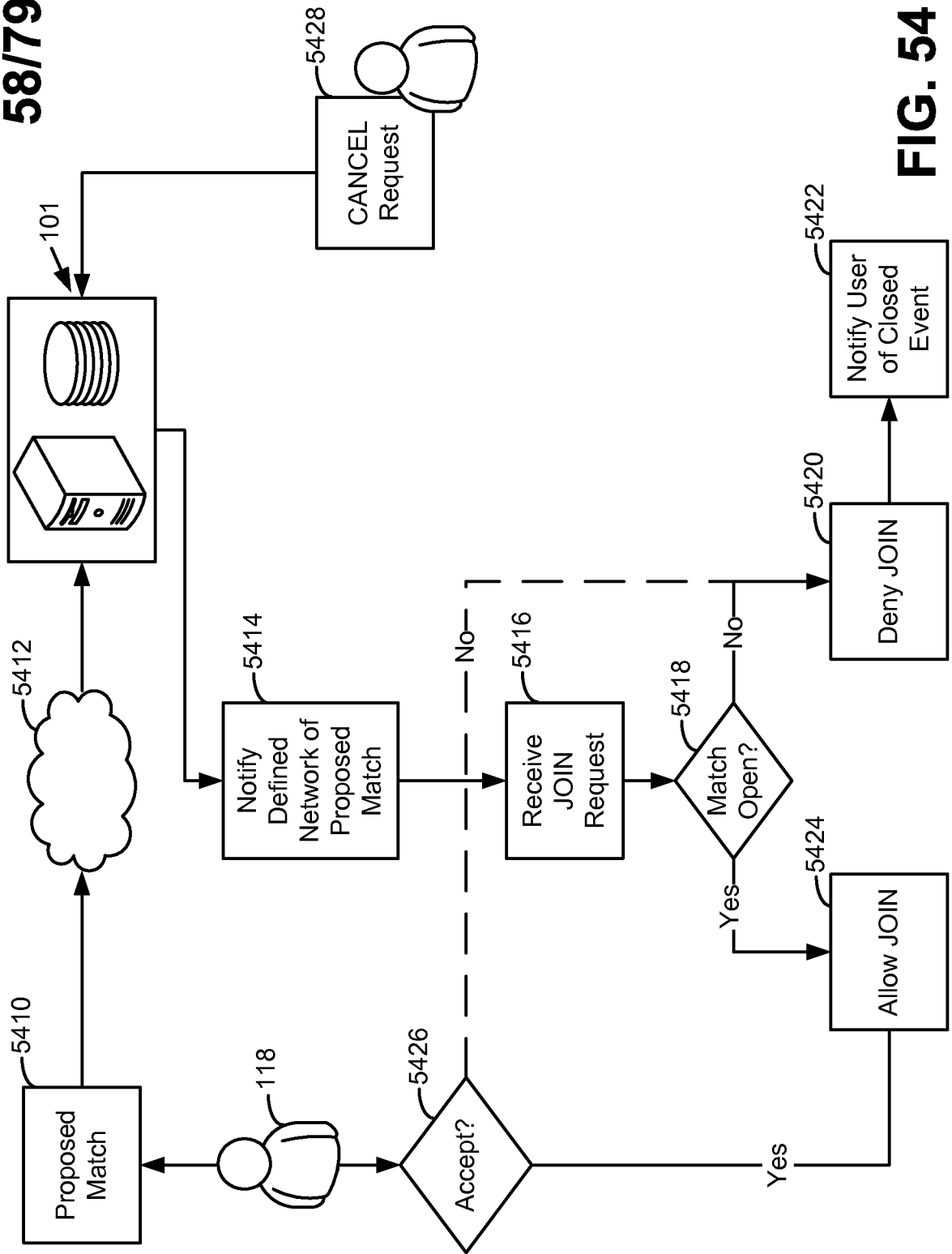


FIG. 54

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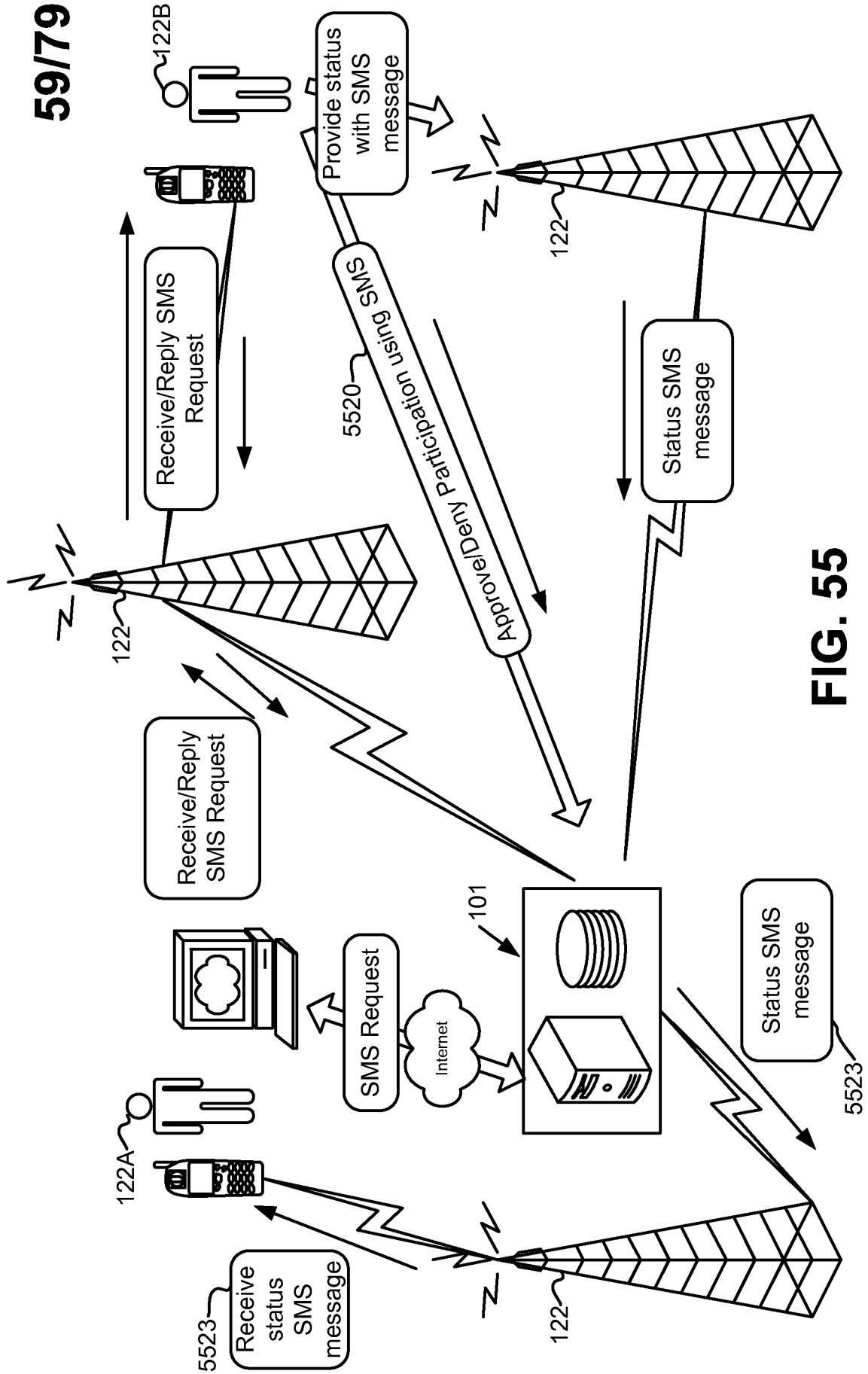


