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The Director

of the United States Patent and Trademark Office has received an application for a patent for a new and useful invention. The title and description of the invention are enclosed. The requirements of law have been complied with, and it has been determined that a patent on the invention shall be granted under the law.

Therefore, this United States

Patent

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Katherine Kelly Vidal

DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

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(12) United States Patent

Veitch et al.

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(45) Date of Patent: *Sep. 27, 2022

(54) **METHOD AND SYSTEM FOR COLLECTING, AND GLOBALLY COMMUNICATING AND EVALUATING, DIGITAL STILL AND VIDEO IMAGES OF SPORTS AND EVENT SPECTATORS, INCLUDING AUGMENTED REALITY IMAGES FROM ENTERTAINMENT AND VENUES**

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(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 353 days.

This patent is subject to a terminal disclaimer.

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§ 371 (c)(1),
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Related U.S. Application Data

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(51) **Int. Cl.**
H04W 24/00 (2009.01)
G06F 16/54 (2019.01)
(Continued)

(52) **U.S. Cl.**
CPC ***G06F 16/54*** (2019.01); ***G06Q 30/0267*** (2013.01); ***H04W 4/021*** (2013.01); ***H04W 4/14*** (2013.01)

(58) **Field of Classification Search**
CPC ... G06F 16/54; G06Q 30/0267; H04W 4/021; H04W 4/14
(Continued)

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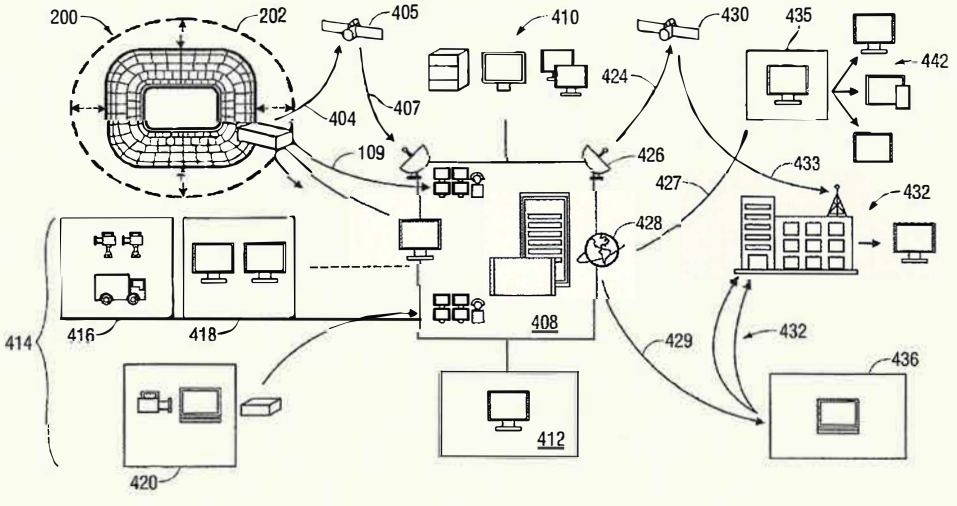
(57) **ABSTRACT**

A contest method and system include a sponsor displaying an advertisement accompanied by a contest invitation in association with a spectator event. An electronically geofenced perimeter of the spectator event to electronically submit affection-demonstrating digital images for contest participation, the affection-demonstrating digital images comprising at least one still image selected from a personal photograph, a family photograph, and a pet photograph portraying demonstrations of kissing, hugging, or otherwise conveying personal affection between at least two individuals or pets. Selecting a subset of the affection-demonstrating digital images, including augmented reality (AR) images, from spectators located within the electronically geofenced perimeter of the spectator event as candidates for entry into a voting stage of the contest.

20 Claims, 30 Drawing Sheets