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(54) Title: INNOVATION MARKETPLACE SYSTEMS

(57) Abstract: This invention relates to a ready system for providing secure innovation-maturation marketplace systems that increase innovation-maturation efficiencies while safely exposing innovative concepts to expert-ranking information, and while providing expert-innovation rankers with opportunities to enhance and monetize their innovation ranking-credentials.

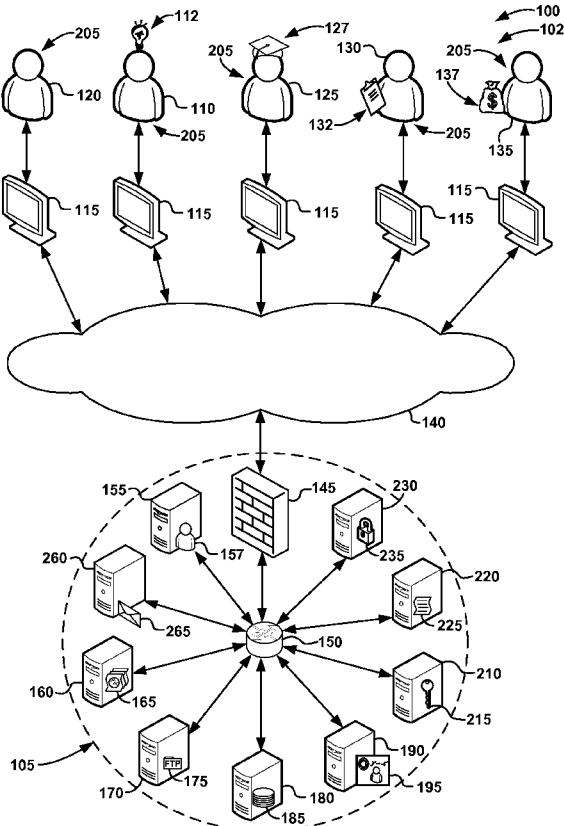


FIG. 1

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INNOVATION MARKETPLACE SYSTEMS

BACKGROUND

This invention relates to improved innovation marketplace systems. More particularly, this invention relates to a ready system for providing innovation-maturation marketplaces. Further, importantly, this invention relates to providing a ready enabling system for innovation-maturation marketplaces that decrease innovation-maturation time-periods by providing quality, safe, exposure of innovative concepts, maturing these innovative concepts, and offering them into broader marketplaces. Additionally, importantly, this invention relates to a ready system for providing expert-ranking information. Still further, this invention relates to a ready system for providing and monetizing innovation ranking-credentials associated with innovation rankers.

Presently, innovation-maturation marketplace systems do not comprise, for example, innovation-maturation marketplace systems providing quality, safe, exposure of innovative concepts, maturing these innovative concepts, and offering them into broader marketplaces. In addition, presently, innovation marketplace systems do not comprise, for example, a system for providing expert-ranking information. Additionally, present innovation marketplace systems do not comprise, for example, a system for providing and monetizing innovation ranking-credentials associated with innovation rankers. Further, presently, innovation marketplace systems do not allow for innovator control of the innovation.

Thus, a need exists for innovation-maturation marketplace systems that decrease innovation-maturation time-periods while safely exposing innovative concepts to expert-ranking information, and while providing expert-innovation rankers with opportunities to enhance and monetize their innovation ranking-credentials, while leaving control of the innovation with the innovator.

OBJECTS AND FEATURES OF THE INVENTION

A primary object and feature of the present invention is to provide an innovation marketplace system with an online innovation community, which addresses the particular needs of inventors.

A further object and feature of the present invention is to provide such innovation marketplace system where privacy of innovation information is under the control of the inventor.

Another object and feature of the present invention is to provide such an innovation marketplace system with customizable privacy of innovation information.

Yet another object and feature of the present invention is to provide such an innovation marketplace system that assists in establishing privacy contracts before disclosure of information.

A further object and feature of the present invention is to provide such an innovation marketplace system where a custom privacy agreement may be used.

Another object and feature of the present invention is to provide such an innovation marketplace system that encrypts secured documents during transmittal to authorized users.

Another primary object and feature of the present invention is to provide innovation-maturation marketplace systems for decreasing innovation-maturation time-periods and providing quality, safe exposure of innovative concepts, which allow the maturing of these innovative concepts, and offering them into broader marketplaces.

It is a further object and feature of the present invention to provide ready innovation marketplace systems for providing expert-ranking information innovation rankers.

It is a further object and feature of the present invention to provide ready innovation marketplace systems for monetizing innovation ranking-credentials associated with the innovation rankers.

Another object and feature of the present invention is to provide such innovation marketplace system that facilitates

user-controlled communication and action-initiated notifications between and to inventors, experts, users with skills, users with resources and companies.

A further object and feature of the present invention is to provide such an innovation marketplace system that enables the formation, cultivation and control of user-initiated, user-approved relationships between innovators, experts, users with skills, users with resources and companies.

Yet another object and feature of the present invention is to provide such innovation marketplace system that provides for community-ranking of contributions made to innovations such that these rankings serve both to reward the contributing community member and enable a meaningful and helpful means for the innovator to sort and identify the most valuable contributions to their innovations.

It is a further object and feature of the present invention to provide such innovation marketplace system that provides a means for innovators to communicate the challenges they face in developing their innovation to seek help with these challenges and (optionally) reward community members who helpfully respond to communicated challenges.

Another object and feature of the present invention is to provide such innovation marketplace system that permits community members to promote their innovations, skills, resources, organizations and companies to the innovation community.

A further object and feature of the present invention is to provide such innovation marketplace system that provides a helpful and detailed means to search and find in the innovation community specific types of innovations, skills, expertise, resources and needs.

It is a further object and feature of the present invention to provide such innovation marketplace system that provides community members (including groups and companies within the community) the ability to customize, initiate and manage

innovation contests allowing the contest-owner to reward contest-takers for ranking existing innovations and/or for adding new innovations to the contest.

Yet another object and feature of the present invention is to provide such innovation marketplace system that provides an easy, convenient way for innovators to minimally, but sufficiently, communicate (and thus record for future development within the innovation marketplace) innovation concepts that occur to them at unexpected times and/or in unexpected circumstances.

Another object and feature of the present invention is to provide such an innovation marketplace system that provides integration and intercommunication with the broader social networking systems to facilitate the controlled communication between innovation marketplace members and those individuals and organizations outside of the innovation marketplace system which may also have innovations, skills, resources and relationships of value to the innovator and the innovation marketplace.

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

SUMMARY OF THE INVENTION

In accordance with a preferred embodiment hereof, this invention provides a computer system, relating to at least one Internet based website primarily relating to serving users having skills, knowledge and/or resources relating to creation, development, protection, marketing, and/or monetization of inventions, comprising: access computer interface means for providing access to such computer system by such users; receiver computer interface means for receiving digital information, from such users, relating to at least one invention; invention computer storage means for assisting storing digital information relating to a plurality of such at least one inventions; and

privacy computer processor means for assisting custom control of privacy relating to such at least one invention on behalf of each such user owning such at least one invention; wherein such privacy computer processor means comprises selectable-level computer processor means for assisting owner-user-selecting of at least one privacy level; and wherein such at least one invention may be controllably shared by each such user with others at such at least one level of privacy.

Moreover, it provides such a computer system wherein such privacy computer processor means further comprises information masking computer processor means for masking at least one user-selected portion of such digital information from view while disclosing the existence of such at least one user-selected portion of such digital information. Additionally, it provides such a computer system further comprising privacy contract computer processor means for assisting establishing at least one privacy contract relating to such masked at least one portion of such digital information. Also, it provides such a computer system wherein such privacy contract computer processor means comprises user-unmasking-request computer processor means for assisting requesting unmasking of masked such at least one portion of such digital information.

In addition, it provides such a computer system wherein such privacy contract computer processor means further comprises owning-user privacy contract selecting computer processor means for assisting owner-user-selecting at least one privacy contract. And, it provides such a computer system wherein such owning-user privacy contract selecting computer processor means comprises custom privacy contract receiving computer processor means for receiving at least one custom privacy contract. Further, it provides such a computer system wherein such privacy contract computer processor means further comprises user-selectable unmasking-request accepting computer processor means for assisting accepting unmasking requests of such masked at least one portion of such digital information.

Even further, it provides such a computer system further comprising privacy-contract-recording computer processor means for recording acceptance of such at least one privacy contract. Moreover, it provides such a computer system wherein such privacy-contract-recording computer processor means further comprises masked information access recording computer processor means for recording access to such masked at least one portion of such digital information. Additionally, it provides such a computer system wherein such privacy computer processor means further comprises secure encrypting computer processor means for securely encrypting transmissions of such digital information.

In accordance with another preferred embodiment hereof, this invention provides a computer system, relating to at least one Internet based website primarily relating to serving users having skills, knowledge and/or resources relating to creation, development, protection, marketing, and/or monetization of inventions, comprising: at least one access computer interface structured and arranged to provide access to such computer system by such users; at least one receiver computer interface structured and arranged to receive digital information, from such users, relating to at least one invention; at least one invention computer storage structured and arranged to assist storing digital information relating to a plurality of such at least one inventions; and at least one privacy computer processor structured and arranged to assist custom control of privacy relating to such at least one invention on behalf of each such user owning such at least one invention; wherein such at least one privacy computer processor comprises at least one selectable-level computer processor structured and arranged to assist owner-user-selecting of at least one privacy level; and wherein such at least one invention may be controllably shared by each such user with others at such at least one level of privacy.

Also, it provides such a computer system wherein such at least one privacy computer processor further comprises at least

one information masking computer processor structured and arranged to mask at least one user-selected portion of such digital information from view while disclosing the existence of such at least one user-selected portion of such digital information. In addition, it provides such a computer system further comprising at least one privacy contract computer processor structured and arranged to assist establishing at least one privacy contract relating to such at least one user-selected portion of such digital information.

