



## GoPro Unmanned Aerial Vehicle (UAV) & Drone Patent Portfolio Sales Overview



**Contact Information:**

Erik Oliver  
Richardson Oliver Law Group  
[erik@richardsonoliver.com](mailto:erik@richardsonoliver.com)  
Cell: +1-650-267-0203

**Contact Information:**

Kent Richardson  
Richardson Oliver Law Group  
[kent@richardsonoliver.com](mailto:kent@richardsonoliver.com)  
Cell: +1-650-224-4054

# Disclaimer



This is an offer for sale for the identified patent portfolio. This information is solely for the purpose of a potential buyer's evaluation. All information on the potential use of the portfolio is for illustration only. This document, and any other information provided, are not, and are not intended to be, notice or opinion of infringement. The information is provided "as is," and is not legal advice and does not create an attorney-client relationship with the recipient. The document and any other information provided are © 2022 GoPro, Inc. and are strictly for the use of the recipient solely for participating in the purchase of the portfolio.

This document and any document exchanged during the sales process are not intended to be, and should not be interpreted as being, a notice of infringement, any form of accusation of infringement, or any opinion regarding the actual use of the patent portfolio.

# Sale Offering Overview



Content Capture	Data Processing	Hardware	Vehicle Guidance
<ul style="list-style-type: none"> <li>Tracking</li> <li>User Level Control</li> </ul>	<ul style="list-style-type: none"> <li>Latency Reduction</li> <li>Noise Cancellation</li> <li>Status Detection</li> </ul>	<ul style="list-style-type: none"> <li>Communication, Gimbal, Motor, Propeller System</li> <li>Remote Controller</li> </ul>	<ul style="list-style-type: none"> <li>Attitude system</li> <li>Autonomous Tracking</li> <li>Collision Avoidance</li> <li>Mapping, Optics</li> <li>Task Completion</li> </ul>
5 families (1 EOU)	6 families (2 EOUs)	13 families (1 EOU)	18 families (4 EOUs)
18 assets	19 assets	30 assets	40 assets

Focus  
companies

Redacted

**Source:** GoPro; ROL analysis

\* EOU = evidence of use; IOU = indication of use

## Overview

- Active families: **42**
- US issued patents: **68**
- Seller: **GoPro, Inc**
- EOUs developed against: **<Redacted>**
- Forward citations: **260** including **DJI, Samsung, Sony**, and others
- 8 EOUs\* + 15 IOUs available under NDA, many in families with open continuations
- Pricing available upon request
- RPX Open & LOT Network encumbrances

## Market & Impact

- Drone and related portfolio including content capture, data processing, hardware, and vehicle guidance
- Drone market expected to reach \$39 billion in 2025

## Keywords

- Content capture, data processing, drone, noise cancellation, gimbal, propeller system, remote controller, autonomous tracking, collision avoidance, unmanned aerial vehicle, UAV, navigation, autonomous navigation, robots, robotics

# GoPro – a Technology Innovator



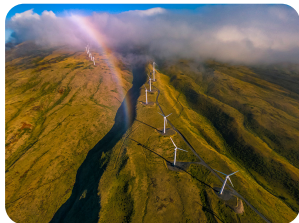
## GoPro, Inc

- Founded in 2002, HQ in San Mateo, CA
- Develops technologies to help the world to capture and share itself in immersive and exciting way



## Innovation

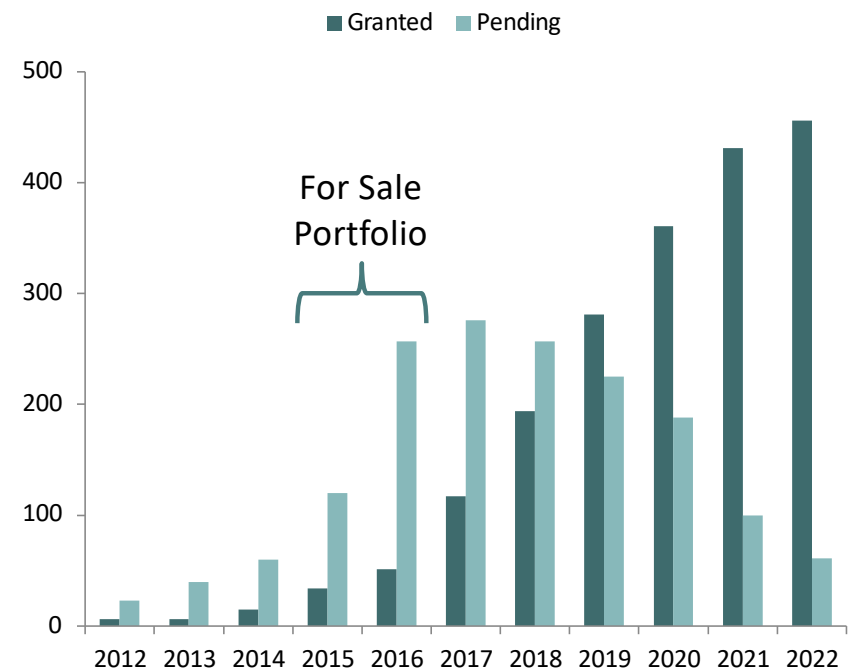
- Prolific inventor with over 450 granted patent families
- Annual R&D expense in excess of \$100 million



## Current Situation

- GoPro has exited the drone/UAV business
- Now looking to sell key patents in unmanned aerial vehicle (UAV) segment

GoPro patent portfolio growth (2012-2022)  
Granted and pending families



Source: CIPHER (retrieved 20220804)

