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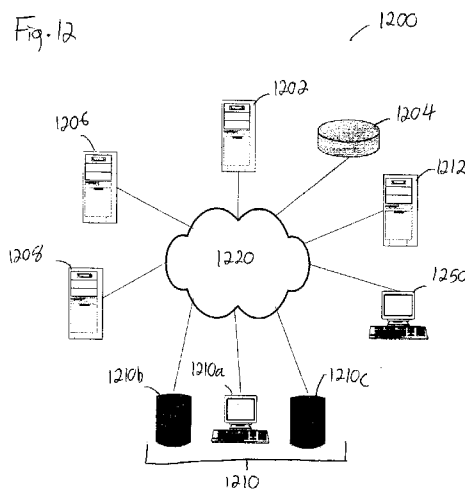
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(54) Title: SYSTEM AND METHOD OF ESTABLISHING AN AD HOC SOCIAL NETWORK AMONGST TICKETHOLDERS TO AN EVENT



(57) Abstract: A system and method of establishing an ad hoc social network for a ticketholder of an event by identifying, by a server, a contact of the ticketholder that is a ticketholder of the event, and communicating, by the server, event information of the ticketholder to the contact and event information of the contact to the ticketholder.



WO 2012/019293 A1

SYSTEM AND METHOD OF ESTABLISHING AN *AD HOC* SOCIAL NETWORK AMONGST TICKETHOLDERS TO AN EVENT

FIELD

[0001] The embodiments of the present disclosure relate to systems and methods for establishing an *ad hoc* social network amongst ticketholders to an event.

BACKGROUND

[0002] Ticketholders to events have typically had limited means to share event information with their social connections that are also ticketholders to the events. Some prior art approaches have enabled ticketholders to broadcast event information indiscriminately to all of their social connections that are associated with the system. These approaches result in social connections receiving event information irrespective if they are ticketholders to the event, and thus, many social connections end up receiving event information that may not be relevant to them.

SUMMARY

[0003] According to one aspect of the present disclosure, there is provided a method of establishing an *ad hoc* social network for a ticketholder of an event comprising:

- (a) identifying, by a server, a contact of the ticketholder that is a ticketholder of the event; and
- (b) communicating, by the server, event information of the ticketholder to the contact and event information of the contact to the ticketholder.

[0004] The contact may be identified by identifying the contact in an alert list of the ticketholder that is a ticketholder of the event.

[0005] The event information of the ticketholder may be communicated by the server to the contact upon the purchase of an event ticket by the ticketholder. The event information of the ticketholder may also be communicated to the contact upon the receipt by the server of presence information of the ticketholder.

[0006] The event presence information may comprise one or more of: the reading of valued identification of the ticketholder at the event; the reading of ticket information of the ticketholder at the event; location information of a mobile device of the ticketholder; location information of a mobile device of the ticketholder; and location information of a mobile device of the ticketholder within a predetermined minimum proximity to the event.

[0007] The event information may comprise one or more of: social network status; ticket information; presence information; and contact information.

[0008] According to another aspect of the present disclosure, there is provided a system for establishing an *ad hoc* social network for a ticketholder of an event comprising a server configured to:

- (a) identify a contact of the ticketholder that is a ticketholder of the event; and
- (b) communicate event information of the ticketholder to the contact and event information of the contact to the ticketholder.

[0009] The contact may be identified by identifying the contact in an alert list of the ticketholder that is a ticketholder of the event.

[0010] The event information of the ticketholder may be communicated by the server to the contact upon the purchase of an event ticket by the ticketholder. The event information of the ticketholder may also be communicated to the contact upon the receipt by the server of presence information of the ticketholder.

[0011] The event presence information may comprise one or more of: the reading of valued identification of the ticketholder at the event; the reading of ticket information of the ticketholder at the event; location information of a mobile device of the ticketholder; location information of a mobile device of the ticketholder; and location information of a mobile device of the ticketholder within a predetermined minimum proximity to the event.

[0012] The event information may comprise one or more of: social network status; ticket information; presence information; and contact information.

BRIEF DESCRIPTION OF THE DRAWINGS

[0013] Figure 1 is a system diagram of a ticket management system according to one embodiment of the present invention;

[0014] Figure 2 is a process diagram of a method of purchasing an event ticket employed by the ticket management system shown in Figure 1.

[0015] Figure 3 is a process diagram of a method of modifying the registered ticketholder associated with an event ticket employed by the ticket management system shown in Figure 1.

[0016] Figure 4 is a process diagram of a method of modifying the registered ticketholder valued identification associated with an event ticket employed by the ticket management system shown in Figure 1.

[0017] Figure 5 is a system diagram of a ticket authentication system according to one embodiment of the present invention;

[0018] Figure 6 is a process diagram of method of authenticating a ticket at an event employed by the ticket authentication system shown in Figure 5.

[0019] Figure 7 is a system diagram of a secondary market system according to one embodiment of the present invention.

[0020] Figure 8a is a process diagram of a method of posting one or more previously purchased tickets for sale employed by the secondary market system shown in Figure 7.

[0021] Figure 8b is a process diagram of method of purchasing one or more previously purchased tickets that have been posted for sale employed by the secondary market system shown in Figure 7.

[0022] Figure 9a is a process diagram of a method of bidding for the purchase of a previously purchased ticket employed by the secondary market system shown in Figure 7.

[0023] Figure 9b is a process diagram of a method of offering a previously purchased ticket to fulfill a bid for the purchase of a ticket employed by the secondary market system shown in Figure 7.

[0024] Figure 10 is a system diagram of a mobile device for use as a valued identification validation unit according to one embodiment of the present invention.

[0025] Figure 11 is a process diagram of a method of offering for resale tickets to event segments of a segmented event.

[0026] Figure 12 is a system diagram of a system for establishing an *ad hoc* social network amongst ticketholders to an event according to an embodiment of the invention.

[0027] Figure 13 is a process diagram of a method of defining an alert list for a user of the system shown in Figure 12 according to an embodiment of the invention.

[0028] Figure 14 is a process diagram of a method of establishing an *ad hoc* social network amongst ticketholders of a common event according to an embodiment of the invention.

[0029] Figure 15 is a process diagram of a method of establishing an *ad hoc* social network amongst ticketholders of a common event according to an embodiment of the invention.

DETAILED DESCRIPTION

[0030] The embodiments of the present invention relate to systems and methods for establishing an *ad hoc* social network amongst ticketholders to an event.

[0031] Throughout the detailed description the term “valued identification” is used to refer to identification that is registered in the name of the owner of the identification and can be charged a value for the purchase of goods and/or services, including without limitation, credit cards, debit credit cards, prepaid credit cards, closed-loop or semi-closed loop credit cards that can only be used with specific merchants, and charge cards. Valued identification may be in the form of a card or other media that contains valued identification information, such as for example: magnetic strips; integrated circuits; computer readable mediums; contactless media using near field communications technologies, such as, for example, radio frequency identification tags, PayPass™, contactless payment stickers, mobile communication devices; or other storage media known to one skilled in the art. The valued identification information may include account number information, owner information, expiration date information, service code information, verification information (i.e. PIN or card verification information, such as, for example, card verification code (CVC), card verification valued code (CVVC), card verification value (CVV), card security code (CSC), card verification data (CVD), verification code (V Code) or card code verification (CCV)), and other similar information known to one skilled in the art.

[0032] In addition, throughout the disclosure where a server or computer is referenced it may include one or more servers or computers located at one or more locations communicating through one or more networks. Where a processor is referenced it may include one or more processors located at one more locations communicating through one or more networks, including without limitation, application specific circuits, programmable logic controllers, field programmable gate arrays, microcontrollers, microprocessors, virtual machines, electronic circuits and other processing devices known to one skilled in the art. Where a computer readable medium is referenced it may include one or more computer readable mediums located at one more locations communicating through one or more networks, including without limitation, random access memory, flash memory, read only memory, hard disc drives, optical drives and optical drive media, flash drives, and other computer readable storage media known to one skilled in the art. Where a network is referenced it may include one or more networks, including without limitation, local area networks, wide area networks, intranets, the Internet, and other networks known to one skilled in the art. Where a communication, transmission or informing of information is referenced it may be communicated over any electronic communication medium and in any format known to one skilled in the art, including without

limitation, wired or wireless mediums, compressed or uncompressed formats, encrypted or unencrypted formats, email, facsimile, Short Message Service or text messages, Multimedia Messaging Service or multimedia messages, instant messaging, and website posts.

[0033] **Primary Market Ticket Management System**

[0034] Referring to Figure 1 a primary market ticket management system 100 is shown. The system 100 enables users to purchase tickets to an event that are made available by original tickets vendors and allocate purchased tickets to specified ticketholders. The system 100 comprises a ticket server 102, a data server 104, a network 106, user terminals 108, ticket vendors 109, a network 110, and a valued identification authorization system 112.

[0035] The ticket server 102 comprises a processor and a computer readable medium (not shown). The computer readable medium contains instructions stored therein that when executed by the processor perform the ticket management method as further described below. The ticket server 102 communicates with the data server 104, user terminals 108, and ticket vendors 109 through network 106, and the valued identification authorization system 112 through network 110.

[0036] The data server 104 comprises a processor and a computer readable medium (not shown). The computer readable medium contains instructions stored therein that when executed by the processor facilitate the management, communication, access and storage of data on the data server 104. The data may comprise information respecting the identification, validity, availability, purchase, ownership and allocation of event tickets. In one embodiment, the data consists of account information (i.e. user name, password, contact information, mobile device identification information, etc.), the status of each ticket (i.e. purchased, available for purchase, etc.), ticket information (i.e. ticket identification information, event information, seat information, price, price category, etc.), ownership information (i.e. the original purchaser of each ticket, the ticketholder of each ticket, contact information of the original purchaser, contact information of the ticketholder, mobile device identification information, etc.), purchase restrictions (i.e. maximum number of tickets that can be purchased by each purchaser, prohibited purchasers, permitted purchasers, etc.), and valued identification information of the ticketholder of each ticket. The data server 104 communicates with the ticket server 102 through network 106. In the alternative, the data server 104 may communicate with the ticket server 102 over a separate network from network 106. In the further alternative, the data server 104 may form part of the ticket server 102.

[0037] Users can access the ticket server 102 through network 106 via a registration device, such as, user terminals 108 and ticket vendors 109. User terminals 108 may be a computer, cellular phone, personal digital assistant, gaming device or other communication device capable of communicating with a server

through a network as known to one skilled in the art. The ticket vendors 109 may be a person or an automated telephone system and users may communicate with the ticket vendors 109 over the phone or in person at designated locations. In one embodiment, the ticket server 102 hosts a website and users and ticket vendors communicate with the ticket server 102 through the website via a web browser running on the user terminals 108 and ticket vendors 109.

[0038] The valued identification authorization system 112 contains information pertaining to valued identification and enables the authorization, preauthorization and charging of monetary amounts to an account associated with the valued identification. The valued identification authorization system 112 communicates with the ticket server 102 through network 110.

[0039] **Primary Market Ticket Management Method**

[0040] Referring to Figure 2, a method 200 of purchasing an event ticket using system 100 is shown. In block 202, a purchaser communicates with the ticket server 102 through a user terminal 108 or ticket vendor 109 requesting a listing of tickets that are available for purchase for a particular event. The ticket server 102 queries the data server 104 to acquire the listing and communicates the listing to the user terminal 108 or ticket vendor 109. In block 204, the purchaser selects one or more tickets for purchase. The ticket server 102 then holds the selected tickets for a predetermined period during which other purchasers are prohibited from selecting the held tickets for purchase.

[0041] In block 206, the ticket server 102 prompts the purchaser to enter the purchaser's account information previously registered with the ticket server 102 or create a new account with the ticket server 102. If the purchaser elects to create a new account, the ticket server 102 prompts the purchaser to enter desired account information, the purchaser's contact information and the purchaser's valued identification information. The ticket server 102 then communicates with the data server 104 to register the new account information in association with the purchaser. If the purchaser enters previously registered account information, the ticket server 102 queries the data server 104 to authenticate the account information. If the account information is invalid, the ticket server 102 prompts the purchaser for valid account information or the creation of a new account, otherwise, the ticket server 102 queries the data server 104 for the purchaser's contact information and valued identification information registered with the purchaser's account and provides this information to the purchaser. The ticket server 102 then prompts the purchaser to proceed with the registered contact information and valued identification information or enter new contact information and/or valued identification information. If the purchaser enters new contact information and/or valued identification information, the ticket server 102 communicates and registers this information with the data server 104.

[0042] The account information may comprise a user name, password, valued identification information, contact information, mobile device identification information, or other authentication information known to one skilled in the art. In one embodiment the account information consists of a user name and password. The purchaser's contact information may comprise name, home address, home phone number, cellular phone number, email address, and other forms of contact information known to one skilled in the art. In one embodiment, the purchaser's contact information consists of the purchaser's name, address, and email address. The purchaser's valued identification information may comprise account number information, owner information, expiration date information, service code information, verification information (i.e. PIN or card verification information, such as, for example, card verification code (CVC), card verification valued code (CVVC), card verification value (CVV), card security code (CSC), card verification data (CVD), verification code (V Code) or card code verification (CCV)), and other similar information known to one skilled in the art. In one embodiment, the purchaser's valued identification information consists of account number information, owner information, and expiration date information.

[0043] In block 207, the ticket server 102 queries the data server 104 to determine if any purchase restrictions have been violated by the purchaser. Purchase restrictions may comprise maximum number of tickets that can be purchased by each purchaser, prohibited purchasers, permitted purchasers, and other restrictions known to one skilled in the art. In one embodiment the purchase restrictions consist of the maximum number of tickets that can be purchased by each purchaser. If the purchaser has violated a purchase restriction, the ticket server 102 proceeds to block 202, otherwise, the ticket server 102 proceeds to block 208. In block 208, the ticket server 102 compares the purchaser's contact information to the ownership information of the purchaser's valued identification. If the purchaser's contact information does not match the ownership information of the purchaser's valued identification the ticket server 102 informs the purchaser and proceeds to block 206, otherwise, the ticket server 102 proceeds to block 210. In block 210, the ticket server 102 communicates the purchaser's valued identification information to the valued identification authorization system 112 through network 110 along with a request to charge the price of the tickets to the account associated with the purchaser's valued identification. If the charge request is denied by the valued identification authorization system 112, the ticket server 102 informs the purchaser and proceeds to block 206, otherwise, the ticket server 102 proceeds to block 212.

[0044] In block 212, the ticket server 102 compares the expiry date of the purchaser's valued identification to the date of the event. If the expiry date of the purchaser's valued identification is after the date of the event, the ticket server 102 proceeds to block 216, otherwise, the ticket server 102 proceeds to block 214. In block 214, the ticket server 102 informs the purchaser that prior to the date of the event the purchaser must register valued identification with the ticket server 102 having an expiry date after the date of the event. The purchaser is prompted to either enter new valued identification having an expiry date after the

date of the event or indicate that the purchaser will enter such valued identification at a later time prior to the date of the event (i.e. by selection of a check box or other manner of indication known to one skilled in the art). If the purchaser selects the entry of new valued identification, the ticket server 102 proceeds to block 206, otherwise, the ticket server 102 proceeds to block 216.

[0045] In block 216, the ticket server 102 prompts the purchaser to select one or more of the purchased tickets for which the purchaser desires to allocate to a new ticketholder other than the purchaser. If the purchaser desires to allocate any of the purchase tickets to a new ticketholder, the ticket server 102 proceeds to block 218, otherwise the ticket server 102 proceeds to block 228. In block 218, the ticket server 102 prompts the purchaser to select a ticket and enter the contact information and valued identification information of the new ticketholder. The ticketholder's contact information may comprise name, home address, home phone number, cellular phone number, email address, and other forms of contact information known to one skilled in the art. In one embodiment, the ticketholder's contact information consists of the ticketholder's name, address, and email address. The ticketholder's valued identification information may comprise account number information, owner information, expiration date information, service code information, verification information (i.e. PIN or card verification information, such as, for example, card verification code (CVC), card verification valued code (CVVC), card verification value (CVV), card security code (CSC), card verification data (CVD), verification code (V Code) or card code verification (CCV)), and other similar information known to one skilled in the art. In one embodiment, the ticketholder's valued identification information consists of account number information, owner information, and expiration date information.

[0046] In block 220, the ticket server 102 compares the new ticketholder's contact information to the ownership information of the new ticketholder's valued identification. If the ticketholder's contact information does not match the ownership information of the ticketholder's valued identification the ticket server 102 informs the purchaser and proceeds to block 218, otherwise, the ticket server 102 proceeds to block 222. In block 222, the ticket server 102 communicates the ticketholder's valued identification information to the valued identification authorization system 112 through network 110 along with a request for a preauthorization of a predetermined amount. In one embodiment, the predetermined amount is the price of the ticket. If the preauthorization request is denied by the valued identification authorization system 112, the ticket server 102 informs the purchaser and proceeds to block 218, otherwise, the ticket server 102 proceeds to block 224.

[0047] In block 224, the ticket server 102 compares the expiry date of the new ticketholder's valued identification to the date of the event. If the expiry date of the new ticketholder's valued identification is after the date of the event, the ticket server 102 proceeds to block 216, otherwise, the ticket server 102 proceeds to block 226. In block 226, the ticket server 102 informs the purchaser that prior to the date of the event the

purchaser or ticketholder must register valid ticketholder valued identification information with the ticket server 102 having an expiry date after the date of the event. The purchaser is prompted to either enter new ticketholder valued identification information having an expiry date after the date of the event or indicate that the purchaser and/or ticketholder will enter new ticketholder valued identification at a later time prior to the date of the event (i.e. by selection of a check box or other manner of indication known to one skilled in the art). If the purchaser selects the entry of new ticketholder valued identification information, the ticket server 102 proceeds to block 218, otherwise, the ticket server 102 proceeds to block 216.

[0048] In block 228, the ticket server 102 instructs the data server 104 to update the information associated with the purchased tickets. Specifically, for each purchased ticket the ticket server 102: (a) sets the status of the ticket as “purchased”; (b) registers the purchaser as the original purchaser of the ticket; (c) registers the purchaser’s contact information and valued identification information; and (d) registers the ticketholder’s contact information and valued identification information.

[0049] In block 230, the ticket server 102 issues the purchased tickets to the registered ticketholder of each ticket. In one embodiment the ticket is an electronic ticket that is delivered to the registered ticketholder via email, text message, the website hosted by the ticket server 102, or other electronic communication method known to one skilled in the art. In an alternative embodiment, the ticket may be a physical ticket that is sent to the registered ticketholder via mail or courier, or picked up by the ticketholder at a specified location.

[0050] In a further alternative embodiment, electronic tickets allocated to ticketholder’s other than the registered original purchaser may be encrypted such that the ticket cannot be easily transferred to a third party. For example, in block 230, the ticket server 102 issues an email message to the registered ticketholder of each ticket. The message instructs the ticketholder to access the web page hosted by the ticket server 102. When the ticketholder accesses the web page, the ticket server 102 prompts the ticketholder for the ticketholder’s registered contact information and valued identification information. In one embodiment, the ticketholder is prompted for the ticketholder’s email address and the last 5 digits of the account number of the ticketholder’s valued identification information. The ticket server 102 then queries the data server 104 to validate the contact information and valued identification information entered by the ticketholder. If the information is valid, the ticket server 102 displays an electronic ticket on the webpage in a form that can only be printed and not saved or forwarded, in a manner is known to one skilled in the art. The ticketholder can print a copy of the ticket to take to the event, but cannot easily electronically transfer the ticket to a third party. Optionally, the ticket server 102 may store the Internet Protocol address of the user terminal 108 that the ticketholder is using to access the ticket server 102. If the ticketholder or a third party subsequently attempts to access the ticket server 102 from user terminal 108 having a different Internet Protocol address

than the user terminal 108 first used to access the ticket server 102, the ticket server 102 may deny the user access to the electronic ticket or prompt the user for additional validation information.

