

# Facebook Inc. : Portfolio Report

## Introduction

Incorporated in 2004, Facebook, Inc. is an online social media and social networking giant. It is focused on building products that enable people to connect and share their opinions, ideas, activities, photos and videos using devices such as mobiles, tablets, and personal computers. <sup>[1]</sup>

The company's products include Facebook (social networking platform), Instagram (image and video sharing platform), Messenger (instant messaging service), WhatsApp (cross-platform instant messaging and Voice over IP service) and Oculus (virtual reality technology and content platform). All Facebook products apart from Oculus are available to users for free. The company generates its revenues by selling advertising to marketers, offering a range of targeting options across its online properties, products and third-party applications. <sup>[1][2]</sup>

Facebook is headquartered in Menlo Park, California. It is the world's fourth-largest internet company by revenue (US \$27.64 billion in 2016) with 2 billion monthly active users. <sup>[1]</sup>

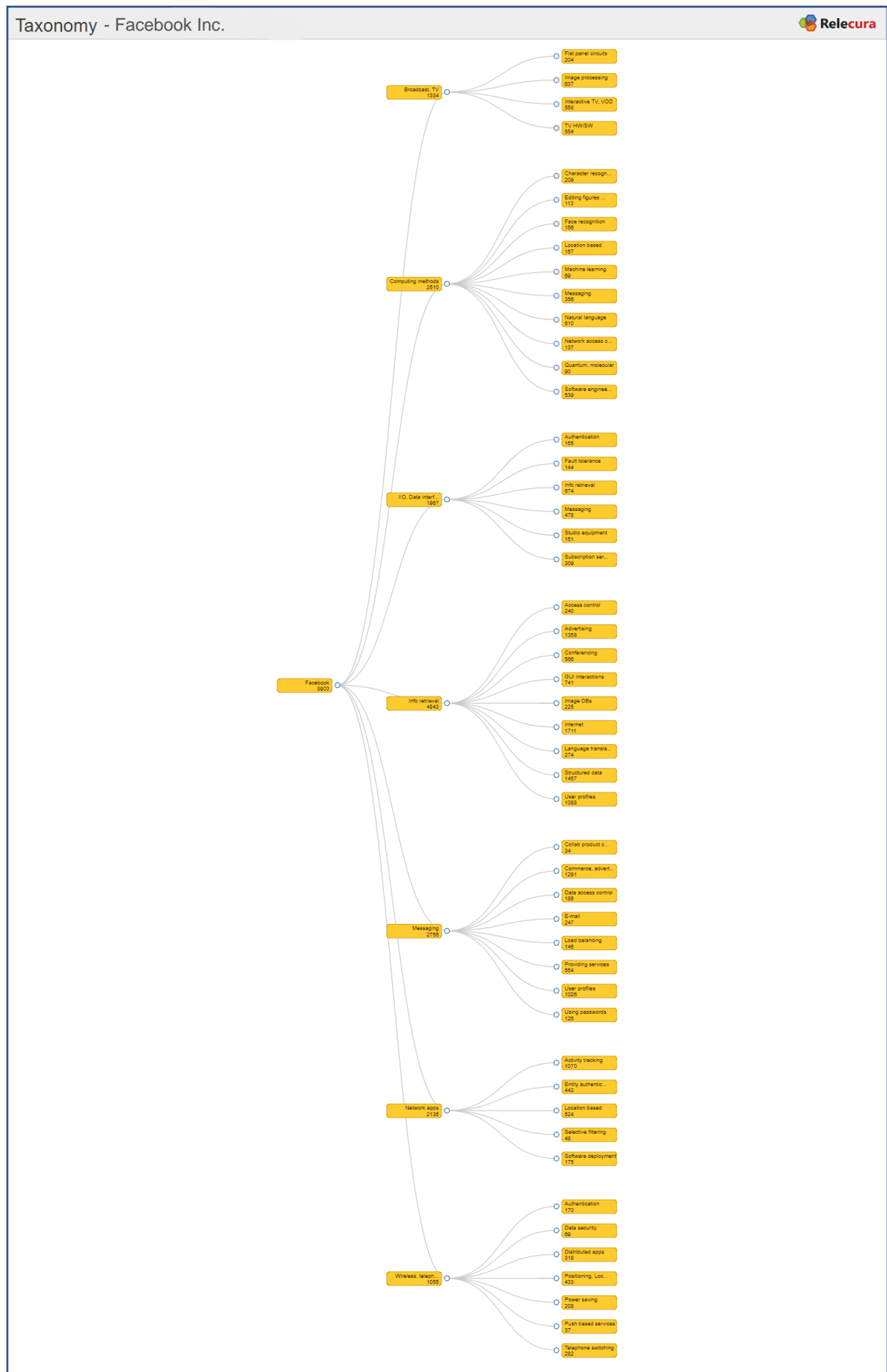
This report takes a closer look at the patents in Facebook's portfolio that are currently in force. It includes a portfolio taxonomy and provides insights into various aspects of the overall portfolio.