And, it provides such a computer system wherein such at least one privacy contract computer processor comprises at least one user-unmasking-request computer processor structured and arranged to assist requesting unmasking of masked such at least one user-selected portion of such digital information. Further, it provides such a computer system wherein such at least one privacy contract computer processor further comprises at least one owning-user-privacy-contract-selecting computer processor structured and arranged to assist owner-user-selecting at least one privacy contract. Even further, it provides such a computer system wherein such at least one owning-user-privacy-contract-selecting computer processor comprises at least one custom-privacy-contract-receiving computer processor structured and arranged to receive at least one custom privacy contract.

Moreover, it provides such a computer system wherein such at least one privacy contract computer processor further comprises at least one user-selectable unmasking-request accepting computer processor structured and arranged to assist accepting unmasking requests of such masked at least one user-selected portion of such digital information. Additionally, it provides such a computer system further comprising at least one privacy-contract-recording computer processor structured and arranged to record acceptance of such at least one privacy contract.

Also, it provides such a computer system wherein such at least one privacy-contract-recording computer processor further

comprises at least one masked information access recording computer processor structured and arranged to record access to such masked at least one user-selected portion of such digital information. In addition, it provides such a computer system wherein such at least one privacy computer processor further comprises at least one secure encrypting computer processor structured and arranged to securely encrypt transmissions of such digital information.

In accordance with another preferred embodiment hereof, this invention provides a computer method, relating to at least one Internet based website primarily relating to at least one computer system serving users having skills, knowledge and/or resources relating to creation, development, protection, marketing, and/or monetization of inventions, comprising the steps of: providing access to such at least one computer system by such users; receiving digital information, from such users, relating to at least one invention; assisting storing digital information relating to a plurality of such at least one inventions; and assisting custom control of privacy relating to such at least one invention on behalf of each such user owning such at least one invention; wherein such step of assisting custom control comprises assisting owner-user-selecting of at least one privacy level; and wherein such at least one invention may be controllably shared by each such user with others at such at least one level of privacy.

And, it provides such a computer method wherein such step of assisting custom control further comprises masking at least one user-selected portion of such digital information from view while disclosing the existence of such at least one user-selected portion of such digital information. Further, it provides such a computer method further comprising the step of assisting establishing at least one privacy contract relating to such masked at least one portion of such digital information. Even further, it provides such a computer method wherein such step of assisting custom control comprises assisting requesting

unmasking of masked such at least one portion of such digital information.

Even further, it provides such a computer method wherein such step of assisting custom control further comprises assisting owner-user-selecting at least one privacy contract. Even further, it provides such a computer method wherein such step of assisting owner-user-selecting comprises receiving at least one custom privacy contract. Even further, it provides such a computer method wherein such step of assisting custom control further comprises assisting accepting unmasking requests of such masked at least one portion of such digital information. Even further, it provides such a computer method further comprising the step of recording acceptance of such at least one privacy contract.

Even further, it provides such a computer method recording access to such masked at least one portion of such digital information. Even further, it provides such a computer method wherein such step of assisting custom control further comprises secure encrypting computer processor means for securely encrypting transmissions of such digital information. And, it provides for each and every novel feature, element, combination, step and/or method disclosed or suggested by this provisional patent application.

BRIEF DESCRIPTION OF THE DRAWINGS

FIG. 1 shows a schematic diagram, illustrating an online innovation community, according to a preferred embodiment of the present invention.

FIG. 2 shows a schematic diagram, illustrating group utilization of such online innovation community, according to the preferred embodiment of FIG. 1.

FIG. 3 shows a graph diagram, illustrating multiple privacy levels with customization, according to the preferred embodiment of FIG. 2.

FIG. 4 shows a privacy assurance flow diagram, illustrating at least one privacy assurance method, according to the preferred embodiment of FIG. 1.

FIG. 5 shows an idea administration user-interface diagram, illustrating administrative functions available in at least one idea administration user-interface, according to the preferred embodiment of FIG. 1.

FIG. 6 shows an idea perusal user-interface diagram, illustrating idea interaction functions available in at least one idea perusal user-interface, according to the preferred embodiment of FIG. 1.

FIG. 7 shows a screenshot view, illustrating an authentication interface, according to the preferred embodiment of FIG. 1.

FIG. 8 shows a screenshot view illustrating one idea perusal user-interface of FIG. 6.

FIG. 9 shows a screenshot view, illustrating a user-interface, according to the preferred embodiment of FIG. 1.

FIG. 10A through FIG. 10E show screenshot views illustrating one idea administration user-interface of FIG. 5.

FIG. 11 shows a screenshot view, illustrating an authorization request interface, according to the preferred embodiment of FIG. 4.

FIG. 12 shows a screenshot view, illustrating an authorization interface, according to the preferred embodiment of FIG. 5.

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

FIG. 1 shows a schematic diagram, illustrating an online innovation community **102**, according to a preferred embodiment of the present invention. Innovation marketplace system **100** preferably comprises online innovation community **102**, as shown. In the online innovation community **102**, at least one user **205** gains access through Internet **140** to an online innovation community server environment **105**, utilizing at least one

Internet-enabled computerized device **115**, as shown. Internet-enabled computerized device **115** preferably comprises at least one personal computer. Upon reading this specification, those skilled in the art will now appreciate that, under appropriate circumstances, considering such issues as future technology, cost, wide area network availability, etc., other Internet-enabled computerized devices, such as, for example, mobile computing devices, hand-held computing devices, internet-enabled phones, etc., may suffice.

User **205** preferably comprises, as shown, at least one system administrator **120**, at least one innovator **110**, at least one knowledgeable user **125**, at least one skilled user **130**, and at least one resource-bearing user **135**. System administrator **120** preferably administrates online innovation community server environment **105**. Upon reading this specification, those skilled in the art will now appreciate that, under appropriate circumstances, considering such issues as user interests, marketing, feedback needs, etc., other users, such as, for example, corporate idea hunters, parents, students, workers, etc., may suffice.

Innovator **110** preferably has at least one innovation idea **112**, as shown, and preferably desires assistance from online innovation community **102** in furthering the development, marketing, protection and/or monetization of innovation idea **112**. Innovator **110** preferably desires to initially maintain ownership rights while obtaining such assistance.

Knowledgeable user **125** preferably has knowledge **127** useful in assisting innovator **110** with innovation idea **112**, as shown. Knowledge **127** preferably comprises technical knowledge in the area of innovation, practical knowledge from experience, and/or general knowledge pertaining to use. Knowledgeable user **125** preferably is willing to share knowledge **127** with online innovation community **102**.

Skilled user **130** preferably has skills **132** useful in assisting innovator **110** with innovation idea **112**, as shown.

Skills **132** preferably comprise equipment skills, language skills, marketing skills, and/or implementation skills. Skilled user **130** preferably is willing to share skills **132** with online innovation community **102**.

Resource-bearing user **135** preferably has resources **137** available to assist innovator **110** with innovation idea **112**, as shown. Resources **137** preferably comprise monetary resources, connections to services, and/or physical resources. Resource-bearing user **135** preferably is willing to share resources **137** with online innovation community **102**.

In online innovation community **102**, innovation ideas **112**, knowledge **127**, skills **132**, and resources **137** may preferably be exchanged in trade, for compensation, or freely as desired by involved users **205**. Such compensation may be in real world monetary exchange or alternately in at least one intra-community virtual currency. Upon reading this specification, those skilled in the art will now appreciate that, under appropriate circumstances, considering such issues as cost, future exchange methods, future technologies, etc., other trade methods, such as, for example, inter-community virtual currency, integration with online currency exchanges, etc., may suffice. Upon reading this specification, those skilled in the art will now appreciate that, under appropriate circumstances, considering such issues as future technologies, user preferences, etc., other uses of intra-community virtual currency, such as, for example, monetary exchange, contest rewards, intra-site pay-per-click advertising, assistance bonuses, etc., may suffice.

Online innovation community **102** preferably provides personal and professional networking opportunities intended to bring together users having skills **132**, knowledge **127** and/or resources **137**, relating to the creation, development, protection, marketing, and/or monetization of innovation ideas **112**, preferably while maintaining an environment capable of protecting ownership rights of innovator **110**.

Online innovation community server environment **105** preferably provides services necessary to accomplish the objectives of online innovation community **102**. Online innovation community server environment **105** preferably comprises, as shown, at least one user-authentication server **155**, at least one user-interface server **160**, at least one file server **170**, at least one database server **180**, at least one privacy-contract server **190**, at least one privacy-rights server **210**, at least one log server **220**, at least one encryption server **230**, and at least one messaging server **260**.

Online innovation community server environment **105** preferably internally communicates through at least one communications router **150**, as shown. Online innovation community server environment **105** preferably externally communicates through at least one firewall **145** to Internet **140**, and thereby to users **205**, as shown. Upon reading this specification, those skilled in the art will now appreciate that, under appropriate circumstances, considering such issues as cost, future technology, etc., other communications methods, such as, for example, other WAN communications, direct connections, etc., may suffice.

User-authentication server **155** (at least embodying herein access computer interface means for providing access to such computer system by such users; and at least embodying herein at least one access computer interface structured and arranged to provide access to such computer system by such users; and at least embodying herein providing access to such at least one computer system by such users) preferably maintains at least one user profile **157**, as shown. User profile **157** preferably comprises at least one username-password combination, preferably designed to authenticate user **205** to online innovation community server environment **105**. Once authenticated, user **205** receives permissions **215** from privacy-rights server **210**.

User-interface server **160** preferably comprises at least one user interface **165** (at least embodying herein at least one

receiver computer interface structured and arranged to receive digital information, from such users, relating to at least one invention; and at least embodying herein receiver computer interface means for receiving digital information, from such users, relating to at least one invention; and at least embodying herein receiving digital information, from such users, relating to at least one invention), as shown. User interface server **160** preferably utilizes permissions **215** to determine the information to display. Through user interface **165**, user **205** preferably may alter user profile **157**, and preferably participate in online innovation community **102**.

