

Does This Florida Startup Really Own The Future Of Social Media?

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Follow me closely on this one.

Before 2013, there was no such thing as putting up a paywall in a phone app so that you could charge people money to view photos and videos in their news feed.

In the social media era, everything is so jumbled together that it's hard to actually remember when you couldn't do something.

But before 2013, no such luck.

No one had created a way to charge a subscription for photos and videos in a social media app. No way to put up a paywall, in other words.

Enter Renee and Scott Relf.

These Florida grandparents are actually serious players in the technology space, having started and sold a business to Google in 2011.

In 2013, Scott and Renee came to the realization that monetizing videos and photos would be the next big thing in social media.

So, they did what very smart people do—they went to the patent office and sought a patent on a way to publish photos and videos for viewing on smartphones, and accepting payments for doing so.

Which, looking back, did not exist way back then.

Fast forward almost five years, to January 2018.

Your federal government, in the form of the US Patent Office, agreed with Renee and Scott that they had originated the idea of charging money for subscriptions to photos and videos viewed on mobile devices, and that they had a system for doing it.

And they gave them the patent.

Which, by virtue of patent law, took effect retroactive to the date way back in 2013 when the couple filed for that patent.

So now here we are in 2018, and the proud owners of this patent actually own... wait for it... the future of social media.

Because today, everybody from Facebook and Patreon to pretty much anyone you can think of, even the Kardashians, have created subscription models for viewing photos and videos behind paywalls on smartphones.

This means that the Kardashians, Facebook, and pretty much anyone and everyone who sells you the opportunity to view their photos or videos on a mobile device... is now a patent infringer.

That is, they are all violating U.S. patent law by doing what everybody seems to be doing today.

Which potentially makes the Relfs patent one of the most valuable patents in the history of the United States.

Are you with me so far?

The Relfs have launched a new social media app called PikMobile.

They describe PikMobile as “Instagram for grownups,” because PikMobile offers users the opportunity to tell entire stories with photos, instead of having the photos you post dispersed seemingly randomly, at the whim of the social media app.

The PikMobile app is free for posting and viewing photos; and there is a store inside where you can go shopping for subscriptions to— photos and videos —from celebrities, charities... and anyone else big or small who wants to ‘publish themselves’ on social media and get paid for it.

This is true whether you are a Kardashian or just a YouTuber or photographer who happens to want to show off, well, whatever he or she has got.

This means that if you are Facebook, Apple, Amazon, Snapchat, Google, Twitter or any other multibillion dollar internet company, you will no doubt soon be seeking to purchase PikMobile, including their valuable patent, for three reasons.

First, it will create a massive revenue stream for you.

Second, you will not be a patent violator, and all of your competitors will.

And third, well, you don’t want to go to jail.

That last part’s a bit of a stretch.

They don’t put people in jail for violating patent law, but they might as well, because the treble damages you incur will pretty much bankrupt you.

So, social media fans, watch for the formal launch of the patented PikMobile Store on January 31.

Early birds can start shopping now, and even publish their own stuff for sale.

And then stand back and watch the bidding begin, as these Florida grandparents, who happen to be more tech savvy than most of the young'ins in Silicon Valley, are about to score big time.

And you read it here first.