[0051] At any time up to and including the date of the event, the registered original purchaser of a ticket may access the ticket server 102 to reissue the ticket, reallocate the ticket, change the registered ticketholder contact information, or change the registered ticketholder valued identification. In addition, at any time up to and including the date of the event, the registered ticketholder may access the ticket server 102 to change the registered ticketholder valued identification if the registered ticketholder valued identification will expire prior to the date of the event.

[0052] Referring to Figure 3, a method 300 of reallocating a ticket using system 100 is shown. In block 302, the registered original purchaser selects a ticket to which the purchaser desires to change the registered ticketholder contact information. In block 304, the ticket server 102 prompts the registered original purchaser to enter the new ticketholder's contact information and valued identification information, in the same form as described above in block 218 of method 200. In block 306, the ticket server 102 compares the new ticketholder's contact information to the ownership information of the new ticketholder's valued identification. If the ticketholder's contact information does not match the ownership information of the ticketholder's valued identification the ticket server 102 informs the purchaser and proceeds to block 304, otherwise, the ticket server 102 proceeds to block 308. In block 308, the ticket server 102 communicates the ticketholder's valued identification information to the valued identification authorization system 112 through network 110 along with a request for a preauthorization of a predetermined amount. In one embodiment, the predetermined amount is the price of the ticket. If the preauthorization request is denied by the valued identification authorization system 112, the ticket server 102 informs the registered original purchaser and proceeds to block 304, otherwise, the ticket server 102 proceeds to block 310.

[0053] In block 310, the ticket server 102 compares the expiry date of the new ticketholder's valued identification to the date of the event. If the expiry date of the new ticketholder's valued identification is after the date of the event, the ticket server 102 proceeds to block 314, otherwise, the ticket server 102 proceeds to block 312. In block 312, the ticket server 102 informs the registered original purchaser that prior to the date of the event the registered original purchaser or ticketholder must register valid ticketholder valued identification information with the ticket server 102 having an expiry date after the date of the event. The registered original purchaser is prompted to either enter new ticketholder valued identification information having an expiry date after the date of the event or indicate that the purchaser and/or ticketholder will enter new ticketholder valued identification at a later time prior to the date of the event (i.e. by selection of a check box or other manner of indication known to one skilled in the art). If the purchaser selects the entry of new ticketholder valued identification information, the ticket server 102 proceeds to block 304, otherwise, the ticket server 102 proceeds to block 314.

[0054] In block 314, the ticket server 102 instructs the data server 104 to register the new ticketholder's contact information and valued identification information in association with the ticket. In block 316, the ticket server 102 reissues the ticket to the new ticketholder. In one embodiment the ticket is an electronic ticket that is delivered to the registered ticketholder via email, text message, the website hosted by the ticket server 102, or other electronic communication method known to one skilled in the art. Optionally, electronic tickets may be encrypted, as described above in relation to method 200, such that the ticket cannot be transferred to a third party. In the alternative, the ticket may be a physical ticket that is sent to the registered ticketholder via mail or courier, or picked up by the ticketholder at a specified location.

[0055] In a further alternative embodiment, in block 230 of method 200 and block 316 of method 300, the registered original purchaser is prompted to select one of the following methods of delivery for the purchased tickets: 1) delivery of the physical tickets by courier or mail; 2) pickup of physical tickets at location, for example, at a will call window; or 3) electronic delivery of electronic tickets. Optionally, the purchaser may select a different method of delivery for each ticket. Where electronic delivery is selected, the ticket server 102 will delay electronic delivery of the electronic tickets to the registered ticketholders until a predetermined period before the start of the event, such as, for example, 24 hours prior to the start of the event. In the alternative, the predetermined period may be configured to be any period prior to the start of the event. In the further alternative, the electronic delivery of electronic tickets may be delayed until the valued identification associated with each ticket is subsequently verified at a predetermined minimum period prior to the start of the event as further described below. Amongst other benefits, the delayed delivery of electronic tickets to the predetermined period places an additional impediment to ticketholders attempting to resell their electronic tickets using unauthorized channels.

[0056] Referring to Figure 4, a method 400 of changing the registered ticketholder valued identification information using system 100 is shown. In block 402, the registered original purchaser or registered ticketholder selects a ticket for which the registered ticketholder valued identification information is desired to be changed. In block 404, the ticket server 102 prompts the registered original purchaser or registered ticketholder to enter the new ticketholder valued identification information, in the same form as described above in block 218 of method 200. In block 406, the ticket server 102 compares the registered ticketholder contact information to the ownership information of the new ticketholder valued identification. If the registered ticketholder contact information does not match the ownership information of the new ticketholder valued identification the ticket server 102 informs the registered original purchaser or registered ticketholder and proceeds to block 404, otherwise, the ticket server 102 proceeds to block 408. In block 408, the ticket server 102 communicates the new ticketholder valued identification information to the valued identification authorization system 112 through network 110 along with a request for a preauthorization of a predetermined amount. In one embodiment, the predetermined amount is the price of the ticket. If the

preauthorization request is denied by the valued identification authorization system 112, the ticket server 102 informs the registered original purchaser or registered ticketholder and proceeds to block 404, otherwise, the ticket server 102 proceeds to block 310.

[0057] In block 410, the ticket server 102 compares the expiry date of the new ticketholder valued identification to the date of the event. If the expiry date of the new ticketholder valued identification is after the date of the event, the ticket server 102 proceeds to block 414, otherwise, the ticket server 102 proceeds to block 412. In block 412, the ticket server 102 informs the registered original purchaser or registered ticketholder that prior to the date of the event the registered original purchaser or ticketholder must register valid ticketholder valued identification information with the ticket server 102 having an expiry date after the date of the event. The registered original purchaser or registered ticketholder is prompted to either enter new ticketholder valued identification information having an expiry date after the date of the event or indicate that the registered original purchaser or registered ticketholder will enter new ticketholder valued identification at a later time prior to the date of the event (i.e. by selection of a check box or other manner of indication known to one skilled in the art). If the registered original purchaser or registered ticketholder selects the entry of new ticketholder valued identification information, the ticket server 102 proceeds to block 404, otherwise, the ticket server 102 proceeds to block 414. In block 414, the ticket server 102 instructs the data server 104 to register the new ticketholder valued identification information in association with the ticket.

[0058] The ticket server 102 may perform one or more verifications of the registered ticketholder valued identification information prior to and/or including the date of the event. For each verification, the ticket server 102 communicates the registered ticketholder valued identification information to the valued identification authorization system 112 through network 110 along with a request for a preauthorization of a predetermined amount. In one embodiment the predetermined amount is the price of the ticket. If the registered ticketholder contact information does not match the owner information associated with the registered ticketholder valued identification or the preauthorization request is denied by the valued identification authorization system 112, the ticket server 102 marks the registered ticketholder valued identification information associated with the ticket as invalid. Optionally, the ticket server 102 may send one or more communications to the registered original purchaser and/or the registered ticketholder informing the recipients that the registered ticketholder valued identification information is invalid and the ticketholder will not be admitted to the event until valid ticketholder valued identification information is registered with the ticket server 102. In one embodiment, the verification of the registered ticketholder valued identification is performed by the ticket server 102 on the date of the event immediately prior to the opening of the event. In an alternative embodiment, the verification of the registered ticketholder valued identification is performed by the ticket server 102 within a twenty four hour period before the start of the event.

[0059] The ticket server 102 may perform one or more checks of the expiry date of the registered ticketholder valued identification up to and/or including the date of the event. If the expiry date of the registered ticketholder valued identification is on or before the date of the event, the ticket server 102 sends one or more communications to the registered ticketholder and/or registered original purchaser informing the recipients that prior to the date of the event the registered original purchaser and/or registered ticketholder must provide the ticket server 102 with valued identification of the registered ticketholder having an expiry date after the date of the event. The ticket server 102 may communicate the verification and/or comparison to the registered ticketholder and/or registered original purchaser via email, text message, mail, courier, telephone, the web site hosted by the ticket server 102, or other communication method known to one skilled in the art.

[0060] The ticket server 102 may also send one or more communications to the registered original purchaser and/or registered ticketholder up to and including the date of the event, reminding the registered original purchaser and/or registered ticketholder that the registered ticketholder must present the registered ticketholder valued identification at the event in order to be admitted to the event.

[0061] At the conclusion of an event, the ticket server 102 may optionally instruct the data server 104 to erase all information respecting the allocation of tickets to ticketholders by the registered original purchaser. In the alternative, this information may be archived by the data server 104 for future reference.

[0062] In an alternative embodiment, method 200 and method 300 may facilitate the electronic communication of ticketholder contact information and valued identification information from a new ticketholder in order to reallocate a ticket to the new ticketholder. In blocks 218 and 304, the ticket server 102 provides the registered original purchaser with the option to: enter one or more electronic addresses for the new ticketholder, such as, for example, email address, mobile phone number, Instant Messaging address, mobile Personal Identification Number (PIN), or other electronic addresses known to one skilled in the art; or select the ticketholder from a list of pre-registered ticketholders with the ticket server 102 or data server 104. The ticket server 102 then transmits a message to the electronic address informing the new ticketholder that the registered original purchaser desires to allocate a ticket to the ticketholder.

[0063] The ticketholder may indicate their acceptance of the ticket by providing their contact information and valued identification information to the ticket server 102 by any electronic communication means known to one skilled in the art, such as, for example, through a website hosted by the ticket server 102 or another server for which a link is provided in the message, or through a software application running on the ticketholder's computing device that communicates the information to the ticket server 102. Alternatively, if the ticketholder has already registered their contact information and valued identification information with the ticket server 102 or data server 104, the ticketholder may authenticate themselves by

providing their authentication information to the ticket server 102, such as, for example, user name and password, or other authentication information apparent to one skilled in the art. The ticketholder's communications with the ticket server 102 may be encrypted in order to provide additional security.

[0064] The new ticketholder's contact information and valued identification information is then validated in the manner described in blocks 220 to 224 of method 200 or blocks 306 to 312 of method 300. If the information fails validation, the ticket server 102 transmits a message to the ticketholder's electronic address providing the ticketholder with details of the failure and requesting the ticketholder to provide valid contact information and/or valued identification information. Once the new ticketholder's information is validated, the ticket server 102 informs the registered original purchaser that the ticketholder has accepted the ticket and requests the registered original purchaser to validate the information provided by the ticketholder and confirm the allocation of the ticket to the ticketholder. If the registered original purchaser confirms the allocation of the ticket to the ticketholder, the ticket server 102 registers the new ticketholder's information in association with the ticket and issues the ticket to the new ticketholder in the manner described in blocks 228 to 230 of method 200 or blocks 314 to 316 of method 300 in the embodiments described above. In the alternative, the ticket server 102 may automatically register the information associated with the ticket upon receipt of valid contact information and valued identification information from the ticketholder without requiring confirmation from the registered original purchaser.

[0065] Once the ticketholder's contact information and valued identification information is registered with the ticket server 102, the original registered purchaser may access the ticket server 102 at any time to view both the contact information and valued identification information. If the valued identification information is stored in an encrypted format, the registered original purchaser may instruct the ticket server 102 to decrypt valued identification information and present the decrypted information to the registered original purchaser. In the alternative, the original registered purchaser may be permitted to view the valued identification information of the ticketholder solely during the confirmation of the allocation of the ticket to the ticketholder such that after confirmation the original registered purchaser will no longer be able to access the ticketholder's valued identification information.

[0066] In a further alternative embodiment, the method of electronically communicating ticketholder information and valued identification information described above may be varied such that the ticketholder initiates communication with the ticket server 102. The ticketholder communicates with the ticket server 102 and identifies the registered original purchaser of a ticket for which the ticketholder desires to receive a ticket. In the same manner as described above, the ticketholder provides their contact information and valued identification information, or authenticates themselves with the ticket server 102 if they have a previously registered this information with the ticket server 102 or data server 104. The ticketholder's contact information and valued identification information is then validated as described above. Once the

ticketholder's information is validated, the ticket server 102 informs the registered original purchaser that the ticketholder has provided valid contact information and valued identification to the ticket server 102. In one embodiment, the ticketholder's contact information and valued identification information is communicated to the registered original purchaser. In an alternative embodiment, only the ticketholder's contact information is communicated to the registered original purchaser. The registered original ticket purchaser may then select one or more tickets to allocate to the ticketholder. Once the registered original purchaser has made their selection, the ticket server 102 registers the ticketholder contact information and valued identification information with the ticket(s) and informs the ticketholder as to the details of the ticket(s) that have been allocated to them.

[0067] In a further alternative embodiment, the ticket server 102 may permit the registered original purchaser to register primary valued identification information and secondary valued identification information in association with a group of tickets. The registered original purchaser may specify a maximum number of the group of tickets for which the secondary valued identification information may permit access to the event. In the alternative, the maximum number of tickets permitted to be associated with the secondary valued identification information is predetermined by the ticket server 102. As further described in the ticket authentication method, when the secondary valued identification information is authenticated at the event, up to the maximum number of tickets associated with the secondary valued identification information may be permitted to enter the event. The primary valued identification may then be subsequently authenticated to permit any remaining tickets of the group of tickets (which exceed the maximum number of tickets associated with the secondary valued identification information or have not been utilized to enter the event based on the authentication of the secondary valued identification information) to enter the event.

[0068] In a further alternative embodiment, the original ticket vendor may restrict which registered original purchasers may add secondary valued identification information to a group of tickets. For example, the original ticket vendor may restrict this feature to season ticket holders to permit a first portion of the members of the season ticketholder's family or group to enter the event while the remaining members park the car (i.e. the season ticketholder's spouse and children may enter the event using the secondary valued identification while the season ticketholder subsequently uses the primary valued identification to enter the event).

[0069] In a further alternative embodiment, the ticket server 102 is configured to present purchasers with the view that the purchaser can expect to see from the seat that the purchaser is considering purchasing. The data server 104 stores a plurality of graphical images (each a "seat view") depicting views at the event and registers the seat views with the associated ticket for the event. In block 202, the ticket server 102 queries the data server 104 to acquire a listing of tickets available for purchase. The ticket server 102 communicates the listing to the user terminal 108 or ticket vendor 109 along with a seat view, or link to a seat

view, for each ticket in the list having an associated seat view stored in the data server 104. Before purchasing a ticket, the purchaser may select the seat view associated with the ticket to get a sense of the view from the seat or area for which the ticket relates. In one embodiment, the same seat view may be used for a predefined group of tickets, for example, the tickets relating to a block of seats at an event could have the same associated seat view representative of the view from the center seat of the block of seats. In the alternative, the seat view representative of the view from any location within the block of seats may be associated with all of the tickets in the block of seats. In the further alternative, a distinct seat view may be associated with each ticket. In the further alternative, prior to purchasing a ticket, the purchaser may communicate the associated seat view to a third party via email, text message, the website hosted by the ticket server 102, or other electronic communication method known to one skilled in the art.

[0070] **Ticket Authentication System**

[0071] Referring to Figure 5 a ticket authentication system 500 is shown. The system 500 authenticates event tickets presented at an event and controls access to the event by requiring event attendants to provide both an event ticket and the registered valued identification information associated with the ticket. The system 500 comprises valued identification validation units 502, ticket validation units 504, a network 510, an authentication server 512, a data server 514, and authentication assistance units (not shown).

[0072] The valued identification validation units 502 each comprise a processor, a computer readable medium, a validation indicator, and a valued identification reader (not shown). The computer readable medium contains instructions stored therein that when executed by the processor facilitates the reading of valued identification information from a piece of valued identification that is presented to the valued identification reader. The unit 502 is in communication with authentication server 512 through network 510. The unit 502 can transmit read valued identification information to the authentication server 512 and receive validation information from the authentication server 512. The validation indicator presents received validation information to the user of the unit 502. In one embodiment, the unit 502 is an automated kiosk and the validation indicator is a display. For example, the unit 502 may be a Motorola MK 2220 with a magnetic stripe reader and near field communications transceiver for reading contactless media containing valued identification information. In the alternative, the unit 502 may be any automated or non-automated device capable of providing the functionality of the unit 502 described herein. In the further alternative, the validation indicator may comprise one or more displays, speakers, lights or other devices capable of presenting visual and/or audible information. In the yet further alternative, the valued identification validation unit 502 may comprise a display and/or a printer for presenting advertisements to users of the unit 502.

[0073] The ticket validation units 504 each comprise a processor, a computer readable medium, a ticket reader, and a validation indicator (not shown). The computer readable medium contains instructions stored therein that when executed by the processor facilitates the reading of ticket information from an event ticket that is presented to the ticket reader. The unit 504 is in communication with authentication server 512 through network 510. The unit 504 can transmit read ticket information to the authentication server 512 and receive validation information from the authentication server 512. The validation indicator presents received validation information to the user of the unit 504. The validation information may comprise an indication as whether a ticket is valid, reasons why the ticket is invalid (i.e. not a valid ticket identifier, valued identification has not been presented to a valued identification validation unit, a predetermined period of time from the first presentation of the valued identification to the valued identification unit has expired and/or the extent to which it has expired, etc), instructions on how to handle the invalid ticket and/or other information pertaining to the validity of a ticket and valued identification known to one skilled in the art.

[0074] In one embodiment, the unit 504 is handheld wireless device operated by an event associate, the validation indicator is a display integrated in the device, and the ticket reader is a barcode reader. For example, the unit 504 may be a Motorola MC55 Enterprise Digital Assistant with a bar code reader. In the alternative, the unit 504 may be any automated or non-automated device capable of providing the functionality of the unit 504 described herein. In the further alternative, the validation indicator may comprise one or more displays, speaker, lights or other devices capable of communicating visual or audible information.

[0075] The authentication server 512 comprises a processor and a computer readable medium (not shown). The computer readable medium contains instructions stored therein that when executed by the processor perform the ticket authentication method as further described below. The authentication server 512 communicates with the valued identification validation unit 502, the ticket validation unit 504 and the data server 514 through network 510.

[0076] The data server 514 comprises a processor and a computer readable medium (not shown). The computer readable medium contains instructions stored therein that when executed by the processor facilitate the management, communication, access and storage of data on the data server 514. The data may comprise information respecting the identification, validity, ownership and allocation of event tickets. In one embodiment, the data consists of the status of each ticket (i.e. not read, read, time that the ticket was read, etc.), ticket information (i.e. ticket identification information, event information, seat information, price, price category, etc.), ownership information (i.e. the original purchaser of each ticket, the ticketholder of each ticket, contact information of the original purchaser, etc.), valued identification information of the ticketholder of each ticket and the status of the valued identification (i.e. valid, invalid, not read, read, time

that the valued identification was read, etc). The data server 514 communicates with the authentication server 512 through network 510. In the alternative, the data server 514 may communicate with the authentication server 512 over a separate network from network 510. In the further alternative, the data server 514 may form part of the authentication server 512.

[0077] In one embodiment, the data server 514 is the same server as data server 104 of system 100. In an alternative embodiment, the data server 104 and data server 514 are separate servers that communicate over a network, and data stored on the data server 104 is copied to the data server 514 at a predetermined frequency.

