

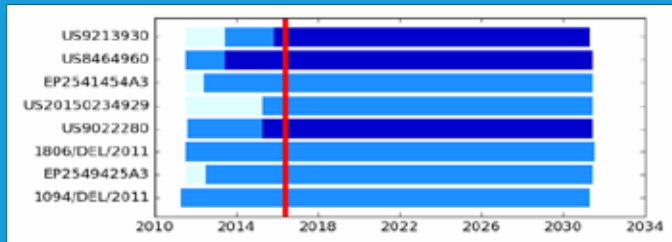
# Dynamic QR Code Generation

## Patent Portfolio Offering

### Quick Facts

- ≈ **Patent assets:** 3 issued US patents, 1 pending US applications, 4 foreign counterparts (IN, EP)
- ≈ **Earliest priority:** 2011-04-13
- ≈ **Continuation:** Yes
- ≈ **Technology:** Dynamic QR Code Generation
- ≈ **Encumbrances:** Certain limited patent rights were granted in connection with certain business-unit divestitures. These do not appear to concern this portfolio.
- ≈ **Evidence of use:** Claim charts completed on at least three products, other suspected use
- ≈ **Lifespan:** 15.1 years

### Lifespan:



### Portfolio Overview

**T**he QR Codes portfolio comprises 8 assets, including 3 issued U.S. patents, 1 U.S. application, two EP counterparts, and 2 Indian counterparts. Two of the three issued U.S. patents concern the mobile marketing market as it pertains to QR codes.

Our claim charting corroborates this suggestion. We demonstrate that these inventions – filed in June 2011 – are foundational to the market for mobile marketing with QR codes. This market requires that the QR codes be “dynamic”. This means that what they encode for must be modifiable. This feature is critical to the marketing world because while QR codes live in the permanent “brick and mortar” world, the marketing campaigns to which they point are ephemeral.

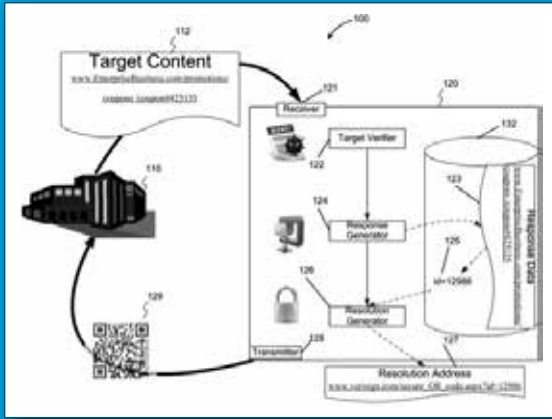
One other key requirement of this market – articulated by portfolio claims – is the ability to have the QR code encode for more forms of marketing materials than just website URLs. This feature is key because marketing communications take many forms.

With an average remaining lifespan of more than 15 years, this portfolio is perfectly timed to capture the quickly growing mobile marketing with QR codes market. We estimate the coverage revenue for this portfolio at \$11B.

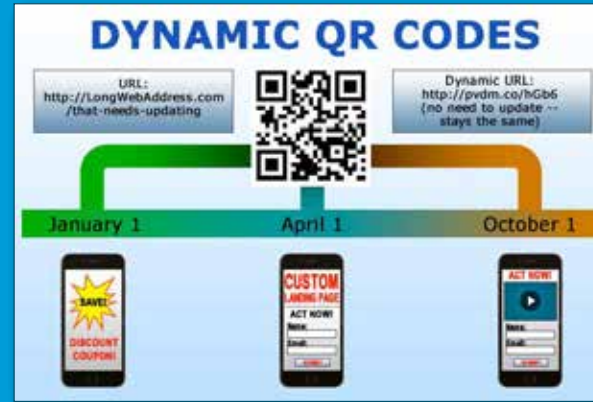
# Dynamic QR Code Generation

## Patent Portfolio Offering

### Core Invention



### Covered Products



### Claim Word Cloud

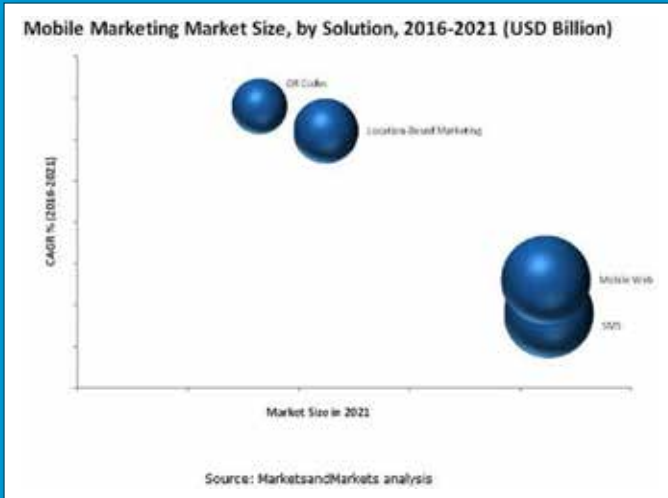


### Exemplar Claim - US9213930, claim 1

A non-transitory computer readable storage medium comprising instructions that cause one or more processors to perform a method comprising:

