



Immediate Release

Text2Them Founder Issued Patent for Two-way Texting Technology

Bowie, MD—January 26, 2016— Text2Them, a local startup announced today that it has received a utility Patent from the US Patent and Trademark Office (USPTO). Patent # 12/928,222 entitled SYSTEM FOR ROUTING TEXT MESSAGES (SMS) TO ALLOW FOR TWO-WAY MOBILE TO COMPUTER COMMUNICATION, was issued January 26, 2016. The patent is the first technology to allow mobile users the ability to initiate a text conversation with a business or government agency and have it processed through http (email) connection.

According to a 2014 Harris Poll “64% of consumers with texting capabilities, would prefer to use texting over voice, as a customer service channel”. However, despite the huge benefits of text communication, inclusive of: citizen engagement, CRM, cost savings, efficiency and emergency communication, business and government agencies, until now, have not had an application that allowed them to embrace the consumer’s desire and need for text communication - especially two ways in emergency situations!

The new startup has developed a unique text messaging platform that allows a consumer to reach an organization by text message (SMS) and engage in a conversation. In addition, the company’s system can even transfer the text conversation to a different person or department within the agency. All completely done by text messaging! The Text2Them system is also capable of sending and receiving pictures and video.

“We expect this technology to make all other current and text messaging applications obsolete. Text2Them does everything other texting systems do and more. And since we use http we are able to do it without the per message fees usually associated with most other SMS systems” states Alvin Butler CEO/President of Text2Them. Government emergency alerts, business mobile marketing, social media or fund raising systems currently used will suddenly become antiquated. Why? All other broadcast systems just send text messages.

Text2Them developed the technology as a solution to pre- and post-disaster communication by allowing residents the ability to text their information directly to city and state first responders, or other designated locations, and get connected for two-way text. Vital communications can be established quickly when phone lines are damaged or jammed.

In August 2014 Text2Them won the top honor “Most Disruptive Technology Award” for its post-disaster communication solution which allows government to function with phones are jammed through the use of two-way texting. Lt. Charles Manning with Loudoun County Sheriff’s Office, who sat on the six-person judges’ panel, called the idea a game-changer. He oversaw the county’s



911-dispatch center for the last year and a half and said, “What you’re proposing is an area we can improve upon. It’s in a good price point, it’s easy to implement and it’s forward thinking.” [Loudoun Business August 28, 2014](#)

About Text2Them:

In 2009 founder Alvin Butler Sr. opened a bill from AT&T and discovered his two teenage daughters had over 1,500 text messages the previous month. It was obvious texting had become the preferred method of communication for individuals so doesn’t it make sense you should be able to text a company? There were all sorts of texting programs for emergency alerts, coupons, company info, etc. but there were no platforms that allowed an individual the ability to contact a company and engage in a two-way conversation. Most mobile companies were focusing on texting for broadcast alert, voting or marketing. Text2Them, Inc. was founded in 2013 to expand the corporate use of texting and bring consumers the communication platform they already prefer. By creating a business friendly and cost effective text messaging system, Text2Them wanted to make texting to a business as easy as texting friends and family. In 2015 Text2Them, Inc. completed the development of its beta version of the Text2Them for business platform. In December we received notice from the US Patent Office that we have been granted a US Utility Patent. The Text2Them system is now finally ready for release to begin the revolution of how businesses, government organizations and nonprofits communicate.

For more information:

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