Database server **180** (at least embodying herein assisting storing digital information relating to a plurality of such at least one inventions; and at least embodying herein at least one invention computer storage structured and arranged to assist storing digital information relating to a plurality of such at least one inventions; and at least embodying herein invention computer storage means for assisting storing digital information relating to a plurality of such at least one inventions) preferably comprises at least one database **185**, as shown. Database **185** preferably stores information relating to innovation idea **112**. Database **185** preferably comprises at least one relational database, and is preferably capable of maintaining relational information of innovation idea **112** as related to other information within online innovation community server environment **105**.

File server **170** preferably is capable of receiving at least one file **175**, relating to innovation idea **112**, and preferably is capable of storing file **175**, as shown. File server **170** preferably utilizes at least one file transfer protocol to send and receive file **175**. File server **170** preferably utilizes database server **180** to link file **175** to related innovation idea **112**.

Privacy-contract server **190** preferably stores at least one privacy contract **195**, as shown. Privacy contract server **190**

preferably utilizes database server **180** to link privacy contract **195** to related innovation idea **112**. When required privacy contract server **190** preferably provides privacy contract **195** to assist in establishing at least one privacy agreement between innovator **110** and user **205**. Privacy contract server **190** preferably may receive at least one custom privacy contract **197** (see FIG. 5) from innovator **110** to use as privacy contract **195**. Additionally, innovator **110** preferably may utilize privacy contract server **190** to select which privacy contract **195**, if any, to utilize in connection with innovation idea **112**.

Privacy-rights server **210** (at least embodying herein assisting custom control of privacy relating to such at least one invention on behalf of each such user owning such at least one invention; and at least embodying herein at least one privacy computer processor structured and arranged to assist custom control of privacy relating to such at least one invention on behalf of each such user owning such at least one invention; and at least embodying herein privacy computer processor means for assisting custom control of privacy relating to such at least one invention on behalf of each such user owning such at least one invention) preferably maintains permissions **215**, as shown. Innovator **110** preferably may alter permissions **215** related to innovation idea **112** owned and/or controlled by innovator **110**. Permissions **215** preferably comprise rights to access innovation idea **112**. Permissions **215** preferably limit disclosure of innovation idea **112** as chosen by innovator **110**.

Encryption server **230** preferably provides encryption to at least one locked file **520**, as shown. Locked file **520** preferably resides in file server **170**. When transmitting locked information **235** to user **205**, encryption server **230** (at least herein embodying wherein such at least one privacy computer processor further comprises at least one secure encrypting computer processor structured and arranged to securely encrypt transmissions of such digital information; and at least herein

embodying wherein such privacy computer processor means further comprises secure encrypting computer processor means for securely encrypting transmissions of such digital information; and wherein such step of assisting custom control further comprises securely encrypting transmissions of such digital information) preferably encrypts locked information **235**, preferably preventing disclosure of innovation idea **112** during transmission. Upon reading this specification, those skilled in the art will now appreciate that, under appropriate circumstances, considering such issues as future technologies, cost, etc., other secure transmission methods, such as for example, establishing a VPN, establishing a direct connection, etc., may suffice.

Log server **220** preferably maintains at least one log **225**, as shown. Log **225** preferably comprises information relating to privacy contract **195** being accepted and preferably information relating to access to locked information **235**. Log **225** is preferably maintained to provide documentation of activities relating to locked information **235**.

Messaging server **260** preferably permits at least one message **265** to be transmitted between at least two users **205**, as shown. Messages **265** preferably may comprise authorization requests **415** (see FIG. 4), invitations to lease one group **250** (see FIG. 2), offers of assistance, requests for assistance, informational assistance, and/or system messages. Messaging server **260** preferably provides a communications channel useful in private and professional networking environments, such as online innovation community **102**.

When utilized together, online innovation community server environment **105** preferably provides additional features comprising lists of friends, favorites, custom homepages, and other common-community features. Online innovation community server environment **105** provides these additional features to encourage active participation by all users **205** within online innovation community **102**. As a unique social-market for

innovation, online innovation community **102** preferably allows users **205** to securely share, develop and review each other's innovation ideas **112**.

FIG. 2 shows a schematic diagram, illustrating group utilization of online innovation community **102**, according to the preferred embodiment of FIG. 1. Online innovation community **102** preferably allows for the creation of groups **250**, as shown. Groups **250** preferably comprise users **205**, preferably collaborating on innovation idea **112**. Innovator **110** may preferably form group **250** to include users **205**, trusted by innovator **110**, by invitation to participate in the development of innovation idea **112**.

Likewise, groups **250** may preferably comprise at least one corporate group, formed to elicit feedback **645** (see FIG. 6) from users **205**. Online innovation community **102** preferably drives corporate participation with private concept-testing and viral-marketing services. Group **250** preferably may tap into skills **132**, knowledge **127**, and/or resources **137** of online innovation community **102**, particularly when users **205** within group **250** lack needed skills **132**, knowledge **127**, and/or resources **137**.

In addition, group **250** may preferably receive feedback **645** from at least one potential consumer **240**, as shown, from among users **205**. By receiving feedback **645** from potential consumer **240**, group **250** may utilize online innovation community **102** as a sounding board for the commercial viability of new ideas, preferably including innovation idea **112**, alterations to marketing ideas, and/or new product lines.

Further, group **250** may preferably be formed to seek out well developed innovation ideas **112**, whose innovators **110** are seeking licensing and/or sale of their respective innovation ideas **112**. Group **250** may become well known in online innovation community **102** by users **205** within group **250** providing assistance to innovator **110** to bring innovation idea **112** to a state conducive to licensing and/or sale.

Online innovation community **102** preferably allows the best ideas from innovators **110**, experts (knowledgeable user **125**, skilled user **130**, and resource-bearing user **135**), groups **250**, and potential consumers **240** to come together to grow.

FIG. 3 shows a graphed matrix diagram, illustrating multiple privacy levels with customization **325**, according to the preferred embodiment of FIG. 2. In order to provide assistance to innovator **110** and maintain privacy during development of innovation idea **112**, privacy-rights server **210** preferably provides multiple levels of privacy for innovation idea **112**, as shown in privacy matrix **300**.

During the initial setup and development of innovation idea **112**, innovator **110** preferably may choose to maintain complete privacy using privacy level **310**. In privacy level **310**, only innovator **110** may see any aspect of innovation idea **112**, as shown. Innovator **110** may choose privacy level **310**, while gathering together information pertaining to innovation idea **112**, while exploring the viability of innovation idea **112**, and/or while innovator **110** feels no need of outside assistance.

When innovator **110** wishes to share innovation idea **112** with a select group of users **205**, innovator **110** preferably may choose privacy level **315**, as shown. In privacy level **315**, innovator of **110** preferably may invite select users **205**, preferably to form group **250** with the purpose to further develop innovation idea **112**. Privacy level **315** preferably allows innovator **110** to seek out users **205** with specific skills **132**, knowledge **127**, and/or resources **137**, preferably without releasing information on innovation idea **112** to the general public.

Should innovator **110** wish to publicly disclose innovation idea **112** privacy level **320** is preferably available. Privacy level **320** preferably discloses innovation idea **112** to all users **205**.

To provide customization **325** to privacy level **315** and privacy level **320**, privacy-rights server **210** preferably further provides locking of portions of the information relating to

innovation idea **112**. Unlocked information **335** preferably is viewed according to the restrictions dictated by privacy level **315** or privacy level **320**, preferably depending upon chosen setting of innovator **110**. Locked information **235** (at least herein embodying wherein such at least one privacy computer processor further comprises at least one information masking computer processor structured and arranged to mask at least one user-selected portion of such digital information from view while disclosing the existence of such at least one user-selected portion of such digital information; and at least herein embodying wherein such privacy computer processor means further comprises information masking computer processor means for masking at least one user-selected portion of such digital information from view while disclosing the existence of such at least one user-selected portion of such digital information; and at least herein embodying wherein such step of assisting custom control further comprises masking at least one user-selected portion of such digital information from view while disclosing the existence of such at least one user-selected portion of such digital information), however, preferably may only be viewed at the discretion of innovator **110**.

Innovator **110** preferably may individually approve users **205** to view locked information **235** by granting locked information access rights **430**. Only users **205**, having been granted locked information access rights **430** (access-granted users **330**), may view locked information **235** whether privacy level **315** or privacy level **320** is selected.

Innovator **110** preferably may grant locked information access rights **430** for only one portion of locked information **235**, alternately preferably for all portions of locked information **235**. Innovator **110** preferably may select which portions of information relating to innovation idea **112** may be disclosed within selected privacy level, effectively allowing customization of both privacy level **315** and privacy level **320**.

Innovator **110** always has access to both locked information **235** and unlocked information **335** no matter which privacy level (privacy level **310**, privacy level **315** or privacy level **320**) is chosen. Users **205** included in group **250** preferably may view any unlocked information **335**, when privacy level 315 or privacy level **320** are chosen. All users **205** only have view privileges for unlocked information **335** when privacy level **320** is selected. For any user **205** other than Innovator **110**, locked information **235** preferably requires locked information access rights **430** to be viewed.

Locked information **235** may preferably comprise at least one locked file **520** (see FIG. 5), related to innovation idea **112**. Upon reading the specification, those skilled in the art will now appreciate that, under appropriate circumstances, considering such issues as future disclosure laws, cost, future technology, etc., other locked information, such as, for example, database fields, redacted information within a database field, redacted information in a file, etc., may suffice.

FIG. 4 shows a privacy assurance flow diagram, illustrating at least one privacy assurance method **400**, according to the preferred embodiment of FIG. 3. When granting locked information access rights **430**, innovator **110** may preferably desire to obtain assurance that access-granted users **330** will not disclose locked information **235**. Online innovation community server environment preferably provides privacy assurance method **400** to assist in the assurance of nondisclosure, as shown.

When user **205** (shown as view requesting user **410**) desires to view locked information **235**, user **205** preferably submits at least one locked information view request **415** utilizing messaging server **260**, as shown. Messaging server **260** preferably receives locked information view request **415**, in step receive unlock request **450**, as shown.

