

(19) World Intellectual Property Organization
International Bureau



(43) International Publication Date
16 July 2009 (16.07.2009)

PCT

(10) International Publication Number
WO 2009/089345 A2

(51) International Patent Classification:
G06Q 10/00 (2006.01)

(74) Agent: **KURTZ, Richard**; Greenberg Traurig LLC, 2101 L Street, NW Suite 1000, Washington, District Of Columbia 20037 (US).

(21) International Application Number:
PCT/US2009/030436

(81) Designated States (*unless otherwise indicated, for every kind of national protection available*): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IS, JP, KE, KG, KM, KN, KP, KR, KZ, LA, LC, LK, LR, LS, LT, LU, LY, MA, MD, ME, MG, MK, MN, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RS, RU, SC, SD, SE, SG, SK, SL, SM, ST, SV, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, ZA, ZM, ZW.

(22) International Filing Date: 8 January 2009 (08.01.2009)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
61/019,754 8 January 2008 (08.01.2008) US

(71) Applicant (*for all designated States except US*): **BLAZE-TRAK, LLC** [US/US]; 3470 Olney-Laytonsville Road, Suite 188, Olney, Maryland 20832 (US).

(72) Inventors; and

(75) Inventors/Applicants (*for US only*): **STANFORD, Corey J.** [US/US]; 1310 Pulaski Street, Unit B, Columbia, South Carolina 29201 (US). **CASEY, Nathaniel J.** [US/US]; 395 First Street, Apt. 1-S, Mineola, New York 11501 (US). **HARRISON, Ronald A.** [US/US]; 9514 Lawnsberry Terrace, Silver Spring, Maryland 20901 (US).

(84) Designated States (*unless otherwise indicated, for every kind of regional protection available*): ARIPO (BW, GH, GM, KE, LS, MW, MZ, NA, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT, LU, LV, MC, MK, MT, NL, NO, PL, PT, RO, SE, SI, SK, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

Published:

— without international search report and to be republished upon receipt of that report

(54) Title: REVIEW MANAGMENT SYSTEM FOR AUDITION PORTFOLIOS

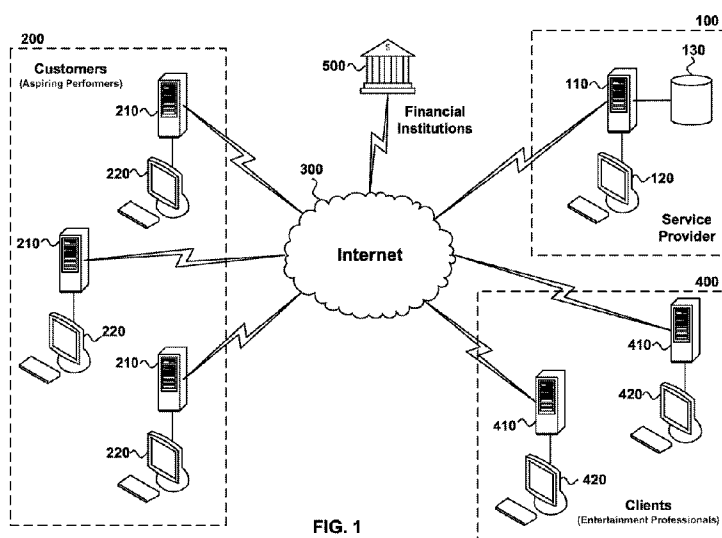


FIG. 1

(57) Abstract: A system and method for submitting an audition profile to a reviewer. A query is received from a first end user having an audition portfolio, wherein the query comprises at least one query criteria for retrieving information relating to at least a second user who is willing to review the audition portfolio for a fee. Information relating to the second user is retrieved using the query criteria. The information relating to the second user is transmitted to the first user. A selection of the second user is received, via the network, at the computing device. An audition portfolio is received at the computing device from the first user. The audition portfolio is transmitted, via the network, to the selected second user. A review of the audition portfolio is received at the computing device. The review of the of the audition portfolio is transmitted to the first end user.

REVIEW MANAGEMENT SYSTEM FOR AUI

RELATED APPLICATIONS

[0001] This application claims the benefit of U.S. Provisional Application No. 61/019,754, entitled "Review Management System for Audition Portfolios" filed on Jan. 8, 2008, the disclosure of which is herein incorporated in its entirety.

[0002] This application includes material which is subject to copyright protection. The copyright owner has no objection to the facsimile reproduction by anyone of the patent disclosure, as it appears in the Patent and Trademark Office files or records, but otherwise reserves all copyright rights whatsoever.

BACKGROUND OF THE INVENTION

[0003] The desire to be seen and heard will never cease because the dream to be a star will never die. Aspiring artists pass out hundreds and thousands of press kits and demos to entertainment professionals on a regular basis in hopes of being discovered. Most are never even touched because of the vast volume of such items received and/or the probability of low quality work. Hopefuls have no idea if their portfolio was reviewed or discarded, liked or disliked. They are left completely in the dark unless someone wants to sign them.

SUMMARY OF THE INVENTION

[0004] In one embodiment, the invention provides an online clearinghouse and review management system for audition portfolios. The system allows users to submit their works to a famous entertainment professional of their choice and receive feedback on all of the submitted materials in an expedited fashion. The feedback comes directly from the entertainment professional and their camp. Essentially, it allows users to "virtually" audition from anywhere in the world at anytime. Regardless of talent, training, or experience, everyone with a dream can be heard and critiqued by the people who make the big decisions.

[0005] In another embodiment, the invention is a method for submitting an audition profile to a reviewer. A query is received at at least one computing device, via a network, from a first end user having an audition portfolio, wherein the query comprises at least one query criteria for retrieving information relating to at least a second user who is willing to review the audition portfolio for a fee. Information relating to the second user is retrieved from a computer readable medium accessible to the network using the query criteria. The information relating to the

second user is transmitted, via the network, to the first user.

received, via the network, at the computing device. An audition portfolio is received at the computing device, via the network, from the first user. The audition portfolio is transmitted, via the network, to the selected second user. A review of the audition portfolio is received at the computing device, via the network from the selected second user. The review of the of the audition portfolio is transmitted, via the network, to the first end user.

[0006] In another embodiment, the invention is a method for reviewing audition profiles. A login for a first user is received, via a network, from a first computing device at at least a second computing device. Using the second computing device, identifications of a plurality of audition portfolios stored on computer readable media accessible to the network are retrieved wherein each of the plurality of audition portfolios was submitted by at least a second user for review by the first user for a fee. The identifications of the plurality of audition portfolios are transmitted, via the network, to the first computing device. For each of at least a subset of the identifications of the plurality of audition portfolios, a selection of the identification is received, via the network, from the first computing device. The audition portfolio identified by the selected identification is retrieved, using the second computing device, and is transmitted, via the network, to the first computing device. A review of the retrieved audition portfolio is received, via the network, from the first computing device, wherein the review was performed by the first user.

BRIEF DESCRIPTION OF THE DRAWINGS

[0007] The accompanying drawings, which are included to provide a further understanding of the invention and are incorporated in and constitute a part of this specification, illustrate embodiments of the invention and together with the description serve to explain the principles of at least one embodiment of the invention.

[0008] FIG. 1 is a high-level diagram of one embodiment a physical system capable of supporting embodiments of the present invention.

[0009] FIG. 2 illustrates one embodiment of a hardware configuration capable of supporting the services provided by the service provider's servers in FIG. 1.

[0010] FIG. 3 illustrates one embodiment of a process through which a customer submits an audition portfolio to a client.

[0011] FIG. 4 illustrates one embodiment of a feedback report furnished with a client's response to a customer's audition profile.

[0012] FIG. 5 illustrates one embodiment of the process in which a professional becomes a client of the system.

[0013] FIG. 6 illustrates one embodiment of a process through which a client reviews audition portfolio submitted by customers.

[0014] FIG. 7 illustrates one embodiment of a login page which allows a client to login to the system.

[0015] FIG. 8 illustrates one embodiment of a client dashboard page.

[0016] FIG. 9 illustrates one embodiment of a submission review page.

[0017] FIG. 10 illustrates one embodiment of a client dashboard page.

DETAILED DESCRIPTION OF EMBODIMENTS OF THE INVENTION

[0018] The present invention is described below with reference to block diagrams and operational illustrations of methods and devices to store and/or access information regarding audition portfolios. It is to be understood that each block of the block diagrams or operational illustrations, and combinations of blocks in the block diagrams or operational illustrations, may be implemented by means of analog or digital hardware and computer program instructions.

[0019] These computer program instructions may be provided to a processor of a general purpose computer, special purpose computer, ASIC, or other programmable data processing apparatus, such that the instructions, which execute via the processor of the computer or other programmable data processing apparatus, implements the functions/acts specified in the block diagrams or operational block or blocks.

[0020] In some alternate implementations, the functions/acts noted in the blocks may occur out of the order noted in the operational illustrations. For example, two blocks shown in succession may in fact be executed substantially concurrently or the blocks may sometimes be executed in the reverse order, depending upon the functionality/acts involved.