FIG. 55

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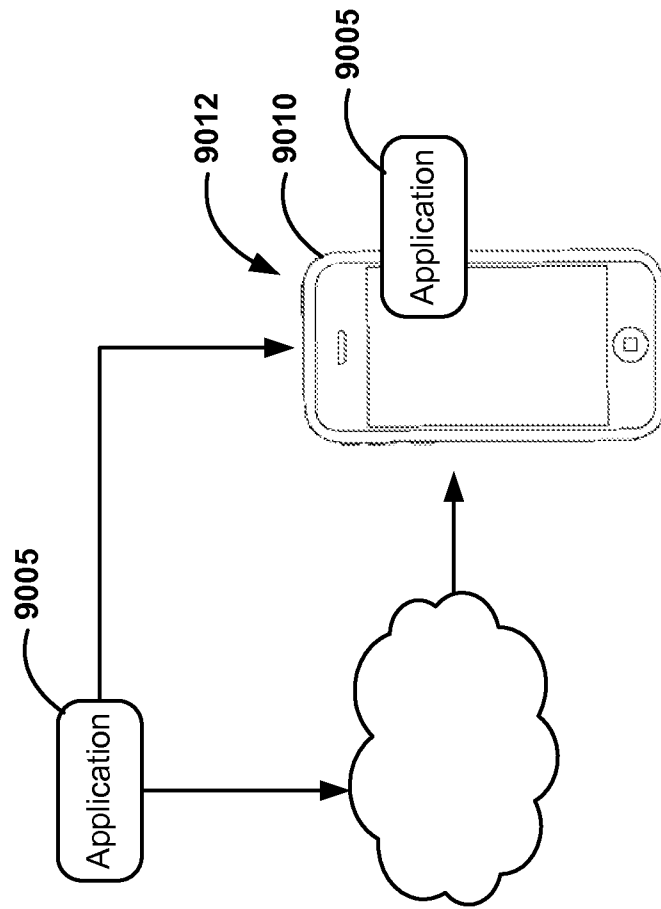


