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Interactive Television

Patent Acquisition Opportunity

The information in this package is provided for the sole purpose of supporting the independent evaluation of these patents by prospective buyers, and does not constitute legal opinion or representation. Any discussion of the potential use of the patented inventions by particular products is for illustration purposes only and is not intended to be, nor should they be construed as, notice of, or any form of accusation of, infringement of any of the indicated patents by any products. In addition, the materials provided by GTT Group are copyrighted material and are intended for use by the receiving party solely for their use in determining whether to purchase the patents offered for sale by GTT Group and their participation in the sales process run by GTT Group.

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Interactive Television Patent Portfolio



US Patents

2 issued patents
5 applications

Applicable Markets

Interactive Television
Video Streaming
Television Advertising

Priority Date

Earliest within the portfolio is the '455 patent, which has a priority date of Dec 12, 2007

Bid Deadline

July 19, 2012

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Seller Information

- BCM, Inc. is a company that was founded to develop and provide interactive television technology. They are currently winding down operations and selling all company assets, including the patent portfolio and related technology.

Overview

- The Interactive Television patent portfolio developed by BCM covers technology related to interactive advertising and tracking viewer responses.
- The allowed patents recite systems and methods for precisely capturing when a viewer clicks on an interactive event.
- The portfolio offers an opportunity for companies to acquire strong patents to supplement their existing media-content patent assets.

Applicable Market

- BCM's patent portfolio applies to the Interactive Television market
- BCM's patents and technology allow for viewer interactivity with program content and advertisements

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List of Patents

Patent	Title	Family
8,051,455	Systems and methods for providing a token registry and encoder	Token Registry
13/199,455	Systems and methods for providing a token registry and encoder	Token Registry
11/650,007	Methods and systems for an accountable media advertising application	Consumer Portal
13/446,511	Methods and systems for an accountable media advertising application	Consumer Portal
8,160,064	Systems and methods for providing a network link between broadcast content located on a computer network	Data Streaming
12/913,672	Systems and methods for providing a network link between broadcast content located on a computer network	Data Streaming
13/417,579	Systems and methods for providing a network link between broadcast content and content	Data Streaming

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Key Patent

US 8,051,455

- The '455 patent provides a system and method for providing interactive TV advertisements with a feature of detecting when the viewer responds during the advertisement.
- There are 3 independent and 13 dependent claims. It has a priority date of December 12, 2007.
- The patent's novelty provides a method for recording a "temporal location" marker at the precise moment when a viewer interacts with an advertisement or program content.

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Transaction Structure

- Seller prefers an all-cash transaction, but is willing to consider other forms of payment.

Bidding Deadline

- GTT Group will be holding a live one hour auction on July 19, 2012.
- To enter into the auction, all parties must sign a Letter of Intent to participate in good faith at a minimum of \$25,000.
- BCM will consider offers in writing to take the portfolio off the market prior to the auction.

Pricing

- No price floor has been set. Seller reserves the right to accept any offer and refuse any and all offers in its sole 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 Interactive Television patent portfolio.

Technical Details & Technology Overview

- GTT Group is prepared to discuss the market applicability of the technology and has prepared non-confidential technical descriptions of the patents.
- An overview of the accompanying technology platform can be provided upon request. BCM is also prepared to discuss the platform in further detail with interested parties.
- BCM key engineers are available to consult on the technology platform post transaction.

Value Guidance

- GTT Group is prepared to discuss value and provide guidance to interested parties.