



OCEAN TOMO

全球专利在线竞价交易市场

LOT #113



OCEAN TOMO

BID-ASK™ MARKET

Summary of Vieri Auction Patent Portfolio

Independent Claim #1 from US 8,990,111

1. A method of performing an auction through use of a main server, a remote terminal, and at least one remote individual communication device, the method comprising the steps of:

receiving by the main server one or more parameters of an auction, the one or more parameters including a predefined shopping area having a plurality of predetermined shopping sections and a predefined set of terms for attempting to purchase a product or a service;

transmitting information between the main server and the remote terminal located within a particular shopping section, the information comprising the product or the service available within the particular shopping section, the predefined set of terms for attempting to purchase the product or the service, and a location of the remote terminal;

displaying on a display device of the remote terminal the information;

conducting by the main server an auction in accordance with the predefined set of terms for the product or the service, said conducting step further comprising the step of receiving by the main server data from the at least one remote individual communication device within a predetermined distance of the remote terminal, the data including a bid for the product or the service;

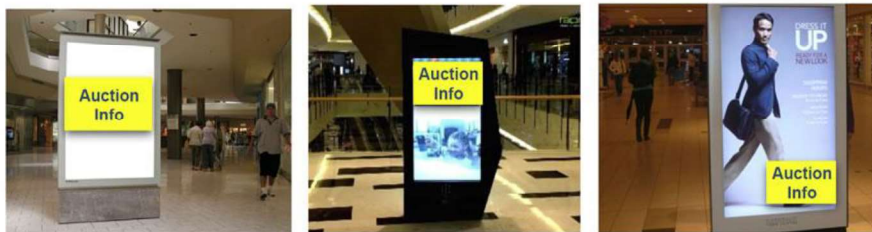
determining by the main server a winner of the auction based on the data received from the at least one remote individual communication device, the winner associated with a particular remote individual communication device;

sending by the main server to the particular remote individual communication device a first notification including details for obtaining the product or the service, said sending step further comprising the step of transmitting by the main server to the at least one remote individual communication device a second notification that the auction has ended.

Examples of ways Vieri's Auction Portfolio could be implemented

Highlighting scenarios who may be able to integrate Vieri's auction technology

From patent: "For example, the advertiser may select the location, type and target for the terminals on which the offers are to be shown, check the potential number of terminals on which viewing will be possible, and create the advertisement by loading one or more photos, one or more videos, one or more audios and writing a text for the advertisement."



The "predefined shopping area" can be as broad as a shopping mall, where select "shopping sections" can correspond to various video displays or interactive kiosks. The viewers can then observe various "auctions" as well as bidding information and engage by way of their corresponding mobile devices.

From patent: "As a result of the present system, traders will be able to sell off surplus products, discounted products, etc., by means of remote interactive auctions to all those families who have new interactive advertising systems connected to a TV at home."



The "predefined shopping area" can be as broad as a postal code, where select "shopping sections" can correspond to various TV sets of users within that postal code. The viewers can then become aware of and subsequently engage with the displayed localized auctions.

Summary of Vieri Auction Patent Portfolio

Exemplary use cases and benefits

Business Opportunity

eCommerce companies can enhance location-specific targeting and engagement

Retailers or venues seeking to deliver more engagement to consumers throughout shopping or visitation

Localized advertising / brand managers seeking to deliver targeted customer engagement opportunities

Mobile device or mobile payment companies seeking to embed themselves further into the eCommerce ecosystem

Potential Benefit

Additional exposure, engagement and brand awareness within brick-and-mortar environments; drive online spending

Empower consumers in brick-and-mortar to not leave stores seeking better value from eCommerce sites; drive on-site spending

