



OCEAN TOMO®

11 U.S. Patents and Applications from MassMutual for Indoor Navigation using Beacon Technology Available on the Ocean Tomo Bid-Ask™ Market

Ocean Tomo Bid-Ask™ Market announces the auction of 7 issued patents and 4 open applications related to indoor navigation available from MassMutual.

Chicago, IL (September 21, 2020) Ocean Tomo Transactions, LLC will auction a portfolio of 7 issued patents and 4 patent applications for unique methods and systems of Indoor Navigation from MassMutual. Ocean Tomo Bid-Ask™ Market, [auction lot 121](#), offered by MassMutual provides for systems and methods that use beacon technology to provide indoor navigation assistance. The inventive concept captured in this portfolio allows an electronic device to communicate with multiple beacon sensors throughout a building to identify a user's location as they move about the building. It provides information on hazardous conditions, a way back to origin points, and ways to locate employees and increase interactions while helping to navigate crowded or dangerous worksites.

Large buildings, such as office campuses, can be disorienting and confusing to navigate. This problem is particularly acute when many buildings and floors look the same, which can be troublesome for individuals unfamiliar with the building. Current methods of locating or tracking people are manual and cumbersome. There is need for an efficient and accurate computer system and method to manage indoor navigation, automatically find interested individuals based on their electronic device, and generate notifications to guide employees towards other targeted individuals within the building.

While all patent and application rights are currently held by MassMutual, this [portfolio](#) is specifically beneficial for companies in the global Wayfinding market .

To request bidder credentials or further information on this auction or other portfolios on the Ocean Tomo Bid-Ask™ Market, contact Olivia Becker at oliviabecker@oceantomo.com or +1 747 277 9337.

About Ocean Tomo Transactions

Ocean Tomo Transactions, LLC works closely with technology owners and corporations seeking to conduct M&A of high-value Intellectual Property (IP) driven businesses, patent portfolios or proprietary technology solutions. Our transaction advisory services have resulted in more than \$750 Million in IP value realization. We have advised on IP engagements totaling over \$10 Billion.

The firm's transaction track record, industry experience, and brand recognition are unique in the IP industry. The Ocean Tomo Transactions team is unique in its ability to integrate experts from each of Ocean Tomo's business units, leveraging our leading technologists, IP appraisers, intellectual property damage expert witnesses and IP-focused investment bankers, to devise and execute complex IP driven



transactions. Each assignment benefits from lessons learned through a continually updated, best-in-class, cross-business unit approach.

Whether selling a business unit or IP, the Ocean Tomo Transactions team brings a purpose-built continuum of proven solutions to monetize client's corporate assets, with a particular focus on IP-driven transactions involving patent, trademark, copyright, trade secret and domain intellectual property, other intangible assets, and related technology. Our pioneering market platforms, premiere decades-built IP network and regular market engagement across transaction types and industries shortens the transaction cycle time for clients.

Ocean Tomo subsidiary, Ocean Tomo Investment Group, ([Member, FINRA](#): CRD#: 172912/SEC#: 8-69526), advises companies looking for non-traditional ways to approach their structural, capital, and strategic issues. Our focus includes Mergers & Acquisitions, Spin-Offs, Change of Control, and Leveraged Buyout transactions. We help companies access capital deploying IP-centric strategies for asset-based lending, debt and equity financing, revenue factoring, and others.

About Ocean Tomo Bid-Ask™ Market

[The Ocean Tomo Bid-Ask Market](#) is an open on-line platform to buy and sell patents. This market is an important step forward, both as a simplified solution for patent transactions as well as a source of information on patent pricing. The Ocean Tomo Bid-Ask Market uniquely combines the efficiency of an online platform with an experienced team of brokers fluent in both English and Mandarin. The market uses standard transaction documents and is open, transparent, and free to view.

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