[0021] For the purposes of this disclosure the term “server” should be understood to refer to a service point which provides processing, database, and communication facilities. By way of example, and not limitation, the term “server” may refer to a single, physical processor with associated communications and data storage and database facilities, or it may refer to a networked or clustered complex of processors and associated network and storage devices, as

well as operating software and one or more database system support the services provided by the server.

[0022] For the purposes of this disclosure, computer readable media stores computer data in machine readable form. By way of example, and not limitation, computer readable media can comprise computer storage media and communication media. Computer storage media includes volatile and non-volatile, removable and non-removable media implemented in any method or technology for storage of information such as computer-readable instructions, data structures, program modules or other data. Computer storage media includes, but is not limited to, RAM, ROM, EPROM, EEPROM, flash memory or other solid-state memory technology, CD-ROM, DVD, or other optical storage, magnetic cassettes, magnetic tape, magnetic disk storage or other mass storage devices, or any other medium which can be used to store the desired information and which can be accessed by the computer.

[0023] For the purposes of this disclosure the term “customer” and “aspiring performer” should be understood to refer to an individual or group of individuals who are seeking to develop a career in entertainment and wish to submit an audition portfolio for review by an entertainment professional. The aspiring performer may be, without limitation, a producer, songwriter, singer, musician, dancer, or any other type of performance artist. An audition portfolio may contain, without limitation, biographical and contact information for an aspiring performer and one or more audio or audio-visual recordings of a performance by the aspiring performer. An “aspiring performer” becomes a “customer” of a service provider by using or purchasing services through a service provider’s website.

[0024] For the purposes of this disclosure the term “client” and “entertainment professional” should be understood to refer to famous or otherwise well established entertainment professionals involved in the actual production or performance of, without limitation, music, dance, video, and audio works. The term as it is used in the embodiments in this disclosure is not directed to professionals within the Artists and Repertoire (A&R) division of a record label company. Nevertheless, nothing in the present disclosure should be taken to imply that the system and method could not be readily adapted and used by the A&R division of a record label company. An “entertainment professional” becomes a “client” of a provider by providing services using the provider’s website.

[0025] Reference will now be made in detail to illustration of the invention, examples of which are shown in the accompanying drawings.

[0026] FIG. 1 is a high-level diagram of one embodiment of a hardware configuration capable of supporting embodiments of the disclosed system and method. The system may be hosted on one or more servers 110 located at a service provider's site 100. The server 110 hosts software for implementing a web server, and application software and one or more databases for implementing one or more websites. The server 110 has at least one user interface 120 which allows the service provider to administer the server and its application software. The server 110 may additionally be connected to one or more external storage devices 130 which may provide backup services or which may host one or more databases.

[0027] FIG. 2 illustrates one embodiment of a hardware configuration capable of supporting at least one embodiment of the services provided by the servers 110 in FIG. 1. The configuration shown in FIG. 2 is illustrative, and not limiting, and those skilled in the art will readily understand that other hardware and software configurations are capable of supporting the system disclosed herein.

[0028] Referring back to FIG. 1, the system is accessed by customers 200 of the system through one or more websites hosted on the server 110 which are accessible through an external network 300, for example, the Internet. Customers will typically access the service provider's websites using a computer 210 which supports a display and graphical user interface 220. Nothing in this disclosure, however, should be taken to exclude the use of other devices such as PDA's, cell phones, or other fixed or mobile devices capable of accessing the provider's websites.

[0029] The system is accessed by clients 400 of the system through one or more websites hosted on the server 110 which are accessible through the external network 300. Clients will typically access the service provider's websites using a computer 410 which supports a display and graphical user interface 420. Nothing in this disclosure, however, should be taken to exclude the use of other devices such as PDA's, cell phones, or other fixed or mobile devices capable of accessing the provider's websites.

[0030] Financial transactions, such as payments by customers 200 and payments to clients 300, are cleared through one or more financial institutions 500. The service provider 100 can maintain accounts of customer and client transactions. In one embodiment, financial

transactions are transmitted periodically (e.g. in batches) to an external network 300.

[0031] FIG. 3 illustrates one embodiment of a process 1000 through which a customer submits an audition portfolio to a client using an embodiment of the system disclosed in this application. An aspiring performer first finds a provider's website 1100 that implements an embodiment of the system disclosed herein. Typically, the aspiring performer is seeking to audition for a musical professional for the purpose of making connections or obtaining advice or employment. The aspiring performer may learn of the website through, without limitation, third-party search engines, referrals from other websites, or word of mouth.

[0032] The aspiring performer then logs onto the website 1200, becoming a customer of the system. At that point, the website provides detailed information about the service, help facilities, and provides a webpage or other means by which the customer may submit a query to the service to retrieve profiles or other kinds of information relating to entertainment professionals who are clients of the service (e.g. through a query form.) The query can include one or more criteria which can include client name, profession, types of music or performance the client is interested in, and the cost of the client's services (i.e. fees charged for reviewing audition portfolios.)

[0033] After processing the query, the system can, in one embodiment, transmit the results of the query to the customer so the customer can review information relating clients who match the customer's query criteria. The results of the query could include multiple clients who may be of greater or lesser interest to the customer. The results transmitted to the customer could include client name, client profession, types of music the client is interested in, types of performance the client is interested in and the fees charged by the client. In one embodiment, the system provides a user interface for display of the query results to the customer and for selection of one or more clients to which the customer desires to submit an audition portfolio for review.

[0034] If a customer decides to submit an audition portfolio to a client, the customer proceeds to create a profile 1300 on the system (unless the customer has previously registered with the system.) The customer is first informed of the legal terms of the service, and may require the customer to respond to a validation email before proceeding further. After filling out an online application, the customer then uploads an audition portfolio for submission to the clients the customer has chosen. The audition portfolio may include, without limitation, a press kit, bio, pictures, and a track, song, or video. In one embodiment, the portfolio is limited to a

single track, song, or video which is of a specific duration, for example, 3 minutes. In one embodiment, a portfolio may include multiple tracks, songs, or videos which may result in additional charges on a per-submission basis.

[0035] In one embodiment, the customer then provides payment for the service 1400. Payment may be made in any conventional manner, for example, by credit card, bank draft, or PayPal. In one embodiment, the customer may choose to pay an additional fee for expedited service. In one embodiment, the customer pays a fee for each submission to a client. In another embodiment, the user pays a flat subscription fee for a period of time, for example, for a year, during which time the subscriber may submit an audition portfolio to a predetermined number of clients for no additional cost. In another embodiment, submission of an audition portfolio to a client may be free based on a promotional offer. In one embodiment, the customer's money is placed into an escrow account maintained by the provider. In one embodiment, if the selected client reviews the submission within a predefined period, for example, within 7-10 business days, the funds are moved out of escrow and paid to the client.

[0036] In one embodiment, the customer is then queried as to whether the customer wishes to retain copyrights in the materials they have uploaded 1500. The customer's audition profile is then submitted 1600 for review by the selected clients and the customer receives a confirmation email.

[0037] Using facilities provided by the system (discussed in greater detail below), the client then reviews the customer's audition portfolio and provides a written and verbal or visual response 1700 specifically directed to the work that was submitted in the customer's audition portfolio. In one embodiment, the response includes a feedback report that includes a brief summary of the work with the client's thoughts, as well as advice, and direction on how to improve the work. The response additionally indicates whether the client wishes to contact the customer directly. The client's response is then forwarded to the customer.

[0038] If the client wishes to contact the customer, the customer is notified and the customer's contact information is forwarded to the client. The client then contacts the customer directly and attempts to work out a deal 1800. If a deal is successfully worked out, it is noted on the system that a deal has been reached. In one embodiment, as a value added feature, after a fixed period, for example, 20 days, the customer's audition portfolio may be passed on to the other clients at the customer's request for no additional cost. If the client does not wish to

contact the customer, the customer is notified and the customer assistance through a referral system.

[0039] FIG. 4 illustrates one embodiment of a feedback report 2000 furnished with a client's response to a customer's audition profile. The report is divided into sections which, in one embodiment, include Originality 2010, Marketability 2020, Production, 2030, Vocal/Lyrics 2040, and Overall Feedback, 2050. The report additionally includes a paragraph that indicates if the client wishes to contact the customer 2060. Each section header 2012, 2022, 2032, 2042, and 2052 has a heading , and body text 2014, 2024, 2034, 2044, and 2054. Each block of body text 2014, 2024, 2034, 2044, and 2054 contains text beginning with a rating from 1 to 5, and detailed comments which further expand on the meaning of individual ratings.

[0040] FIG. 5 illustrates one embodiment of the process 3000 by which an entertainment professional becomes a client of the system. First, an entertainment professional decides to become a client of the system provider 3100. The entertainment professional may have learned of the service through a variety of pathways, without limitation, through the web, through word of mouth, or through direct solicitation by the provider. The entertainer may be motivated to become a client of a service for a variety of reasons including additional revenue generated by being paid for reviewing audition portfolios or having the opportunity to find new works or performers.