[0078] The authentication assistance units (not shown) comprise a processor, a computer readable medium, a validation indicator, a ticket reader, a valued identification reader, and a printer. The computer readable medium contains instructions stored therein that when executed by the processor facilitates: the reading of valued identification information from a piece of valued identification that is presented to the valued identification reader; the reading of ticket information from an event ticket that is presented to the ticket reader; and the printing of tickets. Each authentication assistance unit is in communication with authentication server 512 through network 510. The authentication assistance units can transmit read valued identification information and ticket information to the authentication server 512 and receive validation information from the authentication server 512. The validation indicator presents received validation information to the user of the authentication assistance unit. In operation, the authentication assistance units may be located at a event assistance wicket or adjacent to the ticket validation unit 504, and operated by event associates to assist ticketholders with problems using the ticket authentication system 500. The authentication assistance units may also print off new tickets if instructed by an operator. In a preferred alternative embodiment, the authentication assistance unit is a handheld wireless device, such as, for example, a Motorola MC55 Enterprise Digital Assistant with a bar code reader, magstripe reader, and near field communications transceiver.

[0079] In operation, the ticket validation unit 504 is located at the entrance to the event and the valued identification validation unit 502 is located at the event away from the entrance to the event. One or more ticket validation units 504 may be located at each entrance to the event and one or more valued identification validation units 502 may be located at the event. As further described below, this separation of the ticket validation unit 504 and the valued identification unit 502 facilitates the efficient validation of event tickets and entry into the event with minimum delay. In one embodiment, there is at least one valued identification validation unit 502 for every ticket validation unit 504 present at an event and preferably 1.5 valued identification validation units 502 for every ticket validation unit 504 present at an event.

[0080] In an alternative embodiment, a ticketholder's mobile device may serve as a valued identification validation unit 502. Referring to Figure 10, a mobile device 1000 is shown and generally comprises a display 1002 for presenting visual information to the ticketholder, an input device 1004 for receiving input from the ticketholder, a memory 1006, a processor 1008, a communication unit 1010, and a positioning unit 1012.

[0081] The memory 1006 contains statements and instructions stored therein that when executed by the processor 1008 facilitates the authentication of the ticketholder's valued identification information as further described below. The positioning unit 1012 determines the location of the mobile device 1000 using one or more Global Positioning System (GPS) receivers, cellular transceivers to triangulate the position of the mobile device between cell tower, Bluetooth transceivers to identify proximity of the mobile device 1000 to a Bluetooth device having a known location, and other methods of determining the location of a mobile device of known in the art. The communication unit 1010 communicates with the authentication server 512 to transmit one or more of authentication information, valued identification information or positioning information to the authentication server 512 and receive validation information from the authentication server 512. In the present embodiment, the mobile device 1000 is a personal digital assistant (such as, for example, a Blackberry™ smart phone having a GPS receiver and cellular transceiver), the positioning unit 1012 is a GPS receiver, and the communication unit 1010 is a cellular transceiver. In the alternative, the mobile device 1000 may be any mobile device capable of communicating with the authentication server 512 and determining its location known to one skilled in the art. In the further alternative, the positioning unit 1012 may be any technology known in the art to identify the location of a device. In the further alternative, the positioning unit 1012 and communication unit 1010 may be the same unit. In the further alternative, the mobile device 1000 may not comprises a positioning unit 1012.

[0082] In a further alternative embodiment, the original ticket vendor may exclude certain categories of tickets from the authentication process, such as, for example, tickets to corporate boxes and other areas of an event. Such tickets will not require validation of valued identification or valued identification information in order to permit the ticketholder entry to an event.

[0083] **Ticket Authentication Method**

[0084] Referring to Figure 6, a method 600 of authenticating a ticket at an event using system 500 is shown. In block 602, a ticketholder presents valued identification to the valued identification validation unit 502. The unit 502 reads valued identification information from the valued identification and transmits the information to the authentication server 512. The valued identification information may comprise account number information, owner information, expiration date information, service code information, verification information (i.e. PIN or card verification information, such as, for example, card verification code (CVC),

card verification valued code (CVVC), card verification value (CVV), card security code (CSC), card verification data (CVD), verification code (V Code) or card code verification (CCV)), and other similar information known to one skilled in the art. In one embodiment, the valued identification information consists of account number information, owner information, and expiration date information.

[0085] In block 604, the authentication server 512 queries the data server 514 to match the read valued identification information to registered valued identification information stored in the data server 514. If the read valued identification information does not match any registered valued identification information stored in the data server 514, the method 600 proceeds to block 606. In block 606, the authentication server 512 informs the valued identification validation unit 502, and the valued identification unit 502 informs the ticketholder through the validation indicator, that the read valued identification is not valid. The method 600 then proceeds to block 602.

[0086] If in block 604 the read valued identification information matches any registered valued identification information stored in the data server 514, the method 600 proceeds to block 608 where the authentication server 512 queries the data server 514 as to whether the valued identification has already been read by a valued identification validation unit 502 at the present event. If the valued identification has already been read at the present event the method 600 proceeds to block 610, otherwise, the method 600 proceeds to block 612. In block 612, the authentication server 512 instructs the data server 514 to update the status of the registered valued identification to "read" and register the time that the ticket was read. In block 610, the authentication server 512 queries the data server as to whether a predetermined period of time has expired since the valued identification was first scanned by a valued identification validation unit 502. If the predetermined period of time has expired, the method 600 proceeds to block 611 where the authentication server 512 informs the valued identification validation unit 502, and the valued identification unit 502 informs the ticketholder through the validation indicator, to see an event associate, otherwise, the method proceeds to block 614.

[0087] In block 614, the valued identification validation unit 502 informs the ticketholder through the validation indicator that the ticketholders of all tickets registered with the read valued identification information are to proceed to a ticket validation unit 504 at the entrance to the event.

[0088] At block 616, the ticketholder presents a ticket to a ticket validation unit 504. The unit 504 reads the ticket information from the ticket and transmits the information to the authentication server 512. The ticket information may comprise ticket identification information, event information, seat information, and other information known to one skilled in the art. In one embodiment, the ticket information consists of ticket identification information containing a unique identifier for each ticket to an event. In block 618, the authentication server 512 queries the data server 514 as to whether the ticket information matches a valid

ticket. If the ticket is not valid, the method 600 proceeds to block 620 where the authentication server 512 informs the ticket validation unit 504, and the ticket validation unit 504 informs the operator of the ticket validation unit 504 through the validation indicator, that the ticket is not valid. The ticketholder is then directed to see an event associate for further assistance.

[0089] If in block 618 the ticket is valid, the method 600 proceeds to block 622 where the authentication server 512 queries the data server 514 as to whether the ticket has already been used to access the event. If the ticket has already been read by a ticket validation unit 504, the method 600 proceeds to block 624 where the authentication server 512 informs the ticket validation unit 504, and the ticket validation unit 504 informs the operator of the ticket validation unit 504 through the validation indicator, that the ticket has already been used to access the event. The ticketholder is then directed to see an event associate for further assistance.

[0090] If in block 622 the ticket has not been used to access the event, the method proceeds to block 626 where the authentication server 512 queries the data server 514 as to whether the registered ticketholder valued identification associated with the ticket has been read by the valued identification validation unit 502. If the registered ticketholder valued identification has not been read, the method 600 proceeds to block 628 where the authentication server 512 informs the ticket validation unit 504, and the ticket validation unit 504 informs the operator of the ticket validation unit 504 through the validation indicator, that the registered ticketholder valued identification has not been read. The ticketholder is then directed to a valued identification validation unit 502.

[0091] If in block 626 the registered ticketholder valued identification has been read, the method 600 proceeds to block 634 where the authentication server 512 queries the data server 514 as to whether the registered valued identification associated with the read ticket has been read at a valued identification validation unit 502 within a predetermined period of time. If the predetermined period of time has expired, the method 600 proceeds to block 636 where the authentication server 512 informs the ticket validation unit 504, and the ticket validation unit 504 informs the operator of the ticket validation unit 504 through the validation indicator, the extent to which the predetermine period of time has expired. The operator of the ticket validation unit 504 may then permit the ticketholder to enter the event, proceeding to block 638, or direct the ticketholder to see an event associate. If in block 634 the predetermined period of time has not expired, the method 600 proceeds to block 638 where the ticketholder is granted access to the event and the authentication server 512 instructs the data server 514 to update the status of the ticket as "read".

[0092] As previously described, the system 500 is designed such that the ticket validation unit 504 is located at the entrance to the event while the valued identification validation unit 502 is located at the event away from the entrance to the event. This separation facilitates the efficient validation of event tickets and

the entry into the event with minimum delay. Valued identification is validated at a valued identification validation unit 502 prior to the ticketholder arriving at the entrance to the event. Any problems relating to the valued identification are addressed at the valued identification validation unit 502 without delaying ticketholders awaiting entry to the event at the event entrance. In addition, where the same registered ticketholder valued identification information is associated with more than one ticket, the registered ticketholder valued identification is only required to be read one time by a single ticket validation unit 504. Thus, in a group of ticketholders possessing tickets with the same registered ticketholder valued identification information, only one member of the group is required to present the registered ticketholder valued identification at the valued identification validation unit 502 while the remaining members of the group may proceed to the ticket validation unit 504 at the entrance to the event.

[0093] In an alternative embodiment, the method 600 may perform a preauthorization of a predetermined amount on the registered ticketholder valued identification associated with a ticket upon the presentation of the registered ticketholder valued identification to the valued identification validation unit 502. In this alternative embodiment, the authentication server 512 communicates the read valued identification information to a valued identification authorization system through a network along with a request for a preauthorization of a predetermined amount. In a preferred alternative embodiment, the predetermined amount is the price of the ticket. If the preauthorization request is denied by the valued identification authorization system, the authentication server 512 directs the data server 504 to mark the registered ticketholder valued identification information as invalid.

[0094] In an alternative embodiment, the mobile device 1000 described above may also function as a valued identification validation unit 502. The memory 1006 of the mobile device 1000 contains statements and instructions stored therein that when executed by the processor 1008 provide the following mobile valued identification method. The mobile valued identification method is identical to method 600 with the exception of block 602. In block 602, the ticketholder utilizes their mobile device 1000 to validate their valued identification information instead of a valued identification validation unit 502. The ticketholder utilizes their mobile device 1000 to communicate with the authentication server 512 and request validation of their valued identification information. The ticketholder sends mobile device identification information, positioning information and authentication information to the authentication server 512. The mobile device identification information may comprise a mobile phone number, a mobile PIN, mobile IP address, MAC address, or other identifier for uniquely identifying the ticketholder's mobile device 1000. The positioning information comprises the location of the mobile device 1000 or proximity of the mobile device 1000 to the event as determined by the positioning unit 1012. The authentication information may comprise a user name, password, valued identification information, contact information, or other information for authenticating the ticketholder known to one skilled in the art. The authentication server 512 confirms that the submitted

mobile device identification information and authentication information to registered mobile device identification information and authentication information that have been previously registered by the ticketholder with the data server 504 in association with a ticket. In addition, the authentication server 512 confirms that the positioning information is within a predetermined minimum proximity to the event. If the confirmation fails, the authentication server 512 communicates with the mobile device 1000 informing the ticketholder of the failed confirmation. If the confirmation is successful, the authentication server 512 obtains the ticketholder's valued identification information registered with the data server 504 and proceeds to block 604 as described above. In the alternative, the mobile device 1000 prompts the ticketholder to perform the mobile valued identification method described above when the mobile device 1000 is within a predetermined minimum proximity to the event. In the further alternative, the positioning information is not communicated to or utilized by the authentication server. In the further alternative, the ticketholder communicates their valued identification information to the authentication server 512 using their mobile device 1000.

[0095] **Secondary Market System**

[0096] Referring to Figure 7, a secondary market system 700 is shown. The system 700 enables registered original purchasers of event tickets to resell previously purchased tickets in a secondary market authorized by the original ticket vendors. The system 700 comprises a resale server 702, a data server 704, a network 706, user terminals 708, ticket vendors 709, a network 710, and a valued identification authorization system 712.

[0097] The resale server 702 comprises a processor and a computer readable medium (not shown). The computer readable medium contains instructions stored therein that when executed by the processor perform the secondary market method as further described below. The resale server 702 communicates with the data server 704, user terminals 708, and ticket vendors 709 through network 706, and the valued identification authorization system 712 through network 710.

[0098] The data server 704 comprises a processor and a computer readable medium (not shown). The computer readable medium contains instructions stored therein that when executed by the processor facilitate the management, communication, access and storage of data on the data server 704. The data consists of information respecting the identification, validity, availability, purchase, bidding, history, ownership and allocation of event tickets. In one embodiment, the data consists of user account information (i.e. user name, password, etc.), the status of each ticket (i.e. purchased, available for purchase, etc.), ticket information (i.e. ticket identification information, event information, seat information, etc.), ownership information (i.e. the original purchaser of each ticket, the ticketholder of each ticket, contact information of the original purchaser, contact information of the ticketholder, etc.), resale restrictions (i.e. tickets not

permitted for resale, maximum or minimum resale prices, maximum number of tickets permitted to be resold by each seller, prohibited sellers, permitted sellers, etc.), valued identification information of the ticketholder of each ticket, bid information (i.e. desired event, desired price or price range, number of tickets, desired ticket type and/or location, etc.), and offer information (i.e. event, price or price range, ticket type and/or location, number of tickets, tickets sold together or separately, etc.). The data server 704 communicates with the resale server 702 through network 106. In the alternative, the data server 704 may communicate with the resale server 702 over a separate network from network 706. In the further alternative, the data server 704 may form part of the resale server 702.

[0099] In one embodiment, the data server 704 is the same server as data server 104 of system 100. In an alternative embodiment, the data server 104 and data server 704 are separate servers that communicate over a network, and data stored on the data server 104 is copied to the data server 704 at a predetermined frequency.

[00100] Users can access the resale server 702 through network 706 via a registration device, such as, user terminals 708 and ticket vendors 709. User terminals 708 may be a computer, cellular phone, personal digital assistant, gaming device or other communication device capable of communicating with a server through a network as known to one skilled in the art. The ticket vendors 709 may be a person or an automated telephone system and users may communicate with the ticket vendors 709 over the phone or in person at designated locations. In one embodiment, the resale server 702 hosts a website and sellers, purchasers and original ticket vendors communicate with the resale server 702 through the website via a web browser running on the user terminals 708 and ticket vendors 709.

[00101] The valued identification authorization system 712 contains information pertaining to valued identification and enables the authorization and charging of monetary amounts to an account associated with valued identification. The valued identification authorization system 712 communicates with the resale server 702 through network 710.

[00102] **Secondary Market Method**

[00103] The system 700 facilitates the secure resale of previously purchased tickets and ensures purchasers are provided with valid tickets and title thereto. The system 700 permits a registered original purchaser ("seller") to sell a previously purchased ticket by either posting the ticket to the resale server 702 with an associated asking price or offering the ticket to a new purchaser or purchasers that have posted a bid for a ticket on the resale server 702. Similarly, the system 700 permits a new purchaser to purchase a previously purchased ticket by either posting a bid for the ticket to the resale server 702 along with an associated bid price or purchasing a ticket posted to the resale server by a seller.

[00104] Referring to Figure 8a, a method 800 of posting one or more previously purchased tickets for sale to the resale server 702 is shown. In block 802, a seller communicates to the resale server 702 through a user terminal 708 or ticket vendor 709 requesting the posting of one or more previously purchased tickets to the resale server 702. The resale server 702 then prompts the seller to enter authentication information to confirm the seller is the registered original purchaser of one or more tickets to the event. The authentication information may comprise one or more of the seller's account information, contact information, original valued identification information, and/or ticket information that has previously been registered with the resale server 702 and/or the ticket server 102 described above. In one embodiment, the authentication information consists of a user name and password. In block 804, the resale server 702 queries the data server 704 to authenticate the authentication information provided by the seller. If the authentication information is invalid the resale server 702 proceeds to block 802, otherwise, the resale server 702 proceeds to block 806.

[00105] In block 806, the resale server 702 prompts the seller to select one or more tickets that the seller desires to post for sale on the resale server 702. In block 808, the resale server 702 prompts the seller to enter offer information selected for each ticket selected in block 806. Offer information may comprise the event, price or price range, ticket type and/or location, number of tickets, tickets sold together or separately, and other information pertaining to and offer to sell one or more tickets known to one skilled in the art. In one embodiment, the offer information consists of the price and whether the tickets must be purchased together. In block 810, the resale server 102 queries the data server 704 to determine if the seller has violated any resale restrictions. If the seller has violated any resale restrictions the resale server 702 informs the seller and proceeds to block 806, otherwise, the resale server 702 proceeds to block 812. The resale restrictions may comprise: tickets not permitted for resale, maximum or minimum resale prices, maximum number of tickets permitted to be resold by each seller, prohibited sellers, permitted sellers and other restrictions known to one skilled in the art. In one embodiment, the resale restriction requires that the sale price of each ticket is greater than the original purchase price (i.e. face value) of the ticket.

[00106] In block 812, the resale server 702 posts the one or more tickets for sale on the website hosted by the resale server 702. Purchasers may view and purchase the tickets through the resale server 702 as further described below. Alternatively, in block 812, the resale server 702 may communicate offer information respecting the one or more tickets to potential purchasers over any electronic communication medium and in any format known to one skilled in the art, including without limitation, wired or wireless mediums, compressed or uncompressed formats, encrypted or unencrypted formats, email, facsimile, Short Message Service or text messages, Multimedia Messaging Service or multimedia messages, or instant messaging.

[00107] Referring to Figure 8b, a method 850 of purchasing a previously purchased ticket posted on the resale server 102 is shown. In block 852, a purchaser communicates with the resale server 702 through a user terminal 708 or ticket vendor 709 requesting a listing of previously purchased tickets that are posted for sale for a particular event. The resale server 702 queries the data server 704 to acquire the listing and communicates the listing to the user terminal 708 or ticket vendor 709. The listing may be presented based upon the ticket price, original ticket price (i.e. face value), seat location, and/or other offer information. In block 854, the purchaser selects one or more tickets for purchase. If the offer information associate with the tickets requires that multiple tickets must be purchased together, the resale server 702 will only permit the purchaser to select the number of tickets specified. The resale server 702 then holds the selected tickets for a predetermined period during which other purchasers are prohibited from selecting the held tickets for purchase.

[00108] Blocks 856 to 876 facilitate the purchase of the tickets by the purchaser and allocation of one or more tickets to one or more new ticketholders if desired by the purchaser. The operation of blocks 856 to 876 are identical to and described in blocks 206 to 226 ticket management method 200, respectively, with the exception that the ticket server 102, data server 104, network 106, user terminals 108, ticket vendors 109, network 110, and valued identification authorization system 112 are replaced with the resale server 702, data server 704, network 706, user terminals 708, ticket vendors 709, network 710, and valued identification authorization system 712, respectively.

[00109] In block 878, the resale server 702 credits the original ticket vendor with any service charges, transaction fees, commissions, profits above a certain price of the ticket, and/or other charges designated by the original ticket vendor. In one embodiment, the resale server 702 credits the original ticket vendor with a transaction fee and any profits greater than a certain amount of the original purchase price of the ticket. In the alternative, any of the above fees, charges, commissions, profits, or portions thereof, can be credited to the account of one or more third parties, such as a charity designated by the original ticket vendor and/or seller. In addition, the resale system 702 may automatically issue charitable tax receipts to the seller for amounts credited to the designated charities.

