

Cross-Device Ad Synchronization Patent Portfolio Opportunity

2 Patent Families Comprising 8 Patents

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More information is available upon request and under NDA.

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Executive Summary

- RZV has been exclusively retained to monetize an innovative portfolio relevant to cross-device syncing of promotional material.
- The portfolio, owned by Persistent Technologies, was developed by Ad Persistence LLC, a company that developed the Advertisement Sync Gateway (ASG) platform - a cloud-based solution for digital ad delivery and attribution.
- The key family discloses methods related to synchronizing promotional material (advertisements) across a user's devices to optimize ad display.
- The key assets, US9240015 and US10055760, are applicable to digital advertising companies, including the charted demand and supply side suppliers.
- A total of six charts have been completed against the leaders in programmatic advertising: [REDACTED].
- Additional companies whose current products may be relevant to the portfolio include: [REDACTED].
- The other family in the portfolio relates to Data capture for user interactions with promotional material.

Portfolio:

8 active patent assets

Earliest Priority:

May 2009

Est. Avg. Expiry:

Nov. 2031

EOU:

6 claim charts available under NDA

Encumbrances:

None

Price Expectations:

Consistent with current market prices

Deal Structure:

We will consider all proposals

Deadlines:

All offers considered in the order received

Cross-Device Ad Synchronization Patent Portfolio

Family	Patent #	Title	Priority Date	File Date	Pub. Date	Est. Expiry
1	US9240015	Method and system for synchronizing delivery of promotional material to computing devices	2009-05-08	2009-05-08	2016-01-19	2033-02-16
	CN102576430	System for making promotional material synchronous to delivery calculate device and method thereof	2009-05-08	2010-05-06	2016-12-07	2030-05-05
	CA2760942	System and method for synchronizing delivery of promotional material to computing devices	2009-05-08	2010-05-06	2017-03-28	2030-05-06
	US10055760	System and method for synchronizing delivery of promotional material to computing devices	2009-05-08	2015-12-21	2018-08-21	2030-05-10
2	US9836770	Data capture for user interaction with promotional materials	2012-02-24	2012-02-24	2017-12-05	2032-03-07
	JP6318414	The data acquisition for a user interaction with promotion material	2012-02-24	2013-02-22	2018-05-09	2033-02-22
	KR102058632	Data capture for user interaction with promotional materials	2012-02-24	2013-02-22	2019-12-23	2033-02-22
	US10664878	Data capture for user interaction with promotional materials	2012-02-24	2017-12-04	2020-05-26	2032-08-17

Note: Charted patents in **bold**

Key Patent – US10055760B2



US10055760B2

(12) United States Patent Nemitz et al.

(10) Patent No.: US 10,055,760 B2
(45) Date of Patent: *Aug. 21, 2018

(54) SYSTEM AND METHOD FOR
SYNCHRONIZING DELIVERY OF
PROMOTIONAL MATERIAL TO
COMPUTING DEVICES

(58) Field of Classification Search
CPC — G06Q 30/0255; G06Q 30/0277; G06Q
30/0241; G06Q 10/06; G06Q 30/0269;
(Continued)

(71) Applicant: AZZlogix, Inc., Edison, NJ (US)

(56) References Cited

(72) Inventors: George M. Nemitz, Pennington, NJ
(US); Vincent James Spinella, Colts
Nock, NJ (US); Rajiv Konkimalla,
Edison, NJ (US); Stephen Andrew
Nowalk, Edison, NJ (US)

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5,812,793 A 9/1998 Shalib et al.
(Continued)

(73) Assignee: AD PERSISTENCE LLC, Colts Neck,
NJ (US)

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(*) Notice: Subject to any disclaimer, the term of this
patent is extended or adjusted under 35
U.S.C. 154(b) by 367 days.
This patent is subject to a terminal dis-
claimer.

European Search Report for EPC Patent Application No. 10772829
dated Mar. 26, 2013, 6 pages
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(21) Appl. No.: 14/976,505

(22) Filed: Dec. 21, 2015

Primary Examiner — Luis A Brown

(74) Attorney, Agent, or Firm — Lowenstein Sandler LLP

(65) Prior Publication Data
US 2016/0110765 A1 Apr. 21, 2016

(57) ABSTRACT

Related U.S. Application Data

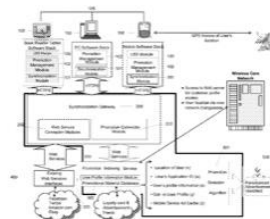
(63) Continuation of application No. 12/463,131, filed on
May 8, 2009, now Pat. No. 9,240,015.

