

THE NPE PROBLEM

What is an NPE? How does Unified protect against frivolous patent litigation? Answers to these questions and more are provided in the video below.



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 NPE investment
 decision



Proactive

- Deters the largest NPEs
 Affects all NPE decisions
- assertions

 Deters future NPEs

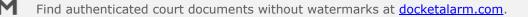
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· Never incentivizes future

Mana Will Fre 2004





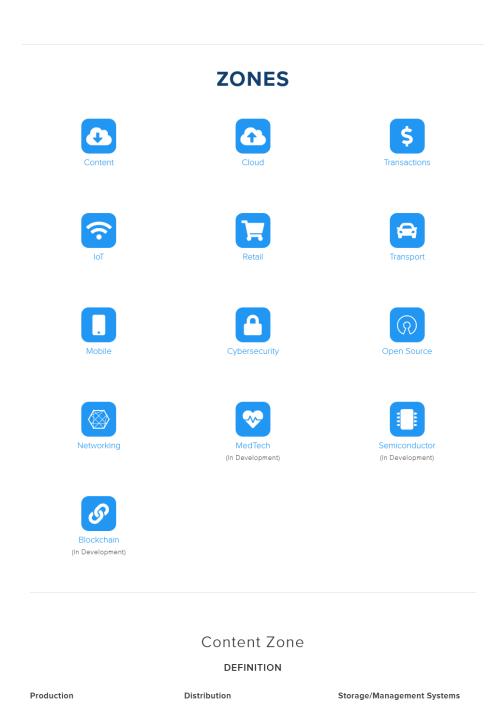
· Startups provide notice before

NPE sale



 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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- · Encoding/Compression
- Placement
- Image Processing
- · Workflow management/Metadata
- · Content Delivery Network (CDN)
- Load Balancing/Cache Servers/Replication
- Unicasting/Multicasting/ Broadcasting
- · Routing /Overlay Routing
- Data Multiplexing
- · IP/DOCSIS Delivery
- Bandwidth

Endpoint Distribution

GUI optimization

Management/Throttling

· Voice/Data Multiplexing

Analog/Digital Multiplexing

 Smooth Streaming/Adaptive Bitrate Streaming

Personalization / Ad Systems

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

Security

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

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

- Consumption · Control/Navigation
 - · Content Selection
 - · Enhanced or Augmented Viewing/Content
 - · Device customization
 - · Mobile delivery

Cloud Zone

DEFINITION

Access

- Network
- Web
- Mobile
- Security

and Payments

Credit/debit/pre-paid

b2b, trading and

· Money transfer and value

exchange methods, including

commercial/retail transactions

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

Transactions Zone

DEFINITION

Secure Electronic Transactions Authentication and Security

- · Encryption methods Tokenization
- · Retail and commercial

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Online Bill Pay

- Fraud systems and methods
- · Transaction notifications and
- alerts
- · Data Security

Online transactions

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- User interaction/interface
- - Power management

- Mobile payments
- SMS and Text
- Currency Conversion
- Blockchain / Virtual currency

Mobile

- Card/account management
- Payments
- · Security and authentication
- Transaction processing
- Digital wallet
- SMS and text

- · Distributed ledger
- Multi-factor authentication
- Out-of-Band authentication

Card and Payment Device Readers

- Point of sale systems
- Chip
- Mag-stripe
- NFC/proximity
- Device Testing
- Security

Image-Based Transactions

- Bar code
- QR code
- Other image-based
- transactions

- Security
- Wearables
- Health/fitness monitors

Wireless Functions & Features

- Brown Goods (speakers, TVs, etc.)
- · White Goods (refrigerators, etc.)
- Connected devices (instruments, power, lighting)
- · Networking (routers, modems)
- · Management applications (apps, web)
- IP Communications (voice, video, messaging)

Connectivity Protocols

- Mesh Networking/IEEE 802.15.4
- · Near field communication (NFC)
- Radio Frequency Identification (RFID)
- Bluetooth
- WiFi (802.11)
- LiFi

Retail Zone

DEFINITION

eCommerce Functions & Features

- Catalog systems
- · Website implementation
- Shopping cart/checkout
- Localization
- Payment gateway
- Verification systems
- Data encryption
- · Performance enhancement
- Online marketing
- Recommendation systems
- Advertising systems

 Graphical user interface design & optimization

- Merchandise management (MMS)
- Enterprise Resource Management (ERP)
- Supply chain management (SCM)
- Warehouse management (WMS)
- Consumer relationship management (CRM)
- Delivery management/package tracking
- Call center systems
- · Automation technologies
- Legacy integration

Retail Storefront

• Electronic point of sale (EPOS)

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- Conversion optimization
- · Loss prevention
- Security systems
- Employee management
- · Rewards programs
- Interactive surveys

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Features Back-end

loT Zone definition

Transport Zone

DEFINITION

Powertrain / Hybrid / Electric

- · Battery Chargers
- Battery Pack Systems
- Controllers
- Electric Vehicle Charging Systems
- · Emissions Systems
- High Voltage Wiring & amp; Electrical Centers
- · Integrated Solutions
- Inverters
- · Vehicle Sound Generator
- Motor
- · Fuel Cell Systems

Conventional Vehicle Components

- · Drivetrain / Engine / Transmission
- Chassis/Frame/Body
- · Suspension / Steering / emissions Systems

Infotainment

System integration

Multimedia Systems

Audio/radio

Tracking

Telematics

Charging

Entertainment

GPS / navigation

Data Connectivity

Safety

- Brake control
- Sensors
- Occupant (SRS)
- Pedestrian (detection)
- Adaptive Cruise Control
- Pre-Collision Systems
- Driver's Assistance
- Lane support
- Security Systems
- · Anti-theft Systems
- Tire Information Systems
- Video Monitoring

Communication

• TDMA

· CDMA

• UMTS

HSPA

HSPA+

• GPRS

• 4G/ 4G LTE

• 3G

GSM/EDGE

Protocols/Standards

Electronics

- Actuators
- · Wipers
- · Semiconductors
- Sensors
- · Electronic Control Units (ECU)
- · Mechatronic modules
- Fleet Management
- Remote management

Mobile Zone

DEFINITION

Mobile Features/Functions

MMS/SMS services

- Caller ID / Voice recording
- VoIP
- · Voice/biometric recognition
- Touchscreen input
- Display / LED light
- · Camera / Screen Capture
- Security / screen lock
- · Keyboard input / Autocorrect
- · Microphone / Speakers
- · Hands-free communication
- Noise cancellation
- · Phone casing / packaging

OS & Applications

- · iOS / Android platform
- GUI / Mobile interface
- · Update/Syncronization system
- · App Store / In-app purchases
- Mobile applications / notifications
- · Digital rights management (DRM)

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