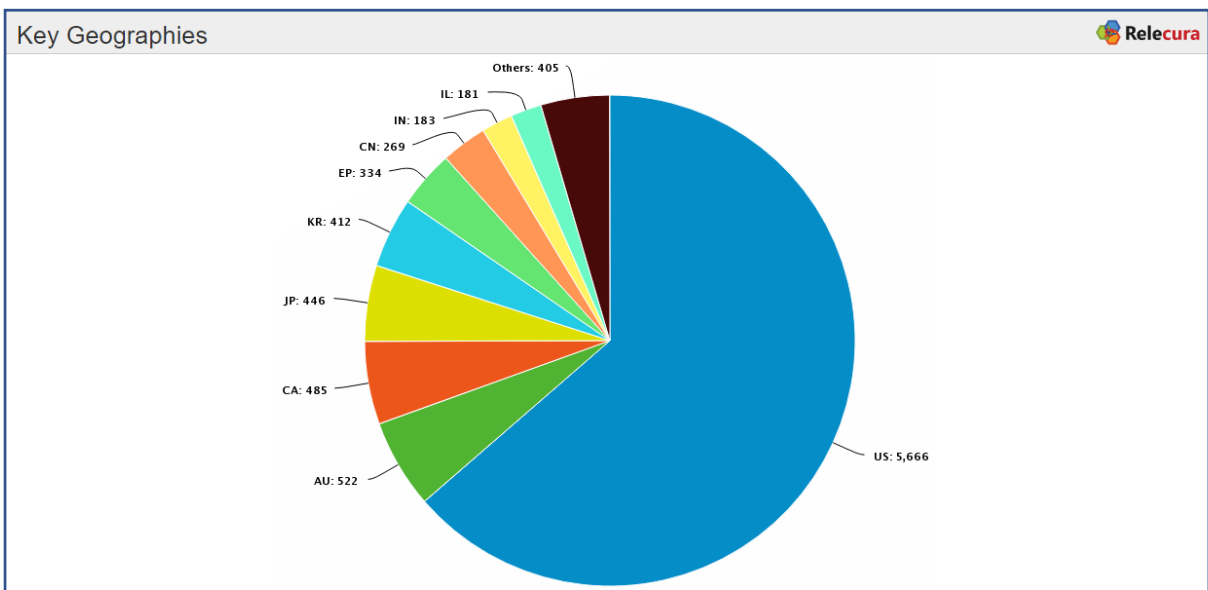
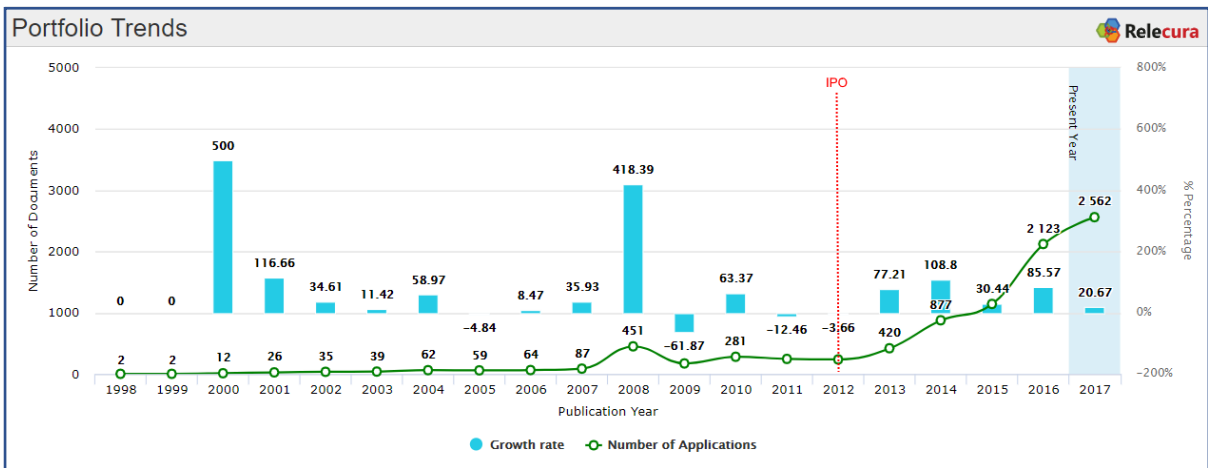
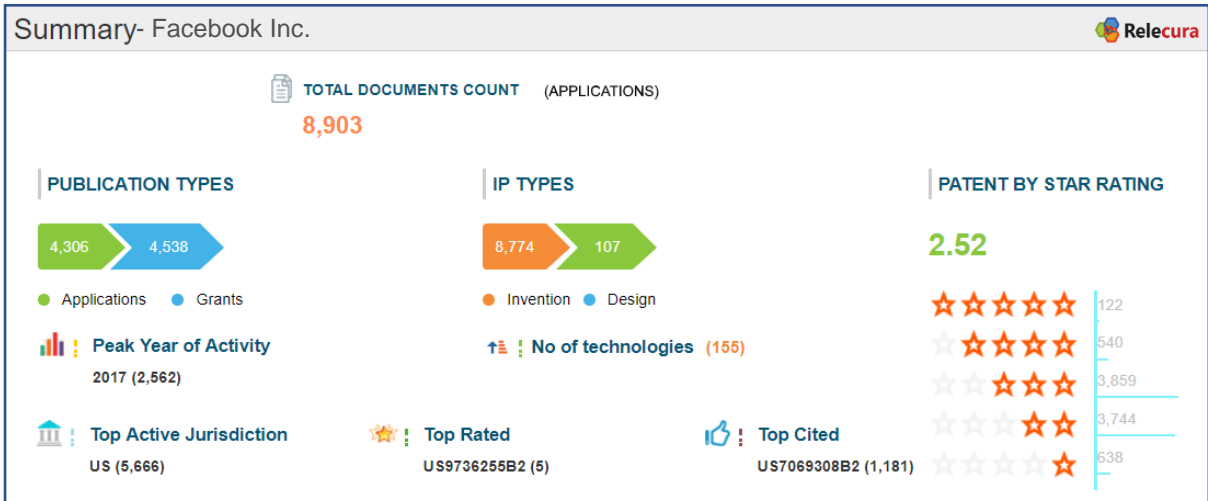
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