[0041] The entertainment professional then signs a contract or letter of intent 3200 and becomes a client of the provider. The contract may include the basic financial terms of the relationship, performance standards, and other terms. In one embodiment, the contract specifies the fee that customers will pay for the client to review a portfolio and specifies the percentage of that fee the client will receive. The percentage may be on a sliding scale, for example:

- | | |
|--|---------------------------------|
| - 45% of submission fee paid to Client | Up to 300 submissions reviewed |
| - 55% of submission fee paid to Client | 301 – 499 submissions reviewed |
| - 65% of submission fee paid to Client | 500 and up submissions reviewed |

Where the percentage arrangement restarts on the first of every month.

[0042] Performance standards and additional terms may include (1.) the client agrees to stay current with the review queue, (2.) the client agrees to record a simple 30 second video that requests demos (3.) the client agrees to not use a similar service for one year, (4.) the client

agrees to let the provider advertise on the client's behalf, and the client's connection with the client service.

[0043] The provider then conducts a client setup interview. During the setup interview, the provider first determines what type of submissions will the client be accepting and/or rating 3300. The type of submission may be defined as, without limitation, the type of work the client is interested in, such as dance or musical performance, and any relevant category that may be applied to the work, such as, for example, for a musical performance, rock, country, or hip hop.

[0044] The provider then assists the client to define ratings categories 3400 to be used in evaluating works the client review. Ratings categories may include, without limitation, Originality, Marketability, Production, Vocal/Lyrics, and Overall Feedback. In one embodiment, the categories defined in this step determine what categories appear on the feedback reports such as that in FIG. 4 provided to clients. The client may define up to five responses for each category 3400. For every rating defined, the client provides a block of text that explains what the rating means to the client. The response text is displayed on responses returned to clients. In this manner, the system is able to keep the response time under two minutes.

[0045] For example, in the feedback report in figure FIG. 4, under "Production", the paragraph:

"The production on your song is outstanding, great sound quality, well thought through transitions, clear and intelligent instrument choices. The production is good enough that people will be happy listening to your song at home, on their iPod, in the car or wherever."

may represent text that was written in advance to be included with every response where a rating of 5 was given for "Production." In one embodiment, the majority of the text on the feedback report in FIG. 4 is predefined text which was not authored specifically for a single customer.

[0046] The provider then discusses cross marketing ideas 3500 to be included in the client's profile. Cross marketing vehicles may include the MySpace website, the client's website, business cards, photos and media to be used on the client profile, etc. The client or the client's manager then provides personal information for the client 3600 which may include name, address, Social Security Number, bank account, email addresses, and any other information required for tax and banking purposes.

[0047] The provider then determines if the client needs c to the system's interface 3700. The client then receives training in using the system 3800 and is introduced to his or her client manager. The provider then sets up a login and password for the client 3900 and the client is able to use the system.

[0048] FIG. 6 illustrates one embodiment of a process 4000 through which a client reviews audition portfolio submitted by customers for review by the client and responses are provided to the customers. The client logs onto the system and is taken to a control panel 4100 which displays, without limitation, audition portfolios submitted for review by the client. The client selects and reviews audition portfolios 4200 individually. The client the responds to the audition portfolio by assigning ratings to review categories that were defined by the client during the client setup process.

[0049] In the embodiment illustrated in FIG. 6, there are five categories which may include, for example, Originality, Marketability, Production, Vocal/Lyrics, and Overall Feedback. The client may optionally additionally enter freeform text comments. In one embodiment, the client is also required to record a brief voice message, for example 30 seconds, in which the client provides specific comments about the submitted work. The client then submits his or her review 4300, indicating if the client wishes to contact the customer.

[0050] Upon completion of a review session the client will receive a short report 4400 detailing their progress including queue status and total dollar amount in their account. The client may continue to review audition portfolios or logout of the system 4500. For every portfolio the client has reviewed, the customer who submitted the portfolio is notified that their portfolio has been reviewed 4600. Client submissions may be reviewed by the provider (not shown) prior to being forwarded to customers to insure that the submission meets provider standards which may include insuring that the submission provides specific and useful feedback, guidance, and advice regarding the specific work submitted by the customer for review. The customers may then log onto the system and view the review submitted by the client.

[0051] If the client wishes to contact the client, the provider forwards contact information to the client who may then contact the customer directly and attempt to work out a deal 4700 with the customer. In one embodiment, the provider sends a standard pre-approved letter to the customer indicating the client wishes to contact the client before any of the customer's personal information is sent to the client. In one embodiment, the provider does not take part in any

negotiations between the customer and the client, but may :
contact has been made, and will help facilitate contact with the customer if necessary.

[0052] FIG. 7 through 10 illustrate an embodiments of a graphical user interface that may be implemented to support the process described in FIG. 6. FIG. 7 illustrates one embodiment of a login page 5200 which allows a client to login to the system. The client enters a user name 5220, a password, 5240, and clicks on the sign in button. If login is successful, the client is then taken to a client dashboard page/control panel.

[0053] FIG. 8 illustrates one embodiment of a client dashboard page 5400. The dashboard page 5400 displays a review queue 5410 which displays information identifying audition portfolios that have been submitted for review by the client. The client may select a specific submission to review by clicking on the review button 5412 for the desired submission. A submission review page, discussed in greater detail below, is then displayed for the selected submission.

[0054] The dashboard additionally displays a message center 5440 which displays messages sent by the provider to the client and an account summary 5460 which displays the number of portfolios the client has reviewed and the fees the client has earned. The dashboard 5400 additionally provides a review history button 5420 which when selected allows the client to view a detailed history of the reviews the client has submitted. The dashboard 5400 additionally provides a logout button 5480 which when selected logs the client out of the system.

[0055] FIG. 9 illustrates one embodiment of a submission review page 5600. The submission review page 5600 displays a title area 5610 which displays the submission title, type, and reason for submission. The review page displays a summary of the submission 5620 which includes biographical information for the customer and provides a photo viewer and document view 5622 to enable the client to view photographs and documents included in the submission. The summary of the submission 5620 additionally provides an audio/video player 5624 which enables the client to play any audio or video files included in the submission.

[0056] The submission review page 5600 further provides a review section 5640. The review section provides a set of radio buttons 5641, with one set of buttons for every review category set up for the client. The illustrated embodiment contains five sets of radio buttons for review categories including Originality, Marketability, Production, Vocal/Lyrics, and Overall Feedback. For each review category there are five possible ratings, 1 to 5.

[0057] The review section 5640 additionally includes a s client to indicate whether or not the client wishes to contact the customer 5642, and a set of radio buttons to flag the submission for later review, 5643. The review section further provides a free form text entry field 5644 which allows the client to enter additional comments about the submission. The review section further provides buttons to allow the client to add an audio response to the review 5645 and to save the review 5646 for further modification at a later time.

[0058] The submission review page 5600 further provides buttons that allow the client to submit the review 5660 and to decline to review the submission 5680.

[0059] In one embodiment, the process of reviewing a submission using the submission review page of FIG. 9 is as follows. The client initially reviews the information displayed in the title 5610 and summary section 5620. If the client is interested in reviewing the submission in detail, the client may view additional documents and photographs using the photo and document viewer 5622. The client then views and listens to the audio/video works included in the submission using the audio/video player 5624.

[0060] When the client is ready to review the submitted work, the client selects ratings for every one of the ratings categories using the five sets of radio buttons 5641. The response text corresponding to the selected rating for each of the categories is displayed above the radio buttons. The client then indicates if he or she wishes to contact the client using the radio buttons 5642, and indicates if he or she wishes to flag the customer for later review using the radio buttons 5643. The client may enter additional written comments about the submission using the freeform text field 5644. In one embodiment, additional written comments are optional, since the act of selecting ratings in each of the categories selects predefined response text for the corresponding ratings. The client then adds an audio and/or visual response to the review 5645 and submits the review 5646. After a review has been submitted, the client is returned to the dashboard, FIG. 10, and the client's account totals 5460 are updated to reflect the completed review.

[0061] The system may additionally provide bookkeeping functions which enable the provider to (1.) review all money going into escrow, (2.) move money out of escrow for each completed review, (3.) pay money out of escrow to client holding accounts and partner accounts, (4.) move remaining funds to the business account, (5.) download a list of all delinquent reviews

for that day, and (6.) refund money, in full, to customers for the guaranteed time.

[0062] The system may additionally provide financial reporting functions for the provider which includes (1.) weekly statements for each account manager (a person in charge of specific client accounts), (2.) monthly financial overview documents, and (3.) any financial documentation required by the providers CPA, Executive Board, including documentation relevant to end of year tax preparation.

[0063] While the invention has been described in detail and with reference to specific embodiments thereof, it will be apparent to those skilled in the art that various changes and modifications can be made therein without departing from the spirit and scope thereof. Thus, it is intended that the present invention cover the modifications and variations of this invention provided they come within the scope of the appended claims and their equivalents.