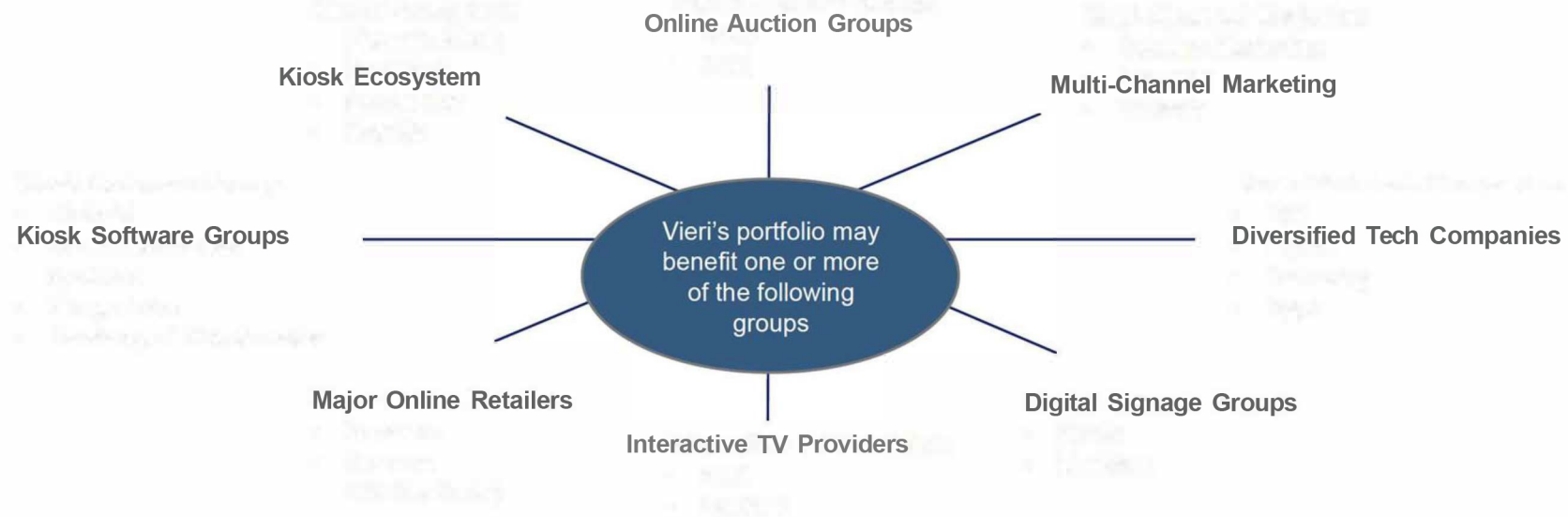
Target customers at the points of engagement to capture heightened interest in brand, product or service

Drive payment partnerships to increase mobile payment transaction volume

Value Proposition - Vieri Auction Portfolio

Why should there be interest in this offering?

The Vieri patent portfolio offering allows for the development of unique, gee-targeted marketing and sales campaigns that will engage users, empower brands and drive new sales. The types of companies that could either acquire or license this IP are broad.



E-commerce Auction market movement and competition

Highlighting several companies who may be able to integrate Vieri's auction technology

Global e-commerce sales set to grow 25% in 2015

<https://www.internetretailer.com/2015/07/29/global-e-commerce-set-grow-25-2015>

In markets big and small, retail e-commerce is maintaining its impressive growth.

https://www.atkearney.com/consumer-products-retail/e-commerce-index/full-report-/asset_publisher/87xbENNHPZ3D/content/global-retail-e-commerce-keeps-on-clicking/10192

B2C E-Commerce Market Is Forecast To Grow At Over A 12% Rate During 2014-2018

<http://www.forbes.com/sites/greatspeculations/2015/09/24/tough-road-ahead-for-ebay-as-it-battles-increased-competition/#43168d3e2487>

The rapid rise in competition further supports the need to motivate the "traditional" online auction.

