

LINKS RELATED TO THREE PATENTS  
HELD BY CLICKSHARE SERVICE CORP.  
(and related links updated June 21, 2019)

**FIRST PATENT 7,324,972**  
**dated JAN. 29, 2008:**  
**Four-party model**

Business wire release Oct. 16, 2007, about first patent allowance:

<https://www.businesswire.com/news/home/20071016005246/en/Clickshare-Receives-Notice-All-owance-U.S.-Patent-Technology>

- Patent server version of first patent, issued Jan. 29, 2008:

<http://patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO1&Sect2=HITOFF&d=PALL&p=1&u=%2Fmetahtml%2FPTO%2Fsrchnum.htm&r=1&f=G&l=50&s1=7324972.PN.&OS=PN/7324972&RS=PN/7324972>

PDF PRINTABLE VERSION ON PATENT SERVER:

<http://pimg-fpiw.uspto.gov/fdd/72/249/073/0.pdf>

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**SECOND PATENT 7,454,356**  
**GRANTED NOV. 18, 2008:**  
**Anonymous purchasing**

PRINTABLE VERSION:

Completely anonymous-purchasing patent:

<http://pimg-fpiw.uspto.gov/fdd/56/543/074/0.pdf>

patent server version:

<http://patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO2&Sect2=HITOFF&p=1&u=%2Fmetahtml%2FPTO%2Fsearch-bool.html&r=2&f=G&l=50&co1=AND&d=PTXT&s1=Clickshare.ASNM.&OS=AN/Clickshare&RS=AN/Clickshare>

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# **THIRD PATENT 8,606,719 GRANTED DEC. 1, 2013: Alternate pricing**

Dec. 10, 2013 Business Wire release about granting of alternatively-priced transactions on a network:

<http://www.businesswire.com/news/home/20131210006676/en/Clickshare-Awarded-Patent-System-Reduce-Central-%25E2%2580%259Cbig-.VeGzliVVhBf>

Clickshare website version of news release:

*“Clickshare awarded patent for system that could reduce need for central ‘big brother’ databases or multiple user accounts”*

<https://www.clickshare.com/patent>

Printable version of patent doc:

<http://pimg-fpiw.uspto.gov/fdd/19/067/086/o.pdf>

patent server version:

<http://patft.uspto.gov/netacgi/nph-Parser?Sect1=PTO2&Sect2=HITOFF&p=1&u=%2Fnethtml%2FPTO%2Fsearch-bool.html&r=12&f=G&l=50&co1=AND&d=PTXT&s1=8606719&OS=8606719&RS=8606719>

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## **NOTES AND DISCUSSIONS**

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BELOW FROM:

<https://www.clickshare.com/mission/history>

Or:

<https://billdensmore.wordpress.com/2015/04/15/the-four-party-model-choice-control-for-consumers-opportunity-for-publishers/2/>

History | Four-party model

The four-party model: Choice, control for consumers;  
opportunity for publishers?

By **Bill Densmore & Buzz Wurzer**

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BELOW FROM:

<https://wordpress.com/post/billdensmore.wordpress.com/438>

## Cable-model analogy to Clickshare cited in PEJ annual report

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Aug. A 2011 discussion of “dynamic pricing”

<https://wordpress.com/post/billdensmore.wordpress.com/436>

## Clickshare’s dynamic pricing idea emerges as focus of Internet commerce

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BELOW FROM:

<https://informationvalet.wordpress.com/2015/08/16/the-future-of-news-an-unwalled-garden-where-the-network-members-not-the-network-make-money/>

## **The Future of News: An unwalled garden where the network members ♦- not the network -♦ make money?**

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