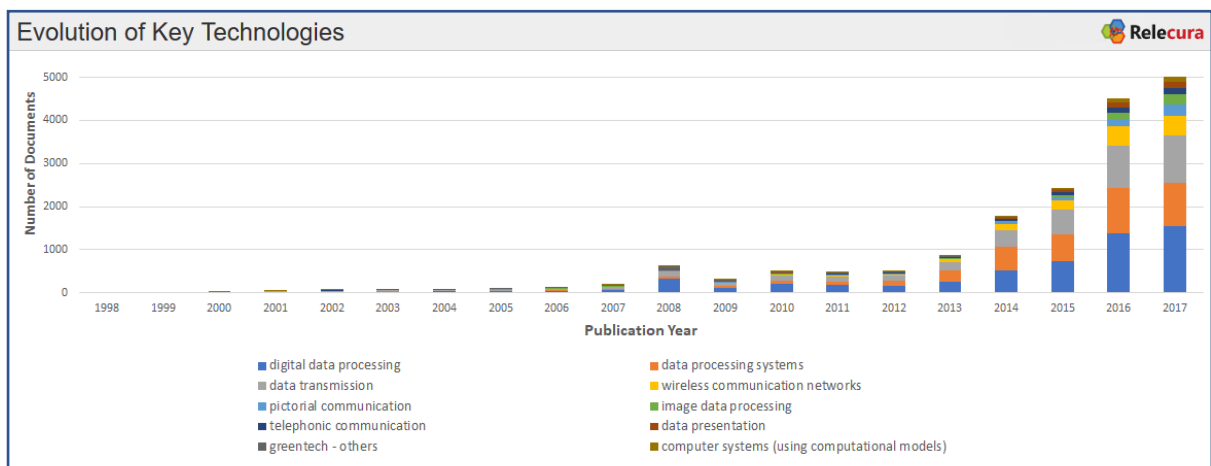
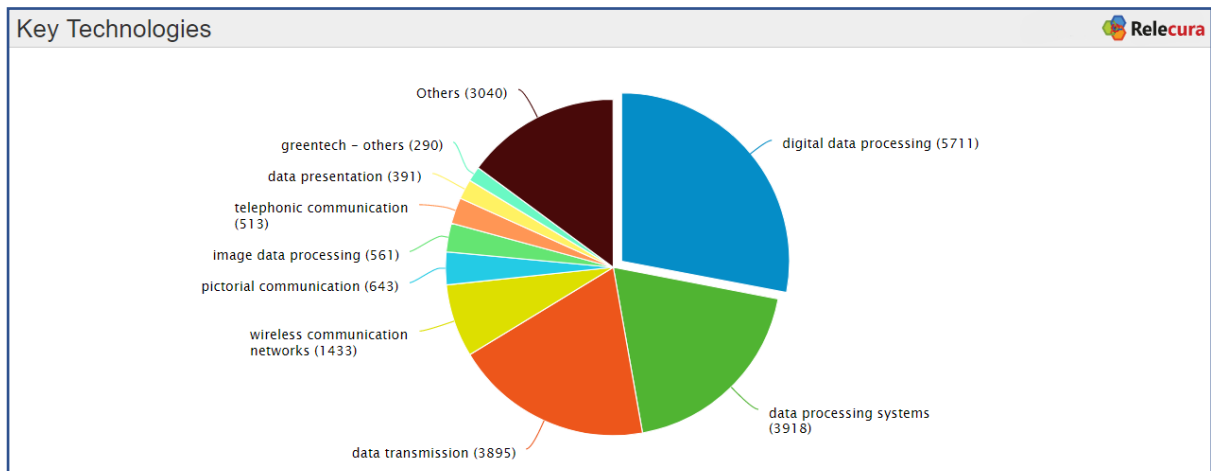
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## Sources