FIG. 56

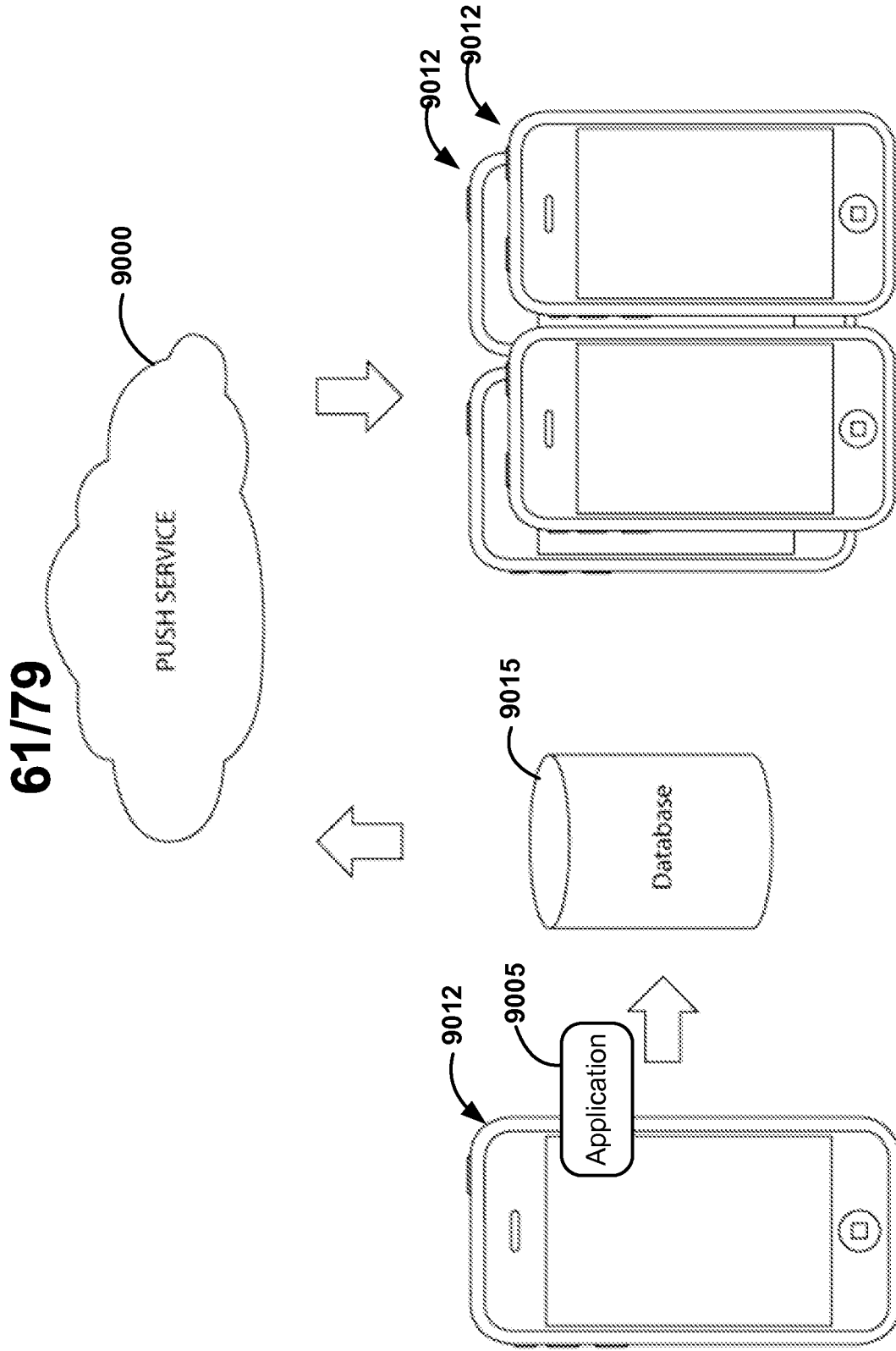


FIG. 57

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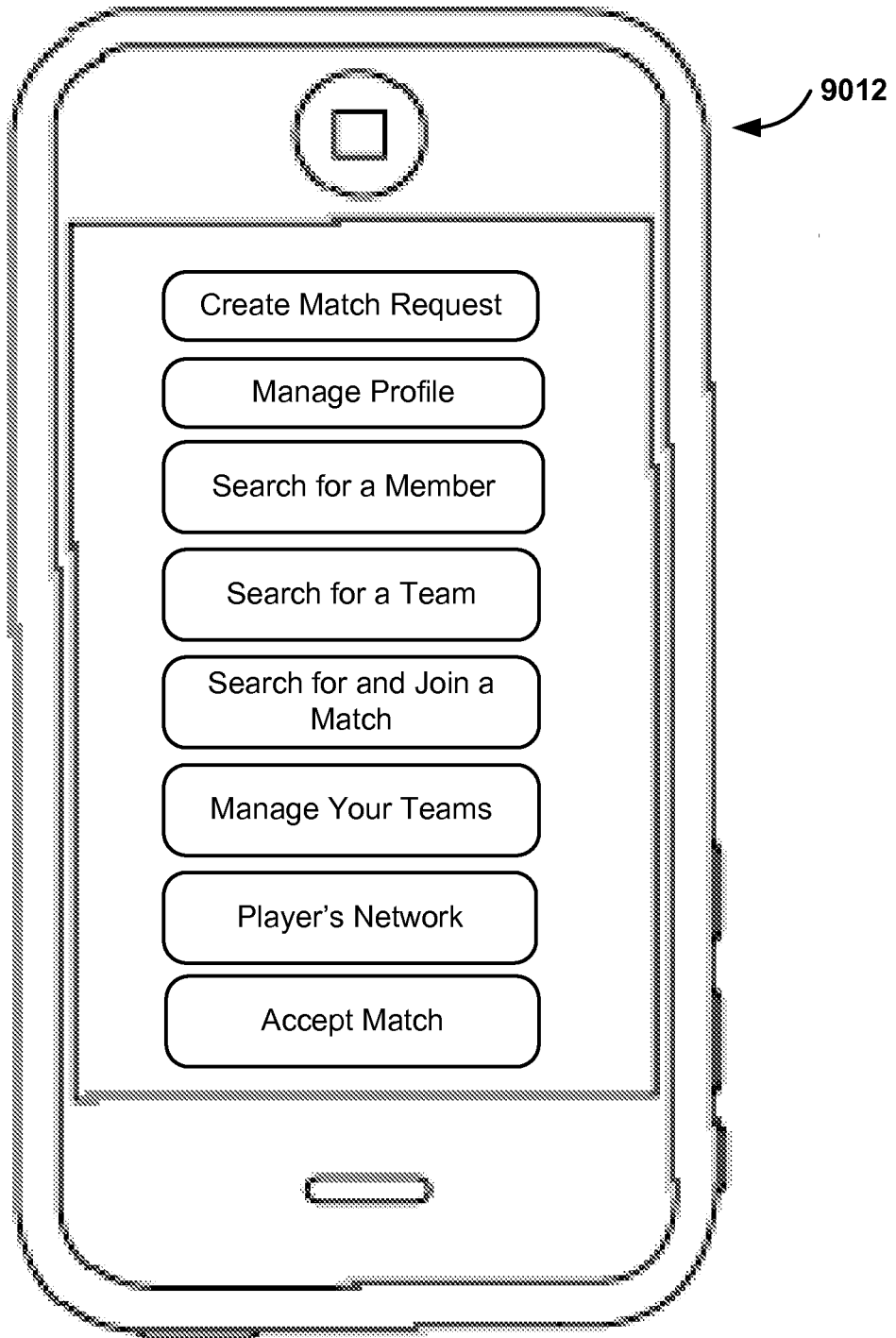