- Receiving target content data;
- Verifying the target content data;
- Generating an identifier corresponding to the target content data that has been verified;
- Generating resolution data comprising an n-dimensional barcode that includes identifier information corresponding to the identifier and address information corresponding to an internet protocol (IP) address of a trusted third party;
- Providing the resolution data to a user.

### Market Size:



Source: <http://www.marketsandmarkets.com/Market-Reports/mobile-marketing-market-246836146.html>

### Portfolio Market and Value

QR codes were invented in 1994 for the automobile market. But it wasn't until recently that they re-emerged as useful. Smartphones drove this re-emergence. In the context of "brick and mortar" retail shopping in the age of the smartphone, analysts see three main uses cases for QR codes:

1. "Integrating QR codes into the design of shop window displays"
2. "Utilizing QR codes to enhance promotional materials such as magazine adverts and billboards"
3. "Changing the way shoppers browse in store"

While this dynamic in retail shopping has been growing over the past few years, the event that definitely kicked QR codes out of the graveyard and into the limelight was SnapChat's deployment in 2015 of "SnapCodes". This deployment made QR codes "cool again".

In 2016, with QR codes now "cool" enough to discuss as serious business, researcher Markets and Markets published a May 2016 report on mobile marketing that highlighted the central role of QR codes.

The techniques of the QR Codes portfolio are indispensable to this emergent market.

# Dynamic QR Code Generation

## Patent Portfolio Offering



### Asset List

Number	Online	Juris	Title	Status	Priority	Filed	Issued	App Number	RoI Score
1094/DEL/2011		IN	Authentic Qr Codes Using Digital Signatures And Public Certificates	application	2011-04-13	2011-04-13		1094/DEL/2011	
1806/DEL/2011		IN	MULTI-MODE BARCODE RESOLUTION SYSTEM	application	2011-06-24	2011-06-24		1806/DEL/2011	
EP2541454A3	EP2541454A3	EP	Trusted Barcodes	application	2011-06-30	2012-06-29		EP20120174525	
EP2549425A3	EP2549425A3	EP	Multi-mode barcode resolution system	application	2011-06-24	2012-06-25		EP20120173493	
US20150234929	US20150234929	US	Multi-mode barcode resolution system	application	2011-06-24	2015-05-04		US 14/703,292	
US8464960	US8464960	US	Trusted barcodes	issued	2011-06-30	2011-06-30	2013-06-18	US 13/173,606	69.46
US9022280	US9022280	US	Multi-mode barcode resolution system	issued	2011-06-24	2011-08-19	2015-05-05	US 13/213,581	75.63
US9213930	US9213930	US	Secure barcodes	issued	2011-06-30	2013-06-17	2015-12-15	US 13/919,607	46.96



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# Dynamic QR Code Generation

## Patent Portfolio Offering

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[Info@AQUALicensing.com](mailto:Info@AQUALicensing.com)

+1 (415) 432-4424

201 Mission Street  
12th Floor  
San Francisco, CA 94105  
USA

### Offering Process

- ≈ All offers to purchase the Portfolio must be submitted in writing to [info@AQUALicensing.com](mailto:info@AQUALicensing.com).
- ≈ Offers must be received by close of business, 5pm PT on September 30th, 2016.
- ≈ There is no reserve price for this offering.
- ≈ Offers should be single payment cash purchase price offers.
- ≈ AQUA will review the bids with Seller, and identify the highest bid. Sellers will either accept the highest bid or choose to initiate a subsequent round of bidding.
- ≈ AQUA will communicate status – of either accepting a winning bid or proceeding to a subsequent round of bidding – by close of business, 5pm PST on October 7th, 2016.
- ≈ Subsequent Bidding – At the start of a subsequent bidding round (if any), we will communicate to all invited parties the new reserve price and subsequent bid date, as well as the number of bidders who participated in the previous round. Subsequent bid dates will be within 3-5 business days of prior bid dates. These subsequent bidding rounds will conclude when there is only one bidder remaining.
- ≈ Closure – Once the winning bidder has been accepted by Sellers, we will bring the winning bidder and Sellers together to negotiate the closure of the Patent Sales Agreement (PSA).
- ≈ AQUA reserves the right to terminate the sale process without cause at any time.



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