CLAIMS

We Claim:

1. A method for submitting an audition profile to a reviewer comprising the steps:

receiving a query, at at least one computing device, via a network, from a first end user having an audition portfolio, wherein the query comprises at least one query criteria for retrieving information relating to at least a second user who is willing to review the audition portfolio for a fee;

retrieving, using the at least one computing device, the information relating to the at least a second user from a computer readable medium accessible to the network using the query criteria;

transmitting, via the network, the information relating to the at least a second user, via the network, to the first user;

receiving, at the at least one computing device, a selection of at least one of the at least a second user, via the network, from the first end user;

receiving the audition portfolio, at the at least one computing device, via the network, from the first user;

transmitting, via the network, the audition portfolio, over the network, to the selected at least one of the at least a second user;

receiving a review of the audition portfolio, at the at least one computing device, via the network, from the selected at least one of the at least a second user;

transmitting the review of the audition portfolio, via the network, to the first end user.

2. The method of Claim 1 wherein query criteria comprise at least one criteria selected from the list: user name, user profession, types of music the user is interested in, types of performance the user is interested in, and fee.

3. The method of Claim 1 wherein the audition portfolio comprises at least one portfolio item selected from the list: a single track, a single song, and a single video.
4. The method of Claim 1 wherein the audition portfolio comprises a plurality of portfolio items selected from the list: a single track, a single song, and a single video, wherein the fee charged for the review by the selected at least one of the at least a second user is increased based on the number of portfolio items.
5. The method of Claim 1 wherein the method includes an additional step executed prior to transmitting the audition portfolio to the selected at least one of the at least a second user, the step comprising:

receiving payment of the fee charged by the selected at least one of the at least a second user, at the at least one computing device, via the network, from the first user;
6. The method of Claim 5 wherein the payment of the fee charged by the selected at least one of the at least a second user includes an additional fee for expedited service.
7. The method of Claim 5 wherein the payment of the fee charged by the selected at least one of the at least a second user is credited to the selected at least one of the at least a second user when the review of the audition portfolio is complete.
8. The method of Claim 1 comprising the additional step of, prior to transmitting the audition portfolio to the selected at least one of the at least a second user:

receiving an indication from the first user, at the at least one computing device, over the network, as to whether the first wishes to retain copyrights in the audition profile.
9. The method of Claim 1 wherein the review comprises a recorded audiovisual response.

10. The method of Claim 1 wherein the review comprises a written feedback report comprising a summary of the audition portfolio, and the selected at least one of the at least a second user's thoughts, and direction on how to improve a performance reflected in the audition portfolio.
11. The method of Claim 1 wherein the review comprises a written feedback report including sections relating to originality, marketability, production, vocals and lyrics.
12. The method of Claim 1 wherein the review of the audition portfolio further comprises an indication that the selected at least one of the at least a second user wishes to contact the first end user, and the method comprises the additional steps of:
 - transmitting contact information for the first user, over the network, to the selected at least one of the at least a second user;
 - receiving, from the selected at least one of the at least a second user, over the network, an indication that a deal has been reached between the first user and the at least one of the at least a second user.
13. The method of Claim 1 wherein the review of the audition portfolio further comprises an indication that the selected at least one of the at least a second user does not wish to contact the first end user, and the method comprises the additional steps of:
 - receiving, over the network, from the first user, a selection of at least a second one of the at least a second user;
 - transmitting the audition portfolio, over the network, to the selected at least a second one of the at least a second user at no additional cost.
14. The method of Claim 1 wherein the review of the audition portfolio further comprises an indication that the selected at least one of the at least a second user

does not wish to contact the first end user, and the method comprises the additional step of:

transmitting to the first user, over the network, an offer for assistance via a referral system.

15. A method for reviewing audition profiles comprising the steps:

receiving, via a network, a login from a first computing device for a first user at at least a second computing device;

retrieving, using the at least a second computing device, identifications of a plurality of audition portfolios stored on computer readable medium accessible to the network, wherein each of the plurality of audition portfolios was submitted by at least a second user for review by the first user for a fee;

transmitting, via the network, the identifications of the plurality of audition portfolios to the first computing device;

for each of at least a subset of the identifications of the plurality of audition portfolios,

receiving, via the network, from the first computing device, a selection of the each of the at least a subset of the identifications of the plurality of audition portfolios;

retrieving, using the at least a second computing device the audition portfolio identified by the selected identification of the each of the at least a subset of the identifications of the plurality of audition portfolios from the computer readable medium;

transmitting, via the network, the retrieved audition portfolio to the first computing device;

receiving, via the network, from the first computing device, a review of the retrieved audition portfolio, wherein the review was performed by the first user.

16. The method of Claim 15 wherein the first user is credited, using the at least a second computing device, for the fee associated with reviewing a portfolio when the review is received.
17. The method of Claim 16 wherein a service provider takes a percentage of the fee credited to the first user.
18. The method of Claim 17 wherein the percentage of the fee taken by the service provider decreases as the number of audition portfolios reviewed by the first user increases.
19. The method of Claim 15 wherein the audition portfolio comprises at least one portfolio item selected from the list: a single track, a single song, and a single video.
20. The method of Claim 15 wherein the audition portfolio comprises a plurality of portfolio items selected from the list: a single track, a single song, and a single video, wherein the fee charged for the review by the first user is increased based on the number of portfolio items.
21. The method of Claim 15 wherein each review comprises a recorded audiovisual response.
22. The method of Claim 15 wherein each review comprises a written feedback report comprising a summary of the audition portfolio, and the first user's thoughts, and direction on how to improve a performance reflected in the audition portfolio.
23. The method of Claim 15 wherein each review comprises a written feedback report including sections relating to originality, marketability, production, vocals and lyrics.

24. The method of Claim 15 wherein for each of the retrieved audition portfolios transmitted to the first computing device, the first computing device is caused to display, on a display device operatively connected to the computing device, a user interface usable by the first user, the user interface comprising:
- a identification of the at least a second user who submitted the retrieved audition portfolio, tangibly displayed on the user interface;
 - a media player window media player window configured to play at least one media file in the retrieved audition portfolio;
 - a review window comprising a plurality of sets of radio buttons tangibly displayed on the user interface, wherein each set of radio buttons reflects a different review category,
- whereby, the first user is enabled to play the at least one media file using the media player window, and to review the audition portfolio by selecting one radio button from each of the plurality of sets of radio buttons,
- whereby, after the review of the audition profile is complete, the first computing device is caused to transmit the review of the retrieved audition portfolio, via the network, to the at least a second computing device.
25. A computer-readable medium having computer-executable instructions for a method comprising the steps:
- receiving a query, at at least one computing device, via a network, from a first end user having an audition portfolio, wherein the query comprises at least one query criteria for retrieving information relating to at least a second user who is willing to review the audition portfolio for a fee;
 - retrieving, using the at least one computing device, the information relating to the at least a second user from a second computer-readable medium accessible to the network using the query criteria;

transmitting, via the network, the information relating to the at least a second user, via the network, to the first user;

receiving, at the at least one computing device, a selection of at least one of the at least a second user, via the network, from the first end user;

receiving the audition portfolio, at the at least one computing device, via the network, from the first user;

transmitting, via the network, the audition portfolio, over the network, to the selected at least one of the at least a second user;

receiving a review of the audition portfolio, at the at least one computing device, via the network, from the selected at least one of the at least a second user;

transmitting the review of the audition portfolio, via the network, to the first end user.

26. The computer-readable medium of Claim 25 wherein query criteria comprise at least one criteria selected from the list: user name, user profession, types of music the user is interested in, types of performance the user is interested in, and fee.
27. The computer-readable medium of Claim 25 wherein the audition portfolio comprises at least one portfolio item selected from the list: a single track, a single song, and a single video.
28. The computer-readable medium of Claim 25 wherein the audition portfolio comprises a plurality of portfolio items selected from the list: a single track, a single song, and a single video, wherein the fee charged for the review by the selected at least one of the at least a second user is increased based on the number of portfolio items.
29. The computer-readable medium of Claim 25 wherein the method includes an additional step executed prior to transmitting the audition portfolio to the selected at least one of the at least a second user, the step comprising:

receiving payment of the fee charged by the selected at least one of the at least a second user, at the at least one computing device, via the network, from the first user;

30. The method of Claim 29 wherein the payment of the fee charged by the selected at least one of the at least a second user includes an additional fee for expedited service.
31. The method of Claim 29 wherein the payment of the fee charged by the selected at least one of the at least a second user is credited to the selected at least one of the at least a second user when the review of the audition portfolio is complete.
32. The computer-readable medium of Claim 25 comprising the additional step of, prior to transmitting the audition portfolio to the selected at least one of the at least a second user:

receiving an indication from the first user, at the at least one computing device, over the network, as to whether the first wishes to retain copyrights in the audition profile.

33. The computer-readable medium of Claim 25 wherein the review comprises a recorded audiovisual response.
34. The computer-readable medium of Claim 25 wherein the review comprises a written feedback report comprising a summary of the audition portfolio, and the selected at least one of the at least a second user's thoughts, and direction on how to improve a performance reflected in the audition portfolio.
35. The computer-readable medium of Claim 25 wherein the review comprises a written feedback report including sections relating to originality, marketability, production, vocals and lyrics.

36. The computer-readable medium of Claim 25 wherein the review of the audition portfolio further comprises an indication that the selected at least one of the at least a second user wishes to contact the first end user, and the method comprises the additional steps of:

transmitting contact information for the first user, over the network, to the selected at least one of the at least a second user;

receiving, from the selected at least one of the at least a second user, over the network, an indication that a deal has been reached between the first user and the at least one of the at least a second user.