- [1. Facebook, Inc. \(Wikipedia\)](#)
- [2. Facebook Inc Company Profile \(Reuters\)](#)

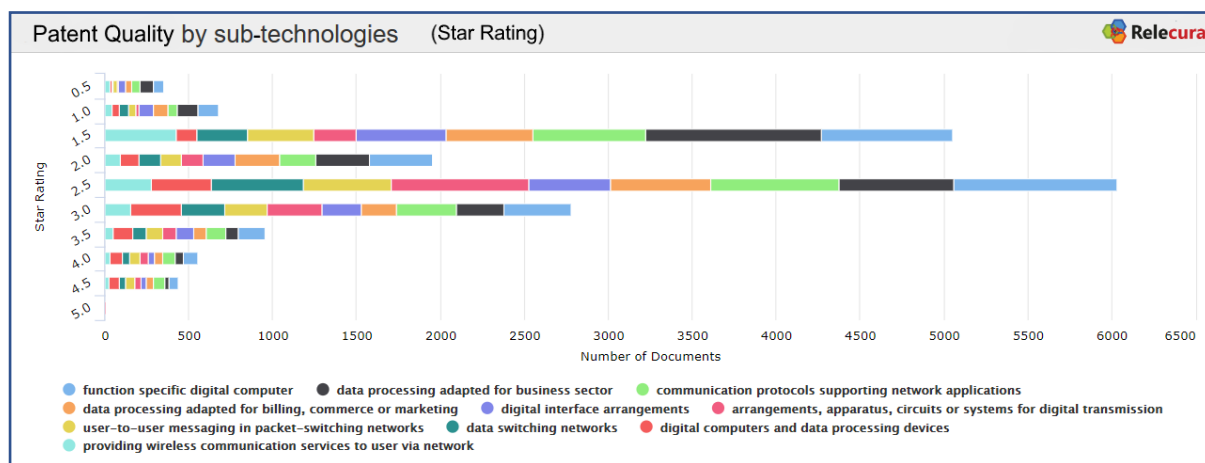






### Analysis of Key Technologies

Technologies	Applications	Grants	Sub Technologies	Geographies
digital data processing	2401	3309	function specific digital computer (3018) , digital interface arrangements (1754) , data processing adapted for business sector (1702) , communication protocols supporting network applications (1609) , digital computers and data processing devices (1195)	US (3799) , JP (338) , AU (319) , CA (286) , KR (232)
data processing systems	2241	1679	data processing adapted for business sector (2683) , data processing adapted for billing, commerce or marketing (1883) , function specific digital computer (1458) , communication protocols supporting network applications (1405) , data processing in relation to administration and management (1119)	US (2205) , AU (319) , CA (304) , JP (262) , KR (238)