Innovator **110** preferably has selected privacy contract **195** to use in conjunction with innovation idea **112**. Upon submission

of locked information view request **415**, privacy contract server **190** (at least embodying herein assisting establishing at least one privacy contract relating to such masked at least one portion of such digital information; and at least embodying herein at least one privacy contract computer processor structured and arranged to assist establishing at least one privacy contract relating to such at least one user-selected portion of such digital information; and at least embodying herein further comprising privacy contract computer processor means for assisting establishing at least one privacy contract relating to such masked at least one portion of such digital information) preferably provides privacy contract **195** as unsigned privacy contract **420**, in step provide contract **455**, as shown, to view requesting user **410**. View requesting user **410** preferably submits privacy contract **195** as signed privacy contract **425**, preferably to privacy contract server **190**, as shown. Privacy contracts server **190** preferably receives signed privacy contract **425** in step receive signed contract **460**, as shown.

Message server **260** preferably sends locked information view request **415** along with the status of privacy contract **195**, preferably indicating a signed or unsigned state, in step forward view request **465**, as shown. Upon receiving locked information view request **415**, innovator **110** preferably elects to grant access rights **430** to view requesting user **410**, preferably using privacy-rights server **210**, in step grant access rights **470**, as shown. Privacy-rights server **210** preferably provides access rights **430** to view requesting user **410**, in step provide access rights **475**, as shown, altering view requesting user **410** to become access-granted user **330**. Access-granted user **330** preferably may then access locked information **235**.

When user **205** submits signed privacy contract **425**, log server **220** preferably logs signed privacy contract **425** in connection with user **205** and innovation idea **112**, in step log signed contract **445**. In addition, whenever access-granted user

330 accesses locked information **435**, log server **220** logs such access in connection with user **205** and innovation idea **112**, in step log access **440** (at least embodying herein recording access to such masked at least one portion of such digital information; and at least herein embodying wherein such at least one privacy-contract-recording computer processor further comprises at least one masked information access recording computer processor structured and arranged to record access to such masked at least one user-selected portion of such digital information; and at least herein embodying wherein such privacy-contract-recording computer processor means further comprises masked information access recording computer processor means for recording access to such masked at least one portion of such digital information). By logging both signed privacy contract **425** and access to locked information **435**, innovator **110** may preferably obtain a record of all signed privacy contracts **425** and all disclosures of locked information **235** within online innovation community **102** from log server **220** (at least embodying herein further comprising at least one privacy-contract-recording computer processor structured and arranged to record acceptance of such at least one privacy contract; and at least embodying herein privacy-contract-recording computer processor means for recording acceptance of such at least one privacy contract; and at least embodying herein recording acceptance of such at least one privacy contract).

FIG. 5 shows an idea administration user-interface diagram, illustrating administrative functions available in at least one idea administration user-interface **500**, according to the preferred embodiment of FIG. 1. User interface **165** preferably comprises idea administration user-interface **500**, as shown. Idea administration user-interface **500** preferably provides innovator **110** with at least one administrative tool **505**, as shown, for innovation idea **112**.

Administrative tools **505** preferably comprise, as shown, at least one database interface **550**, at least one privacy level

interface **560**, at least one privacy customization interface **580**, at least one file upload interface **570**, at least one privacy contract interface **590**, at least one view authorization interface **595**, and at least one options interface **540**. Upon reading this specification, those skilled in the art will now appreciate that, under appropriate circumstances, considering such issues as, cost, future administration needs, future technologies, etc., other administrative tools, such as, for example, image editors, document drafters, spreadsheets, presentation tools, chat tools, etc., may suffice.

Database interface **550** preferably allows information relating to innovation idea **112** to be entered into database **185**, as shown. Database interface **550** preferably allows creation, editing, and deletion of innovation idea **112** from database **185**. Innovation idea **112** preferably is created within database **185** before other administrative tools **505** are activated.

Privacy level interface **560** (at least herein embodying wherein such at least one privacy computer processor comprises at least one selectable-level computer processor structured and arranged to assist owner-user-selecting of at least one privacy level; and at least herein embodying wherein such privacy computer processor means comprises selectable-level computer processor means for assisting owner-user-selecting of at least one privacy level; and at least herein embodying wherein such step of assisting custom control comprises assisting owner-user-selecting of at least one privacy level) preferably allows innovator **110** to set at least one privacy level **515** for innovation idea **112**, as shown. By setting privacy level **515**, innovator **110** is preferably allowed control over generally who has access to innovation idea **112**, as discussed in FIG. 3. Privacy is preferably controlled by innovator **110**, rather than being taken over by a corporate entity prior to allowing use of online innovation community **102**. Innovator **110** preferably utilizes online innovation community **102** to ready innovation idea **112** to be licensed and/or sold, while preferably

maintaining control of innovation idea **112**. Settings of privacy levels **515** are preferably handled by privacy-rights server **210**.

File upload interface **570** preferably provides access to file server **170**, as shown. File **175** preferably may be uploaded and preferably connected to innovation idea **112**. File upload interface **570** preferably uses at least one file transfer protocol. File **175** preferably provides additional information relating to innovation idea **112** beyond what may be entered into database **185** using database interface **550**. File **175** preferably comprises images, alternately preferably specification documentation, alternately preferably plans. Upon reading this specification, those skilled in the art will now appreciate that, under appropriate circumstances, considering such issues as, file size, cost, future technologies, etc., other file types, such as for example, multimedia files, application files, charts, etc., may suffice.

Privacy customization interface **580** preferably allows customization of privacy levels **515**, as shown. Files **175** preferably are set as locked files **520** (as indicated by locked information **235**) when innovator **110** desires to limit viewing of files **175** to specific users **205**. Any of files **175** that innovator **110** wishes to remain open to users **205** included in selection of privacy levels **515** may preferably be set to an unlocked state (as indicated by unlocked information **335**). Locked file **520** preferably is encrypted by encryption server **230** to maintain security. Permissions to view locked information **235** and unlocked information **335** are preferably handled by privacy-rights server **210**, preferably in conjunction with privacy levels **515**, preferably creating privacy matrix **300** as described in FIG. 3.

Privacy contract interface **590** (at least herein embodying wherein such at least one privacy contract computer processor further comprises at least one owning-user-privacy-contract-selecting computer processor structured and arranged to assist owner-user-selecting at least one privacy contract; and at least

herein embodying wherein such privacy contract computer processor means further comprises owning-user privacy contract selecting computer processor means for assisting owner-user-selecting at least one privacy contract; and at least herein embodying wherein such step of assisting custom control further comprises assisting owner-user-selecting at least one privacy contract) preferably provides innovator **110** with access to privacy contract server **190**, as shown. Innovator **110** preferably may choose between privacy contracts **195** as provided by online innovation community **102**, alternately preferably may choose to utilize at least one custom privacy contract **197**. Privacy contract interface **590** (at least herein embodying wherein such at least one owning-user-privacy-contract-selecting computer processor comprises at least one custom-privacy-contract-receiving computer processor structured and arranged to receive at least one custom privacy contract; and at least herein embodying wherein such owning-user privacy contract selecting computer processor means comprises custom privacy contract receiving computer processor means for receiving at least one custom privacy contract; and at least herein embodying wherein such step of assisting owner-user-selecting comprises receiving at least one custom privacy contract) preferably allows uploading of custom privacy contract **197**, as shown, alternately preferably allows entering of custom privacy contract **197**. Using privacy contract interface **590**, innovator may preferably assign privacy contract **195** to use upon request, of user **205**, to view locked information **235**.

Authorization interface **595** preferably allows innovator **110** to select individual users **205** to include in either privacy level **315** or as authorized to view locked information **235**. Innovator **110** preferably may search and preferably add users **205** to privacy level **315**. Further, upon receipt of authorization request **415**, innovator **110** may preferably review user profile **157** of access-granted user **330**, authorization request **415** and signed privacy contract **425**. When innovator **110** chooses,

innovator **110** may then preferably accept authorization request **415** using Authorization interface **595** (at least herein embodying wherein such at least one privacy contract computer processor further comprises at least one user-selectable unmasking-request accepting computer processor structured and arranged to assist accepting unmasking requests of such masked at least one user-selected portion of such digital information; and at least herein embodying wherein such privacy contract computer processor means further comprises user-selectable unmasking-request accepting computer processor means for assisting accepting unmasking requests of such masked at least one portion of such digital information; and at least herein embodying wherein such step of assisting custom control further comprises assisting accepting unmasking requests of such masked at least one portion of such digital information).

Options interface **540** preferably provides access to innovation idea options **545**, as shown. Innovation idea options **545** preferably comprise at least one assistance request area **547**. Assistance request area preferably comprises skills **132**, knowledge **127**, and/or resources **137**. Innovation idea options **545** preferably are visible to users **205**, and preferably indicate which areas innovator **110** would like assistance in relating to innovation idea **112**. Upon reading this specification, those skilled in the art will now appreciate that, under appropriate circumstances, considering such issues as cost, future technologies, etc., other innovation idea options, such as, for example, stage of development, intellectual property applied, etc., may suffice.

Idea administration user-interface **500** preferably provides innovator **110** control over every aspect of developing, sharing, requesting aid in, and protectively disclosing innovation idea **112**. Innovator **110** is preferably always in control.

FIG. 6 shows an idea perusal user-interface diagram, illustrating idea interaction functions available in at least one idea perusal user-interface **600**, according to the preferred

embodiment of FIG. 1. User interface **165** preferably comprises idea perusal user-interface **600**. Idea perusal user-interface **600** preferably provides access to information relating to innovation idea **112** for user **205**, as shown. Using idea perusal user-interface **600**, user **205** may preferably interact with innovator **110** and other users **205** in providing assistance to innovator **110** relating to innovation idea **112**. Idea perusal user-interface **600** preferably also indicates which user **205** is innovator **110**, as shown.