[00110] In block 880, the resale system 702, communicates with the valued identification authentication system 712 through network 710 and credits the account associated with the seller's registered valued identification with the purchase price of the tickets less any amounts deducted in block 878. In the alternative, the resale system 702 may deposit the amount in the seller's bank account, issue a cheque to the seller for the amount, register a credit of the amount with the original ticket vendor for future purchases of tickets, goods or services, or provide the amount to the seller in kind or as a credit in other manners known to one skilled in the art.

[00111] In block 882, the resale server 702 instructs the data server 704 to update the information associated with the purchased tickets. Specifically, for each purchased ticket the ticket server 702: (a) registers the purchaser as the original purchaser of the ticket; (b) registers the purchaser's contact information and valued identification; and (d) registers the ticketholder's contact information and valued identification information.

[00112] In block 884, the resale server 702 reissues the purchased tickets to the registered ticketholder of each ticket. In one embodiment, the ticket is an electronic ticket that is delivered to the registered ticketholder via email, text message, the website hosted by the ticket server 702, or other electronic communication method known to one skilled in the art. Optionally, the electronic tickets may be encrypted, as described above in relation to method 200, such that the ticket cannot be transferred to a third party. In the alternative, the ticket may be a physical ticket that is sent to the registered ticketholder via mail or courier, or picked up by the ticketholder at a specified location.

[00113] Referring to Figure 9a, a method 900 of bidding for the purchase of one or more previously purchased tickets using system 700 is shown. In block 904, a purchaser communicates with the resale server 702 through a user terminal 708 or ticket vendor 709 and provides bid information for one or more tickets to an event. The bid information may comprise a desired event, a desired price, price range (i.e. maximum price), or price category (i.e. event seats having a face value in a specified price range), desired areas or seat locations, time limit for a bid, number of tickets, and other information for particularizing a bid for a type of ticket. In one embodiment, the bid information consists of a desired price category, maximum price, and a time limit for which the bid is valid. The desired areas or seat locations may be selected through an interactive graphical event area and seating map made available on the website hosted by the resale server 702.

[00114] In block 906, the resale server 702 prompts the purchaser to enter the purchaser's contact information and valued identification information, in the same form as described above in block 206 of method 200. In block 908, the resale server 702 compares the purchaser's contact information to the ownership information of the purchaser's valued identification. If the purchaser's contact information does not match the ownership information of the purchaser's valued identification the resale server 702 informs the purchaser and proceeds to block 906, otherwise, the resale server 702 proceeds to block 910. In block 910, the resale server 702 communicates the purchaser's valued identification information to the valued identification authorization system 712 through network 710 along with a preauthorization request for the price bid for the tickets. If the preauthorization request is denied by the valued identification authorization system 712, the resale server 702 informs the purchaser and proceeds to block 906, otherwise, the resale server 702 proceeds to block 912.

[00115] In block 912, the resale server 702 compares the expiry date of the purchaser's valued identification to the date of the event. If the expiry date of the purchaser's valued identification is after the date of the event, the resale server 702 proceeds to block 916, otherwise, the resale server 702 proceeds to block 914. In block 914, the resale server 702 informs the purchaser that prior to the date of the event the purchaser must register valued identification with the resale server 702 having an expiry date after the date of the event. The purchaser is prompted to either enter new valued identification having an expiry date after the date of the event or indicate that the purchaser will enter such valued identification at a later time prior to the date of the event (i.e. by selection of a check box or other manner of indication known to one skilled in the art). If the purchaser selects the entry of new valued identification, the resale server 702 proceeds to block 906, otherwise, the resale server 702 proceeds to block 916.

[00116] In block 916, the resale server 702 posts the bid on the website hosted by the resale server 702. Sellers may view the bids and offer previously purchased tickets for sale to bidders through the resale server 702 as further described below. The purchaser may submit one bid or multiple bids for one or more tickets or categories of tickets (i.e. price range, locations, etc.). Alternatively, in block 916, the resale server 702 may communicate the bid to potential purchasers over any electronic communication medium and in any format known to one skilled in the art, including without limitation, wired or wireless mediums, compressed or uncompressed formats, encrypted or unencrypted formats, email, facsimile, Short Message Service or text messages, Multimedia Messaging Service or multimedia messages, or instant messaging.

[00117] Referring to Figure 9b, a method 950 of offering a previously purchased ticket to fulfill a bid for the purchase of a ticket is shown. In block 952, a seller communicates with the resale server 702 through a user terminal 708 or ticket vendor 709 requesting a listing of the bids for tickets for a particular event. The resale server 702 queries the data server 704 to acquire the listing and communicates the listing to the user terminal 708 or ticket vendor 709. In block, 954 the seller selects a bid of a purchaser for which the seller desires to offer one or more of the seller's tickets for sale.

[00118] In block 956, the resale server 702 prompts the seller to enter authentication information to confirm the seller is the registered original purchaser of one or more tickets to the event. The authentication information may be one or more of the seller's user account information, original purchaser contact information, original purchaser valued identification information, and/or ticket information that has previously been registered with the resale server 702 and/or the ticket server 102 of system 100 described above. In one embodiment, the authentication information consists of a user name and password. In block 958, the resale server 702 queries the data server 704 to authenticate the authentication information provided by the seller. If the authentication information is not valid the resale server 702 proceeds to block 956, otherwise, the resale server 702 proceeds to block 960.

[00119] In block 960, the resale server 702 prompts the seller to select one or more tickets that the seller desires to offer for sale to the purchaser. In block 962, the resale server 702 prompts the seller to enter offer information for each ticket selected in block 960. Offer information may comprise the event, price or price range, ticket type and/or location, number of tickets, tickets sold together or separately, and other information pertaining to and offer to sell one or more tickets known to one skilled in the art. In one embodiment, the offer information consists of the price and whether the tickets must be purchased together. In block 964, the resale server 102 queries the data server 704 to determine if the seller has violated any resale restrictions, in the same form as described above in block 810 of method 800. If the seller has violated any resale restrictions the resale server 702 informs the seller and proceeds to block 960, otherwise, the resale server 702 proceeds to block 966.

[00120] In block 966, the resale server 702 communicates the seller's offer information to the purchaser. In block 968, the purchaser elects to accept the offer or reject the offer by communicating a response to the resale server 702. If the purchaser rejects the offer, the resale server 702 proceeds to block 970 and informs the seller that the offer was rejected. If the purchaser accepts the offer, the resale server 702 proceeds to block 972 and communicates the purchaser's valued identification information to the valued identification authorization system 712 through network 710 along with a request to charge the price of the tickets offered by the seller. If the charge request is denied by the valued identification authorization system 712, the resale server 702 proceeds to block 974 and informs the purchaser and/or seller, otherwise, the resale server 702 proceeds to block 976. Where the seller has made offers for the same tickets to multiple purchasers and one of the purchasers has accepted an offer by the seller, the resale server 702 prevents the other purchasers from selecting the purchase of the tickets in block 968 and sends a communication to the other purchasers informing them that the seller's offer has been withdrawn.

[00121] Blocks 976 to 994 permit the purchaser to allocate one or more purchased tickets to one or more new ticketholders, facilitate the crediting of designated portions of the purchase price to the original ticket vendor and/or seller, register the purchaser and new ticketholders in association with the purchased tickets, and reissue the purchased tickets to the new ticketholders. The operation of blocks 976 to 994 are identical to and are described in blocks 866 to 884, respectively, in relation to method 850.

[00122] In a further alternative embodiment, in block 884 of method 800 and block 994 of method 900, the registered original purchaser is prompted to select one of the following methods of delivery for the purchased tickets: 1) delivery of the physical tickets by courier or mail; 2) pickup of physical tickets at location, for example, at a will call window; or 3) electronic delivery of electronic tickets. Optionally, the purchaser may select a different method of delivery for each ticket. Where electronic delivery is selected, the resale server 702 will delay electronic delivery of the electronic tickets to the registered ticketholders until a

predetermined period before the start of the event, such as, for example, 24 hours prior to the start of the event. In the alternative, the predetermined period may be configured to be any period prior to the start of the event. In the further alternative, the electronic delivery of electronic tickets may be delayed until the valued identification associated with each ticket is subsequently verified at a predetermined minimum period prior to the start of the event as further described below. Amongst other benefits, the delayed delivery of electronic tickets to the predetermined period places an additional impediment to ticketholders attempting to resell their electronic tickets using unauthorized channels.

[00123] The resale server 702 also provides historical information of tickets posted for sale, bids for tickets, offers to bids, and completed sales of tickets on the resale server 702.

[00124] Once the ticket has been resold through any of processes 800, 850, 900 and 950, the new purchaser and allocated ticketholders may manage the purchased tickets through the ticket management system 100 described above. At any point prior to the completion of the sale, a purchaser may cancel any of the purchaser's bids posted on the ticket server 102 and a seller may cancel any of the seller's offers posted on the ticket server 102.

[00125] In an alternative embodiment, the secondary market system 700 may service a plurality of secondary markets for multiple events or the same event. For example, the original ticket vendor may specify a general group of tickets that can be resold in a general secondary market and a specific group of tickets that can only be resold in a specific secondary market, such as, tickets that may be resold only among fan club members, concierge clubs (for example, American Express™ Front of the Line™), or other designated groups.

[00126] In a further alternative embodiment, the resale server 702 is configured to present purchasers with the view that the purchaser can expect to see from the seat that the purchaser is considering purchasing. The data server 704 stores a plurality of graphical images (each a "seat view") depicting views at the event and registers the seat views with the associated ticket for the event. In block 852 of method 800 and block 966 of method 966, the resale server 702 queries the data server 704 to determine if a seat view is associated with the ticket. If a seat view is available, the resale server 702 communicates the seat view, or link to the seat view, to the purchaser. Before purchasing the ticket, the purchaser may select the seat view associated with the ticket to get a sense of the view from the seat or area for which the ticket relates. In one embodiment, the same seat view may be used for a predefined group of tickets. For example, the tickets relating to a block of seats at an event could have the same associated seat view representative of the view from the center seat of the block of seats. In the alternative, the seat view representative of the view from any location within the block of seats may be associated with all of the tickets in the block of seats. In the further alternative, a distinct seat view may be associated with each ticket. In a further alternative embodiment, the

resale server 702 permits a user access the seat view of tickets listed in the history of tickets sold through the system 700.

[00127] In a further alternative embodiment, a seller may request the resale server 702 to automatically send updates to the seller reporting new high bids posted to the system. Similarly, a purchaser may request the resale server 702 to automatically send updates to the purchaser reporting new low offers posted to the system. The seller and purchaser may request the ticket server 702 to restrict the updates to report bids and offers respecting tickets in a particular category, such as, price category, location of associated seat at the event, or other criteria know to one skilled in the art. The updates may also comprise information on previous bids and offers, the next highest or lowest bids and offers, ticket information, purchase restrictions, and other relevant information to the ticket.

[00128] In a further alternative embodiment, in block 812 the resale server 702 determines if the one or more previously purchased tickets posted for sale to the resale server 702 satisfy the bid information of any of the bids submitted to the resale server 702 in accordance with method 900. For each bid that is satisfied by one or more of the tickets posted for sale, the resale server 702 communicates to the purchaser submitting the bid the particulars of those tickets. The purchaser may then purchase the tickets in accordance with method 850. Similarly, in block 916 the resale server 702 determines if one or more tickets posted for sale to the resale server 702 satisfy the bid information of the bid submitted by the purchaser. For each of the one or more tickets that satisfy the bid, the resale server 702 communicates to the purchaser submitting the bid the particulars of those tickets. The purchaser may then purchase the tickets in accordance with method 850.

[00129] In a further alternative embodiment, the system 700 may permit a third party agent, such as a concierge, to purchase tickets on behalf of a purchaser. The third party agent purchase tickets in the identical manner described above except in block 856 of method 850 and block 906 of method 900, the resale server 702 permits the third party agent to enter account information that uniquely identifies the third party agent. All ticket purchases for which the third party agent participates using the system 700 are recorder on the data server 704. The original ticket vendor may then offer various forms of compensation to the third party agent depending on the number or value of ticket purchases for which the agent participates.

[00130] In a further alternative embodiment, the system 500 and system 700 are configured to permit a ticketholder in attendance at an event (“segmented event”) comprising multiple games, acts, parts or segments (each an “event segment”) to leave the segmented event, resell tickets to one or more of the remaining event segments of the segmented event to one or more purchasers, and authenticate the resold tickets to the event segments.

[00131] Referring to Figure 11 a method 1100 of offering for resale one or more tickets to one or more events segments of a segmented event is shown. In blocks 1102 to 1106 a seller communicates with the resale server 702 through a user terminal 708 or ticket vendor 709 and selects one or more tickets to the event that the seller desires to resell. Blocks 1102 to 1106 are identical to blocks 802 to 806 of method 800. These blocks may be performed during (a) the purchase of the tickets by the seller through the ticket management system 100 or the secondary market system 700, or (b) after the purchase of the tickets by the seller either prior to or during a segmented event.

[00132] In block 1108, the resale server 702 queries the data server 704 to determine if the event associated with the selected tickets is a segmented event. If the event is a segmented event, the method 1100 proceeds to block 1112, otherwise, the method 1100 proceeds to block 1110 where the method 1100 proceeds block 808 of method 800 and continues with method 800 until completion.

[00133] In block 1112, the resale server 702 queries the data server 704 to determine if there are any valid event segments for which the selected tickets are permitted to be resold. If none of the event segments are valid, the method 1100 proceeds to block 1114 where the resale server 702 informs the seller that resale of tickets for the segmented event is not permitted. However, if any of the event segments are valid, the method 1100 proceeds to block 1116. The validation of the event segments comprises determining which event segments have not completed, whether the seller is authorized to resell tickets to the event segments, and whether the ticket is authorized for resale (for example, complimentary tickets may be precluded from resale).

[00134] In block 1116 the resale server 702 communicates to the seller the valid event segments that the seller is permitted to resell and prompts the seller to select the event segments for which the seller desires to resell tickets. Once the seller selects the event segments, the method 1100 proceeds to block 1118 where the resale server 702 prompts the seller to enter offer information respecting the sale of tickets for the selected event segments. Offer information may comprise the event segment, price or price range, ticket type and/or location, number of tickets, tickets sold together or separately, and other information pertaining to and offer to sell one or more tickets known to one skilled in the art. In one embodiment, the offer information consists of the price and whether the tickets must be purchased together.

[00135] The method 1100 then proceeds to block 1120 where the resale server 702 queries the data server 704 to determine if the seller has violated any resale restrictions. If the seller has violated any resale restrictions the resale server 702 informs the seller of the violation and proceeds to block 1116, otherwise, the resale server 702 proceeds to block 1122. The resale restrictions may comprise: tickets not permitted for resale, maximum or minimum resale prices, maximum number of tickets permitted to be resold by each seller, prohibited sellers, permitted sellers and other restrictions known to one skilled in the art. In one

embodiment, the resale restriction requires that the sale price of each ticket is greater than the original purchase price (i.e. face value) of the ticket prorated by the number of event segments in the event.

[00136] In block 1122, the seller presents valued identification to the valued identification validation unit 502. The unit 502 reads valued identification information from the valued identification and transmits the information to the authentication server 512. The method 1100 then proceeds to block 1124 where the authentication server 512 queries the data server 514 to match the read valued identification information to registered valued identification information stored in the data server 514. If the read valued identification information does not match any registered valued identification information stored in the data server 514, the method 1100 proceeds to block 1126, where the authentication server 512 informs the seller through the valued identification validation unit 502 that the read valued identification is not valid. The method 1100 then proceeds to block 1122.

[00137] If in block 1124 the read valued identification information matches any registered valued identification information stored in the data server 514, the method 1100 proceeds to block 1128 where the authentication server 512 queries the data server 514 as to whether the valued identification has already been validated at the present event in accordance with method 600. If the valued identification has already been validated at the present event the method 1100 proceeds to block 1132, otherwise, the method 1100 proceeds to block 1130 where the method 1100 proceeds to block 612 of method 600 and continues with method 600 until completion.

[00138] In block 1132, the authentication server 512 queries the data server 514 to determine if the current event is a segmented event. If the current event is a segmented event, the method 1100 proceeds to block 1136, otherwise, the method 1100 proceeds to block 1134 where the method 1100 proceeds to block 610 of method 600 and continues with method 600 until completion.

[00139] In block 1136, the resale server 702 communicates with the data server 704 to cancel the seller's ticket such that the seller is no longer permitted to access the event with his or her ticket. The method 1100 then proceeds to block 1138 where the resale server 702 posts the one or more tickets for the selected event segments for sale on the website hosted by the resale server 702. Purchasers may view and purchase the tickets through the resale server 702 in the manner described above in method 850. A purchaser of the tickets for any of the selected event segments may then use the ticket to access the event for the event segment in the manner described above in method 600. Alternatively, in block 1138, the resale server 702 may communicate offer information respecting tickets to the selected event segments to potential purchasers over any electronic communication medium and in any format known to one skilled in the art, including without limitation, wired or wireless mediums, compressed or uncompressed formats, encrypted or

unencrypted formats, email, facsimile, Short Message Service or text messages, Multimedia Messaging Service or multimedia messages, or instant messaging.

[00140] In the alternative, in block 1136 the resale server 702 does not cancel the seller's ticket, instead, the resale server 702 communicates with the data server 704 to remove the selected event segments for resale from the ticket information associated with the seller's ticket such that the seller can no use the ticket to access the event for the selected event segments, however, the seller may use the ticket to access the event for any remaining event segments that have not been selected for resale. In the further alternative, block 1136 occurs after block 1138, such that the seller's ticket or the selected event segments are not cancelled or removed from the ticket information associated with the seller's ticket until one or more tickets to the selected event segments are resold to a purchaser.

[00141] Optionally, in order to assist in ensuring that an individual entering the segmented event with an event ticket exits the event prior to the resale of event segments under the ticket, the seller may be required to allocate the event tickets to the individuals that will be using the tickets to enter the segmented event when (a) the seller purchases the tickets or (b) after the purchase of the tickets, the seller indicates a desire to resell event segments under the tickets. In this manner, a ticket to event segments of a segmented event cannot be resold until the valued identification of the individual attending the event is presented at a valued identification validation unit 502 outside of the segmented event.

[00142] In the further alternative, at block 1118 of method 1100, the seller may indicate that the seller will enter a ticket price for the tickets each segmented event at a later time. The method 1100 will delay the posting tickets to the selected event segments for resale until the seller has provided valid ticket prices in accordance with blocks 1118 and 1120 of method 1100. For example, during purchase of event tickets to segmented event, the seller may setup selected event segments for resale upon the departure of the seller from the segmented event, however, the seller may desire to defer specifying a resale price for the tickets until the seller has the opportunity to assess the secondary market for the tickets either prior to or during the event.

[00143] In a further alternative embodiment, instead of presenting valued identification to a valued identification unit 502 in block 1124, the seller utilizes his or her mobile device 1000 to initiate the resale of selected event segments. Specifically, in block 1124 the seller sends mobile device identification information, positioning information and authentication information to the authentication server 512 upon exiting the event. The mobile device identification information may comprise a mobile phone number, a mobile PIN, mobile IP address, MAC address, or other identifier for uniquely identifying the ticketholder's mobile device 1000. The positioning information comprises the location of the mobile device 1000 or proximity of the mobile device 1000 to the event as determined by the positioning unit 1012. The

authentication information may comprise a user name, password, valued identification information, contact information, or other information for authenticating the ticketholder known to one skilled in the art.