A system and method for identifying, managing, and syn-
chronizing delivery and storage of promotional material to
computing devices associated with a user. The system and
method are configured to receive a request from one or more
of the user's computing devices to synchronize the delivery
of the promotional material to at least a portion of the user's
device portfolio. Advantageously, the action triggering the
sending of the synchronization request may include an
interaction with the promotional material or an interaction
with a web service application.

(51) Int. Cl.
G06Q 38/00 (2012.01)
G06Q 38/02 (2012.01)
(Continued)

(52) U.S. Cl.
CPC — G06Q 38/0255 (2013.01); G06Q 10/06
(2013.01); G06Q 38/02 (2013.01);
(Continued)

21 Claims, 3 Drawing Sheets



Title:

System and method for
synchronizing delivery of
promotional material to computing
devices

Assignee:

Persistent Technologies LLC

Inventors:

Nemitz, George M.; Spinella, Vincent
James; Konkimalla, Rajiv; Nowalk,
Stephen Andrew

Priority Date:

May 8, 2009

Filing Date:

December 21, 2015

Issue Date:

August 21, 2018

Est. Expiration:

May 10, 2030

Key Claim 1

US10055760; Claim 1:

A method comprising:

- sending, by a promotional material synchronization computer, promotional material to a first computing device associated with a user, wherein the promotional material is sent in response to an interaction with a first web service;
- storing, by the promotional material synchronization computer, an association between the promotional material and profile information of a user;
- initiating, by a synchronization module executable by a second computing device, a synchronization request in response to at least one of: a launch of a second web service, a powering on of the second computing device, a launch of an application associated with the second web service, a request to update the profile information, or a launch of a program associated with the synchronization module;
- receiving, by the promotional material synchronization computer, the synchronization request comprising the profile information;
- identifying, by the promotional material synchronization computer, the promotional material previously sent to the first computing device based at least in part on the synchronization request and the profile information; and
- sending, by the promotional material synchronization computer to the second computing device, the promotional material previously stored on the first computing device.

Key Patent – US9240015B2



US009240015B2

(12) United States Patent Nemitz et al.

(10) Patent No.: **US 9,240,015 B2**
(45) Date of Patent: **Jan. 19, 2016**

(54) METHOD AND SYSTEM FOR SYNCHRONIZING DELIVERY OF PROMOTIONAL MATERIAL TO COMPUTING DEVICES

(75) Inventors: **George M. Nemitz**, Pennington, NJ
(US); **Vincent James Spinella**, Colts
Neck, NJ (US); **Rajiv Konkimalla**,
Edison, NJ (US); **Stephen Andrew
Nowalk**, Edison, NJ (US)

(73) Assignee: **AZZLOGIX, INC.**, Edison, NJ (US)

(*) Notice: Subject to any disclaimer, the term of this
patent is extended or adjusted under 35
U.S.C. 154(b) by 1380 days.

(21) Appl. No.: **12/463,131**

(22) Filed: **May 8, 2009**

(65) Prior Publication Data

US 2010/0287035 A1 Nov. 11, 2010

(51) Int. Cl.
G06Q 38/00 (2012.01)
G06Q 38/02 (2012.01)
G06Q 10/06 (2012.01)

(52) U.S. Cl.
CPC **G06Q 38/02** (2013.01); **G06Q 10/06**
(2013.01); **G06Q 38/0241** (2013.01); **G06Q**
38/0264 (2013.01); **G06Q 38/0269** (2013.01)

(58) Field of Classification Search
USPC 705/14.67, 14.49, 14.66, 14.64, 14.4;
710/100, 200, 220, 707/610, 713/375,
713/400

See application file for complete search history.

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DailyTech, Jan. 19, 2009.