Idea perusal user-interface **600** preferably comprises, as shown, at least one idea interaction function **605**. Idea interaction function **605** preferably comprises at least one messaging interface **610**, at least one information reading interface **620**, at least one file access interface **630**, at least one innovation idea feedback interface **640**, at least one options display interface **650**, at least one view access request interface **660**, and at least one innovation idea rating interface **670**. Upon reading this specification, those skilled in the art will now appreciate that, under appropriate circumstances, considering such issues as cost, future technologies, user preference, etc., other idea interaction functions, such as, for example, chat functions, white board functions, etc., may suffice.

Messaging interface **610** preferably provides access to messaging server **260**, as shown. Messaging interface **610** preferably allows user **205** to send message **265** to other users **205**. Message **265** preferably comprises information relating to innovation idea **112**. Message **265** may preferably be sent to innovator **110**. Message **265** preferably may also be sent to draw attention to innovation idea **112** from other users **205**, provided users **205** have appropriate permissions **215**. Messaging interface **610** preferably allows for private communication between users **205** relating to innovation idea **112**.

Information reading interface **620** preferably displays information relating to innovation idea **112** stored in database

185, as shown. Information reading interface **620** preferably utilizes permissions **215** to determine which portions of information relating to innovation idea **112** are displayed for view by user **205**. User **205** preferably reads information relating to innovation idea **112**, and thereby preferably obtains an understanding of innovation idea **112**.

File access interface **630** preferably provides access to file **175** using fileserver **170**, as shown. Like with information reading interface **620**, file access interface **630** utilizes permissions **215** to determine which of files **175** user **205** may access. File access interface **630** preferably allows downloading of file **175**. File **175** preferably provides additional information relating to innovation idea **112** to extend understanding of innovation idea **112** to user **205**.

View access request interface **660** preferably provides, as shown, user **205** the ability to make authorization request **415** (see FIG. 4). When innovator **110** has designated locked information **235**, information reading interface **620** and/or file access interface **630** preferably displays that locked information **235** exists, however details of locked information **235** are hidden from view until user **205** receives access rights **430** from innovator **110**. By showing that locked information **235** exists, user **205** understands that additional information is available relating to innovation idea **112**. If user **205** desires to view the details of locked information **235**, user **205** may utilize view access request interface **660** (at least herein embodying wherein such at least one privacy contract computer processor comprises at least one user-unmasking-request computer processor structured and arranged to assist requesting unmasking of masked such at least one user-selected portion of such digital information; and at least herein embodying wherein such privacy contract computer processor means comprises user-unmasking-request computer processor means for assisting requesting unmasking of masked such at least one portion of such digital information; and at least herein embodying wherein such step of

assisting custom control comprises assisting requesting unmasking of masked such at least one portion of such digital information).

Innovation idea feedback interface **640** preferably allows user **205** to provide feedback **645** to innovator **110** relating to innovation idea **112**, as shown. After user **205** utilizes information reading interface **620** and/or file access interface **630**, user **205** preferably leaves feedback **645**. Feedback **645** is preferably incorporated into information relating to innovation idea **112** stored in database **185**. Feedback **645** preferably generates a free exchange of concepts and/or thoughts designed to assist innovator **110** with innovation idea **112**.

Options display interface **650** preferably displays innovation idea options **545**, as shown. Options display interface **650** preferably assists user **205** in identifying the needs of innovator **110** related to innovation idea **112**, as shown. Options display interface **650** preferably prevents offers of assistance to innovator **110** in areas deemed unnecessary by innovator **110**, preferably helping user **205** to focus on innovation ideas **112** where skills **132**, knowledge **127**, and/or resources **137** of user **205** are needed.

Innovation idea rating interface **670** preferably allows user **205** the ability to rate innovation idea **112**, as shown. By rating innovation idea **112**, users **205** preferably promote innovation idea **112** for innovator **110**. Innovation ideas **112** with higher ratings **675** preferably obtain higher prominence in online innovation community **102**. Ratings **675** assist online innovation community **102** in focusing on innovation ideas **112** more likely to become fully developed and successful in the marketplace, as indicated by the popularity shown by ratings **675**.

Idea perusal user-interface **600** preferably allows interaction of users **205** in online innovation community **102** to collaborate in the development of innovation idea **112** as controlled by innovator **110**. Online innovation community **102**

preferably uses peer-review (feedback **645** and ratings **675**) to increase the predictability of success of innovation idea **112** and enable viral-marketing. And, because users **205** drive ratings **675** and popularity of innovation ideas **112**, companies build relationships with consumers and discover concepts with demonstrated appeal and a ready market.

FIG. 7 shows a screenshot view, illustrating an authentication interface, according to the preferred embodiment of FIG. 1.

FIG. 8 shows a screenshot view illustrating one idea perusal user-interface of FIG. 6.

FIG. 9 shows a screenshot view, illustrating a user-interface, according to the preferred embodiment of FIG. 1.

FIG. 10A through FIG. 10E show screenshot views illustrating one idea administration user-interface of FIG. 5.

FIG. 11 shows a screenshot view, illustrating an authorization request interface, according to the preferred embodiment of FIG. 4.

FIG. 12 shows a screenshot view, illustrating an authorization interface, according to the preferred embodiment of FIG. 5.

FIG. 7 through FIG. 12 show screenshots of worked examples of user interfaces **165** utilized in online innovation community **102**.

Although applicant has described applicant's preferred embodiments of this invention, it will be understood that the broadest scope of this invention includes modifications such as diverse shapes, sizes, and materials. Such scope is limited only by the below claims as read in connection with the above specification. Further, many other advantages of applicant's invention will be apparent to those skilled in the art from the above descriptions and the below claims.

What is claimed is:

- 1) A computer system, relating to at least one Internet based website primarily relating to serving users having skills, knowledge and/or resources relating to creation, development, protection, marketing, and/or monetization of inventions, comprising:
 - a) access computer interface means for providing access to said computer system by such users;
 - b) receiver computer interface means for receiving digital information, from such users, relating to at least one invention;
 - c) invention computer storage means for assisting storing digital information relating to a plurality of such at least one inventions; and
 - d) privacy computer processor means for assisting custom control of privacy relating to such at least one invention on behalf of each such user owning such at least one invention;
 - e) wherein said privacy computer processor means comprises selectable-level computer processor means for assisting owner-user-selecting of at least one privacy level; and
 - f) wherein such at least one invention may be controllably shared by each such user with others at such at least one level of privacy.
- 2) The computer system according to Claim 1 wherein said privacy computer processor means further comprises information masking computer processor means for masking at least one user-selected portion of such digital information from view while disclosing the existence of such at least one user-selected portion of such digital information.
- 3) The computer system according to Claim 2 further comprising privacy contract computer processor means for assisting establishing at least one privacy contract relating to such masked at least one portion of such digital information.

- 4) The computer system according to Claim 3 wherein said privacy contract computer processor means comprises user-unmasking-request computer processor means for assisting requesting unmasking of masked such at least one portion of such digital information.
- 5) The computer system according to Claim 3 wherein said privacy contract computer processor means further comprises owning-user privacy contract selecting computer processor means for assisting owner-user-selecting at least one privacy contract.
- 6) The computer system according to Claim 5 wherein said owning-user privacy contract selecting computer processor means comprises custom privacy contract receiving computer processor means for receiving at least one custom privacy contract.
- 7) The computer system according to Claim 3 wherein said privacy contract computer processor means further comprises user-selectable unmasking-request accepting computer processor means for assisting accepting unmasking requests of such masked at least one portion of such digital information.
- 8) The computer system according to Claim 3 further comprising privacy-contract-recording computer processor means for recording acceptance of such at least one privacy contract.
- 9) The computer system according to Claim 8 wherein said privacy-contract-recording computer processor means further comprises masked information access recording computer processor means for recording access to such masked at least one portion of such digital information.
- 10) The computer system according to Claim 3 wherein said privacy computer processor means further comprises secure encrypting computer processor means for securely encrypting transmissions of such digital information.
- 11) A computer system, relating to at least one Internet based website primarily relating to serving users having skills,

knowledge and/or resources relating to creation, development, protection, marketing, and/or monetization of inventions, comprising:

- a) at least one access computer interface structured and arranged to provide access to said computer system by such users;
 - b) at least one receiver computer interface structured and arranged to receive digital information, from such users, relating to at least one invention;
 - c) at least one invention computer storage structured and arranged to assist storing digital information relating to a plurality of such at least one inventions; and
 - d) at least one privacy computer processor structured and arranged to assist custom control of privacy relating to such at least one invention on behalf of each such user owning such at least one invention;
 - e) wherein said at least one privacy computer processor comprises at least one selectable-level computer processor structured and arranged to assist owner-user-selecting of at least one privacy level; and
 - f) wherein such at least one invention may be controllably shared by each such user with others at such at least one level of privacy.
- 12) The computer system according to Claim 11 wherein said at least one privacy computer processor further comprises at least one information masking computer processor structured and arranged to mask at least one user-selected portion of such digital information from view while disclosing the existence of such at least one user-selected portion of such digital information.
- 13) The computer system according to Claim 12 further comprising at least one privacy contract computer processor structured and arranged to assist establishing at least one

- privacy contract relating to such at least one user-selected portion of such digital information.
- 14) The computer system according to Claim 13 wherein said at least one privacy contract computer processor comprises at least one user-unmasking-request computer processor structured and arranged to assist requesting unmasking of masked such at least one user-selected portion of such digital information.
 - 15) The computer system according to Claim 13 wherein said at least one privacy contract computer processor further comprises at least one owning-user-privacy-contract-selecting computer processor structured and arranged to assist owner-user-selecting at least one privacy contract.
 - 16) The computer system according to Claim 15 wherein said at least one owning-user-privacy-contract-selecting computer processor comprises at least one custom-privacy-contract-receiving computer processor structured and arranged to receive at least one custom privacy contract.
 - 17) The computer system according to Claim 13 wherein said at least one privacy contract computer processor further comprises at least one user-selectable unmasking-request accepting computer processor structured and arranged to assist accepting unmasking requests of such masked at least one user-selected portion of such digital information.
 - 18) The computer system according to Claim 13 further comprising at least one privacy-contract-recording computer processor structured and arranged to record acceptance of such at least one privacy contract.
 - 19) The computer system according to Claim 18 wherein said at least one privacy-contract-recording computer processor further comprises at least one masked information access recording computer processor structured and arranged to record access to such masked at least one user-selected portion of such digital information.