data transmission	1732	2156	communication protocols supporting network applications (2362) , arrangements, apparatus, circuits or systems for digital transmission (1724) , user-to-user messaging in packet-switching networks (1563) , data switching networks (1465) , data processing adapted for business sector (1422)	US (2603) , CA (243) , AU (211) , JP (175) , KR (151)
wireless communication networks	712	719	providing wireless communication services to user via network (1136) , communication protocols supporting network applications (797) , data processing adapted for business sector (511) , user-to-user messaging in packet-switching networks (501) , data switching networks (469)	US (723) , CA (120) , AU (103) , KR (80) , JP (79)
pictorial communication	323	318	interactive tv, video on demand (294) , digital interface arrangements (239) , hardware or software aspects of tv signals (226) , function specific digital computer (168) , communication protocols supporting network applications (154)	US (391) , JP (38) , EP (37) , CA (33) , AU (31)



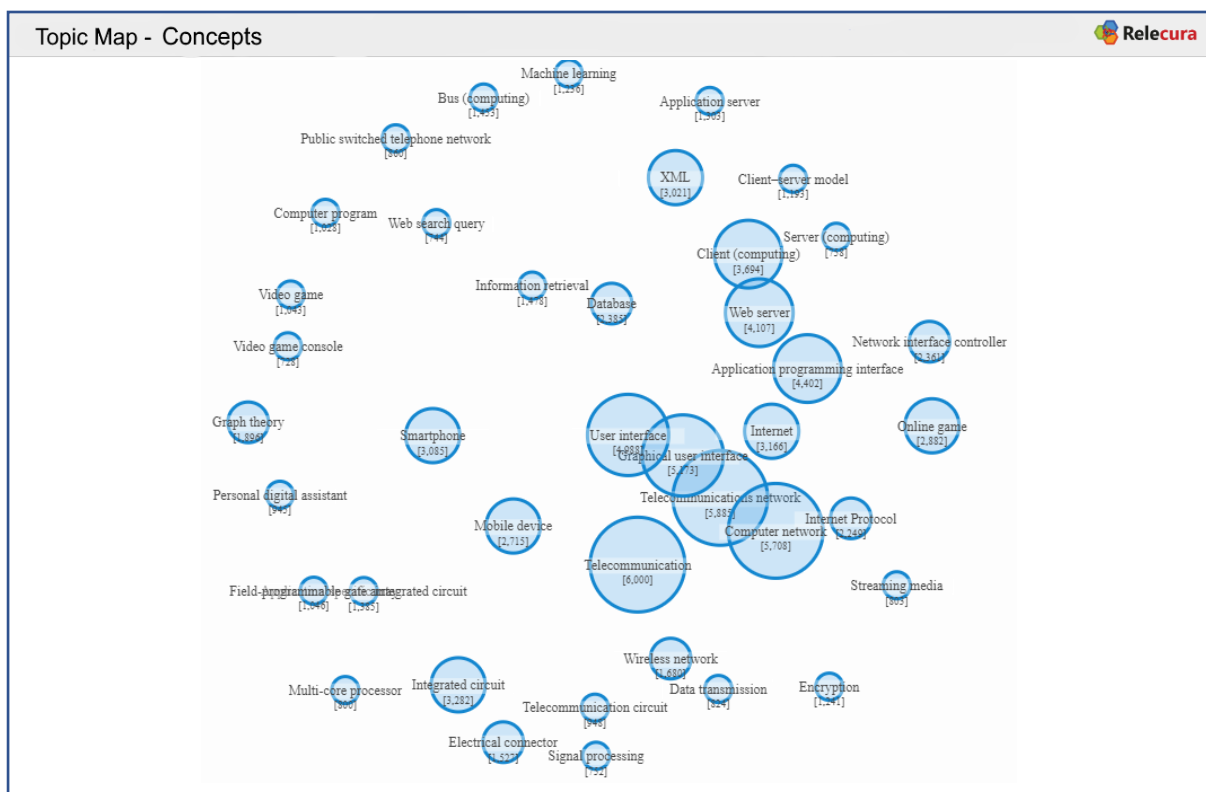
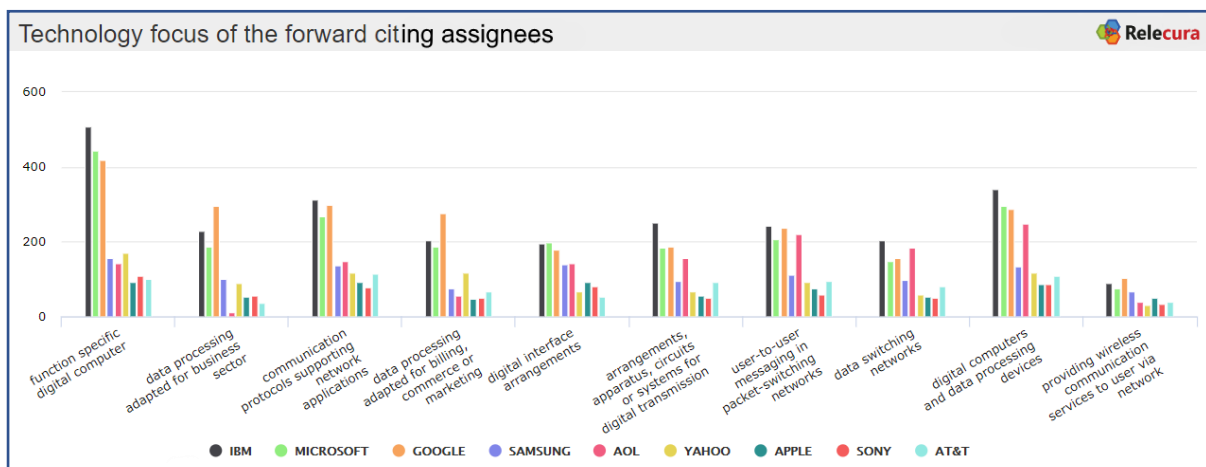
### Key Patents in portfolio