<http://www.forbes.com/sites/greatspeculations/2015/09/24/tough-road-ahead-for-ebay-as-it-battles-increased-competition/#43168d3e2487>

Interactive Kiosks Market Significance

Highlighting locations/groups that could be able to take advantage of Vieri's auction technology

Research and Markets: Global Interactive Kiosk Market 2015-2019 - Strong Growth of Retail and Entertainment Industries is a Key Market Trend

Press Release | Fri Jul 31, 2015 3:05pm EDT

<http://www.reuters.com/article/research-and-markets-idUSnBw315805a+100+BSW20150731>

Global Interactive Kiosk Market 2015-2019 - Strong Growth of Retail and Entertainment Industries / Obsolescence of Technology / Rise in Usage of Tablets

Nov 20, 2015, 07:22 ET from Research and Markets

<http://www.prnewswire.com/news-releases/global-interactive-kiosk-market-2015-2019---strong-growth-of-retail-and-entertainment-industries--obsolescence-of-technology---rise-in-usage-of-tablets-300182490.html>

The global interactive kiosk market is expected to witness growth over the forecast period owing to rising need of self service in several applications for better customer satisfaction. The need for self service can be attributed to rising needs of customer's privacy and self control.

<http://www.grandviewresearch.com/industry-analysis/interactive-kiosk-market>

The analysts forecast the revenue of the global interactive kiosk market to grow at a CAGR of 11.40% over the period 2014-2019. By Volume, the global interactive kiosk market is expected to grow at a CAGR of 11.81% during the forecast period.

<http://www.reuters.com/article/research-and-markets-idUSnBw315805a+100+BSW20150731>

The Global Interactive Kiosk market is expected to be worth around 73.35 Billion dollars by 2020, according to a market research report by Markets and Markets.

<http://www.marketsandmarkets.com/PressReleases/interactive-kiosks.asp>

Welcome to the Ocean Tomo Bid-Ask™ Market, the public voice brokerage platform for patent transactions.

欢迎来到 Ocean Tomo Bid-Ask™ Market, 首个通过传统经纪人公开在线进行专利交易的全球化市场平台

For assistance using the platform, contact Bid-Ask@OceanTomo.com

平台使用帮助, 欢迎联系 Bid-Ask@OceanTomo.com

- Bid 竞价
- Ask 要价
- In Market (Lot Will Sell) 待拍品
- Price Spread 价差
- Sold 成交
- Transaction Pending

DOCUMENT PROCESSING SYSTEM

用户界面

LOTS: 64 专利拍品数量 SOURCE CODE 源代码

9 ASSETS 专利数量

DIGITAL DISPLAY SYSTEM

数字内容访问

LOT: 65 专利拍品数量

4 ASSETS 专利数量

OCEAN TOMO BID-ASK™ MARKET
OCEAN TOMO全球专利在线竞价交易市场

TOUR THE MARKET
市场一览

INDUSTRIAL INTERNET SECURITY & INSPECTION

一种工业互联网安全和检查的装置

LOT: 66 专利拍品数量 SALE 出售 LEASE 租赁

21 ASSETS 专利数量

OZONIX

一种名为OXONIX的装置

LOT: 67 专利拍品数量 PATENTS 专利 TRADEMARKS 商标

18 ASSETS 专利数量

ITEM NUMBER 物品编号	DATA ROOM 数据服务室	PTO 知识产权局	NICKNAME 拍品名称	REPRESENTATIVE PATENT 专利	PRIORITY DATE 优先权日期	EVENT DATE* 活动日	BID USD/RMB* 竞价	BID EXP. DATE 竞价截止日	ASK USD/RMB* 要价	ASK EXP. DATE 要价截止日	PRICE SPREAD 价差	ASSETS 资产	TYPE 类型	NEXT MAINT. DUE DATE 下一个截止日	FORWARD CITATIONS 前引
774-7A-		US	Data Processing 一种数据处理方法	US9047283	1/29/10	3/28/18			\$3,800,000 ¥ 24,062,360.00	9/28/18		38	Sale 交易	Various 多样的	14

The Ocean Tomo Bid-Ask™ Market (OTBA) was built to further enhance Intellectual Property (IP) liquidity and transaction transparency. OTBA serves a broad community of active buyers and sellers, providing a platform to purchase or sell patents and patent applications globally. This market is supported by Ocean Tomo Transactions and affiliate international voice brokers.

建立OTBA的目的是进一步促进IP资产流通性,提高了IP交易透明度。买卖双方通过 OTBA平台来购买或者出售全球专利权以及专利申请权, Ocean Tomo交易团队和旗下全球经纪人为平台提供线下提供服务支持, 以此建立活跃买卖双方的全球专利交易市场。