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### **Blaze Mobile's Social Media Patent Published**

(Berkeley, CA) March 21, 2012 – The U.S. Patent and Trademark Office has published a new patent filed by Blaze Mobile, a leader in mobile payment and NFC solutions. This patent application covers NFC purchases made and then shared via social media, plus rewards given for sharing information about the purchase.

In exchange for sharing, consumers may receive incentives such as money, music, games, loyalty points, coupons, apps, and other digital goods. Rewards are determined based upon a variety of factors including the number of previous posts by an individual, payment method, the post's content, "Likes," retweets, mentions and other activity generated by sharing, and ratings from third parties like Klout. The social media posts can subsequently be displayed on another medium including television, billboards, standard or smart posters, clothing or websites – substantially increasing the potential reach of the information shared.

Blaze Mobile continues to pioneer relevant innovations that generate substantial value for consumers and merchants. "When a person shares their latest purchase, or opinions about a product or event, it gives them a voice not available through traditional product reviews, and could compel others to buy that item. Movie and concert tickets, books and food are just a few examples of products your friends would consider getting after seeing that you've bought them. We first demonstrated Facebook sharing of movie ticket and contactless purchase in front of a live audience in October, 2010. This invention also provides merchants with opportunities to reward people not only when making a purchase, but for engaging others about the product," states Michelle Fisher, CEO and founder of Blaze Mobile.

[Blaze Mobile's patent application can be found in its entirety at the U.S. Patent and Trademark Office website under application number 20120029990.](#)

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#### **About Blaze Mobile**

Blaze Mobile develops innovative mobile commerce, health care, banking and advertising solutions that enable secure, convenient, cost-effective transactions and promotions from the mobile device. Utilizing its patented NFC and mobile technology, the Blaze Mobile product suite includes a mobile wallet and NFC-enabling payment stickers.. Blaze Mobile applications are available through Apple iTunes, T-Mobile, Getjar, and NTelos. For more information, please visit [www.blazemobile.com](http://www.blazemobile.com).

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