37. The computer-readable medium of Claim 25 wherein the review of the audition portfolio further comprises an indication that the selected at least one of the at least a second user does not wish to contact the first end user, and the method comprises the additional steps of:

receiving, over the network, from the first user, a selection of at least a second one of the at least a second user;

transmitting the audition portfolio, over the network, to the selected at least a second one of the at least a second user at no additional cost.

38. The computer-readable medium of Claim 25 wherein the review of the audition portfolio further comprises an indication that the selected at least one of the at least a second user does not wish to contact the first end user, and the method comprises the additional step of:

transmitting to the first user, over the network, an offer for assistance via a referral system.

39. The computer-readable medium of Claim 25 wherein the computer-readable medium and the second computer readable medium are the same medium.

40. A computer-readable medium having computer-executable instructions for a method comprising the steps:
- receiving, via a network, a login from a first computing device for a first user at at least a second computing device;
 - retrieving, using the at least a second computing device, identifications of a plurality of audition portfolios stored on a second computer-readable medium accessible to the network, wherein each of the plurality of audition portfolios was submitted by at least a second user for review by the first user for a fee;
 - transmitting, via the network, the identifications of the plurality of audition portfolios to the first computing device;
 - for each of at least a subset of the identifications of the plurality of audition portfolios,
 - receiving, via the network, from the first computing device, a selection of the each of the at least a subset of the identifications of the plurality of audition portfolios;
 - retrieving, using the at least a second computing device the audition portfolio identified by the selected identification of the each of the at least a subset of the identifications of the plurality of audition portfolios from the second computer readable medium;
 - transmitting, via the network, the retrieved audition portfolio to the first computing device;
 - receiving, via the network, from the first computing device, a review of the retrieved audition portfolio, wherein the review was performed by the first user.
41. The computer-readable medium of Claim 40 wherein the first user is credited, using the at least a second computing device, for the fee associated with reviewing a portfolio when the review is received.

42. The computer-readable medium of Claim 41 wherein a service provider takes a percentage of the fee credited to the first user.
43. The computer-readable medium of Claim 42 wherein the percentage of the fee taken by the service provider decreases as the number of audition portfolios reviewed by the first user increases.
44. The computer-readable medium of Claim 40 wherein the audition portfolio comprises at least one portfolio item selected from the list: a single track, a single song, and a single video.
45. The computer-readable medium of Claim 40 wherein the audition portfolio comprises a plurality of portfolio items selected from the list: a single track, a single song, and a single video, wherein the fee charged for the review by the first user is increased based on the number of portfolio items.
46. The computer-readable medium of Claim 40 wherein each review comprises a recorded audiovisual response.
47. The computer-readable medium of Claim 40 wherein each review comprises a written feedback report comprising a summary of the audition portfolio, and the first user's thoughts, and direction on how to improve a performance reflected in the audition portfolio.
48. The computer-readable medium of Claim 40 wherein each review comprises a written feedback report including sections relating to originality, marketability, production, vocals and lyrics.

49. The computer-readable medium of Claim 39 wherein for each of the retrieved audition portfolios transmitted to the first computing device, the first computing device is caused to display, on a display device operatively connected to the computing device, a user interface usable by the first user, the user interface comprising:
- a identification of the at least a second user who submitted the retrieved audition portfolio, tangibly displayed on the user interface;
 - a media player window media player window configured to play at least one media file in the retrieved audition portfolio;
 - a review window comprising a plurality of sets of radio buttons tangibly displayed on the user interface, wherein each set of radio buttons reflects a different review category,
- whereby, the first user is enabled to play the at least one media file using the media player window, and to review the audition portfolio by selecting one radio button from each of the plurality of sets of radio buttons,
- whereby, after the review of the audition profile is complete, the first computing device is caused to transmit the review of the retrieved audition portfolio, via the network, to the at least a second computing device.
50. The computer-readable medium of Claim 40 wherein the computer-readable medium and the second computer readable medium are the same medium.

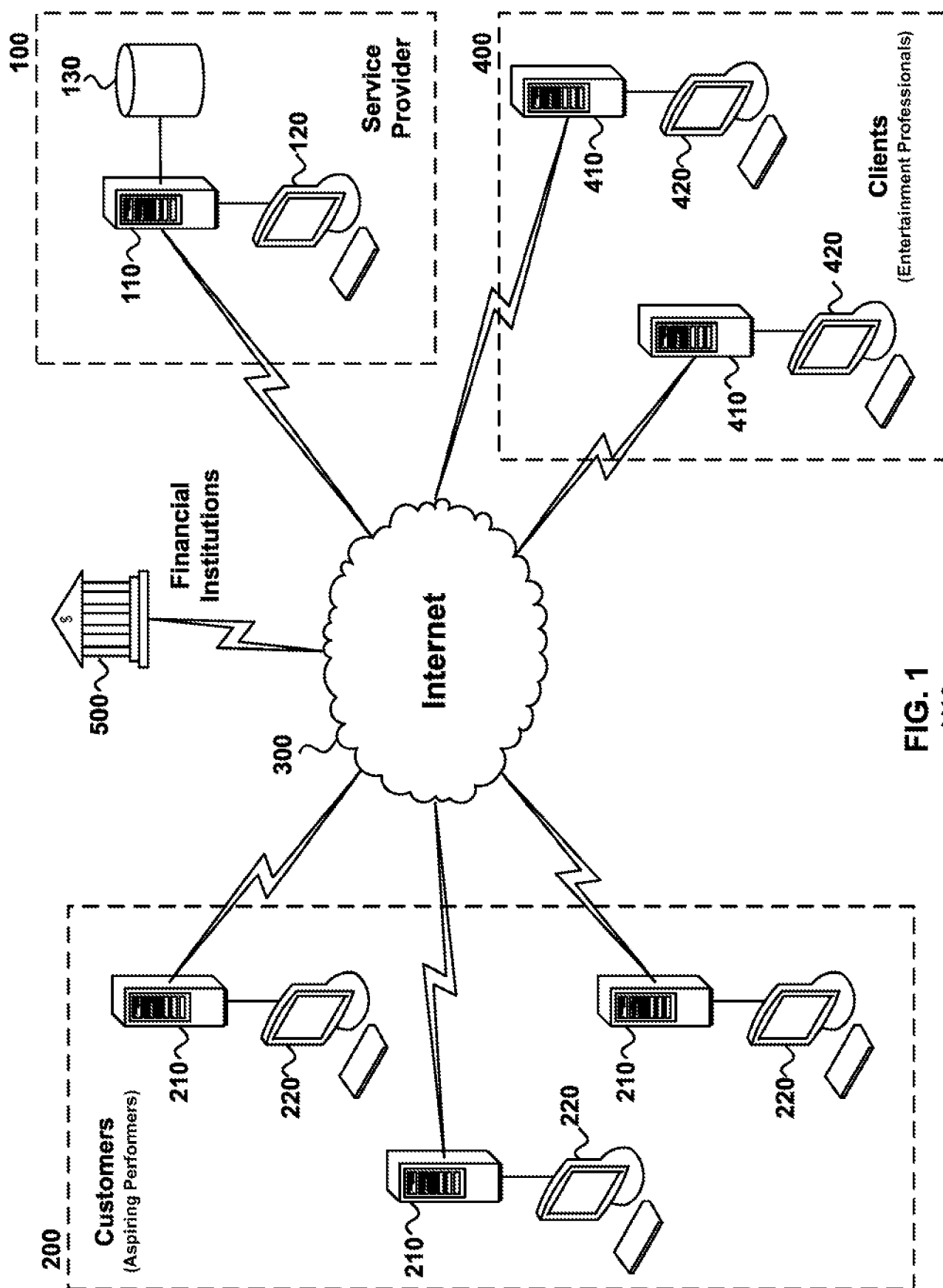


FIG. 1
1/10

Servers	
Description	
Web Server - Red Hat	OS Version / License • Red Hat Enterprise Linux 4 ES Hardware • Dell PowerEdge 2950 • Dual Processor, Dual Core Intel Xeon 5148LV • 4 GB Memory • 2 x 73 GB Serial Attached SCSI Drive(s), RAID 1 • Redundant Power • 100 Mbps Standard Drive Partitioning • /boot - 100 MB, swap - 1024 MB, /tmp - 2048 MB, / - remainder External Storage Connection(s) • Private Backup Network Connection
Web Server - Red Hat	OS Version / License • Red Hat Enterprise Linux 4 ES Hardware • Dell PowerEdge 2950 • Dual Processor, Dual Core Intel Xeon 5148LV • 4 GB Memory • 2 x 73 GB Serial Attached SCSI Drive(s), RAID 1 • Redundant Power • 100 Mbps Standard Drive Partitioning • /boot - 100 MB, swap - 1024 MB, /tmp - 2048 MB, / - remainder External Storage Connection(s) • Private Backup Network Connection
Monitoring and Reports	
Description	
RackwatchPort Monitoring • Ping and TCP Port 80 • 1 Port to be Monitored (eg. FTP, SSH, DNS, POP3, MS SQL) • 5 Minute Polling • Automated Ticket Creation and Response in Accordance with Support Policy	