- 20) The computer system according to Claim 13 wherein said at least one privacy computer processor further comprises at least one secure encrypting computer processor structured and arranged to securely encrypt transmissions of such digital information.
- 21) A computer method, relating to at least one Internet based website primarily relating to at least one computer system serving users having skills, knowledge and/or resources relating to creation, development, protection, marketing, and/or monetization of inventions, comprising the steps of:
- a) providing access to such at least one computer system by such users;
 - b) receiving digital information, from such users, relating to at least one invention;
 - c) assisting storing digital information relating to a plurality of such at least one inventions; and
 - d) assisting custom control of privacy relating to such at least one invention on behalf of each such user owning such at least one invention;
 - e) wherein such step of assisting custom control comprises assisting owner-user-selecting of at least one privacy level; and
 - f) wherein such at least one invention may be controllably shared by each such user with others at such at least one level of privacy.
- 22) The computer method according to Claim 21 wherein such step of assisting custom control further comprises masking at least one user-selected portion of such digital information from view while disclosing the existence of such at least one user-selected portion of such digital information.
- 23) The computer method according to Claim 22 further comprising the step of assisting establishing at least one privacy contract relating to such masked at least one portion of such digital information.

- 24) The computer method according to Claim 23 wherein such step of assisting custom control comprises assisting requesting unmasking of masked such at least one portion of such digital information.
- 25) The computer method according to Claim 23 wherein such step of assisting custom control further comprises assisting owner-user-selecting at least one privacy contract.
- 26) The computer method according to Claim 25 wherein such step of assisting owner-user-selecting comprises receiving at least one custom privacy contract.
- 27) The computer method according to Claim 23 wherein such step of assisting custom control further comprises assisting accepting unmasking requests of such masked at least one portion of such digital information.
- 28) The computer method according to Claim 23 further comprising the step of recording acceptance of such at least one privacy contract.
- 29) The computer method according to Claim 28 recording access to such masked at least one portion of such digital information.
- 30) The computer method according to Claim 23 wherein such step of assisting custom control further comprises securely encrypting transmissions of such digital information.

