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NPE ZONES

Deter Non Practicing Entities (NPEs) who assert bad patents (aka Patent Trolls)

- NPE
- SEP
- PATROLL
- EDGE

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.

What are non-practicing entities and how can Unified help?

USPTO.gov
United States Patent and Trademark Office



60%
invalid



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



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

ZONES



Content



Cloud



Transactions



IoT



Retail



Transport



Mobile



Cybersecurity



Open Source



Networking



MedTech
(In Development)



Semiconductor
(In Development)



Blockchain
(In Development)

Content Zone

DEFINITION

Production

Distribution

Storage/Management Systems

- 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 Management/Throttling
- Smooth Streaming/Adaptive Bitrate Streaming
- 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

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

Transactions Zone

DEFINITION

Secure Electronic Transactions and Payments

- Credit/debit/pre-paid
- Money transfer and value exchange methods, including b2b, trading and commercial/retail transactions
- Online transactions

Authentication and Security

- Encryption methods
- Tokenization
- Fraud systems and methods
- Transaction notifications and alerts
- Data Security

Online Bill Pay

- Retail and commercial

- Mobile payments
- SMS and Text
- Currency Conversion
- Blockchain / Virtual currency
- Distributed ledger
- Multi-factor authentication
- Out-of-Band authentication

Mobile

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

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

IoT Zone

DEFINITION

Wireless Functions & Features

- Security
- Wearables
- Health/fitness monitors
- 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

Back-end

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

Transport Zone

DEFINITION

Infotainment

- System integration
- Multimedia Systems
- Audio/radio
- Entertainment
- GPS / navigation
- Tracking
- Telematics
- Data Connectivity
- Charging

Powertrain / Hybrid / Electric

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

Electronics

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

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

Conventional Vehicle Components

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

Mobile Zone

DEFINITION

Communication Protocols/Standards

- TDMA
- CDMA
- GSM/EDGE
- UMTS
- HSPA
- HSPA+
- GPRS
- 3G
- 4G/ 4G LTE

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/Synchronization system
- App Store / In-app purchases
- Mobile applications / notifications
- Digital rights management (DRM)

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