FIG. 58

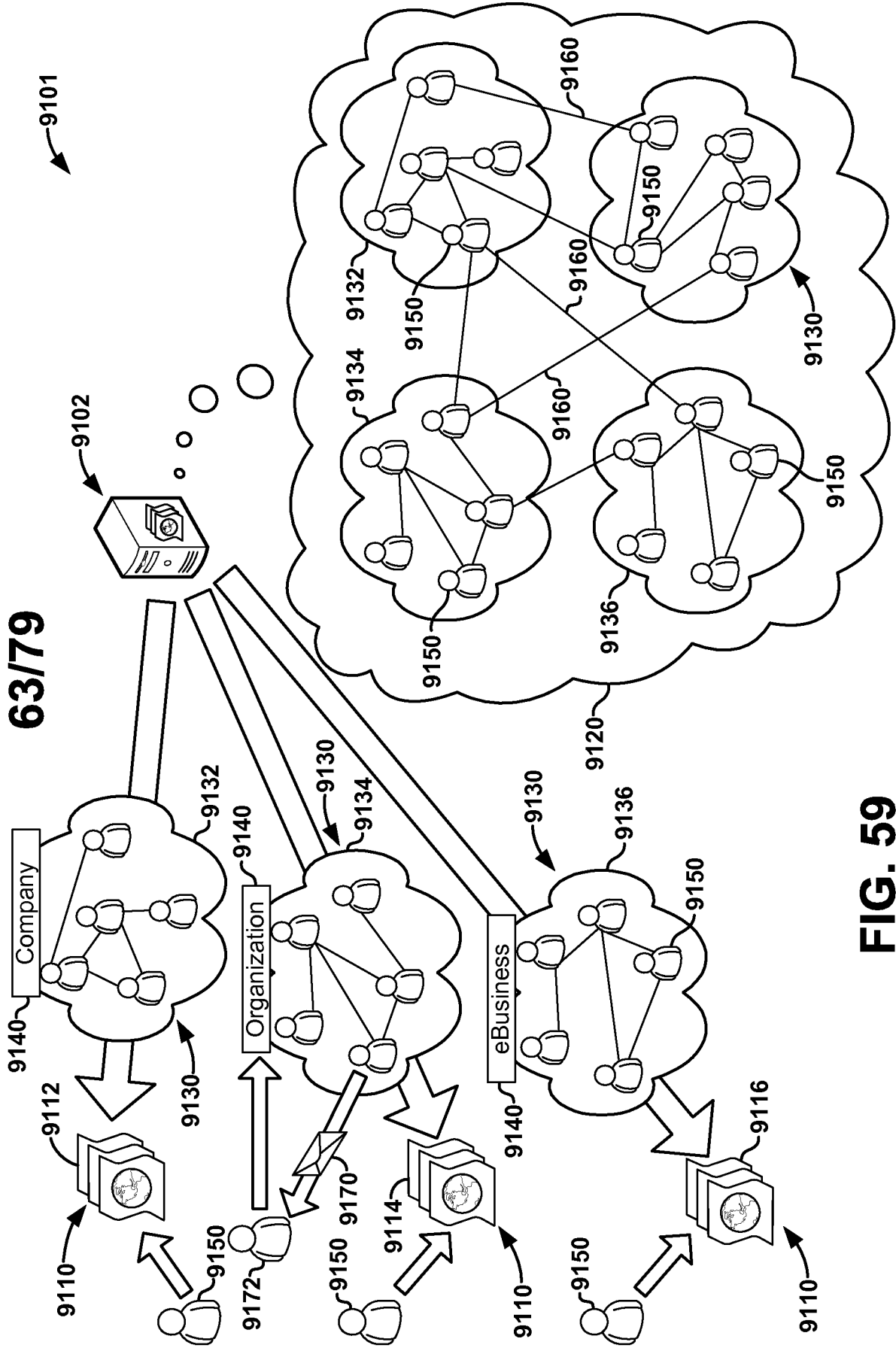


FIG. 59

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9101

Sub domain: * Golds Active Plugin Private Plugin

Full Name: * Golds Gym 9210

Menu: 9220

Color: Background: FFFFFFFF
 Hover: 747474

Background Color: 7d7d7d 9240

Background Image: X golds_bg.jpg Repeat

Logo Image (226x89): X golds_logo.png

Under Repeat

Banner Repeat

Background: Repeat

Splash page content:

Change the way you stay fit, play, and meet people!

Use our NEW social network to find and interact with other listeners. You can search for people or groups who are requesting to play any sporting matches, games, fun activities, on any date/time/level, locally and when traveling!

[SPLASHSLIDESHOW]

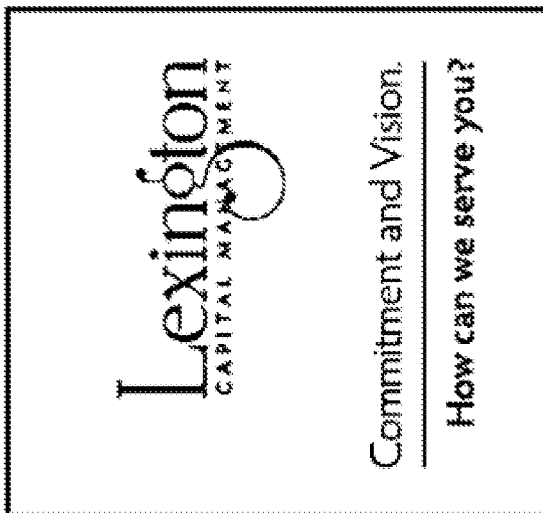
- Find like-minded listeners who enjoy the same things you do.
- Join individual or group activities with just ONE click!
- Create your own sports/activity requests and watch others join them.
- Match up with exciting folks for golf, tennis, racquetball, hiking, card games, carpooling, parties, floating the river, skiing, boating, dining, cooking... the list is endless!
- Great way to get an adventurous healthy lifestyle, while improving your social life!
- Seen on NBC, FOX, CBS, NY TIMES, AZ REPUBLIC...

9250

FIG. 60

65/79

9101



Lexington Capital Management, LLC

Now that Lexington Capital's private labeled social network has been set up and integrated with your website, the following information is your first tutorial on how to expand and leverage your network for your social media marketing and promotions:

[click on the small + in front of each section to open & click again to close it]

What is the Primary Objective and Goal?

1. The primary objective is to drive traffic into your social network, so that it can begin to grow automatically as your members start using the service, inviting their family and friends to join, as well.
2. The primary goal is to build the largest possible network.

Why Build a Large Network?

How to Build a Large Network

Place Ads in Your Banner Rotator

Account History

Payments history:

Name	Regular Amount	Payment Type	Next Billing Date	Status
Ralph Anderson	\$2000.00	for 12 Months	05 May 2011	Active
Ralph Anderson	\$2000.00	for 1 Month		Cancelled

9101

9260

9270

FIG. 61

66/79

17 airlines, 1 winner. We're #1! | HELP | CONTACT US | HAWAIIANMILES

EXPLORE | BOOK A FLIGHT | MANAGE | SEARCH SITE

9300

9101

9320

HawaiianMiles
Sign In | Join Now

9330

So, what are you doing when you get there?

Use our NEW social network to find and interact with other likeminded travelers or locals. You can even search for people who are requesting to play any sporting matches or fun activities, on any date/time/level, in your travel destinations or while at home!

- Join individual or group activities with just ONE click!
- Great way to meet locals or other tourists when traveling.
- Mix in up with others for golf, tennis, skiing, games, volleyball, snorkeling, boating, surfing, scuba diving, sightseeing, dining, shopping... our list is endless!
- Find & join activities with others at your own hotel or in the surrounding areas.
- Can get in on exciting events posted by Hawaiian Airlines.
- Revolutionize the way you play & meet people while traveling or at home!

The ULTIMATE sports/activities/networking service for the adventurous!

Enter & Use the Network »

Powered by CorporateSMM.com

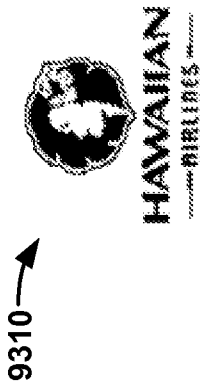


FIG. 62

9310 CLASSIC ROCK 100.7 FEM KSOX

LED. AIRPLAYS IN

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9300

9101

9315

Home Calendars On Air Today's Playlist On Air Schedule Photos Traffic on the X Station Info Contact Us Sponsors



Revolutionize the way you stay fit, play, and meet people!