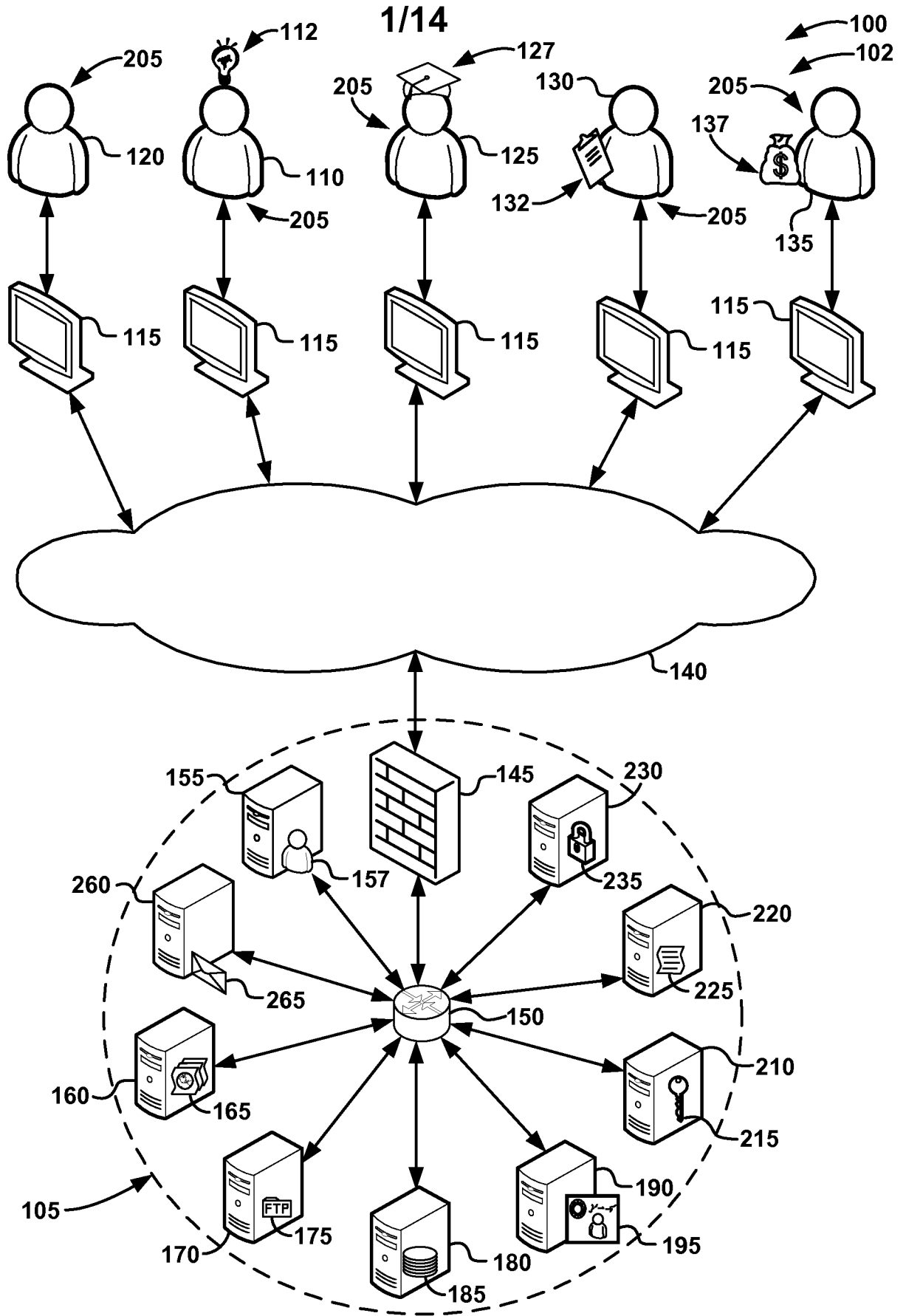


FIG. 1

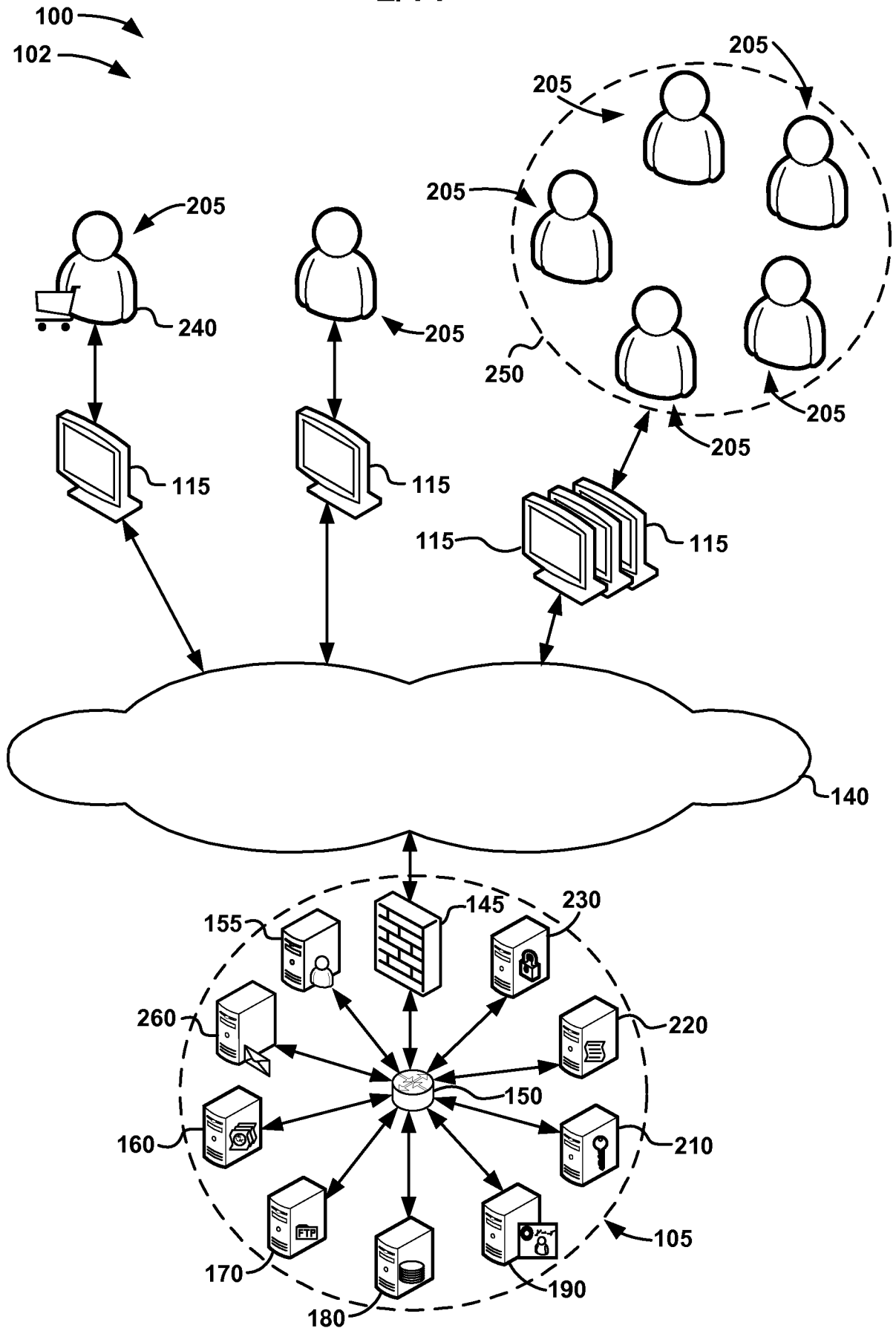


FIG. 2

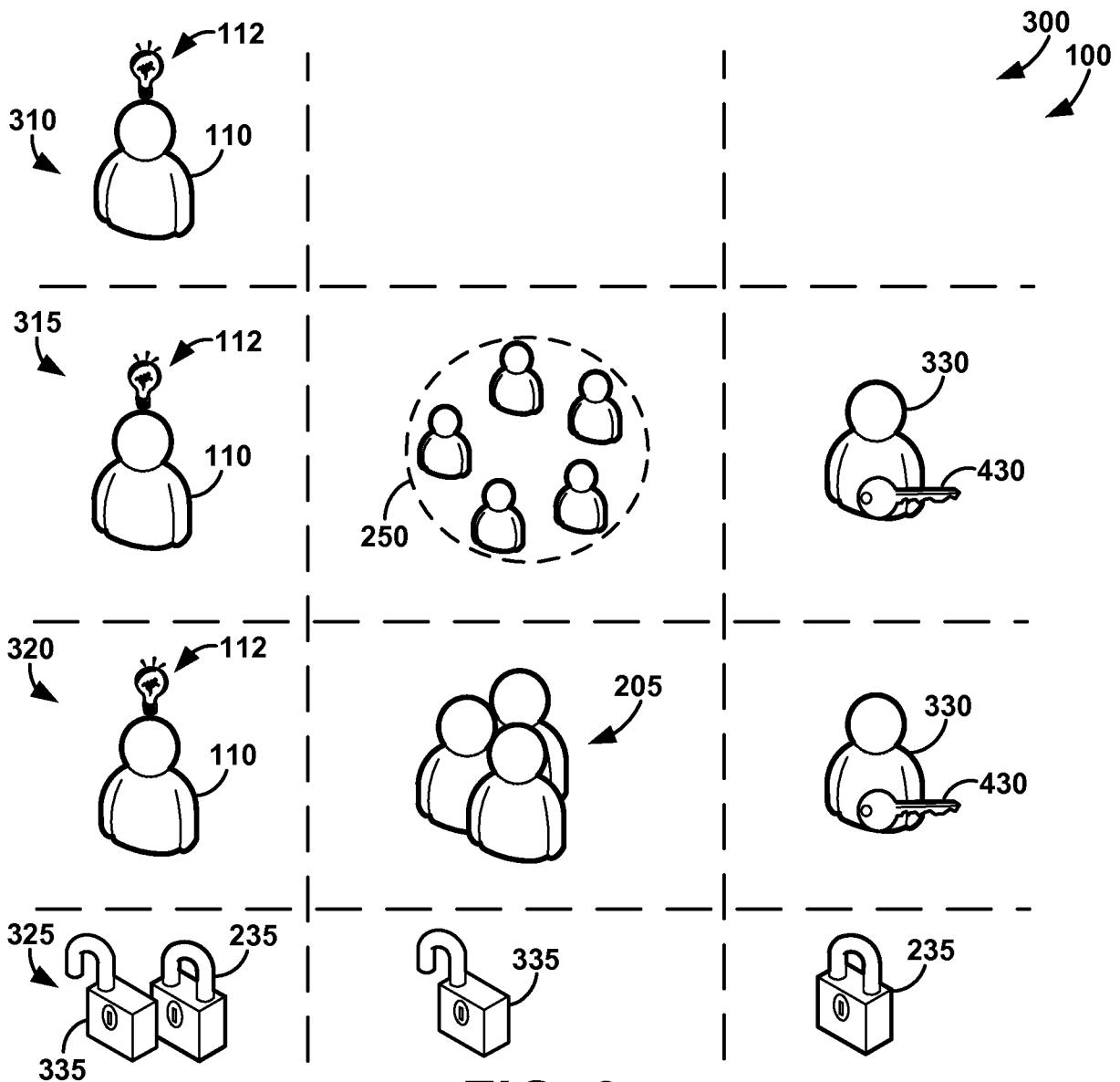
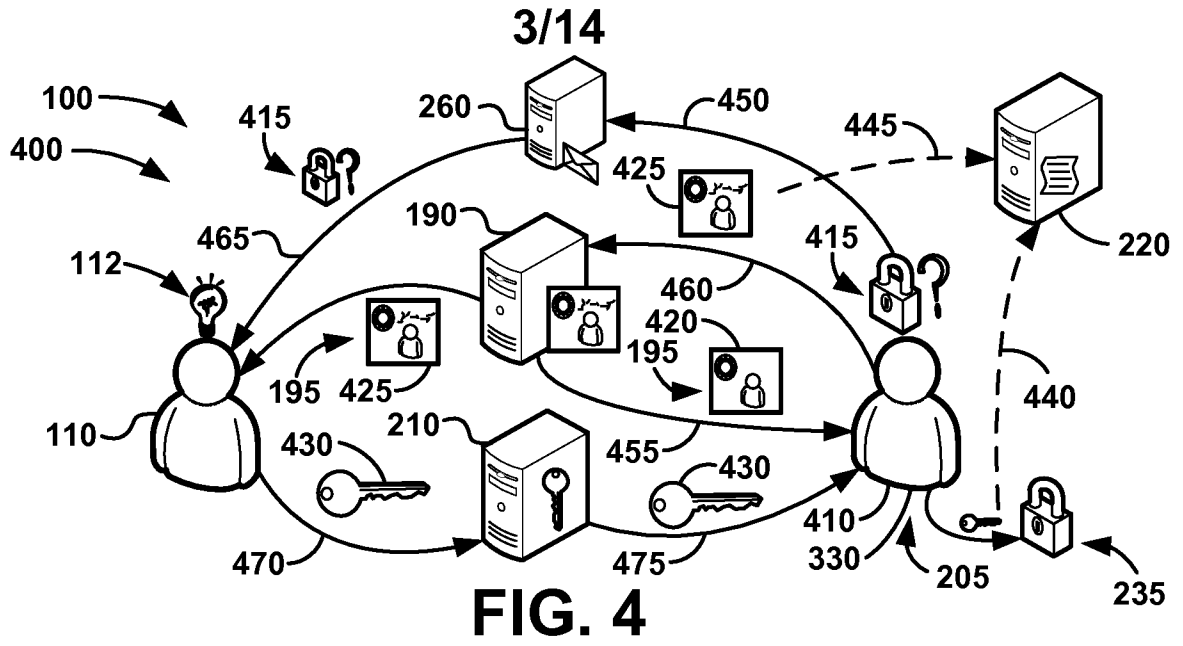