FIG. 2

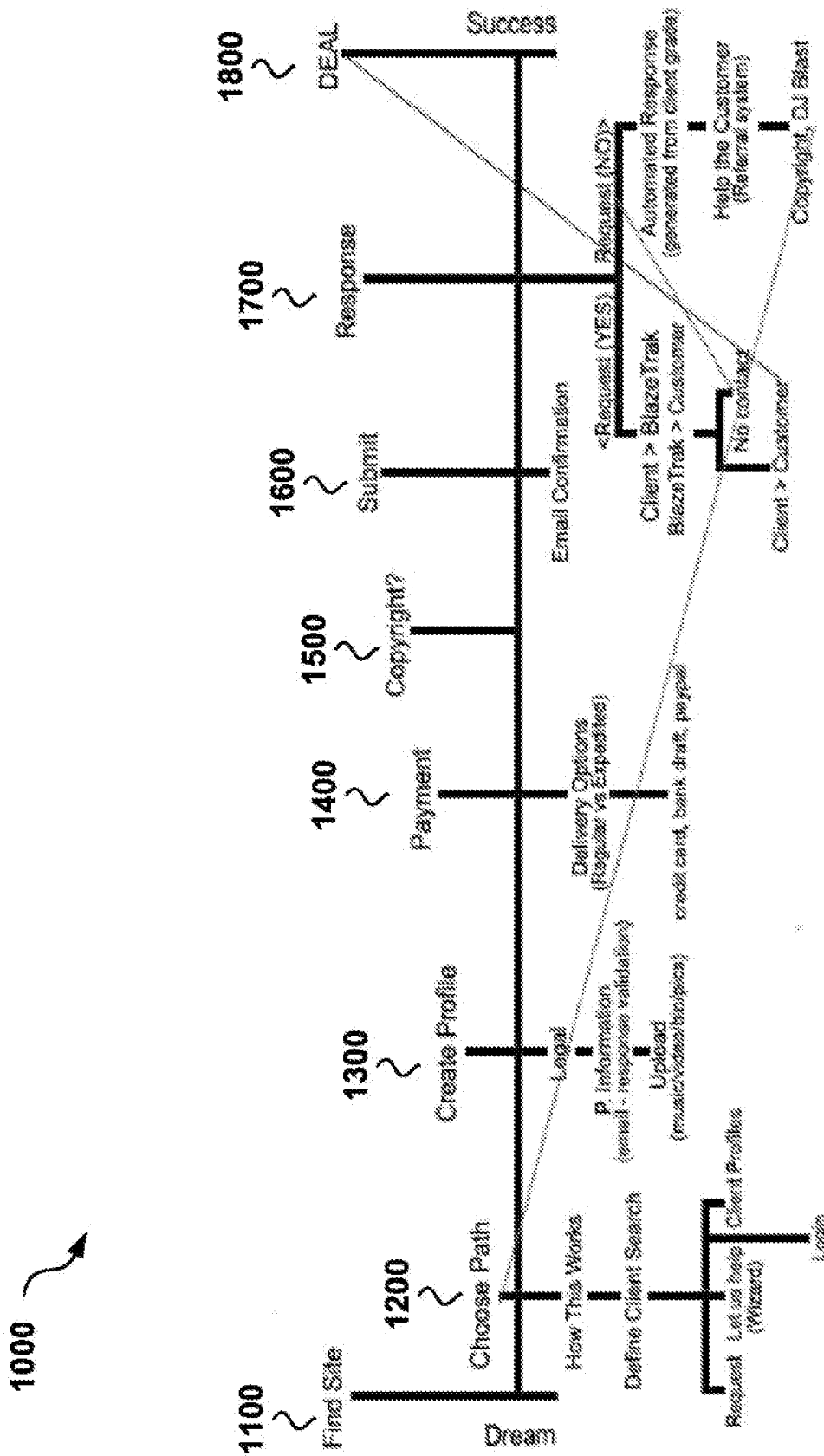


FIG. 3
3/10

2000

SAMPLE FEEDBACK REPORT**Originality ~ 2012**

2010 5.) Your song is truly unique. I have not heard anything like it. I feel as though people will appreciate your song as a fresh change from what is typical these days. ~ **2014**

Marketability ~ 2022

2020 5.) There is no question that your song is marketable. It has a new sound but retains the feel that a lot of listeners are looking for. I also think that your song has potential to be marketable internationally. Another great aspect to your song is the fact that it will be appreciated by listeners that normally prefer other types of music. ~ **2024**

Production ~ 2032

2030 5.) The production on your song is outstanding, great sound quality, well thought through transitions, clear and intelligent instrument choices. The production is good enough that people will be happy listening to your song at home, on their iPod, in the car or wherever. ~ **2034**

Vocals/Lyrics ~ 2042

2040 5.) Your vocals and lyrics fit very well with your production. A lot of listeners will be able to relate to your lyrics. Listeners will also appreciate the fact that your vocals are set at the right level, clear, and everything is very well in tune. ~ **2044**

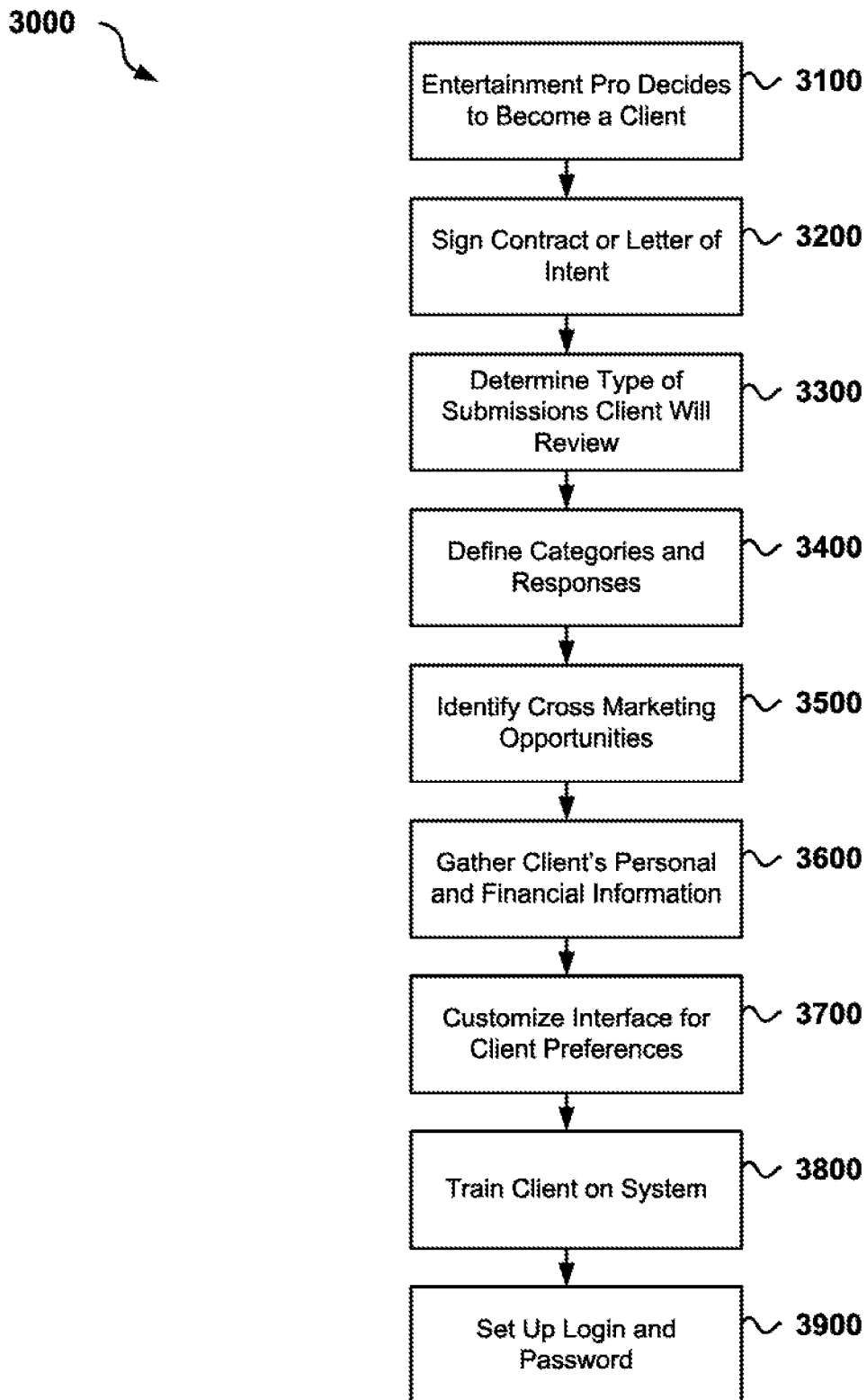
Overall Feedback ~ 2052

2050 5.) I think that this is a great song. Pretty much every aspect of it seems well thought through, from production to lyrics. I would not change any aspect of the song. I highly recommend that you get your song played as much as possible. You never know what listeners are going to think. As for me I think that you have a potential hit on you hands. ~ **2054**

2060 Congratulations!!! Your client has indicated that they wish to contact you in regards to your submission. Blazetrak will immediately forward your contact information to the client, and help facilitate the introduction. A representative from Blazetrak will be in touch with you within 48 hours.