# Total Addressable Market

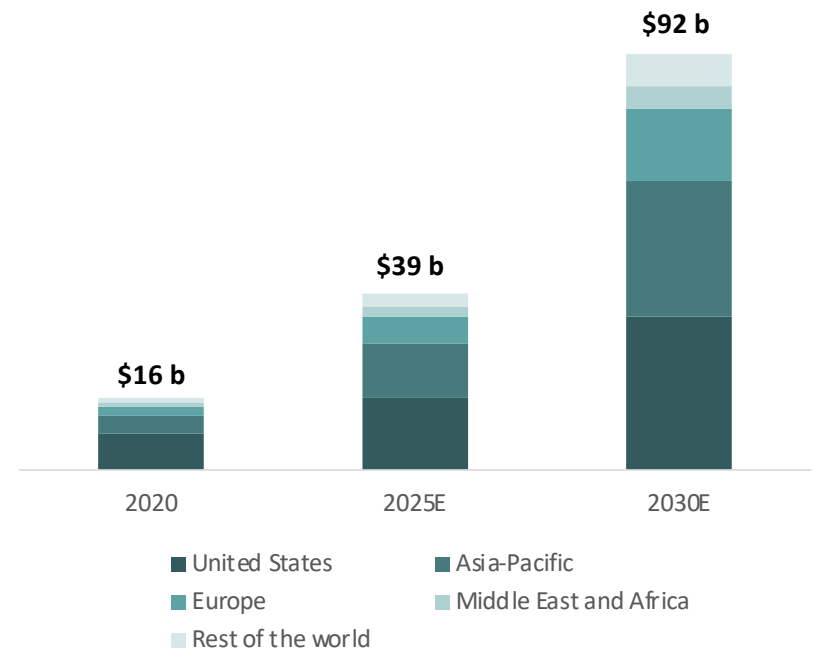
## Overall Market

- Drone usage is continuing to increase, fueled by growing demand in commercial, industrial, and public sectors
- Total market for drones is estimated to be worth **\$39 billion** by 2025 and **\$92 billion** by 2030

## Market Participants

- **DJI** has reported revenue of >\$3.5 billion in 2021 and is highly active with regards to patents
- **Sony** collaborated with Skyfish on photogrammetry as part of their drone camera efforts
- **Skydio** has raised over \$340 million according to Crunchbase and is developing their patent portfolio
- **Hyundai** recently acquired drone-related patents from AT&T

Global drone market by region  
2020-2030 revenue forecast



Source: Crunchbase (accessed 20220805); Statista - <https://www.statista.com/statistics/1234550/worldwide-drone-market-by-region/> (retrieved 2022-08-04)

# Focus Companies



EOUs Available

IOUs Developed

Other Focus Companies

Redacted

# Issued US Patents with EOU - Portfolio Overview



Sales Grouping	Priority	Sample Patent	Title	EOUs Available
Content Capture	2015	Redacted	Redacted	Company A
Data Processing	2016			Company A
Data Processing	2017			Company A
Hardware	2016			Company A & B
Vehicle Guidance	2015			Company B
Vehicle Guidance	2017			Company A
Vehicle Guidance	2016			Company C
Vehicle Guidance	2016			Company A

The portfolio for sale contains 42 active families with 65 issued and allowed US patents relating to unmanned aerial vehicle (UAV) & drone technology. See Appendix for more information.

# Offer & Process



## Offer

GoPro portfolio for sale:  
42 active patent families  
107 total assets including 68 US issued/allowed patents and 30+ pending applications  
8 EOUs developed: <Redacted>  
15 additional IOUs  
Earliest priority date: June 30, 2015

Asking Price: Market price

Asset list – See separate Excel

Ownership & encumbrances:  
RPX Open and LOT Network encumbrances  
GoPro expects a license back

## Process

Bids: At the end of due diligence, we will solicit bids for the portfolio and negotiate terms with interested parties. Though this is the expected process, the owners may sell at anytime.

We will keep potential buyers that have expressed interest reasonably informed of the state of the process. Bids and bidder information will be kept confidential.

## Contact Details

**Erik Oliver / Kent Richardson**

Richardson Oliver Law Group LLP

260 Moffett Boulevard, Mountain View, CA 94043

[erik@richardsonoliver.com](mailto:erik@richardsonoliver.com) Cell: +1-650-267-0203

[kent@richardsonoliver.com](mailto:kent@richardsonoliver.com) Cell: +1-650-224-4054



# Appendix – EOU Patents

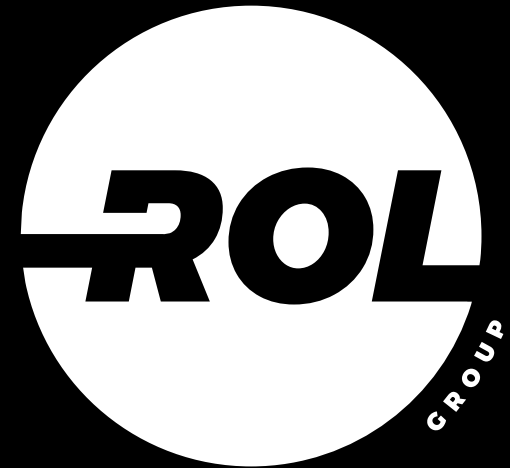
Redacted



# BUSINESS SENSE • IP MATTERS

ROL Group has over 60 years of IP strategy and execution experience. We ask the business questions first. We blend in-house and large law firm experience to create clear steps for success.

We guide companies through unique IP challenges—like buying and selling patents, developing licensing programs, defending against patent assertions, and creating a value-driven IP portfolio. We give direction to businesses that share our passion for new ideas, creative problem solving and forward motion.



## Contact Information:

+1 (650) 967-6555

[info@richardsonoliver.com](mailto:info@richardsonoliver.com)