[00144] The authentication server 512 confirms that the submitted mobile device identification information and authentication information to registered mobile device identification information and authentication information that have been previously registered by the ticketholder with the data server 504 in association with a ticket. In addition, the authentication server 512 confirms that the positioning information indicates that the seller has exited the event. If the confirmation fails, the authentication server 512 communicates with the mobile device 1000 informing the seller of the failed confirmation. If the confirmation is successful, the authentication server 512 obtains the seller's valued identification information registered with the data server 504 and proceeds to block 1128.

[00145] In the alternative, the mobile device 1000 prompts the ticketholder to perform the mobile valued identification method described above when the mobile device 1000 is within a predetermined minimum proximity to the event. In the further alternative, the positioning information is not communicated to or utilized by the authentication server. In the further alternative, the ticketholder communicates their valued identification information to the authentication server 512 using their mobile device 1000.

[00146] **Social Network System**

[00147] Referring to Figure 12, a system for establishing an *ad hoc* social network amongst ticketholders to an event is shown as item 1200. The system 1200 generally comprises: a social network (SN) server 1202, a data server 1204, a primary market ticket (PMT) server 1206, a secondary market ticket (SMT) server 1208, event presence devices 1210, a third party contacts server 1212, social network users 1250 and a network 1220.

[00148] The data server 1204 comprises a processor and a computer readable medium (not shown). The computer readable medium contains instructions stored therein that when executed by the processor facilitates the management, communication, access and storage of data on the data server 1204. The data comprises information respecting users 1250, including, without limitation, contact information, valued identification information, ticket information, event presence information, contacts information, social network information and authentication information. Contact information comprises information for communicating with a user 1250, such as, physical addresses, email addresses, telephone numbers, third party social network contact information, instant messaging contact information, and mobile device identification information. Ticket information comprises information respecting tickets to events purchased or allocated to a user 1250, such as, particulars of the event (i.e. event title, event date and time, etc.) and particulars of the ticket (i.e. price, area, gate information, and seat information, etc.). Event presence information comprises

information indicating the presence, proximity or location of a user 1250 at or relative to an event, such as, whether and where the valued identification of a user 1250 has been read at an event, whether and where the ticket information of a ticket purchased by or allocated to a user 1250 has been read at an event, whether and where the mobile device of a user 1250 has been detected at an event. Contacts information comprises information relating to third party contacts of a user 1250 for which the user desires be part of the user's *ad hoc* social networks for particular events, such as, the contact information of a contact, the valued identification information of a contact, or the ticket information of a contact. Social network information comprises information respecting *ad hoc* social networks formed between a user 1250 and the third party contacts of the user 1250, such as, a list ("alert list") of third party contacts of a user 1250 who have contact information and valued identification information registered with the data server 1204 and who desire to be part of the user's 1250 *ad hoc* social networks, the social network (SN) status of the user 1250 with respect to an event (e.g. "will be attending", "at the event", "located at gate no. __", and presence information respecting the user 1250 and the event), privacy information respecting the event and alert list (e.g. which SN statuses a user desires to share and to which contacts of the user's alert list). The authentication information may comprise a user name, password, valued identification information, contact information, and other information for authenticating a user 1250 known to one skilled in the art. The data server 1204 is in communication with the SN server 1202, PMT server 1206 and SMT server 1208 through network 1220. In the alternative, the data server 1204 may communicate with the ticket server 1202 over a separate network from network 1220. In the further alternative, the data server 1204 may form part of the SN server 1202, the PMT server 1206 and/or the SMT server 1208. In the further alternative, the data server 1204 may form part of the data server 1204 of system 100, the data server 514 of system 500 and/or the data server 704 of system 700.

[00149] The SN server 1202 comprises a processor and a computer readable medium (not shown). The computer readable medium contains instructions stored therein that when executed by the processor performs the *ad hoc* SN method as further described below. In general, the SN server 1202 facilitates the communication of information between common ticketholders of the event who have elected to share such information. The information ("event information") may comprise, without limitation, contact information, SN status, ticket information, presence information and communications authored by ticketholders, event organizers or third-parties. The SN server 1202 is in communication with the data server 1204, PMT server 1206, SMT server 1208, third party contacts server 1212, and users 1250 through network 1220. In the alternative, the SN server 1202 may form part of the ticket server 102 of system 100, the authentication server 512 of system 500 and/or the resale server 702 of system 700.

[00150] The PMT server 1206 is identical to the ticket server 102 of system 100 and the SMT server 1208 is identical to server 702 of system 700, both as described above.

[00151] The event presence devices 1210 comprise a valued identification unit 1210a, a ticket validation unit 1210b, and a mobile device 1201c. The valued identification validation unit 1210a is identical to the valued identification unit 502 of system 500, the ticket validation unit 1210b is identical to the ticket validation unit 504 of system 500, and the mobile device 1210c is identical to the mobile device 1000, all as described above.

[00152] The third party contacts server 1212 comprises a processor and a computer readable medium (not shown). The computer readable medium contains contacts information of a user 1250, as well as, instructions stored therein that when executed by the processor facilitate the communication of contacts information stored on the server 1212 to the SN server 1202. The server 1212 may be any server that stores contacts information of third party contacts of a user 1250, such as, for example, email servers (i.e. Hotmail™, Gmail™, Microsoft Outlook™ Enterprise Servers, etc.), social networking servers (i.e. Facebook™, MySpace™, etc), or other contacts databases.

[00153] Users 1250 can communicate with the SN server 1202, PMT server 1206 and SMT server 1208 through network 1220 via an electronic device, such as, for example, a computer, cellular phone, personal digital assistant, gaming device or other communication device capable of communicating with a server through a network as known to one skilled in the art.

[00154] **Defining an Alert List**

[00155] Referring to Figure 13, a method 1300 of defining an alert list for a user 1250 from which to establish *ad hoc* social networks amongst ticketholders of common events is shown. The method 1300 may be initiated upon the request of a user 1250 who has successfully registered their contact information and valued identification information with the data server 1204.

[00156] In block 1302, the method 1300 commences as a user 1250 communicates with the SN server 1202 requesting to create or modify an alert list associated with the user 1250. The user 1250 may be prompted to create or modify an alert list during the purchase of an event ticket by the user 1250 through the PMT server 1206 or the SMT server 1208. If the user 1250 selects to create or modify an alert list, the PMT server 1206 or SMT server 1208, as applicable, communicates with the SN server 1202 to commence method 1300. In the alternative, the user 1250 may commence the method 1300 at any time after the user 1250 has successfully registered their contact information and valued identification information with the data server 1204 by communicating with the PMT server 1206, SMT server 1208 or SN server 1202.

[00157] The method 1300 then proceeds to block 1304 where the SN server 1202 requests a list of third party contacts for which the user desires to constitute or add to the user's alert list.

[00158] In block 1306, the user 1250 facilitates the communication of contacts information to the SN server 1202 by one or both of: (a) directly communicating the contacts information to the SN server 1202, such as, for example, entering and submitting contacts information through a forms based website hosted by the SN server 1202, or communicating contacts information through email, SMS message, or other form of electronic communication to the SN server 1202; or (b) providing authentication information required by a third party contacts server 1212 to permit the SN server 1202 to communicate with and obtain contacts information from the third party contacts server 1212. Once the contacts information has been communicated to the SN server 1202, the user 1250 may edit the contact information.

[00159] In block 1308, the SN server 1202 communicates with each of the contacts in the contacts information using the information provided in the contacts information. For example, if the contacts information for a contact comprises an email address, the SN server 1202 communicates with the contact over email, or if the contacts information for a contact comprises a mobile phone address, the SN server 1202 communicates with the contact over SMS. Alternatively, the SN server 1202 may communicate with the contact using alternatives electronic forms of communication known to one skilled in the art. The communication to the contact informs the contact that the user 1250 desires to add the contact to the user's 1250 alert list and requests the contact to connect to the SN server 1202 to accept the request. The contact may connect to the SN server 1202 through a web portal hosted by the SN server 1202. Alternatively, the contact may connect to the SN server 1202 through other electronic methods of communication know to one skilled in the art.

[00160] The method 1300 then proceeds to block 1310, where the SN server 1202 awaits responses from the contacts that were sent requests in block 1308. Once a response is received by the SN server 1202 the method 1300 proceeds to block 1312 where the SN server 1202 requests the contact to enter authentication information to confirm the contact is a registered user with the SN server 1202. The authentication information may comprise one or more of the contact's account information, contact information, or original valued identification information that has previously been registered with the SN server 1202. In one embodiment, the authentication information consists of a user name and password. Alternatively, if the contact is not a registered user, the contact may register with the SN server 1202.

[00161] Once the contact's authentication information is communicated to the SN server 1202, the method 1300 proceeds to block 1314 where the SN server 1202 queries the data server 1204 to authenticate the authentication information provided by the contact. If the authentication information is invalid the SN server 1202 proceeds back to block 1312, otherwise, the SN server 1202 proceeds to block 1316.

[00162] In block 1316, the contact communicates with the SN server 1202 as to whether the contact accepts the user's 1250 request to add the contact to the users' 1250 alert list. If the contact accepts the request, the method 1300 proceeds to block 1318, otherwise, the method 1300 proceeds back to block 1310.

[00163] In block 1318, the SN server 1202 communicates with the data server 1204 to add the contact to the user's 1250 alert list and add the user 1250 to the contact's alert list.

[00164] At any time after a contact has been added to a user's 1250 alert list, the user 1250 may communicate with the SN server 1202 to request that the contact is removed from the user's 1250 alert list and the user 1250 is removed from the contact's alert list. Similarly, at any time after a contact has been added to a user's 1250 alert list, the contact may communicate with the SN server 1202 to request that contact is removed from the user's 1250 alert list and the user 1250 is removed from the contact's alert list. In either case, the SN server 1202 will communicate with the data server 1204 to remove the user 1250 from the registered user's alert list and remove the registered user from the user's 1250 alert list.

[00165] **Establishing an *ad hoc* Social Network**

[00166] Referring to Figure 14, a method 1400 of establishing an *ad hoc* social network amongst ticketholders of a common event is shown.

[00167] In block 1402, the method 1400 commences as a result of the purchase of an event ticket by a user 1250 or the allocation of a ticket to a user 1250 through the PMT server 1206 or the SMT server 1208. During the purchase of an event ticket by the user 1250 or allocation of an event ticket to a user 1250, the PMT server 1206 or SMT server 1208, as applicable, communicates with the SN server 1202 reporting that a new purchase or allocation of a ticket has occurred.

[00168] In block 1404, the SN server 1202 queries the data server 1204 to determine if the user 1250 has defined an alert list. If the user 1250 has defined an alert list, the method 1400 proceeds to block 1412, otherwise, the method proceeds to block 1406.

[00169] In block 1406, the SN server 1202 communicates with the user 1250 to determine if the user 1250 desires to define an alert list. If the user 1250 communicates to the SN server 102 that the user 1250 desires to define an alert list the method 1400 proceeds to block 1410, otherwise, the method 1400 proceeds to block 1408 and terminates.

[00170] In block 1410, the SN server 1202 performs method 1300 as described above. At the completion of method 1300, the method 1400 proceeds to block 1412.

[00171] In block 1412, the SN server 1202 communicates with the user 1250 to determine if the user 1250 desires to establish an *ad hoc* social network respecting the event for which the user 1250 has purchased or has been allocated a ticket. If the user 1250 communicates to the SN server 1202 that the user 1250 desires to form an *ad hoc* social network in respect of the event, the method 1400 proceeds to block 1416, otherwise, the method 1400 proceeds to block 1414 and terminates.

[00172] In block 1416, the SN server 1202 communicates with the data server 1204 to update the SN status of the user 1250 with respect to the event as “will be attending”. The method 1400 then proceeds to block 1418, where the SN server 1202 queries the data server 1204 to identify each contact on the user’s 1250 alert list that has been allocated a ticket to the event or has purchased a ticket to the event that has not been allocated to another ticketholder (each a “networked contact”).

[00173] In block 1420, the SN server 1202 communicates event information of the user 1250 to each networked contact, and communicates event information of each networked contact to the user 1250. The method 1400 then proceeds to block 1422 and terminates. In the present embodiment, the identity (part of contact information), SN status, and ticket information of the user 1250 and networked contacts is communicated to the networked contacts and ticketholder, respectively. In the alternative, other event information of the user 1250 and networked contacts is communicated to the networked contacts and user 1250, respectively.

[00174] In an alternative embodiment, in block 1418, the SN server 1202 queries the data server 1204 to identify networked contacts that have the same SN status as the user 1250. Further, in block 1420, the SN server 1202 communicates event information of the user 1250 to each networked contact having a common SN status with the user 1250.

[00175] Referring to Figure 15, another method 1500 of establishing an *ad hoc* social networks amongst ticketholders of a common event is shown. In block 1502, the method 1500 commences as a result of the receipt of presence information by the SN server 1202 from an event presence device 1210. As described above, the event presence device 1210 may comprise a valued identification validation unit 1210a, a ticket validation unit 1210b, or a mobile device 1210c. The valued identification validation unit 1210a communicates valued identification information read at an event to the SN server 1202; the ticket validation unit 1210b communicates ticket information read at an event to the SN server 1202; and the mobile device 1210c communicates mobile device identification information, authentication information, and location information to the SN server 1202.

[00176] In block 1504, the SN server 1202 queries the data server 1204 to determine if the received presence information relates to a user 1250 registered with the data server 1204 and whether the user 1250

has defined an alert list. If the received presence information relates to a registered user 1250 who has defined an alert list then the method 1500 proceeds to block 1508, otherwise, the method 1500 proceeds to block 1506 and terminates. The data server 1204 determines if received presence information relates to a registered user by: (a) comparing received valued identification information received from the valued identification validation unit 1210a against valued identification information registered with the data server 1204 in association with users 1250; (b) comparing received ticket information from the ticket validation unit 1210b against ticket information registered with the data server 1204 in association with users 1250; and/or (c) comparing the mobile device identification information and authentication information received from the mobile device 1210c against mobile device identification information and authentication information registered with the data server 1204 in association with users 1250.

[00177] In block 1508, the SN server 1202 communicates with the data server 1204 to update the SN status of the registered user 1250 depending on the source and content of the presence information. If the presence information is received from the valued identification validation unit 1210a, then the SN status is updated to “at the event”. If the presence information is received from the ticket validation unit 1210b, then the SN status is updated to “located at gate no. ___”, where the gate no. is determined by a known gate no. at which the ticket validation unit 1210b is located. If the presence information is received from the mobile device 1210c, then the status is update to either “at the event” or “located at gate no. ___” depending on the location of the mobile device 1210c identified in the location information communicated by the mobile device 1210c.

[00178] In block 1510, the SN server 1202 queries the data server 1204 to identify each contact on the user’s 1250 alert list that has been allocated a ticket to the event or has purchased a ticket to the event that has not been allocated to another ticketholder (each a “networked contact”).

[00179] In block 1512, the SN server 1202 communicates event information of the user 1250 to each networked contact. The method 1500 then proceeds to block 1514 and terminates. In the present embodiment, at block 1512, the identity (part of contact information), SN status, and ticket information of the user 1250 is communicated to the networked contacts. In the alternative, other event information of the user 1250 is communicated to the networked contacts.

[00180] In an alternative embodiment, in block 1510, the SN server 1202 queries the data server 1204 to identify networked contacts that have the same SN status as the user 1250. Further, in block 1512, the SN server 1202 communicates event information of the user 1250 to each networked contact having a common SN status with the user 1250.

[00181] In a further alternative embodiment, each user 1250 may communicate with the SN server 1202 to define privacy settings that apply to a specific event or all events. The privacy settings may specify which SN statuses the user 1250 desires to share and to which contacts of the user's 1250 alert list.

[00182] In yet a further alternative embodiment, the SN server 1202 may include contextual advertising in communications to users 1250. The advertising may be tied to the location of the user 1250, determined by presence information received from event presence devices 110, to serve advertisements promoting products or services sold inside or outside of an event venue, or related to the event.

[00183] While particular embodiments of the present invention has been described in the foregoing, it is to be understood that other embodiments are possible within the scope of the invention and are intended to be included herein. It will be clear to any person skilled in the art that modifications of and adjustments to this invention, not shown, are possible without departing from the spirit of the invention as demonstrated through the exemplary embodiment. The invention is therefore to be considered limited solely by the scope of the appended claims.

CLAIMS

1. A method of establishing an *ad hoc* social network for a ticketholder of an event comprising:
 - (a) identifying, by a server, a contact of the ticketholder that is a ticketholder of the event; and
 - (b) communicating, by the server, event information of the ticketholder to the contact and event information of the contact to the ticketholder.
2. The method according to claim 1, wherein the contact of the ticketholder is identified by identifying the contact in an alert list of the ticketholder that is a ticketholder of the event.
3. The method according to claim 0, wherein the event information of the ticketholder is communicated by the server to the contact upon the purchase of an event ticket by the ticketholder.
4. The method according to any of claims 1 and 3, wherein the event information of the ticketholder is communicated to the contact upon the receipt by the server of presence information of the ticketholder.
5. The method according to any of claims 1 to 4, wherein the event presence information comprises the reading of valued identification of the ticketholder at the event.
6. The method according to any of claims 1 to 4, wherein the event presence information comprises the reading of ticket information of the ticketholder at the event.
7. The method according to any of claims 1 to 4, wherein the event presence information comprises location information of a mobile device of the ticketholder.
8. The method according to claim 7, wherein the event presence information comprises location information of a mobile device of the ticketholder within a predetermined minimum proximity to the event.
9. The method according to any of claims 1 to 8, wherein the event information comprises social network status.
10. The method according to any of claims 1 to 8, wherein the event information comprises ticket information.
11. The method according to any of claims 1 to 8, wherein the event information comprises presence information.

12. The method according to any of claims 1 to 8, wherein the event information comprises contact information.
13. A system for establishing an *ad hoc* social network for a ticketholder of an event comprising a server configured to:
 - (a) identify a contact of the ticketholder that is a ticketholder of the event; and
 - (b) communicate event information of the ticketholder to the contact and event information of the contact to the ticketholder.
14. The system according to claim 13, wherein the contact of the ticketholder is identified by identifying the contact in an alert list of the ticketholder that is a ticketholder of the event.
15. The system according to claim 14, wherein the event information of the ticketholder is communicated by the server to the contact upon the purchase of an event ticket by the ticketholder.
16. The system according to any of claims 13 and 15, wherein the event information of the ticketholder is communicated to the contact upon the receipt by the server of presence information of the ticketholder.
17. The system according to any of claims 13 to 16, wherein the event presence information comprises the reading of valued identification of the ticketholder at the event.
18. The system according to any of claims 13 to 16, wherein the event presence information comprises the reading of ticket information of the ticketholder at the event.
19. The system according to any of claims 13 to 16, wherein the event presence information comprises location information of a mobile device of the ticketholder.
20. The system according to claim 19, wherein the event presence information comprises location information of a mobile device of the ticketholder within a predetermined minimum proximity to the event.
21. The system according to any of claims 13 to 20, wherein the event information comprises social network status.
22. The system according to any of claims 13 to 20, wherein the event information comprises ticket information.