FIG. 4

4/10

**FIG. 5**

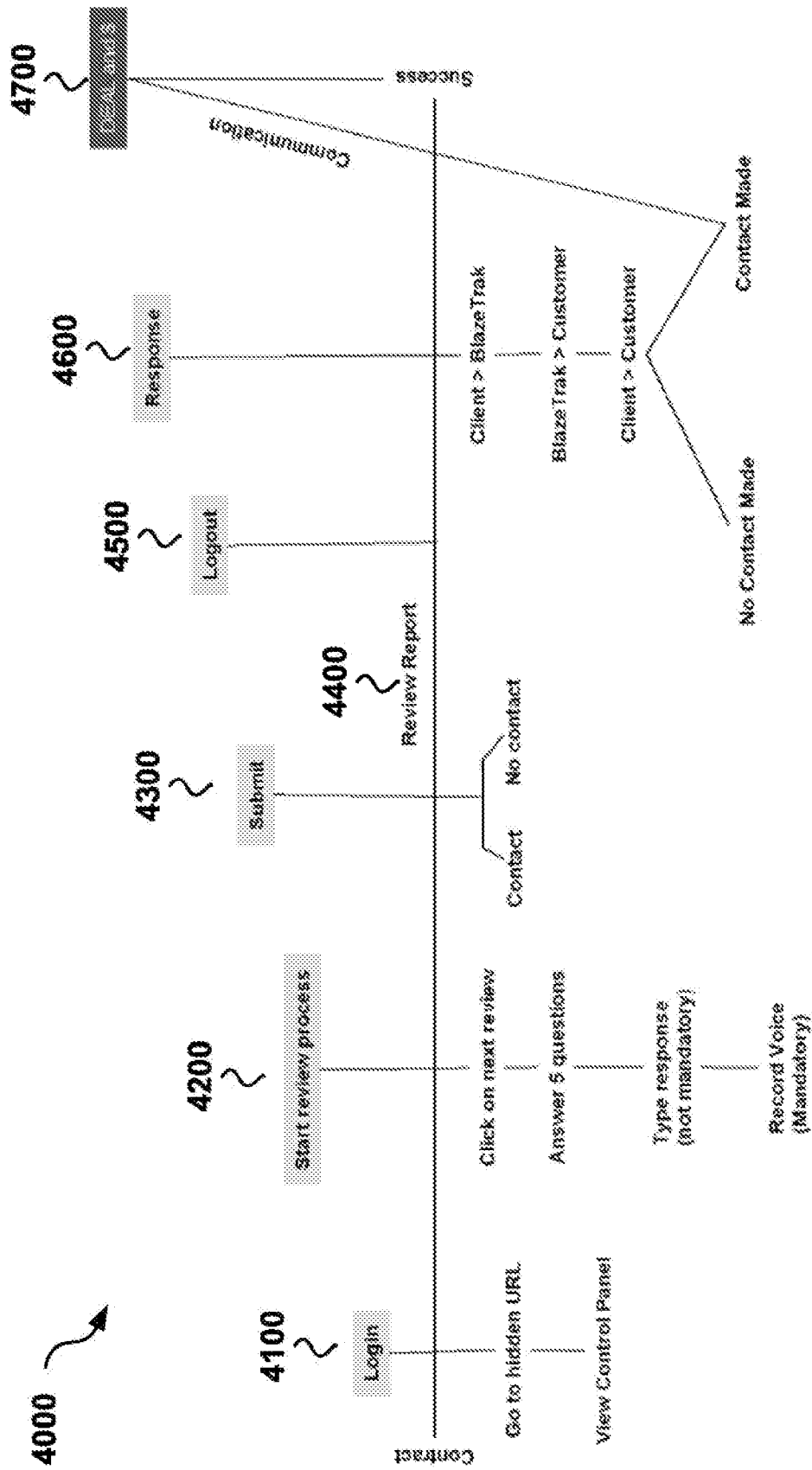


FIG. 6
6/10

5200 ↗

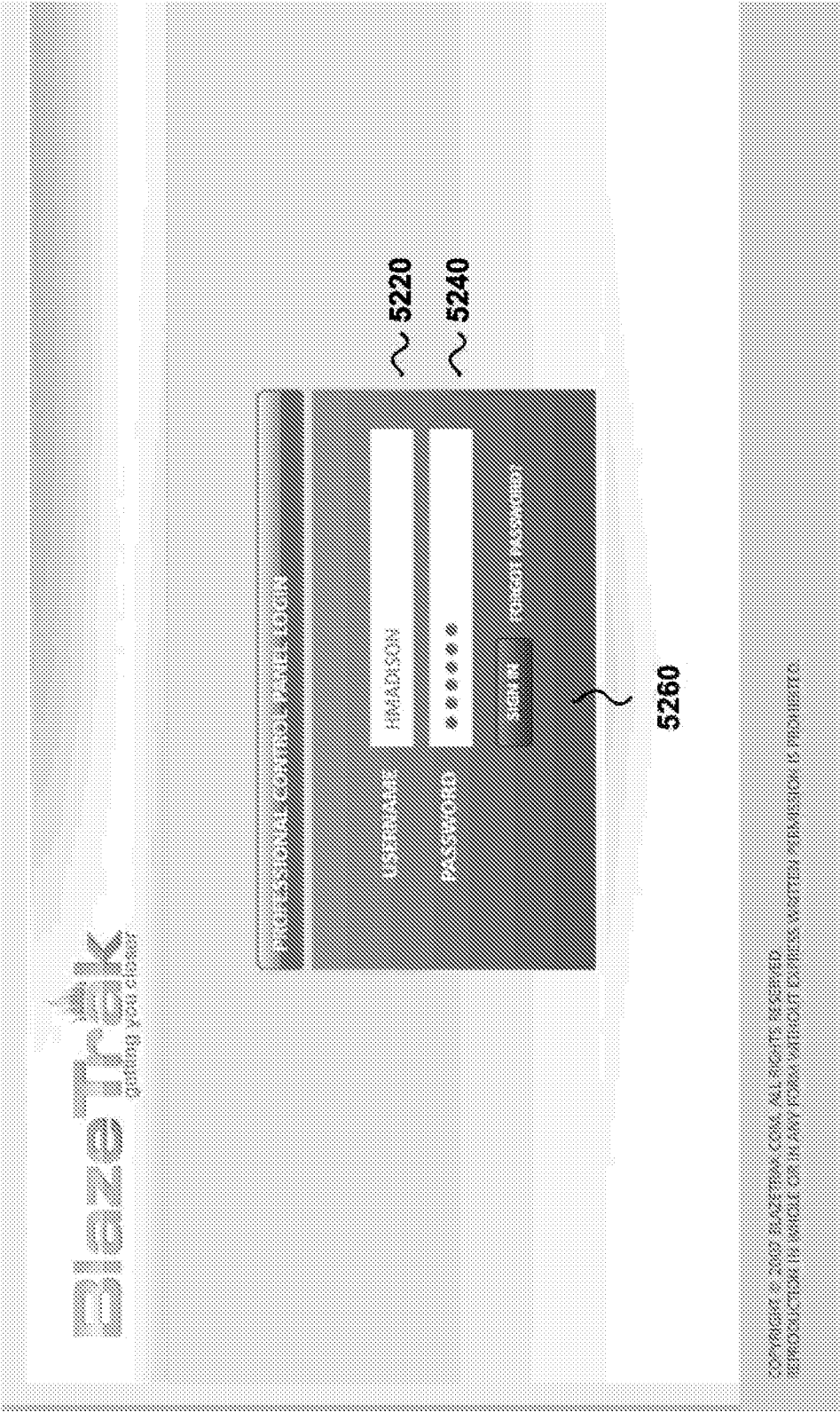
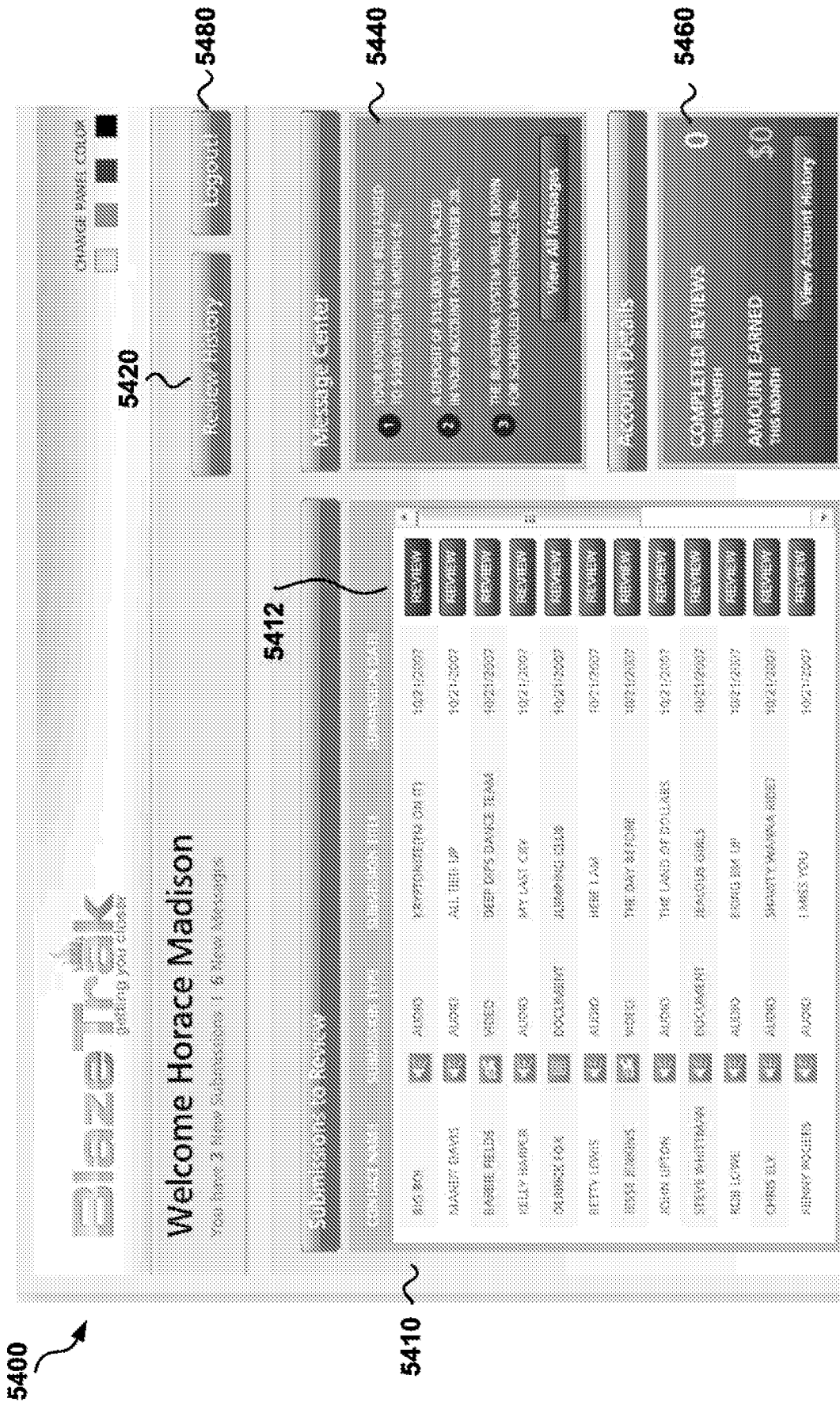