FIG. 3

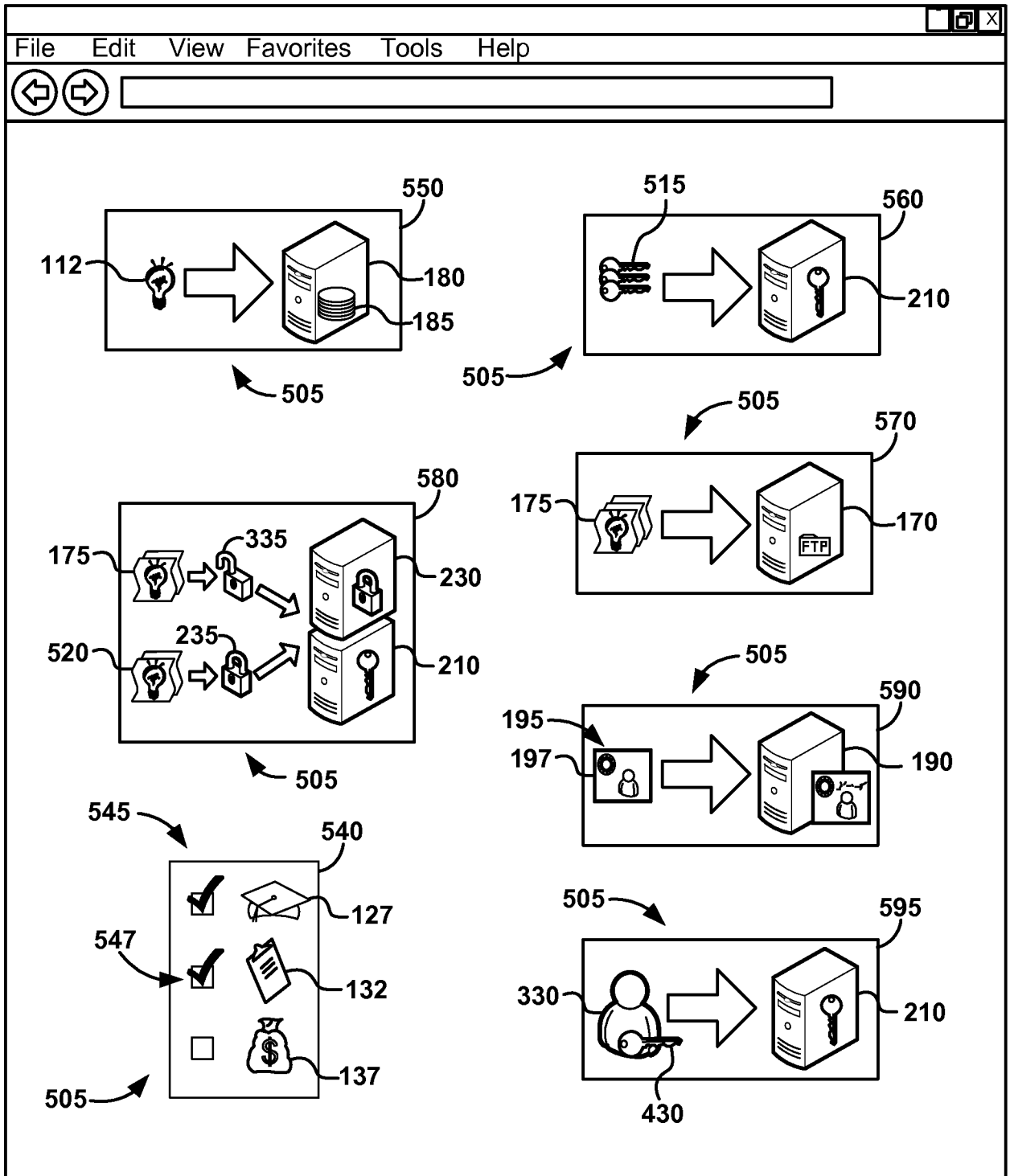


FIG. 5

165 600

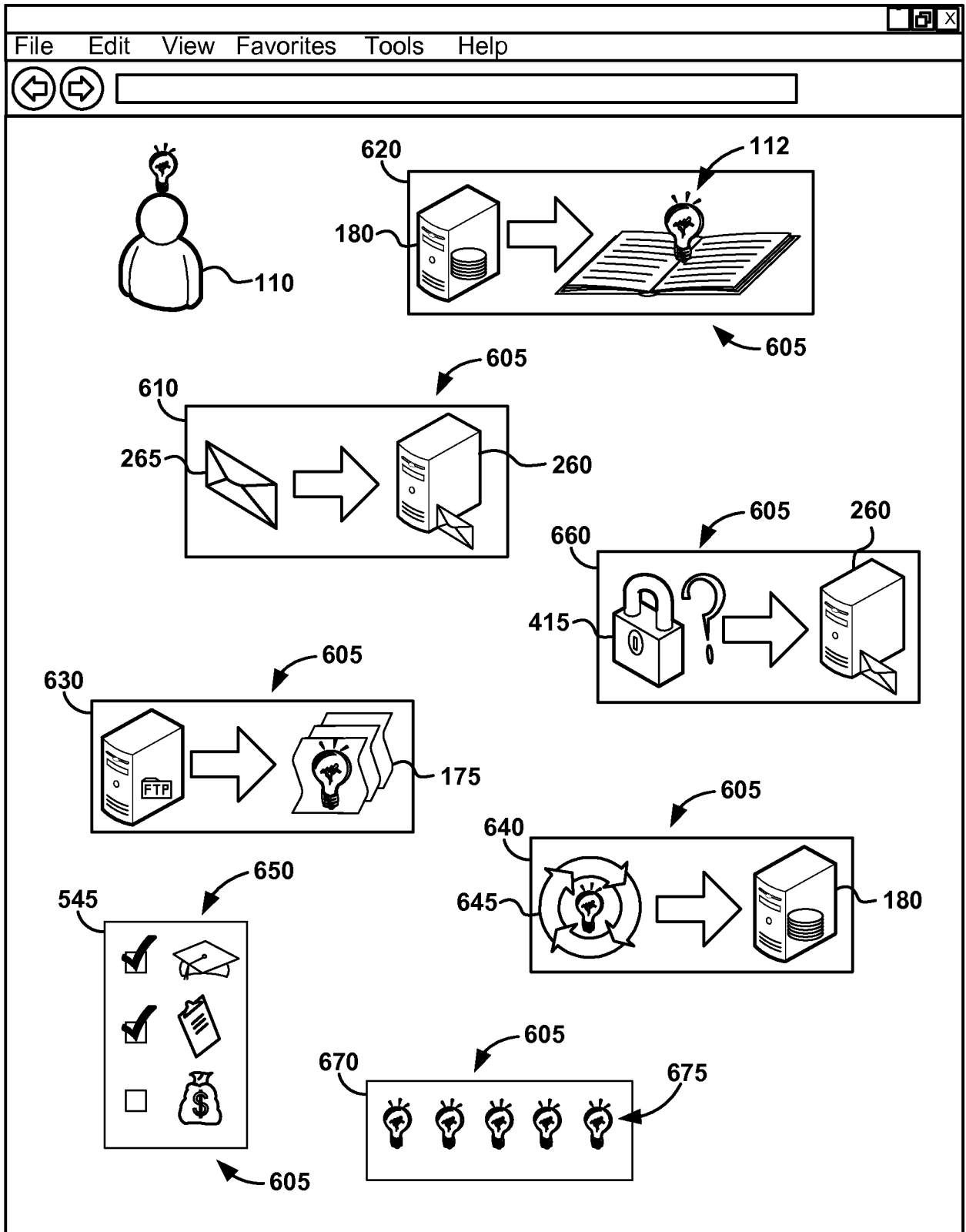


FIG. 6

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Log In

Username or password incorrect

Username/Email

Password

[Forgot your password?](#)

Remember my *Username*

Remember my *Password*

Log In

[Learn More](#) | [FAQ](#) | [About Us](#) | [Leadership](#) | [Careers](#) | [Press](#) | [Contact Us](#) | [Home](#) | [Sitemap](#)

FIG. 7

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600

◀Explore▶

Create

Promote

Help

Search

My Bulbstorm

Bulbs

Sort by: Rank



Give Alice a buck!

112

The idea here is to ask people to donate \$1 to Alice Cooper (me). I could do a commercial where I harass celebrities to "gimme a buck" and then ask others to do the same to support THE ROCK.

Posted Dec. 9, 2008

140 Views

15 Votes

675



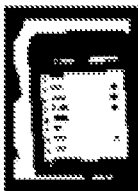
Alice Cooper's THE ROCK

THE ROCK is a revolutionary new approach to a youth center focused on reaching kids through music. The vision of famous rocker Alice Cooper, the first center will be built in Phoenix, Arizona.

Posted Nov. 25, 2008

88 Views

12 Votes



bulbstorm iPhone app

We're building an Apple iPhone application and want your thoughts on what it should do and how it should act.

Posted Mar. 3, 2009

129 Views

11 Votes



Designer Dirt

Designer Dirt would be a pre-packaged, pre-engineered compost for use in gardens and planters, using coffee grounds acquired from local coffee shops

Posted Dec. 11, 2008

60 Views

11 Votes

More

1 | 2 | 3 | 4 | 5 | 6 | 7 >>

FIG. 8

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What's New?



Buddy Activity

205

[Kendra Hillman](#) joined the group [El Monterey Idea Kitchen](#) 2 weeks ago

[Bart Steiner](#) joined the group [El Monterey Idea Kitchen](#) 2 weeks ago

New Bulbs

112

[Better Brake lights](#)
A long time ago, I had a near miss on the freeway and I thought, wouldn't it be great to be able to ...

[GoGo Mobile for Babies](#)
Battery-powered crib mobile for infants, developed with an early-childhood development specialist an...

New Groups

250

[El Monterey Idea Kitchen](#)
We're the makers of America's favorite Frozen Mexican food.

[Arizona Entrepreneurs - OTEF](#)
Entrepreneurs, Investors, Collaborators, and other resources from across Arizona. Each year we come...

Open Challenges



[Facebook Ad design](#)

[Tell us what to put in our iPhone app!](#)

[25 WAYS TO INSTILL CONFIDENCE: I CAN, I WILL, I AM](#)

FIG. 9

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Public Bulb Information

500

550

* Required

***Bulb name/title** ⓘ
Limit 50 characters

***Categories** ⓘ ⓘ
Limit 2

ⓘ

***Type of Bulb** ⓘ ⓘ

***Status** ⓘ ⓘ

Conception Date ⓘ (mm/dd/yyyy)

Approximately when did you first begin developing this innovation?

Ownership This is my idea/concept

Keywords ⓘ
Limit 100 characters
(separated by commas)

***Public description** ⓘ
Limit 200 characters

Upload image ⓘ
Image must be 3 MB or less.



[Add a Photo](#)

FIG. 10A

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500

560

Sharing status ⓘ



Lights out
No details
shared

The details of this bulb will only be viewable by me.



Yellow light
Restricted
sharing

The details of this bulb will be viewable ONLY by individuals I authorize from my buddy list.



Green light
Unrestricted
sharing

The details of this bulb will be viewable by all members of bulbstorm.
 I recognize details of my bulb will be publicly viewable except content designated with a bulblock icon.

Bulb basics

Bulb story ⓘ
Limit 1500
characters



FIG. 10B

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Bulb basics

Bulb story ①
Limit 1500 characters

Full description ②
Limit 1500 characters

What problem does it solve? (Problem Solved) ③
Limit 300 characters

Who is it for? (Target Market) ④
Limit 300 characters

Why is it unique or better? (Benefits) ⑤
Limit 300 characters

FIG. 10C

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500

What are you looking for?

540

547

What type of help are you looking for?
Check all that apply

- Design/Graphics
- Financial
- Legal
- Manufacturing
- Sales
- Partnering/Licensing
- Investment
- Development Partners
- Distribution
- Intellectual Property
- Licensing/Partnerships
- Marketing
- Technical
- General Feedback/Product Advice
- Prospective Customer Feedback

What's your primary motivation for listing this bulb?

- I want to develop/improve it
- I want to find partner(s) to help me develop it
- I want to see it brought to life
- I'm looking for investment
- I want to license/sell it
- It's fun

FIG. 10D

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**YouTube
video link**



example: <http://www.youtube.com/watch?v=8jEoGWIOuy8>

**Additional
details**



Limit 3000
characters



**Upload
Images**



Each image
must be 3MB
or less.

+ Add Images

570

Upload Files



Each file must
be 5MB or
less.

+ Add Files

**Other buddies
on my team**



Must be on
your buddy
list.

+ Add from Buddy list 

Selected:

FIG. 10E

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bulblock

The owner of this information has placed it in bulblock. In order to view it, you must review and accept the standard bulblock non-disclosure agreement. Your request and a link to your profile will be sent to the bulber to be accepted or declined. The bulber will also have the option of approving access to all of the bulblocked elements of this bulb. If accepted, you will be notified and the information will become available.


I have read and accept the terms of the bulblock non-disclosure agreement with respect to this concept.

Message to bulber (optional):

Request access to this information only.
 Request access to all bulblocked elements in this bulb.

415

FIG. 11



un-bulblock

A bulber has requested access to the bulblocked information below. They have reviewed and accepted the standard bulblock non-disclosure agreement for these items. Please select your action below.

user: harrington
bulb: Child "Homework Helper" Marking page
Item requested: template_draft.xls
request for full bulb access: YES

Decline access
 Approve access to this item only
 Approve access to all bulblocked elements in this bulb

Message to bulber (optional):

595

FIG. 12