23. The system according to any of claims 13 to 20, wherein the event information comprises presence information.
24. The system according to any of claims 13 to 20, wherein the event information comprises contact information.

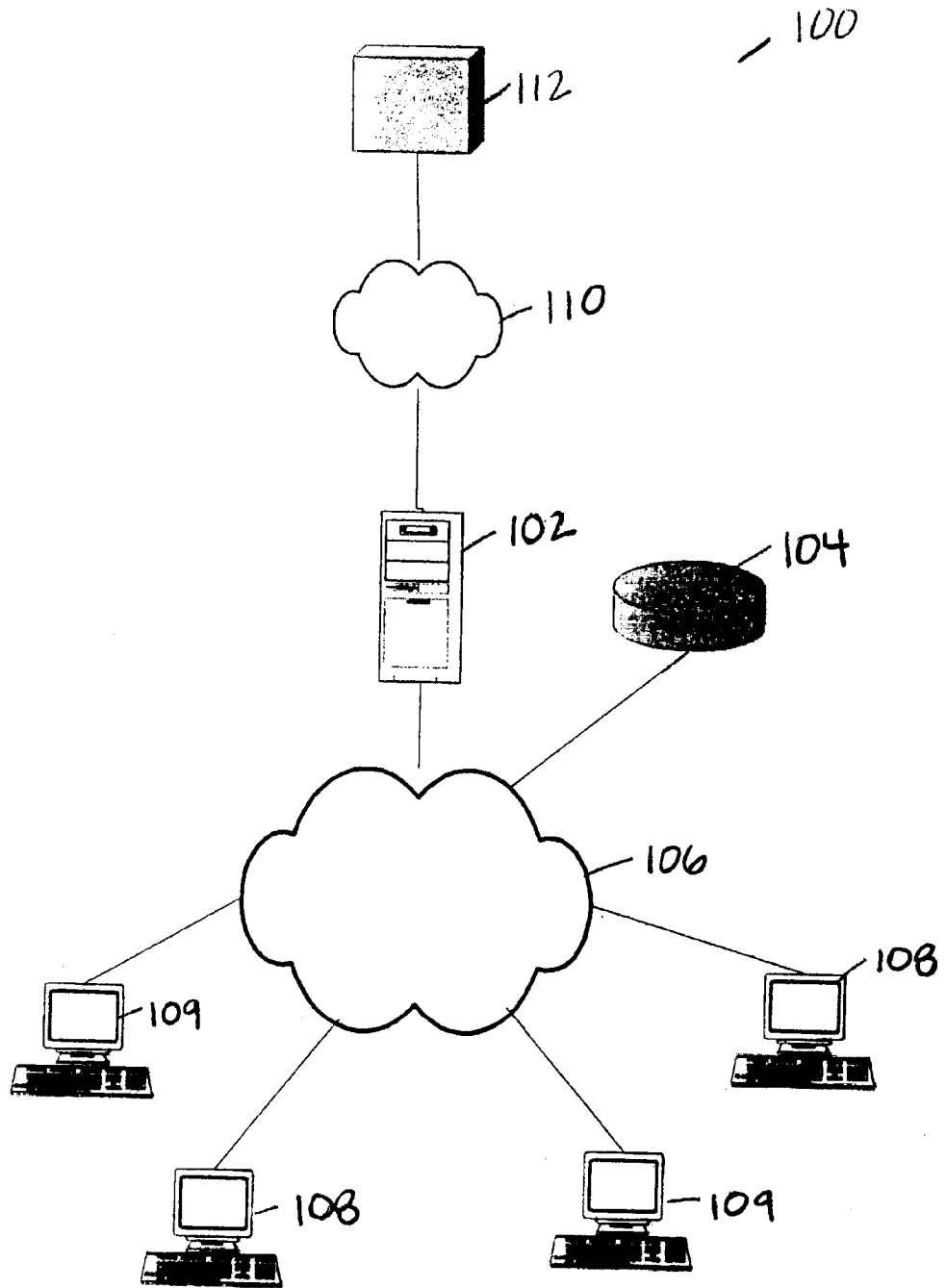


Figure 1

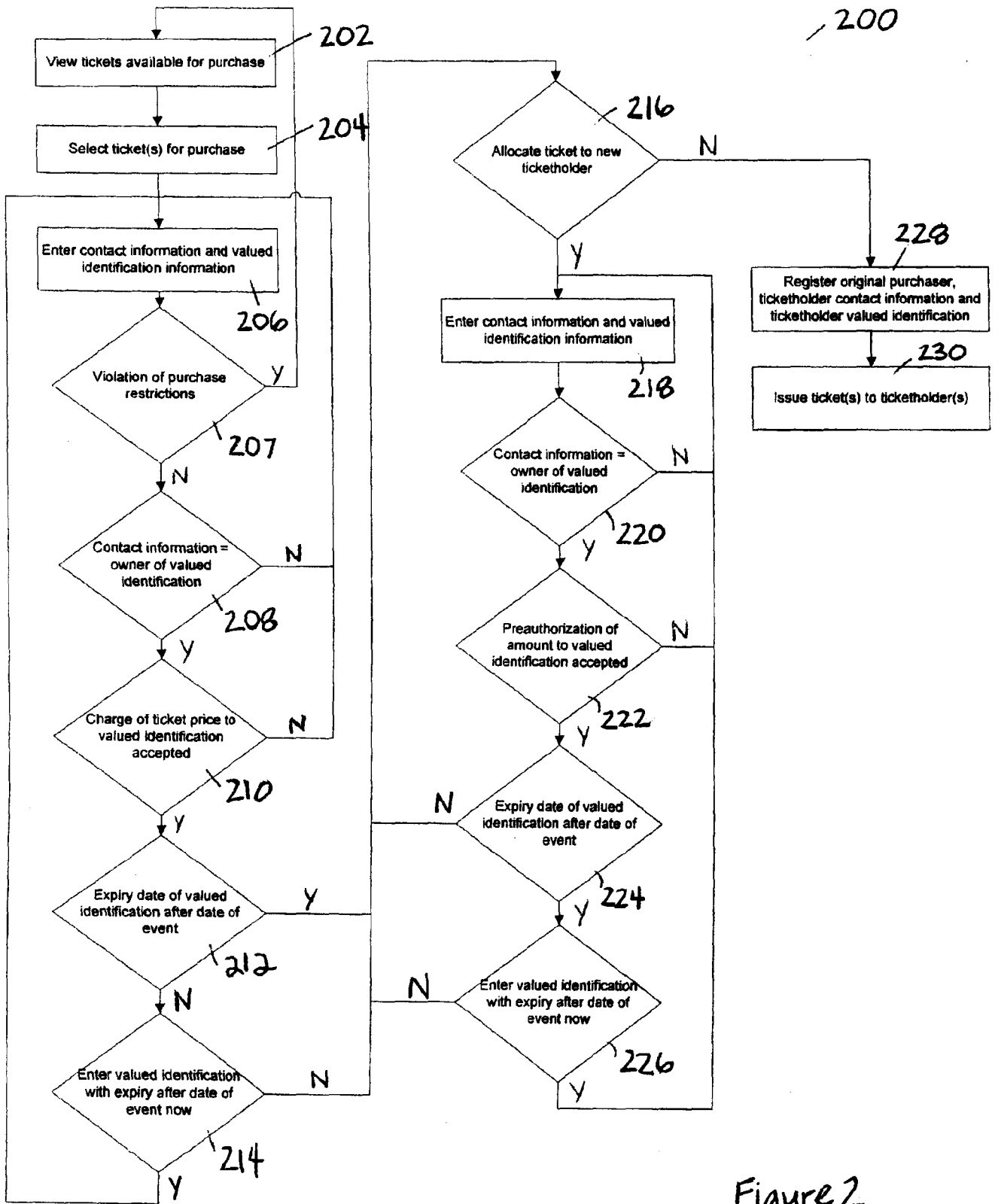


Figure 2

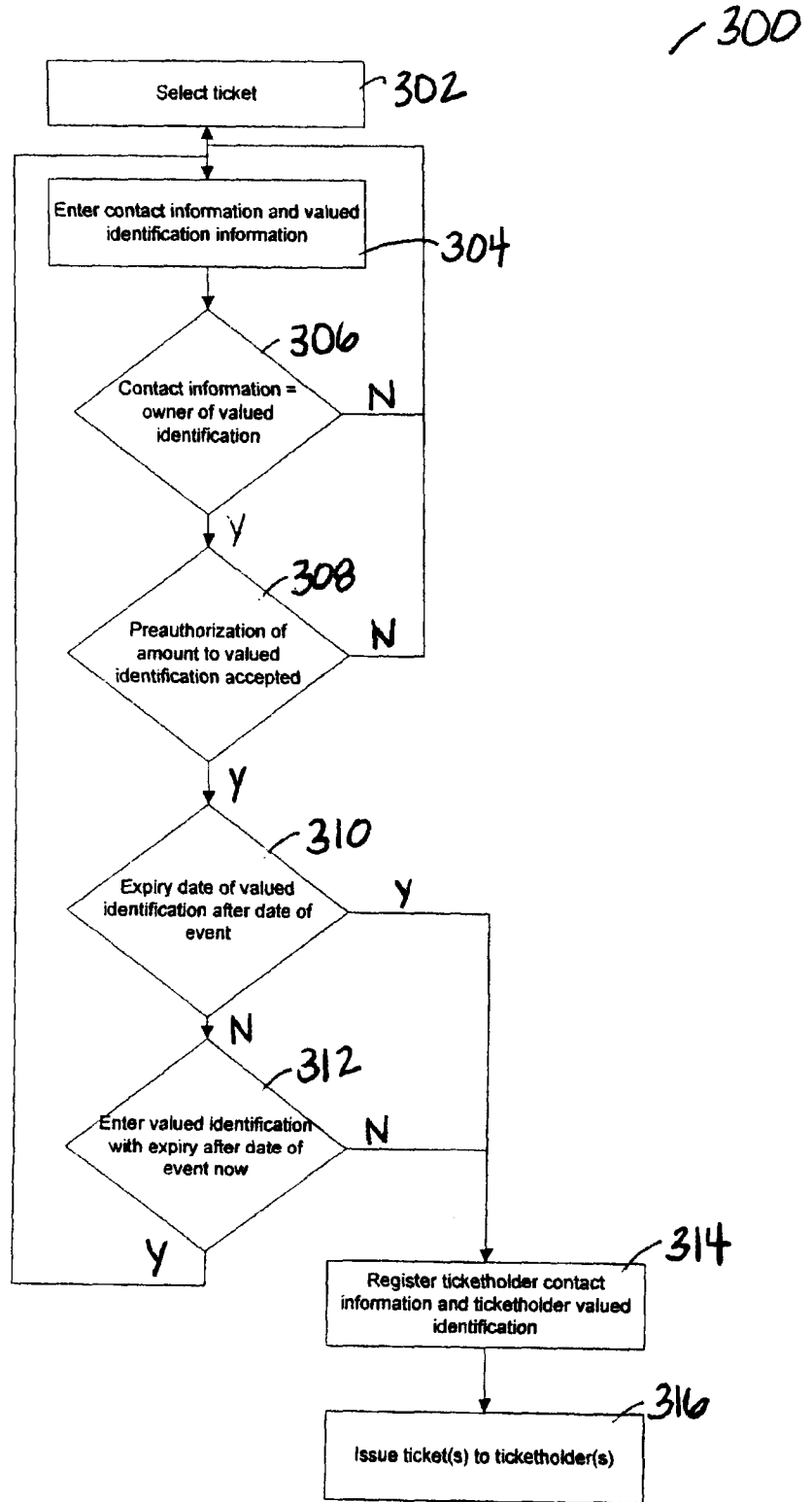


Figure 3

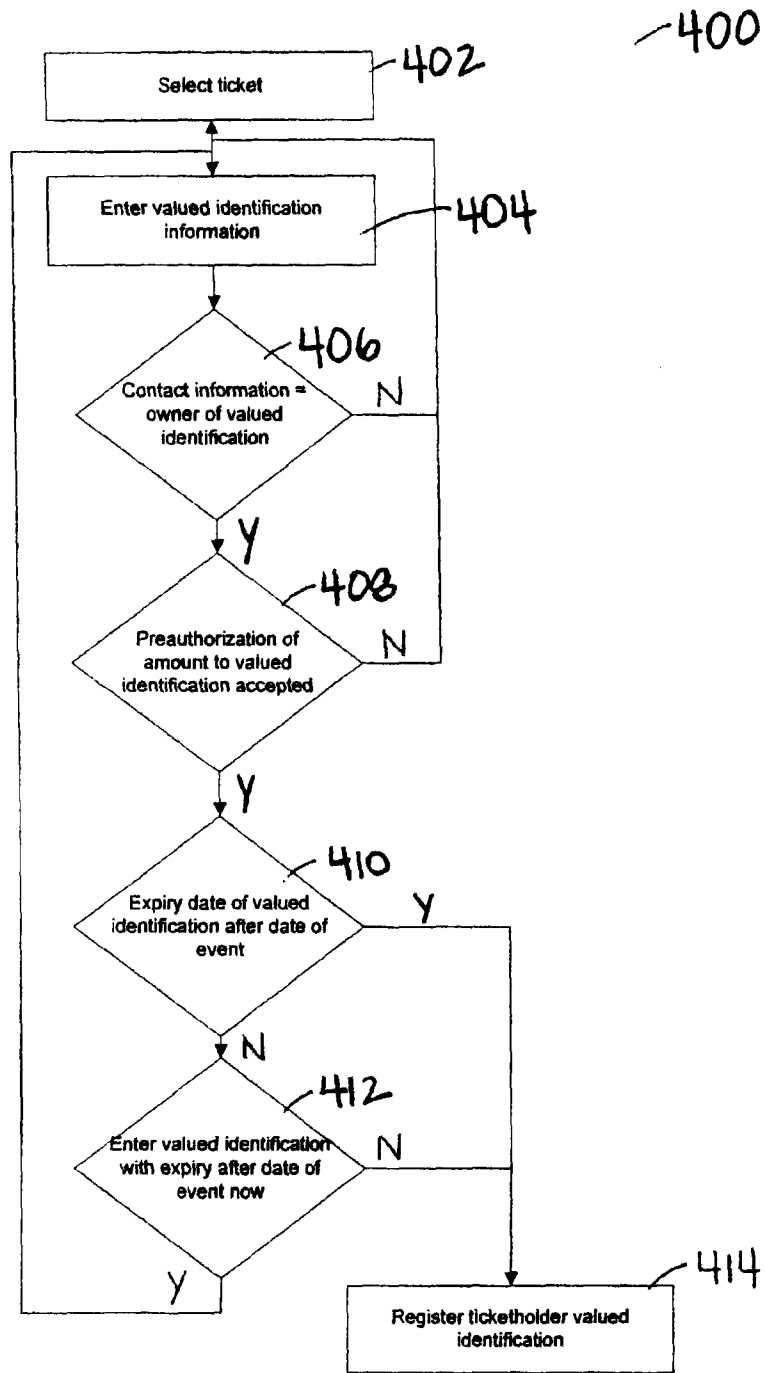


Figure 4

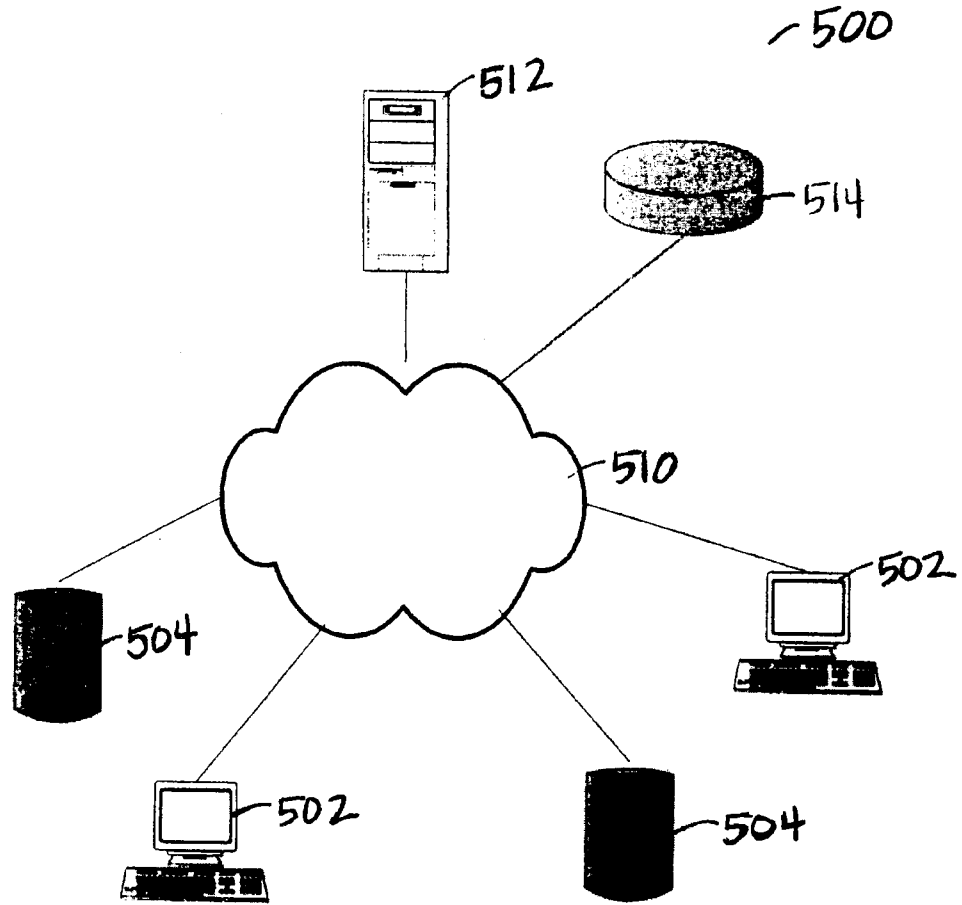


Figure 5

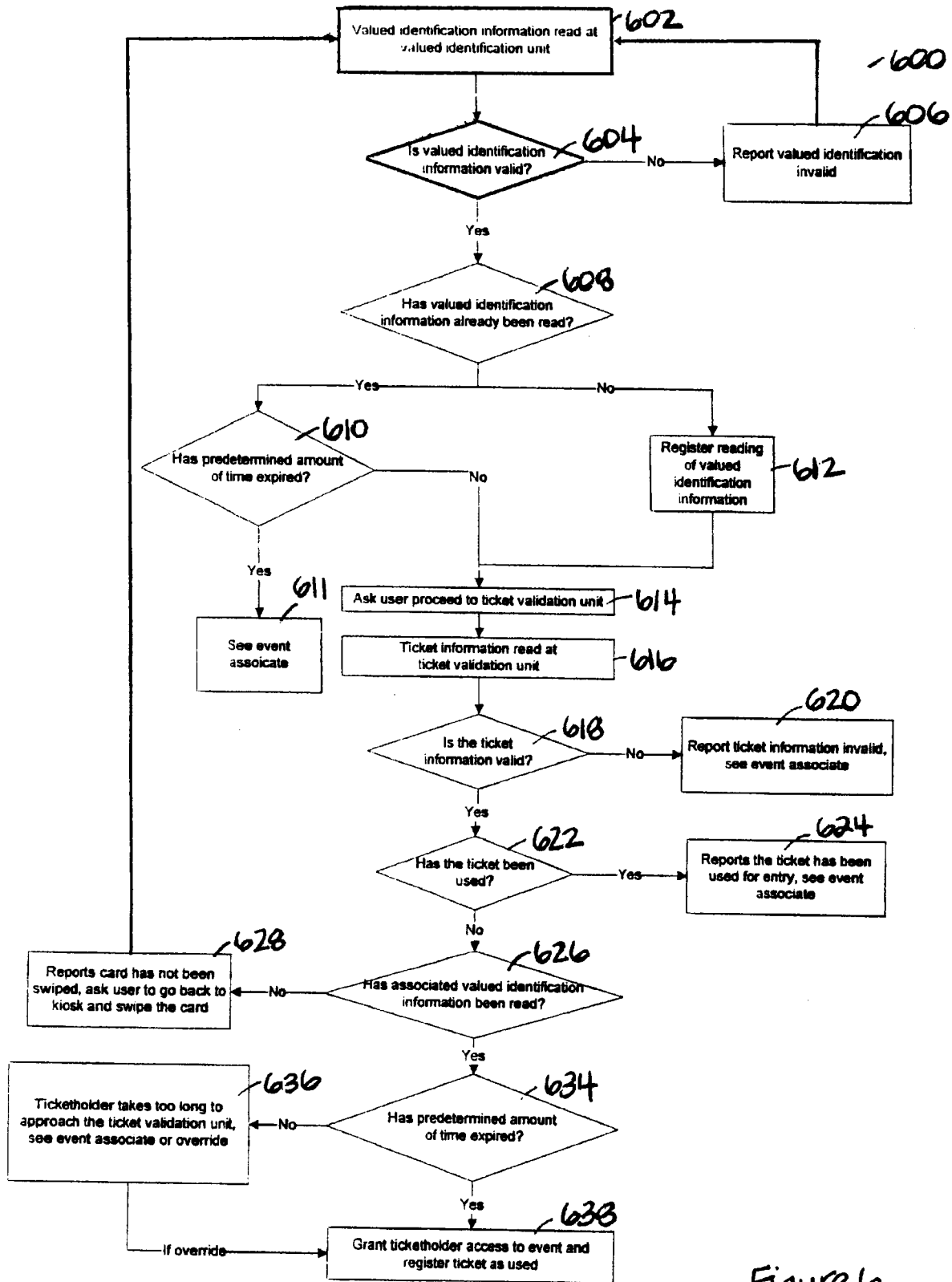


Figure 6

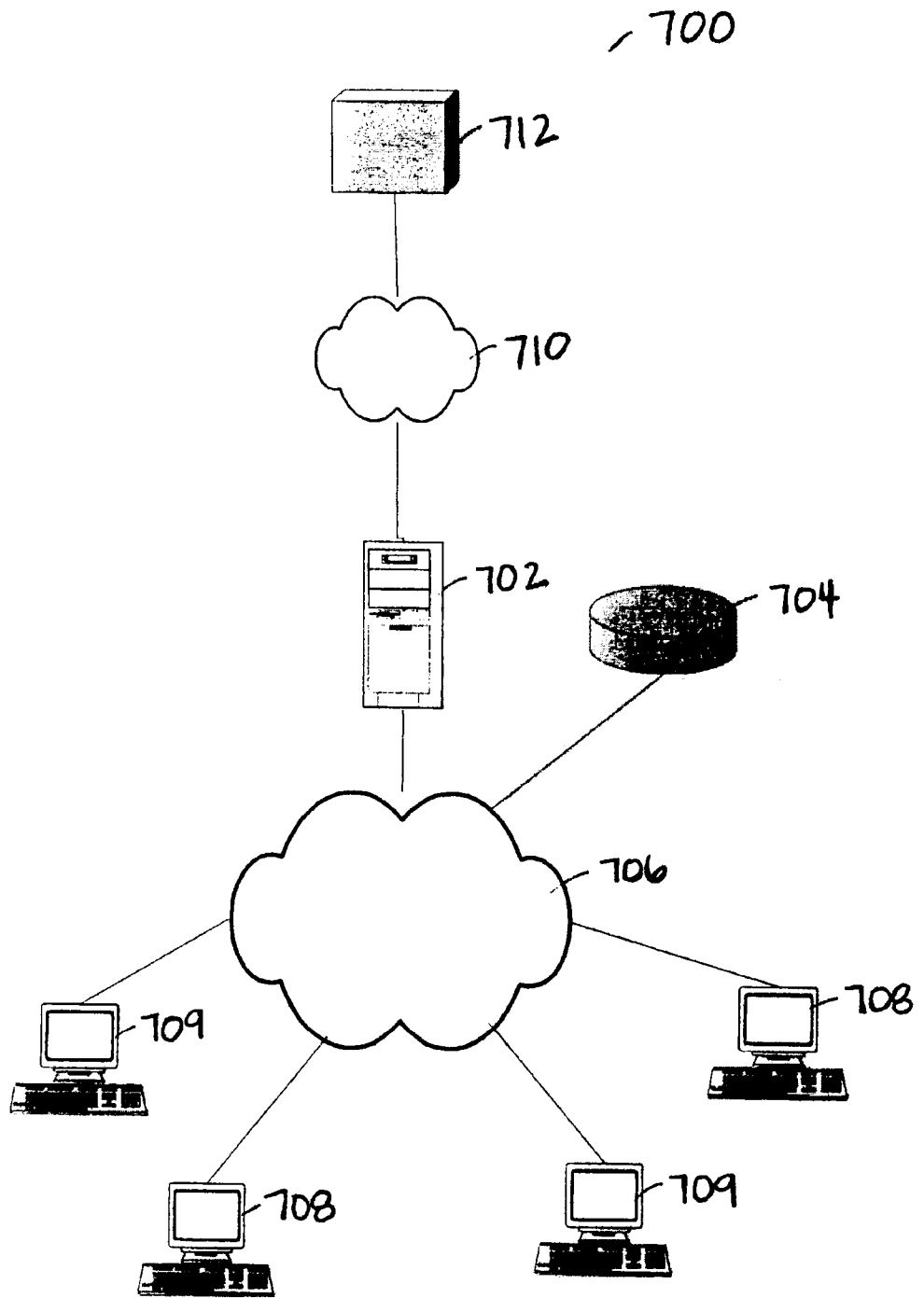


Figure 7

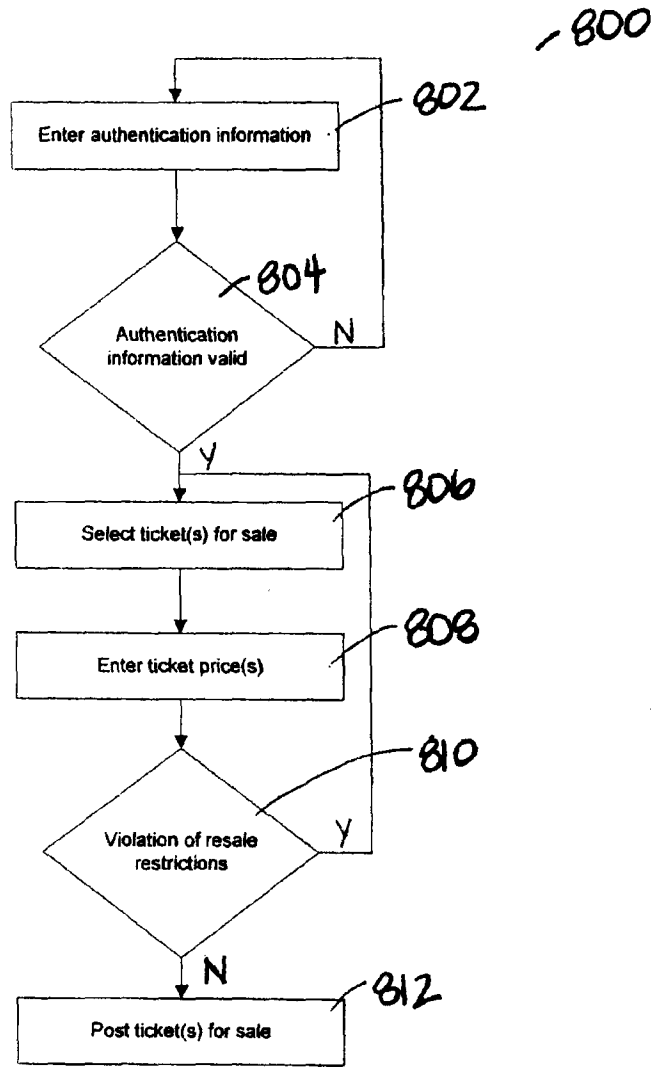


Figure 8A

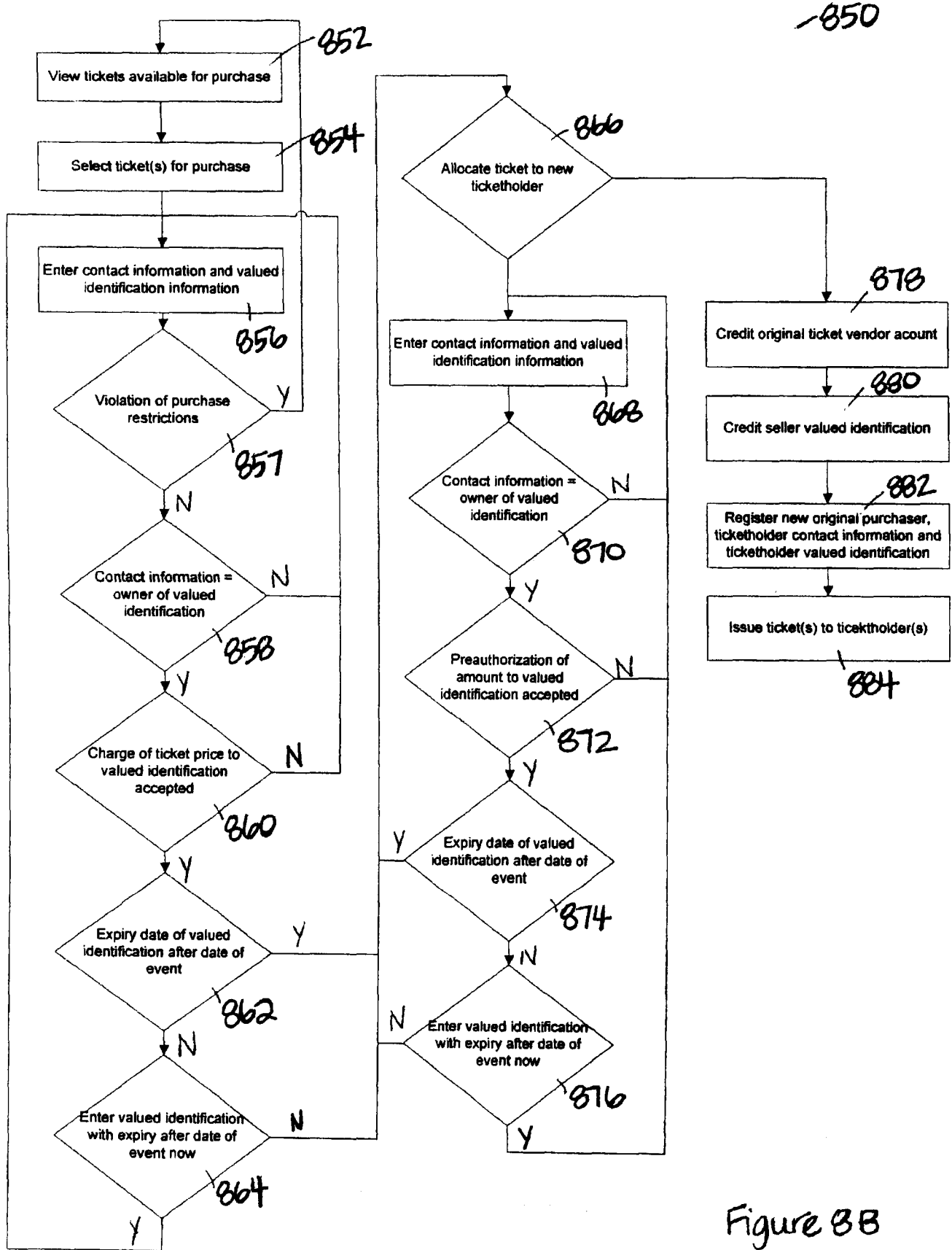


Figure 8B

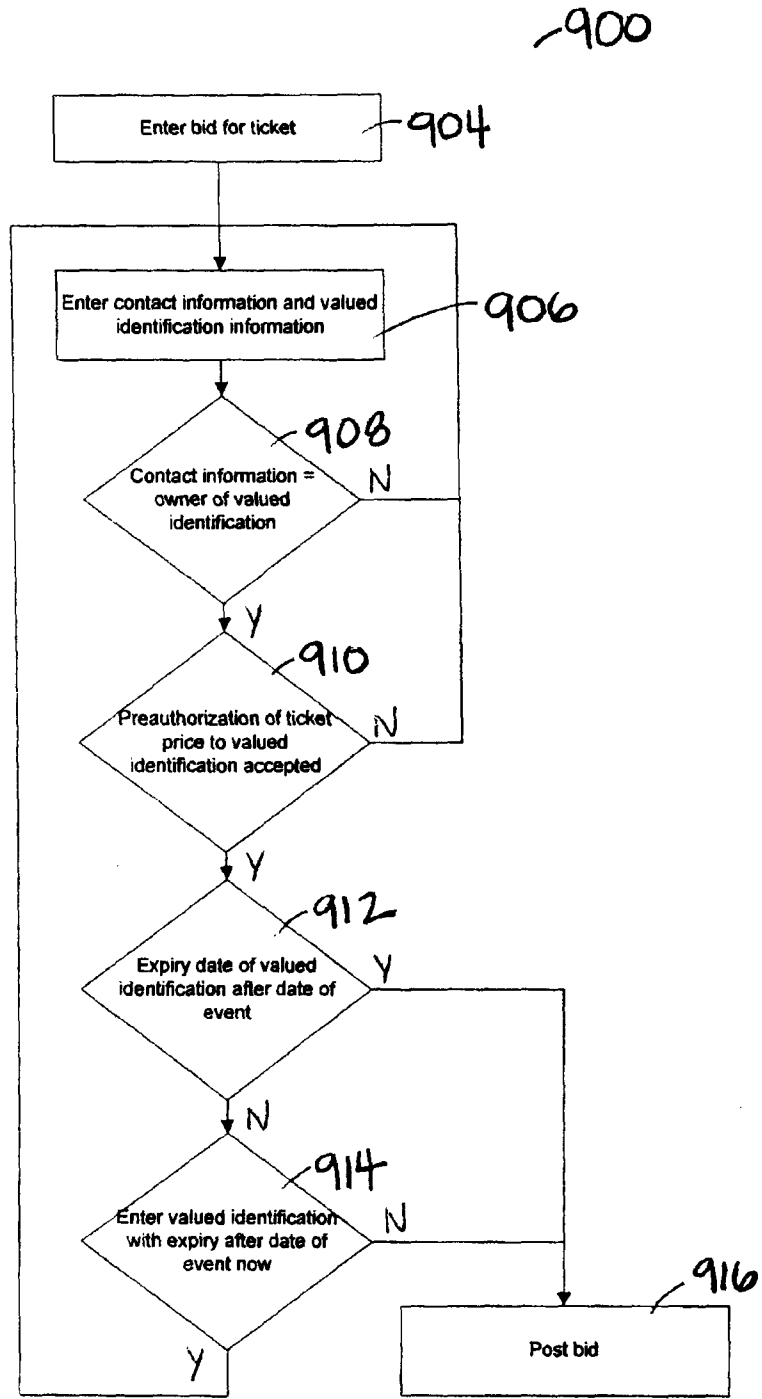


Figure 9A

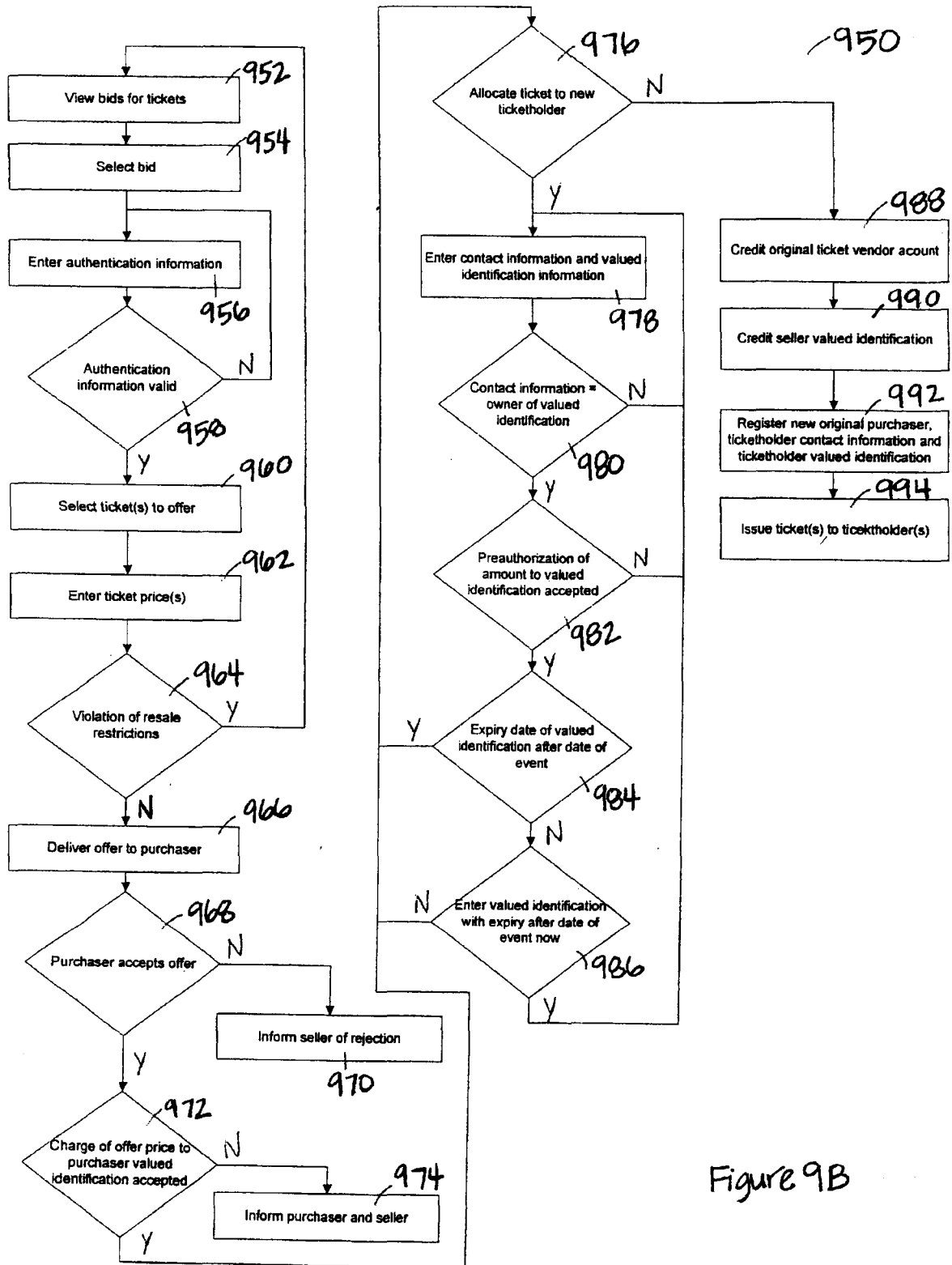


Figure 9B

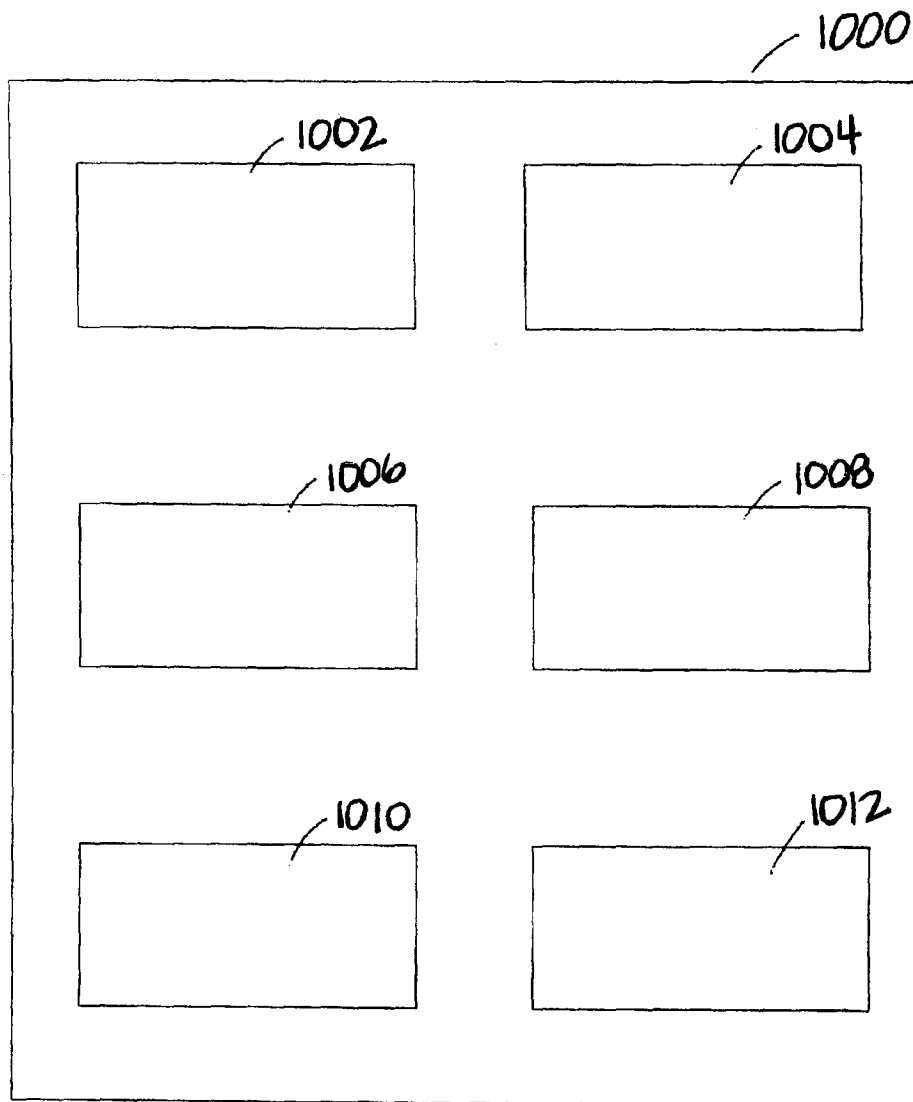


Figure 10

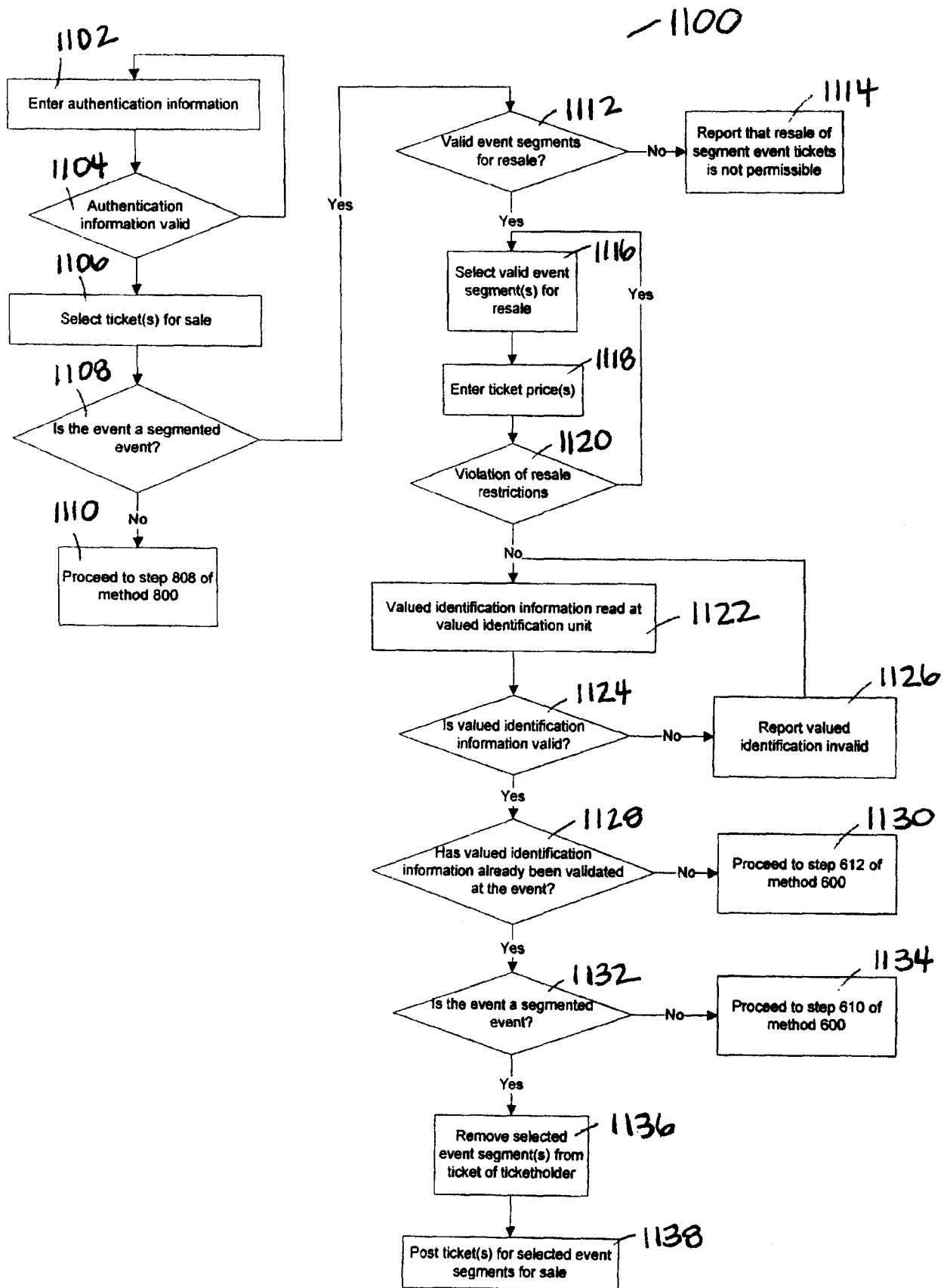


Figure 11

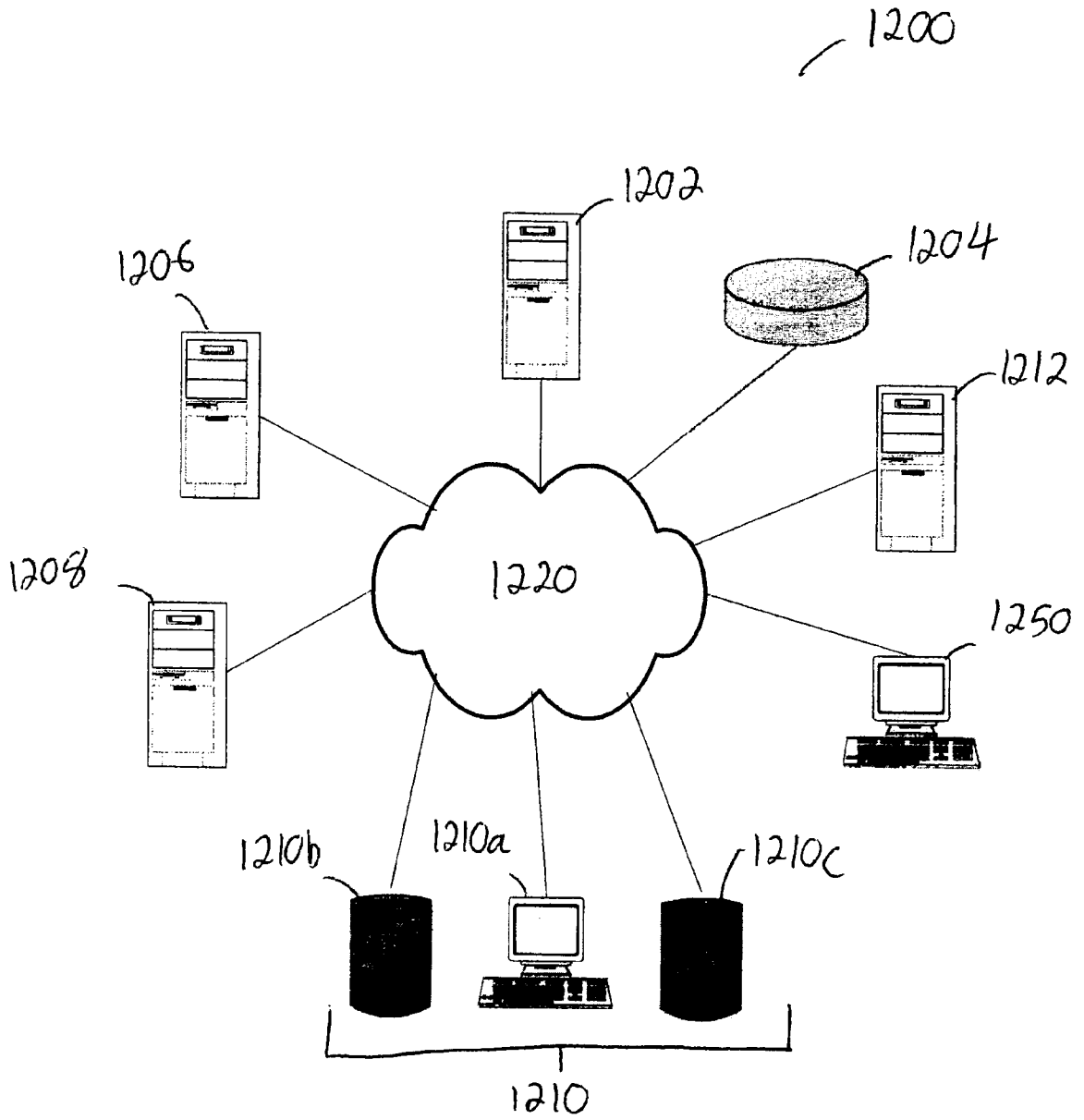
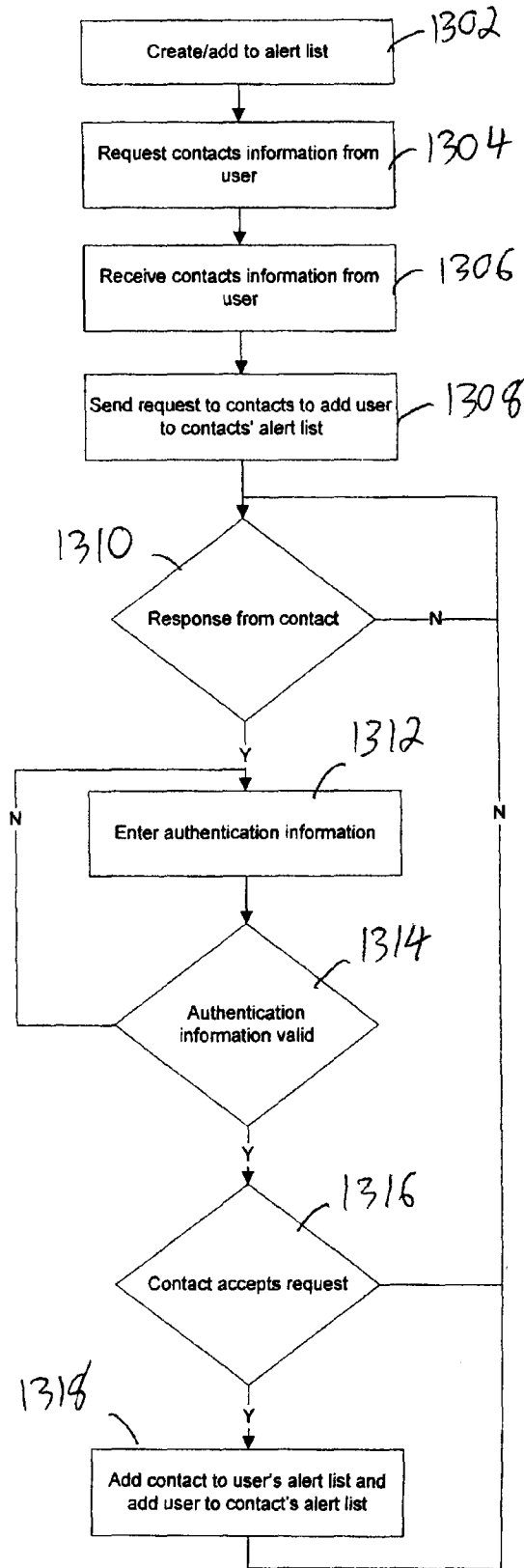
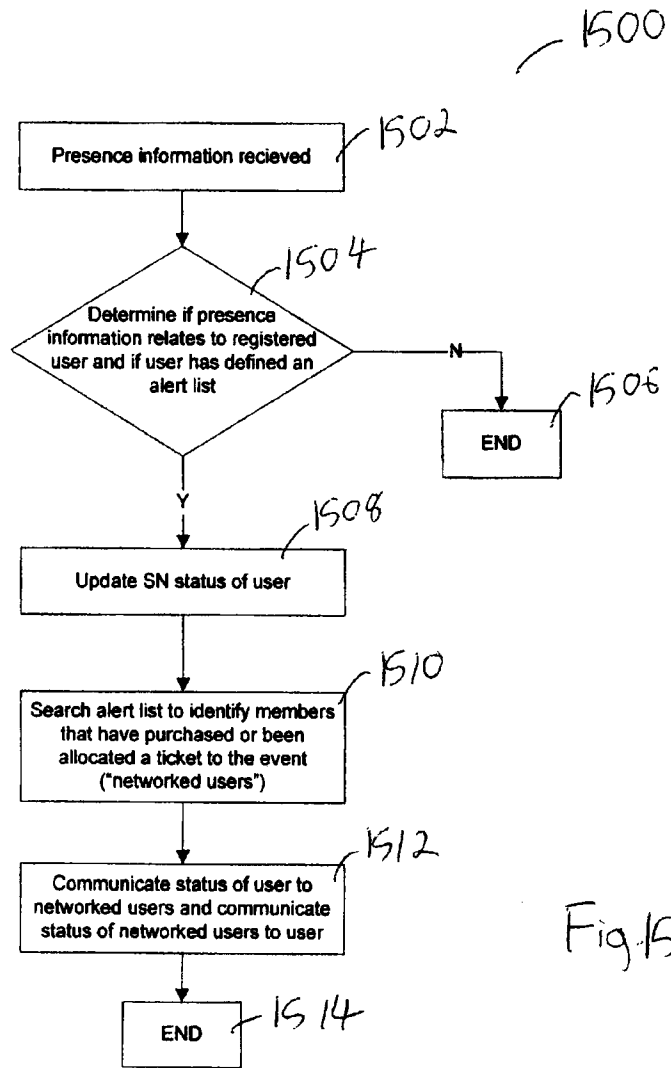


Fig. 12



1300

Fig. 13



INTERNATIONAL SEARCH REPORT

International application No.
PCT/CA2011/000922

A. CLASSIFICATION OF SUBJECT MATTER IPC: H04L 12/16 (2006.01) , G07B 11/00 (2006.01) , H04W 4/02 (2009.01) According to International Patent Classification (IPC) or to both national classification and IPC		
B. FIELDS SEARCHED		
Minimum documentation searched (classification system followed by classification symbols) IPC: H04L 12/16, G07B 11/00, H04W 4/02		
Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched		