FIG. 7
7/10

FIG. 8
8/10

Copyright © 2007 BlazeTrak.com. All Rights Reserved.
 Reproduction in whole or in part without express written permission is prohibited.

5600

5610

Kryptonite (I'm on it)
SUBMISSION TYPE: AUDIO

SUBMISSION DATE: 10/21/2007

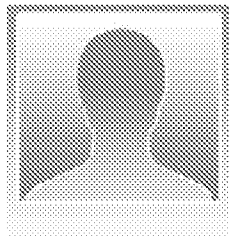
PURPOSE OF SUBMISSION:

We would like to receive feedback on our song and to be considered for a distribution deal.

5624

5640

5620

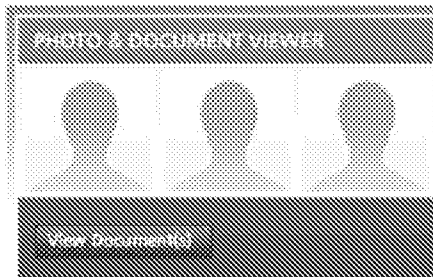


CONTACT NAME
Big Sal

COMPANY NAME
Purple Ribbon Records

GROUP OR STAGE NAME
Purple Ribbon All-Stars

BIO
Purple Ribbon All-Stars is a soulful hip-hop supergroup under the Purple Ribbon Records (distributed through Virgin Records) label.



5622

REVIEW SECTION

Originality
Lorem ipsum dolor sit amet, consectetur adipiscing.

1 2 3 4 5

Marketability
Lorem ipsum dolor sit amet, consectetur adipiscing.

1 2 3 4 5

Production
Lorem ipsum dolor sit amet, consectetur adipiscing.

1 2 3 4 5

Vocals/Lyrics
Lorem ipsum dolor sit amet, consectetur adipiscing.

1 2 3 4 5

Overall Feedback
Lorem ipsum dolor sit amet, consectetur adipiscing.

1 2 3 4 5

Do you wish to contact this customer?

Yes ☐ No ☐

Do you wish to mark for future consideration?

Yes ☐ No ☐

Additional Comments

This song is truly amazing! It will surely top the charts when it is released to the general public.

Add Audio Response

Save For Later

Submit Review

Decline Review

COPYRIGHT © 2007 BLAZE TRAK CORP. ALL RIGHTS RESERVED.
REPRODUCTION IN WHOLE OR IN ANY FORM WITHOUT IT COPYRIGHT WRITTEN PERMISSION IS PROHIBITED.

5660

5680

FIG. 9

5400

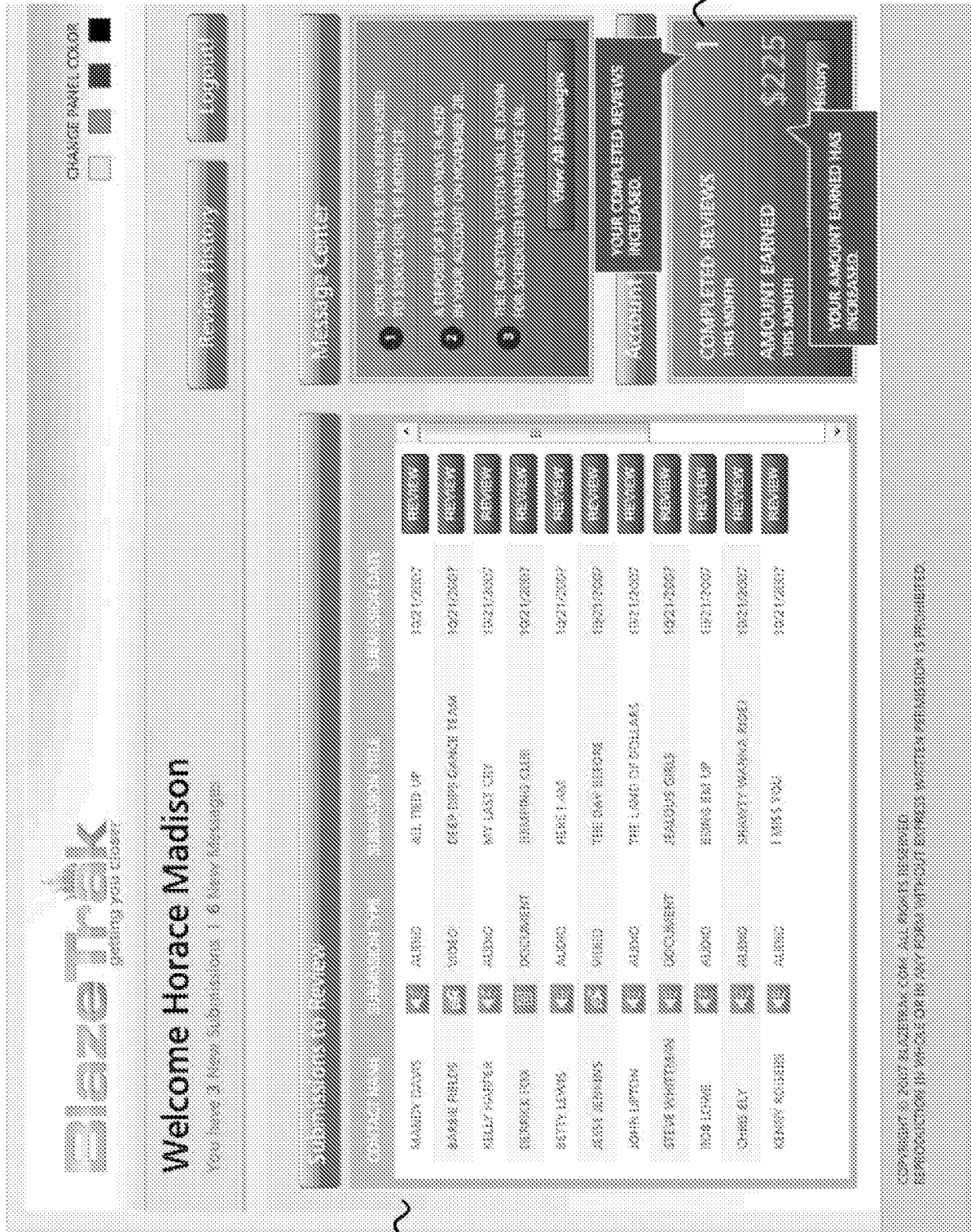


FIG. 10

10/10