



Monkeetech LLC's Send2Mobile+™ IM Patent Pending System US 20160086244 A1 Published on Mar 24, 2016

Monkeetech, LLC releases its claims for its patent pending Send2Mobile+™ IM (US 20160086244 A1) intuitive marketing and mobile payment system.

WEST BABYLON, NEW YORK, UNITED STATES, June 12, 2017 /EINPresswire.com/ -- Send2Mobile+™ US 9218613 B2, Send2Mobile+™ US 20140156407 A1, Send2Mobile+™ Premium US 20150242897 A1, Send2Mobile+™ IM US 20160086244 A1

What is claimed is:

1. A method of facilitating the sale of a product or service from a merchant's internet server via interactive instant messaging services (IM) messages communicating with a customer's mobile computing device capable of sending and receiving instant messages (IM), comprising:

installing and executing an application on the merchant's internet server, which comprises a microprocessor, memory, and a communications interface, the application including code for

causing the microprocessor to display a selectable icon in a merchant's webpage stored in the memory of the merchant's internet server, wherein when the icon is selected by a customer from a customer's computing device a screen prompting a customer to enter customer identification information, a mobile number and the instant messaging service customer is subscribed to, and a submit button, which, when selected by customer, transmits the customer identification information, the customer's mobile number and customer's instant messaging service to the merchant's server, the customer identification information, mobile number and customer's instant messaging service being written to a customer database residing in the merchant internet server's memory to then be used for interacting with the customer via instant messaging;

displaying on a merchant's webpage a graphical user interface including one or more of a plurality of data fields, which include events determined by a merchant inviting responses from a customer, the events and responses corresponding to a product or service being sold on a merchant's website, for which a customer wishes to be timely notified via instant message sent to the customer's mobile computing device;

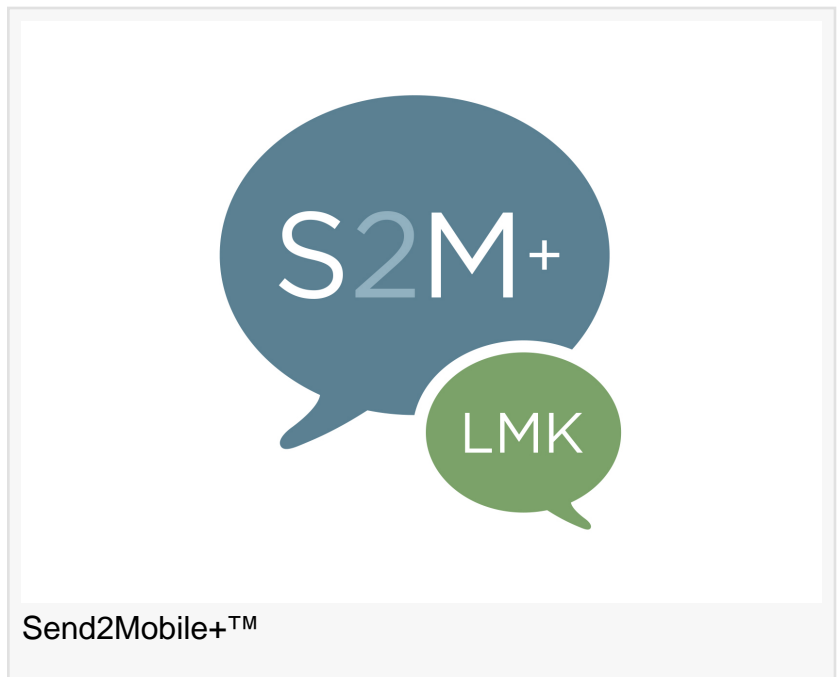


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receiving a customer's selection of the event corresponding to a product or service being sold on the merchant's website from the customer's mobile computing device and storing the event in the memory of a merchant's internet server;

determining, by the application running on the microprocessor of the merchant's internet server, when an event has occurred;

generating an instant message including text indicating that an event has occurred and displaying a universal resource locator (URL), which when selected by a customer causes an immediate purchase of the product or service being sold on a merchant's website, when a merchant's internet server determines that the event has occurred;



the application further including code causing the communication interface of the merchant's internet server to transmit the instant message (IM) to the customer's mobile computing device using the customer's mobile number and the customer's instant messaging service, immediately after the merchant's internet server determines that the event has occurred;

receiving, at the customer's mobile computing device, the merchant's generated instant message (IM) which displays the URL, which when selected by a customer causes an immediate purchase of the product or service being sold on the merchant's website;

and transmitting a customer's immediate purchase of the product or service being sold on a merchant's website from a customer's mobile computing device when the customer selects the URL in the received instant message (IM) or transmitting a customer's instant message (IM) to the merchant requesting additional information or making an offer corresponding to the product or service being sold on the merchant website.

2. The system according to claim 1, wherein interactive messaging communication with a customer's mobile device capable of sending and receiving messages is via Extensible Messaging and Presence Protocol (XMPP).

3. The system according to claim 1, wherein interactive messaging communication with a customer's mobile device capable of sending and receiving messages is via Instant Messaging and Presence Protocol (IMPP).

4. The system according to claim 1, wherein interactive messaging communication with a customer's mobile device capable of sending and receiving messages is via Application Exchange Protocol (APEX).

5. The system according to claim 1, wherein interactive messaging communication with a customer's mobile device capable of sending and receiving messages is via Apple Push Notification Protocol (APN-i-Message).

6. The system according to claim 1, wherein interactive messaging communication with a customer's mobile device capable of sending and receiving messages is via Session Initiation Protocol (SIP).
7. The system according to claim 1, wherein interactive messaging communication with a customer's mobile device capable of sending and receiving messages is via SIP for Instant Messaging and Presence Leveraging Extensions (SIMPLE).
8. The system according to claim 1, wherein interactive messaging communication with a customer's mobile device capable of sending and receiving messages is via MQ Telemetry Transport Protocol (MQTT).
9. The system according to claim 1, wherein the text message is a Multimedia Message Service message (MMS).
10. The system according to claim 1, wherein the text message is a Short Message Service message (SMS) via wireless local area network (WLAN).
11. The system according to claim 1, wherein the text message is a Multimedia Message Service message (MMS) via wireless local area network (WLAN).
12. The system according to claim 1, wherein a merchant comprises any individual or company which sells a product or service to another for a wholesale or retail price via a direct purchase or via a public sale to the highest bidder.
13. The system according to claim 1, wherein a customer comprises any individual or company which buys a product or service from another for a wholesale or retail price via a direct purchase or via a public sale to the highest bidder.
14. The system according to claim 1, wherein the merchant's internet server is a private cloud server, which comprises a microprocessor, memory and communications interface utilizing a cloud computing platform, an operating system-level virtualization method programmed to perform the method according to claim 1.
15. The system according to claim 14, wherein the operating system-level virtualization method is programmed to include a digital portal, wherein said digital portal is a personal digital portal comprising a means for permitting a prior authenticated and authorized customer to push information to its personal digital portal and to engage in interactive communication with merchants, selected personal contacts and other authorized customers via instant messaging services.

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