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BENEFITS

Unified works to reduce NPE activity through monitoring, market intelligence, analytic tools, prior art, and USPTO challenges.



Protects Verticals

- Holistic approach to protecting technology areas
- Changes investment decision of NPEs



Proactive

- Willing to deter the largest NPEs
- Affects decisions of all NPEs



Always Deter

- Never incentivizes future assertions
- Deters future NPEs



Startups Add Value

- Startups provide notice before NPE sale



Analytics

- Data increases transparency in the system and improves decision making
- Independent of law firm, NPE, or consultant bias



All Inclusive

- All services included in yearly fees
- Leave whenever you want and keep everything

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ZONES



Content
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Cloud
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Transactions
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IoT
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Retail
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Transport
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Mobile
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Content Zone

DEFINITION

Production

- Encoding/Compression
- Placement
- Image Processing
- Workflow management/Metadata

Distribution

- Content Delivery Network (CDN)
- Load Balancing/Cache Servers/Replication
- Unicasting/Multicasting/ Broadcasting
- Routing /Overlay Routing
- Data Multiplexing
- IP/DOCSIS Delivery
- Bandwidth Management/Throttling
- Smooth Streaming/Adaptive Bitrate Streaming

Storage/Management Systems

- Billing/Accounting Systems
- Monitoring
- Storage systems
- File sharing/replication

Personalization / Ad Systems

- Advertising/Ad insertion / Segmentation
- User Data
- Skipping
- Program Guide
- Interactive Advertising
- Content Recommendation

Endpoint Distribution

- Voice/Data Multiplexing
- Analog/Digital Multiplexing
- GUI optimization
- User interaction/interface

Consumption

- Control/Navigation
- Content Selection
- Enhanced or Augmented Viewing/Content
- Device customization
- Mobile delivery
- Power management

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Bradium Exhibit 2033

Security

- Output control
- Protection/DRM/Encryption technologies
- Secure computing

Cloud Zone

DEFINITION

Access

- Network
- Web
- Mobile
- Security

Service Models

- SaaS, IaaS, PaaS, etc.
- File Hosting and Sharing
- Backup, Synchronize, Archive, Restore
- Cloud computing
- Enterprise Storage
- Table storage

Architecture & Operation

- Software and hardware
- Storage Networking
- Volumes/ File systems
- Virtualization
- Load balancing & scaling
- Data center optimization
- Reliability / Redundancy

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