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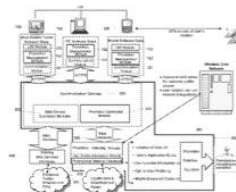
Primary Examiner—Luis A Brown

(74) Attorney, Agent, or Firm—Lowenstein Sandler LLP

(57) ABSTRACT

A system and method for identifying, managing, and syn-
chronizing delivery and storage of promotional material to
computing devices associated with a user. The system and
method are configured to receive a request from one or more
of the user's computing devices to synchronize the delivery of
the promotional material to at least a portion of the user's
device portfolio. Advantageously, the action triggering the
sending of the synchronization request may include an inter-
action with the promotional material or an interaction with a
web service application.

15 Claims, 3 Drawing Sheets



Title:

Method and system for
synchronizing delivery of
promotional material to computing
devices

Assignee:

Persistent Technologies LLC

Inventors:

Nemitz, George M; Spinella, Vincent
James; Konkimalla, Rajiv; Nowalk,
Stephen Andrew

Priority Date:

May 8, 2009

Filing Date:

May 8, 2009

Issue Date:

January 19, 2016

Est. Expiration:

February 15, 2033

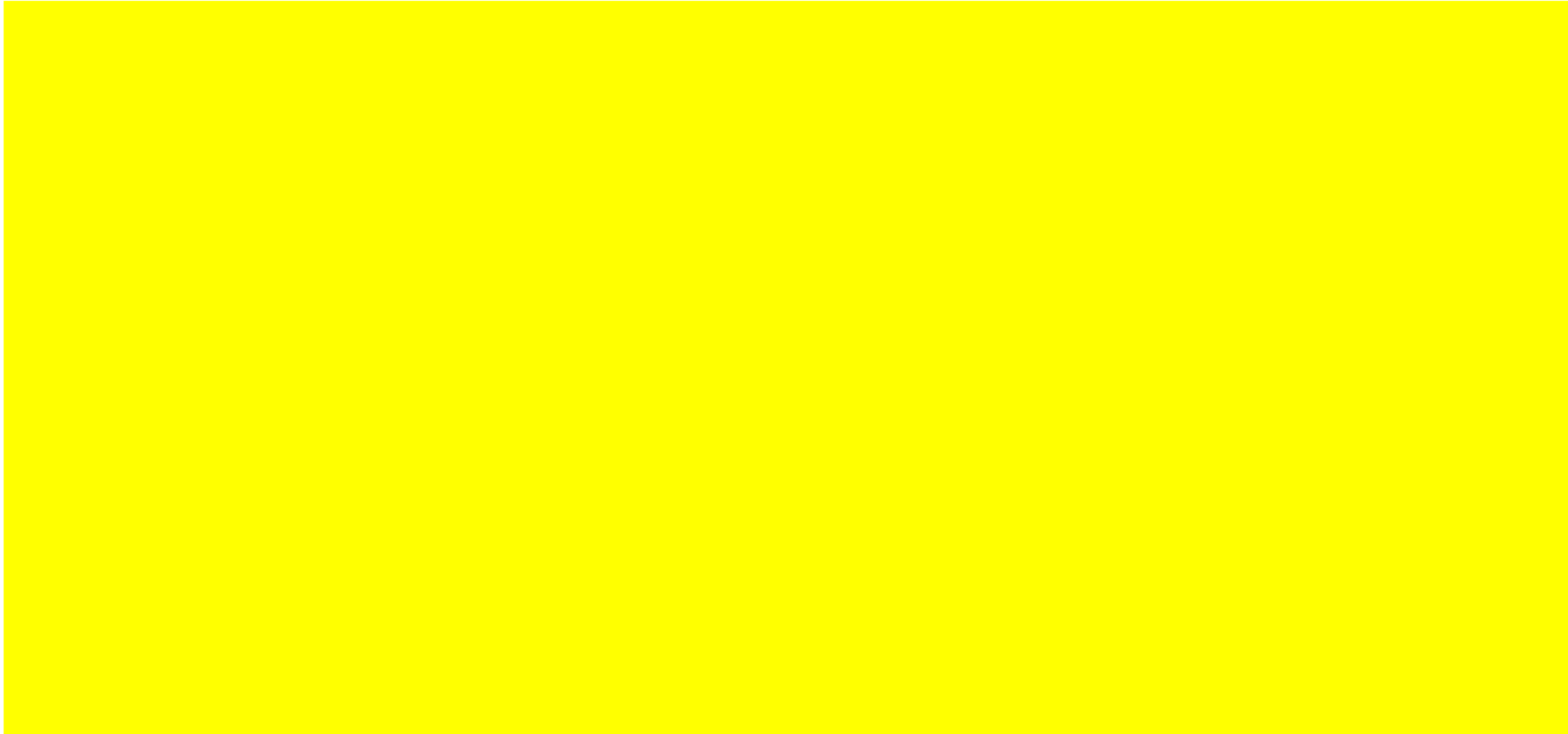
Key Claim 1

US9240015; Claim 1:

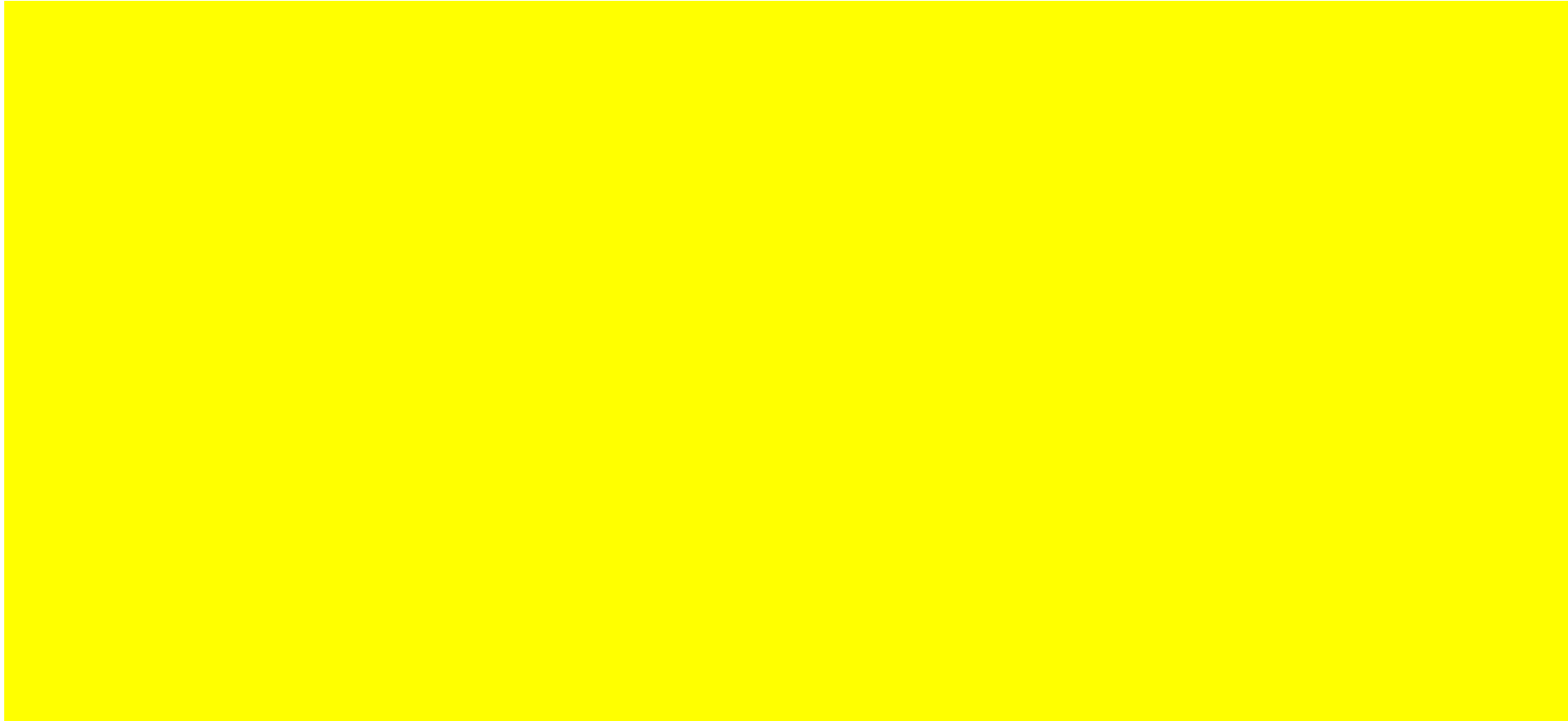
A computer-implemented method for synchronizing delivery of promotional material to a plurality of computing devices associated with a user, the method comprising:

- delivering, by a promotional material synchronization computer, promotional material for storage on a first computing device associated with a user, wherein the promotional material is delivered as a result of an interaction with a first web service;
- storing, by the promotional material synchronization computer, an association between the promotional material and profile information of the user;
- initiating, by a synchronization module executed by a second computing device, a synchronization request in response to at least one of: a launch of a second web service, a powering on of the second computing device, launching an application associated with the second web service, a request to update the profile information, or a launch of a program associated with the synchronization module;
- receiving, by the promotional material synchronization computer, the synchronization request comprising the profile information;
- identifying, by the promotional material synchronization computer, the promotional material previously stored on the first computing device based at least in part on the synchronization request and the profile information; and
- delivering, by the promotional material synchronization computer to the second computing device, the promotional material previously stored on the first computing device for storage on the second computing device.

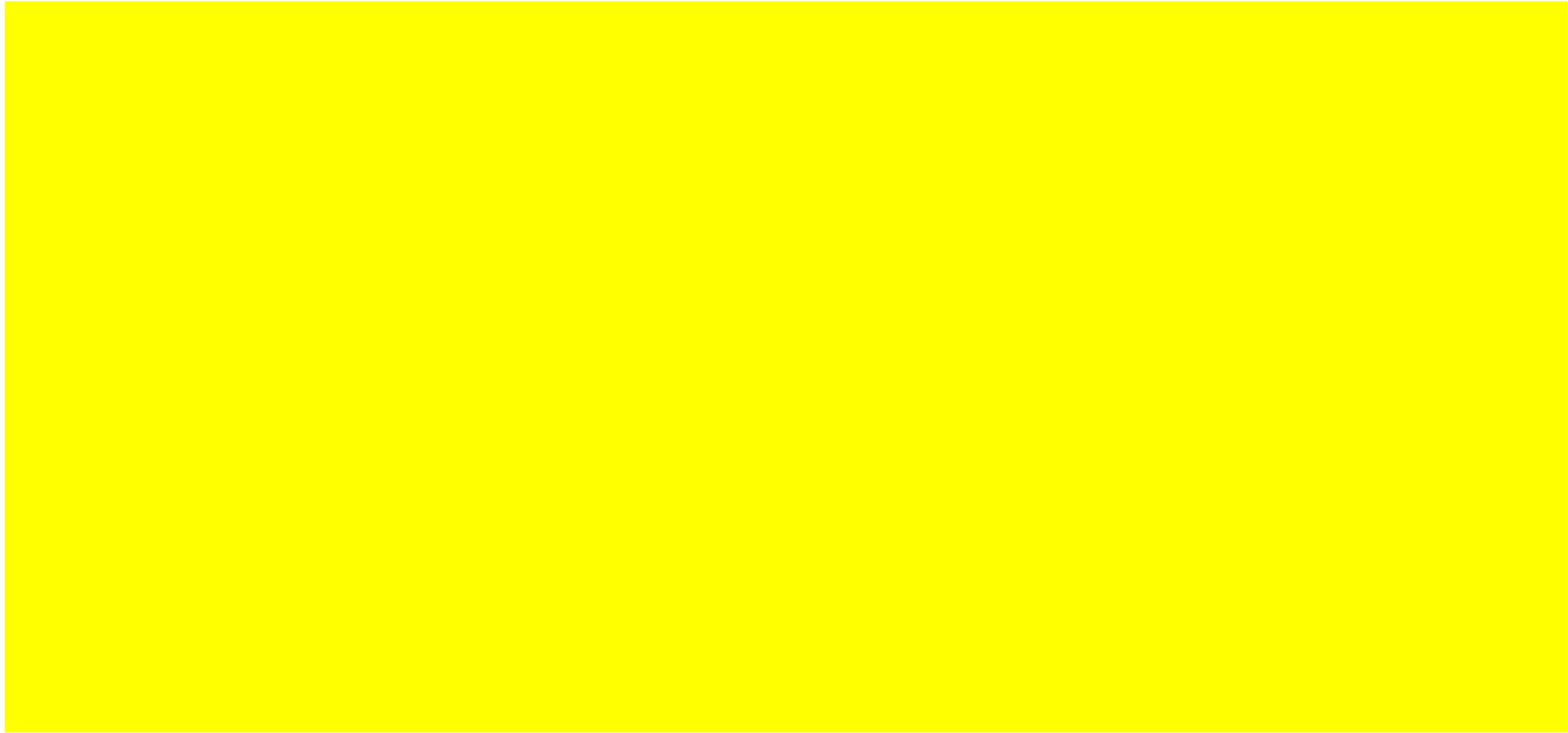
Chartered Product –



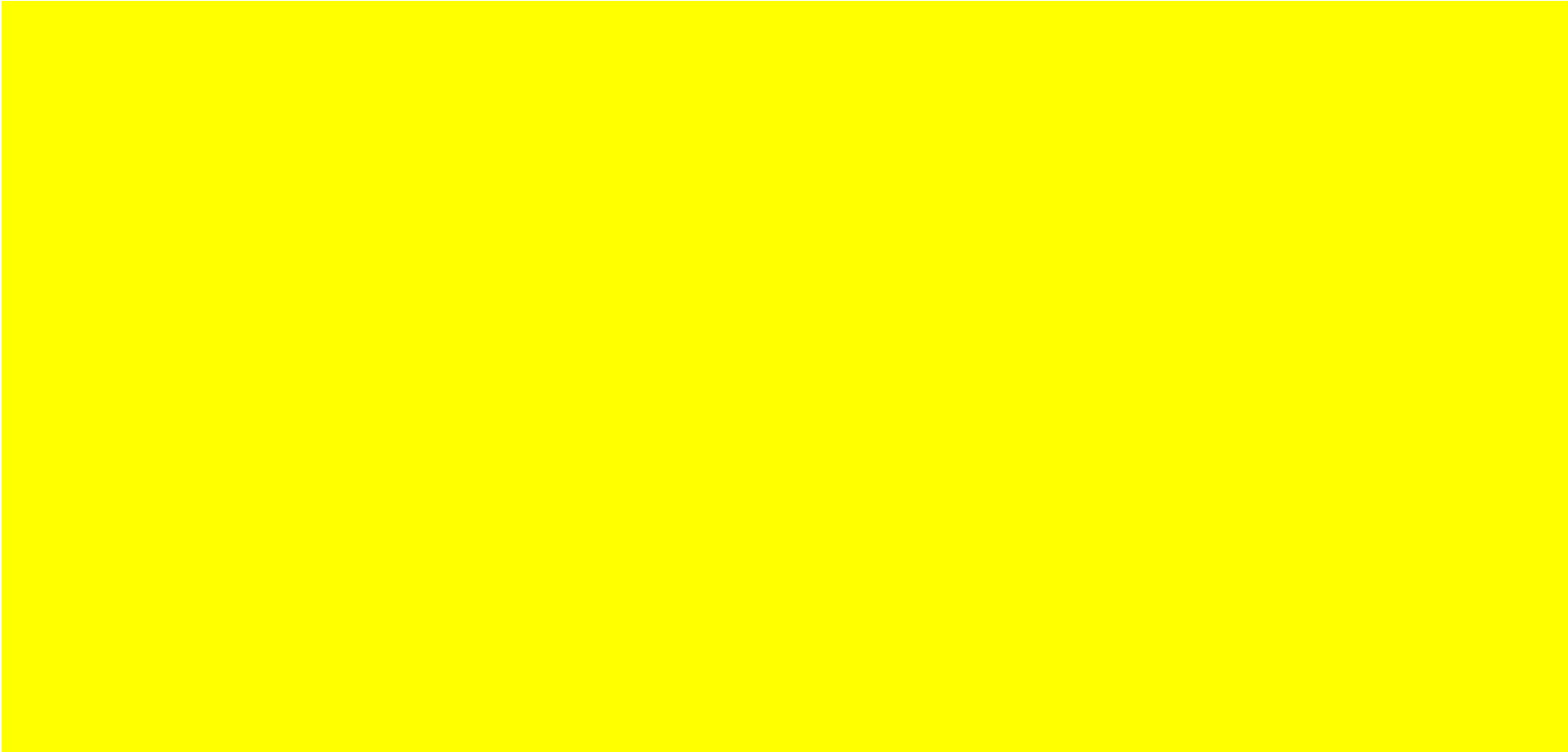
Charted Product –



Chartered Product –



Additional Related Product Landscape



Thanks!

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