Electronic database(s) consulted during the international search (name of database(s) and, where practicable, search terms used) Epodoc: social_network, event, ticket, location, presence, contact, friend, list		
C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category*	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
X	US2009125230A1 (SULLIVAN) 14 May 2009 (14-05-2009) *Abstract, [0003], [0006], [0009], [0010], [0013], [0014], [0024], [0027], [0031]*	1-24
X	WO2006044939A2 (ROSEN) 27 April 2006 (27-04-2006) *pg 4, lines 3-22; pg 5, lines 10-14; pg 9, lines 11-14*	1-24
A	US2008267091A1 (PARKKINEN et al.) 30 October 2008 (30-10-2008)	
<input type="checkbox"/> Further documents are listed in the continuation of Box C. <input checked="" type="checkbox"/> See patent family annex.		
* Special categories of cited documents :	"T"	later document published after the international filing date or priority date and not in conflict with the application but cited to understand the principle or theory underlying the invention
"A" document defining the general state of the art which is not considered to be of particular relevance	"X"	document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken alone
"E" earlier application or patent but published on or after the international filing date	"Y"	document of particular relevance; the claimed invention cannot be considered to involve an inventive step when the document is combined with one or more other such documents, such combination being obvious to a person skilled in the art
"L" document which may throw doubts on priority claim(s) or which is cited to establish the publication date of another citation or other special reason (as specified)	"&"	document member of the same patent family