Use our NEW social network to find and interact with other listeners. You can search for people or groups who are requesting to play any sporting matches, games, fun activities, on any date/time/level, locally and when traveling!

- Find interested listeners who enjoy the same things you do.
- Join individual or group activities with just ONE click!
- Create your own sports/activity requests and watch others join them.
- Match up with exciting folks for golf, tennis, racquetball, hiking, card games, carpooling, parties, floating the river, stargazing, boating, dining, cooking... the list is endless!
- Great way to get an adventurous healthy lifestyle, while improving your social life!
- Seen on NBC, FOX, CBS, NY TIMES, A2 REPUBLIC...

Sign Up 100% Free *

9330

9350

CLASSIC ROCK 100.7 FEM KSOX

Copyright © 2009 KSOX-FEM and Enterprises LLC. All Rights Reserved. Network: Liberty Classics (Chicago) Primary Platform: KSOX-FEM | KSOX-FEM

Home Calendars On Air Today's Playlist On Air Schedule Photos Traffic on the X Station Info Contact Us Sponsors

Powered by CorporateSMM.com

FIG. 63

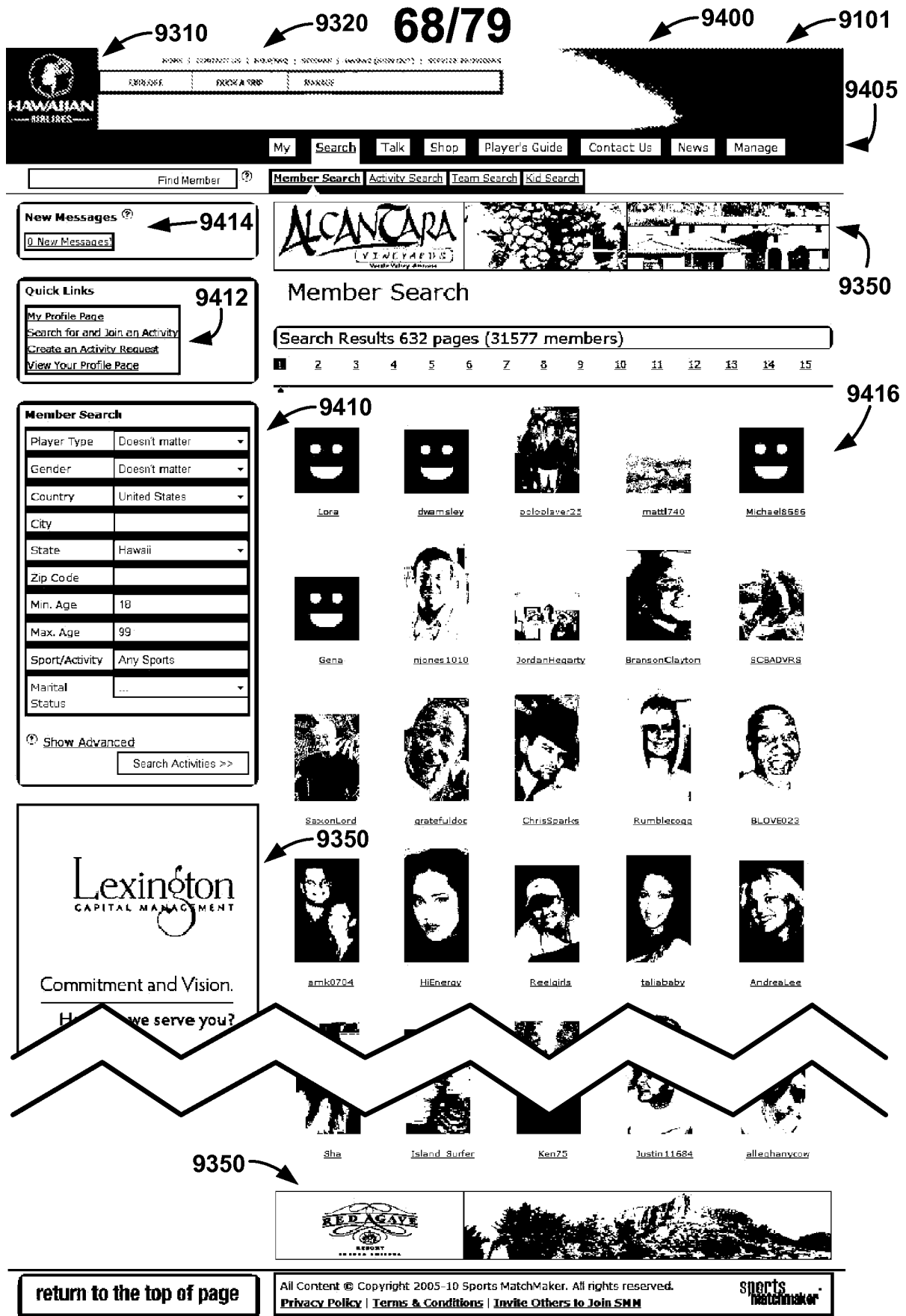


FIG. 64

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9420 9422 9424 9426 9428 9430 9101