Publication No.	Title	Inventor	Filing Date	Star Rating	#Fwd Citations
US9736255B2	Methods of providing access to messages based on degrees of separation	Roy Ben-Yoseph	2012-09-13	5.0	49
US9800529B2	Organizing conversation threads based on social information	Prashant Malik, Jiakai Liu, Andrew G. Bosworth, Joel Benjamin Seligstein, Drew W. Hamlin, Daniel Hsiao, Kenneth M. Lau, Ross David Bayer, Mark E. Zuckerberg	2011-10-28	4.5	57
US7869941B2	Meeting notification and modification service	Stephen J. Coughlin, Adrienne C. Meisels, Steven E. Greenberg	2007-12-28	4.5	179
US7774711B2	Automatic categorization of entries in a contact list	Judson Valeski	2005-09-29	4.5	179
US9571440B2	Notification archive	Barry Appelman, Muhammad Mohsin Hussain	2013-02-14	4.5	38

### Key acquisitions

Acquired from	Number of applications	Technologies
AOL	754	digital data processing (651), data transmission (533), data processing systems (295), greentech - others (97), telephonic communication (95)
IBM	681	digital data processing (495), data transmission (114), greentech - others (106), measurement - electric & magnetic variables (53), electric elements - semiconductor devices (50)
FUJIFILM	70	pictorial communication (49), digital data processing (42), data presentation (25), data transmission (21), image data processing (20)
AT&T	38	digital data processing (50), data transmission (49), data processing systems (46), telephonic communication (23), communication switches & relays (18)
EKTIMISI SEMIOTICS HOLDINGS LLC	35	wireless communication networks (28), data transmission (21), data processing systems (19), telephonic communication (15), digital data processing (14)

Assignee	Number of documents
IBM	1,324
MICROSOFT	1,009
GOOGLE	935
SAMSUNG	520
AOL	453
YAHOO	357
APPLE	307
SONY	302
AT&T	296



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