"O" document referring to an oral disclosure, use, exhibition or other means		
"P" document published prior to the international filing date but later than the priority date claimed		
Date of the actual completion of the international search 20 October 2011 (20-10-2011)	Date of mailing of the international search report 25 November 2011 (25-11-2011)	
Name and mailing address of the ISA/CA Canadian Intellectual Property Office Place du Portage I, C114 - 1st Floor, Box PCT 50 Victoria Street Gatineau, Quebec K1A 0C9 Facsimile No.: 001-819-953-2476	Authorized officer Mara Gravelle (819) 934-4893	

INTERNATIONAL SEARCH REPORT
Information on patent family members

International application No.
PCT/CA2011/000922

Patent Document Cited in Search Report	Publication Date	Patent Family Member(s)	Publication Date
US2009125230A1	14 May 2009 (14-05-2009)	None	
WO2006044939A2	27 April 2006 (27-04-2006)	CN101044504A EP1825430A2 EP1825430A4 JP2008517402A KR20070083983A KR20090128582A US2006085419A1 US8019692B2 US2006161599A1 US2008288355A1 US2011276689A1 US2011282750A1 US2011282972A1 WO2006044939A3	26 September 2007 (26-09-2007) 29 August 2007 (29-08-2007) 26 August 2009 (26-08-2009) 22 May 2008 (22-05-2008) 24 August 2007 (24-08-2007) 15 December 2009 (15-12-2009) 20 April 2006 (20-04-2006) 13 September 2011 (13-09-2011) 20 July 2006 (20-07-2006) 20 November 2008 (20-11-2008) 10 November 2011 (10-11-2011) 17 November 2011 (17-11-2011) 17 November 2011 (17-11-2011) 06 July 2006 (06-07-2006)
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