



*Leader in Patent Analysis and Transaction Advisory Services*

# Mobile Image Recognition

## Patent Acquisition Opportunity

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# Mobile Image Recognition Patent Portfolio



## US Patents

3 issued patents  
6 published applications

## Technology Areas

Augmented Reality  
Facial Recognition  
Social Networking

## Priority Date

The priority date for the portfolio is October 27, 2000.

## Expiration Date

The patents have received a PTE and will not expire until 2024.

## Bidding Deadline

December 1, 2011

## Evidence of Use & Value

GTT Group will provide normalized claim charts and value guidance under NDA.

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## Applicable Markets

- The Mobile Image Recognition Portfolio is comprised of 3 issued US patents and 6 US applications related to utilizing mobile devices to identify objects. The portfolio is primarily applicable to Augmented Reality and social networking platforms that utilize facial recognition.

### Augmented Reality (AR)

- The size of the mobile application market is expected to reach \$17.5 billion in sales and 50 billion downloads per year by 2012. The market for mobile applications that implement object recognition in the form of AR is expected to reach \$700 million within the next five years. The Mobile Image Recognition portfolio is applicable to mobile applications that implement object recognition without relying on embedded optical codes, such as bar codes or QR codes.

### Social Facial Recognition

- The size of the social networking market is currently 2.5 billion users worldwide. This market is expected to grow to 3.6 billion users worldwide by 2014. The Mobile Image Recognition portfolio is applicable to social networking platforms that support facial recognition, for example, in the context of image tagging.

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## Priority Overview

The portfolio provides an opportunity to create a portfolio that covers a significant portion of the mobile image recognition field. The portfolio's very early priority date and broad, but detailed specification will enable a purchaser to continue filing patents and maintain a strategic advantage over competitors.

### Priority Date

- The priority date for the portfolio is Oct. 27, 2000. This predates most commercial implementations of object recognition, particularly in the context of mobile applications. Early commercial AR platforms are still in beta testing after having launched in 2009 – nearly a decade after the priority date of the portfolio. Similarly, large social networks have only recently enabled facial recognition as of 2011.

### Ability to Expand the Portfolio

- The portfolio includes a number of pending applications in addition to issued patents. The pendency of these applications, in combination with the early priority date and detailed disclosure, provides the applicant with the additional opportunity to expand the portfolio to capture both current products and future product development.

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## Invention Summaries

### Augmented Reality Inventions

Three assets in the Mobile Image Recognition Portfolio relate to the retrieval of information based on recognition of a venue (e.g., a restaurant, movie theater, etc.). A search for the venue information is initiated by a user via an image-based query rather than a traditional text-based query. An object class menu is provided to the user that includes a person class, a product class, and an event class, to support different forms of object recognition. The patents and applications are applicable to mobile applications and server systems supporting the mobile applications. Evidence of use has been identified and will be made available to interested parties.

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## Invention Summaries

### Facial Recognition Inventions

Four assets in the Mobile Image Recognition Portfolio relate to the retrieval of information based on recognition of a person. For example, a search for a person's contact information or event information may be initiated by an image-based query. An object class menu is provided to the user that includes a person class and at least one of a product class, an event class, a location class, or a company class, to support different forms of object recognition. The patents and applications are applicable to social networking platforms that implement facial recognition in the context of image tagging. Evidence of use has been identified and will be made available to interested parties.

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## Invention Summaries

### Product Recognition Inventions

Two assets in the Mobile Image Recognition Portfolio relate to the retrieval of information based on recognition of a product. For example, a search for a product price or disposal information may be initiated by an image-based query. An object class menu is provided to the user that enables the user to select a product. The patents and applications are applicable to mobile applications and server systems supporting the mobile applications.

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## Transaction Structure

- The Seller prefers an all-cash transaction. Seller has preferred purchase agreement, which can be provided prior to making offer.

## Bidding Deadline

- All offers for the portfolio should be made in writing by December 1, 2011, or earlier.

## Submitting an Offer

- Offers should be submitted in writing from an authorized party stating the price offered and any material conditions to closing.

## Pricing

- No price floor has been set. Seller reserves the right to accept any offer and refuse any and all offers in its sole and arbitrary discretion. GTT Group is able to provide value guidance to qualified interested parties.

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## Non-Notice

- Seller has agreed that the information provided to prospective purchasers throughout this sales campaign will not be used in any legal or administrative proceeding directed to enforcement of any patent associated with the Mobile Image Recognition Portfolio.

## Evidence of Use & Value Guidance

- GTT Group is prepared to discuss evidence of use and present claim charts to interested parties under Seller approved non-disclosure agreement.
- GTT Group is prepared to discuss value and provide guidance to interested parties under Seller approved non-disclosure agreement .