ID	mobilePhone	FirstName	LastName	BirthDate	GenderID	GrowlJohn	CountID	StateID	ZipCode	City	Count
2...	teroflower@yahoo.c...	NULL	NULL	19	NULL	NULL	222	3	NULL	Tucson	NULL
2...	acksonof_93@yahoo...	NULL	NULL	19	NULL	NULL	222	3	NULL	Tucson	NULL
2...	adaf3062@yahoo.com	NULL	NULL	19	NULL	NULL	222	3	NULL	Tucson	NULL
2...	idgo@gmail.com	Mike	Demarest	19	1	Aberdeen...	222	31	07747	Aberdeen	15
2...	1987@yahoo.com	K	W	19	0		222	3	85027	Phoenix	28
2...	st@B.asicfSP.net	NULL	NULL	19	NULL	NULL	222	3	NULL	Tucson	NULL
2...	2m33access.com	NULL	NULL	19	NULL	NULL	222	3	NULL	Tucson	NULL
2...	kesmooth@aol.com	NULL	NULL	19	NULL	NULL	222	3	NULL	Tucson	NULL
2...	dennis@live.com	Dene	Dennis	19	0		222	43	37303	Athens	33
2...	nick763@yahoo.com	NULL	NULL	19	NULL	NULL	222	3	NULL	Tucson	NULL
2...	om@technagmet.com	NULL	NULL	19	NULL	NULL	222	3	NULL	Tucson	NULL
2...	st2pink@yahoo.com	Tim	Anderson	19	1	Edgeley	222	35	58433	Edgeley	24
2...	d1nto@gmail.com	Nick		19	1		222	14	60101	Chicago...	56
2...	hirstine@yahoo.com	NULL	NULL	19	NULL	NULL	222	3	NULL	Tucson	NULL
2...	4zubaat@icloud.com	Zubaar	Feroz	19	1		222	14	60653	Chicago	20
2...	dak@ccc.net	NULL	NULL	19	NULL	NULL	222	3	NULL	Tucson	NULL
2...	3700@vnetmail.com	Lottie		19	0	Tacoma...	222	3	85251	Scottsdale	11
2...	thy@aol.com	Sarah	Croffly	19	0	Tucson	222	3	85710	Tucson	8
2...	1445@veerhc.com	Maria	Jinenez	19	0	Winton-S...	222	34	27127	Winton...	53
2...	active1@netactive1...	NULL	NULL	19	NULL	NULL	222	0	NULL	NULL	NULL

FIG. 65

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9101

And build your Player's Network™!

The more friends/family/associates you have in your Player's Network™, the more regular activities, fitness, social fun and adventure you'll add to your life, with no effort on your part. **Why?** Because you can have all the Activity Requests they create for anything like golf, tennis, poker, camping, working out, biking, anything...even parties...automatically sent to you, via email and/or text message to your cell phone, and vice versa. Then with just one click you can join any of them and be playing matches, staying active, and having fun!

So, enter the email addresses of your friends & acquaintances, broadcast to your address books, or post to your social networks. Then the adventure begins! You'll be improving your and their opportunities to stay fit, play, and meet people...as a new lifestyle. So, let 'em know...they'll be glad you did!

9432

1.	
2.	
3.	
4.	
5.	
6.	
7.	
8.	
9.	
10.	

Send a personal message to your friends:

Hello,

FIG. 66

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9101

9434

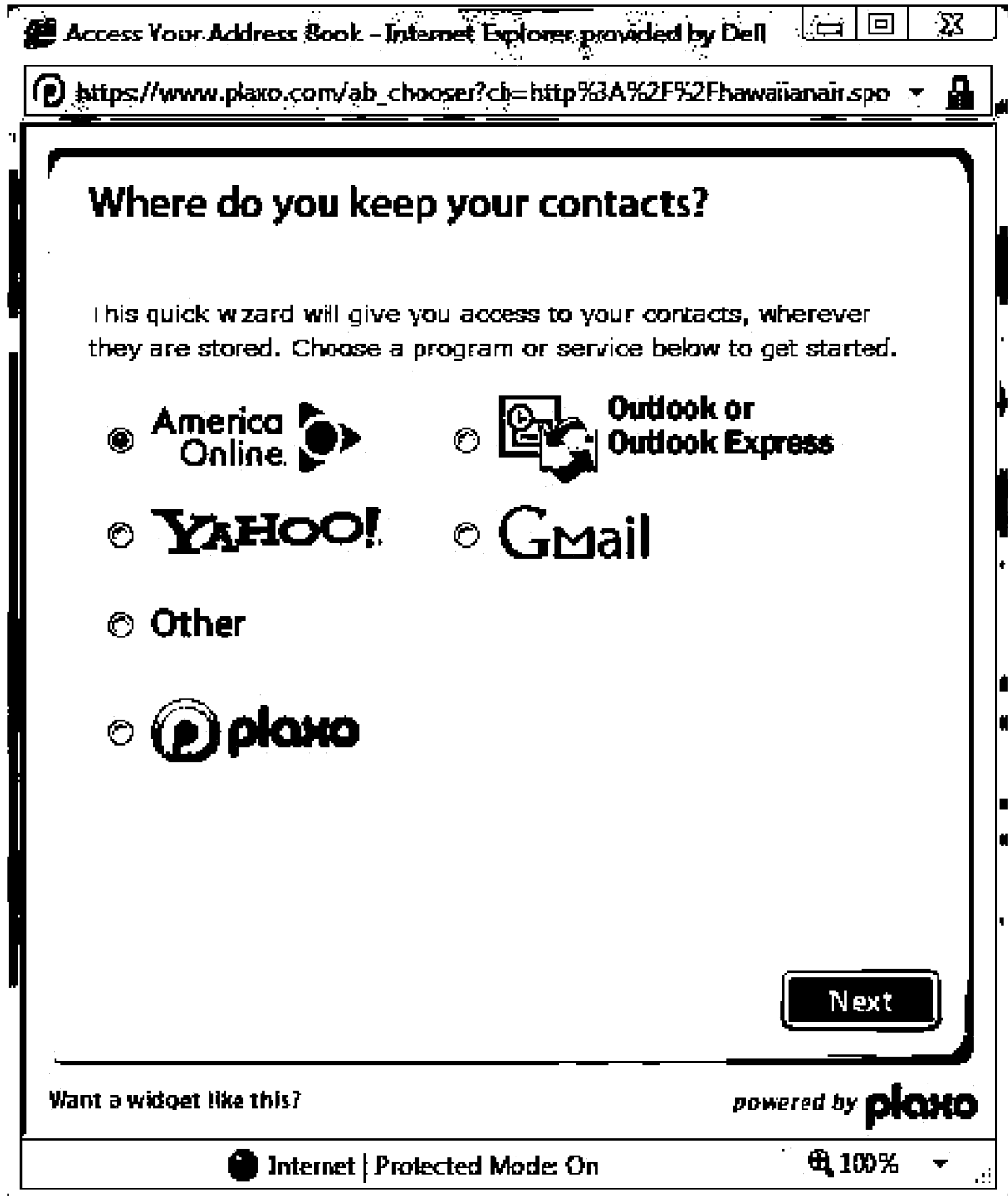


FIG. 67

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9101

9436

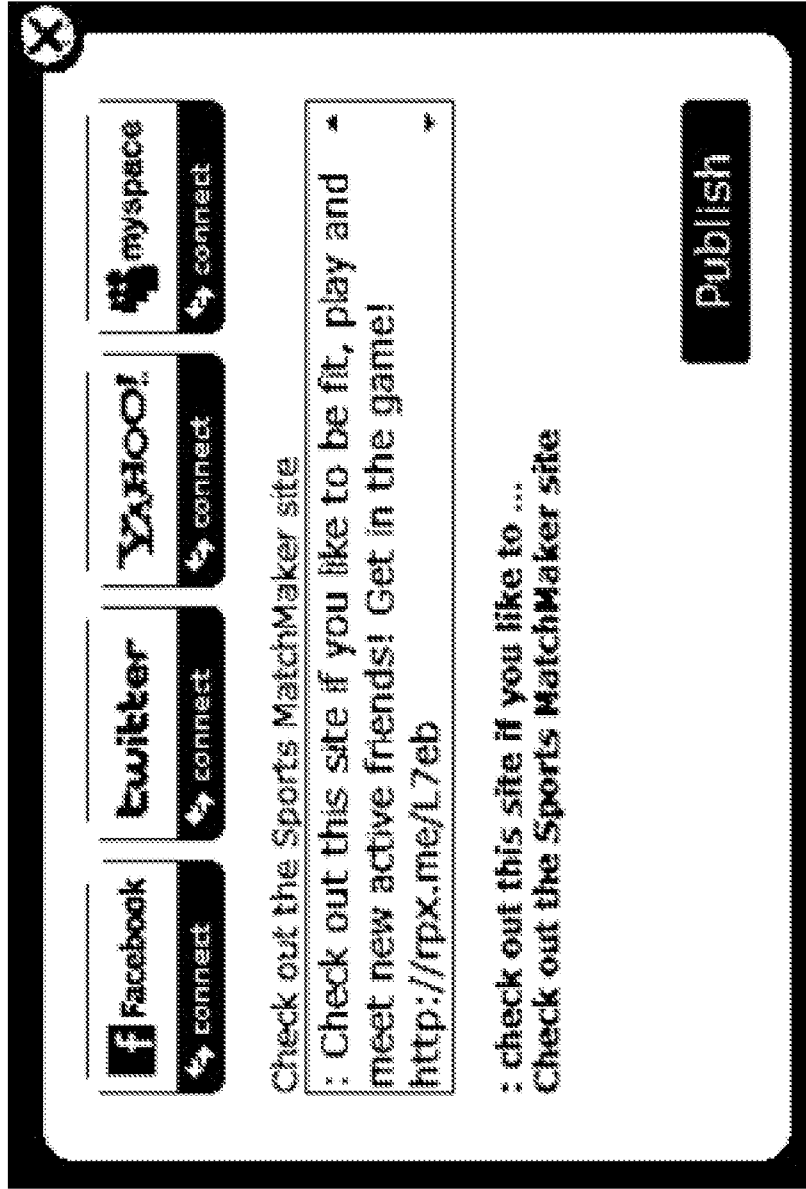


FIG. 68

73/79 9440 9101

Boating

Looking for: 1 person(s) 9444
 Date: August 21, 2010 @ 10:00 AM 9446

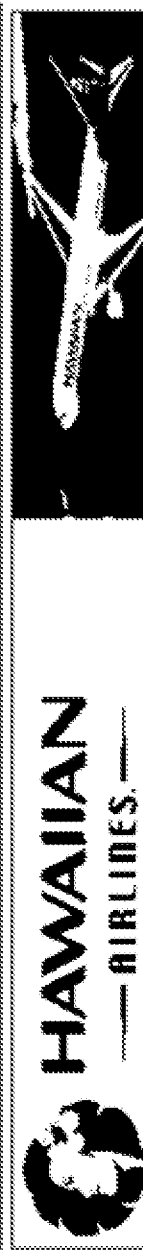
Location/Facility: Bartlett Lake 9448
 Event Posted In: Scottsdale, Arizona, United States

Minimum Player Level: Novice 9450
 Maximum Player Level: Expert

Joined Players:
 Confirm Activity 9452

Zhoanblikker Bandala abaliff Khaliff Ullishob 9458

Activity:
 Broadcast Activity to Your Player's Network or Address Book or Social Network 9454
 Delete Activity 9456
 Email All Participants



[Manage Your Profile Page](#)
[Manage Your Teams](#)

Create an Activity Request

① Privacy Open to All Player's Network™

Activity Type Player Team

② Sport/Activity

③ Min. Level

Max. Level

④ Date Type:

Date

Start Time

⑤

FIG. 69

74/79

↖ 9101

↖ 9170

Hi, do you want to join my following event I set up through a new website?
Check it out below and click the link to get in on the fun while it's still open!

Event Details:
Player is Boating.
His level is Intermediate.

Date: August 21, 2010 @ 10:00 AM.
Location/Facility: Bartlett Lake.
Event Posted In: Scottsdale, Arizona, United States Looking for: 10 person(s)
Notes: Meet at my home and we'll all go to lake together.

↖ 9176

To JOIN the event:
<http://hawaiianair.sportsmatchmaker.com/matchsearch.cfm/accept/768>

For more details:
<http://hawaiianair.sportsmatchmaker.com/matchinfo.cfm/matchid/768>

If clicking the link does not work for you, copy and paste it into your browser address window.
Make it happen!

FIG. 70

75/79

9101

9490

9310

9320

HOME | CONTACT US | HELP/FAQ | SETEMP | RESERVE (SIGN OUT) | SERVICE PROVIDERS

EXPLORE | BOOK A TRIP | MANAGE

MY Search Talk Shop Player's Guide Contact Us News Manage

Find Member

New Messages
27 New Messages

Quick Links
MY ACCOUNT

Activity Search

Activity Type: Members
Sport/Activity: All Sports
Player Type: ...

Player is available for Booking.
His level is: Intermediate
Date: August 21, 2010 @ 10:00 AM
Location/Facility: Bertier Lake
Activity Posted In: Scottsdale, Arizona, United States
Looking for: 10 person(s)

Lexington Commitment and Vision.
How can we serve you?

Activity Search

Activity Requests™

FIG. 71A

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MY ACTIVITIES 9101

Activity Search ⓘ

Activity Type: 9490

Sport/Activity: 9466

Sport Rules

Player Type:

Gender:

On or after: 9462

Within: 9446

Country: 9448

City:

State:

Zip Code ⓘ:

Show Advanced 9470

Activity Requests™ 9460

Player is available for Boating. 9462

His level is: Intermediate 9446

Date: August 21, 2010 @ 10:00 AM 9448

Location/Facility: Bartlett Lake

Activity Posted in: Scottsdale, Arizona, United States

Looking for: 10 person(s)

[@ Mike Dallas](#) 9444


Min. Participant Level: Novice 9450

Max. Participant Level: Expert


Other approved players involved:

9480


[@ Scott Miller](#)




[@ Bob Miller](#)




[@ Jeff](#)




[@ Mike](#)



[@ Mike](#)



[@ Mike](#)



Broadcast Activity to Year: 9454

[Player's Network or Address Book or Social Networks](#)




FIG. 71B

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9101


9310

9320

HOME | CONTACT US | HELP/FAQ | SITEMAP | 3944 | 2438-1403018 | SERVICE PROVIDERS


EXPLORE BOOK A TRIP MANAGE

Shop Player's Guide Contact Us News




Fork in the Road
American Bistro

Happy Hour 4-6pm
Wine, Tapas & Cocktails
Dinner from 5pm to 9pm



Four Diamond Chef Alan McClean and Brenda McClean host this local's favorite restaurant in the Tempe Marketplace, Village of Oak Creek, Sedona Arizona . 928.284.9333

Jeep it to Believe it!



Sedona Jeep Rentals

9500

Login Required

You have joined one of Player's events. After you login/register below, we will know who you are and you'll be added to the event automatically.

Login or register (first time users) by clicking one of your providers

Please login before attempting to access this page.
If you're a first time user, you'll automatically be registered to this site if you login with Google or Yahoo.



FIG. 72

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9101

9310

9320

The screenshot shows a user interface for Hawaiian Airlines. At the top left is the Hawaiian Airlines logo. A navigation bar contains links: HOME, CONTACT US, HAWAIIAN, GETTHERAP, HAWAIIAN (SIGN OUT), and SERVICES PROVIDED. Below this is a secondary navigation bar with EXPLORE and BOOK A TRIP (MANAGE). A search bar is present with the text 'Find Member'. A main menu includes: My, Search, Talk, Stop, Player's Guide, Contact Us, News, Manage, Dashboard, Profile Page, Teams, Activities, Favorites, Scores, Player's Network, Contests, Games. The main content area features a large banner for 'ALCANCARA' (ALCANTARA) with a 'VETERAN' badge. Below the banner is a 'Dashboard' section with a 'Members - randomly displayed' list. The list includes profile pictures and names: Azzubob, Laura, MissyB01, and Hoshiko. A 'Show more' link is at the bottom of the list. To the right, there is a 'Quick links' section with various utility links like 'Create an Activity Request', 'Manage Your Profile Page', 'Send Profile to Your Address Book', etc. At the bottom right, there is a 'New Messages' section showing '1 New Message'.

FIG. 73

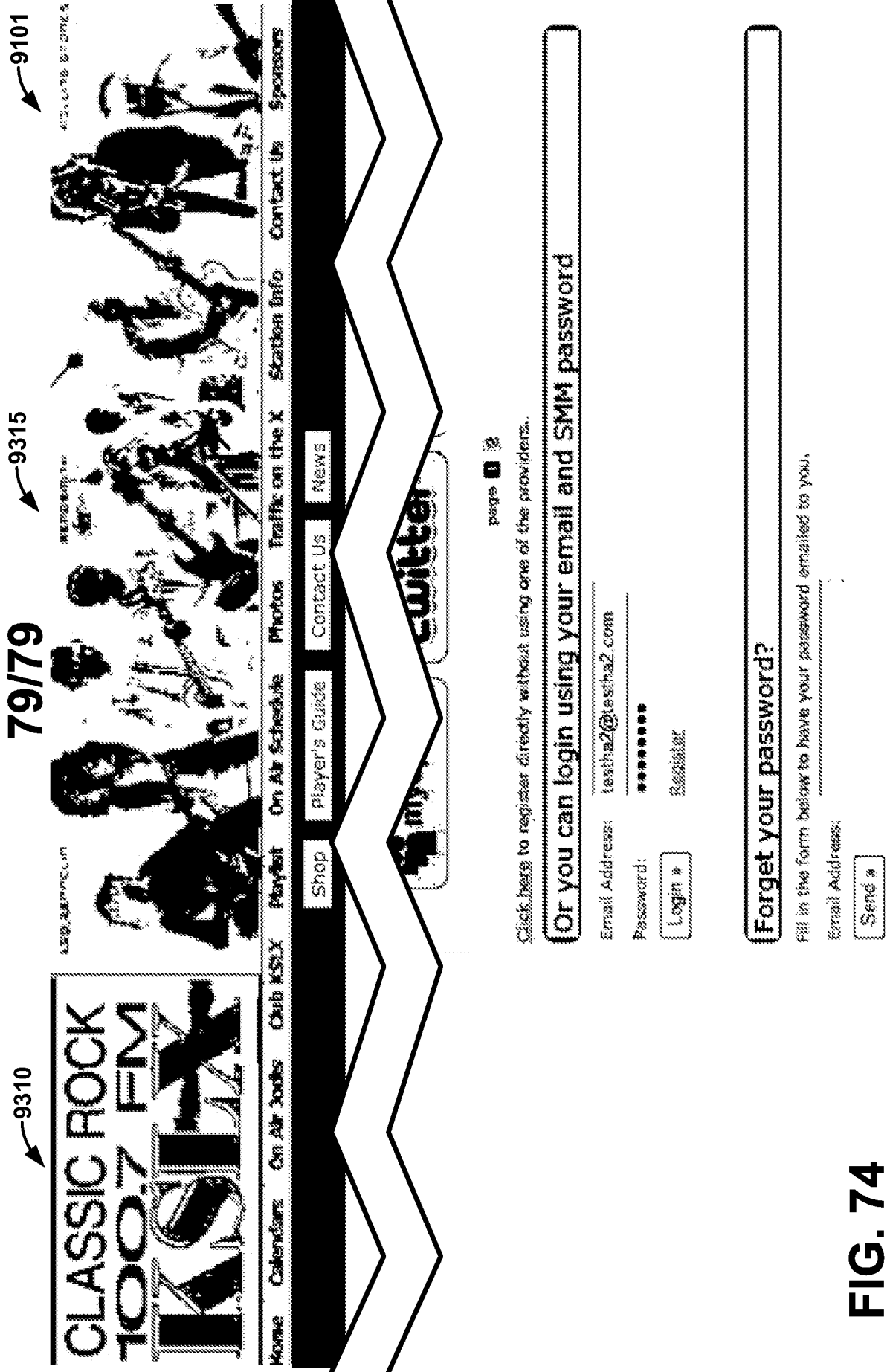


FIG. 74