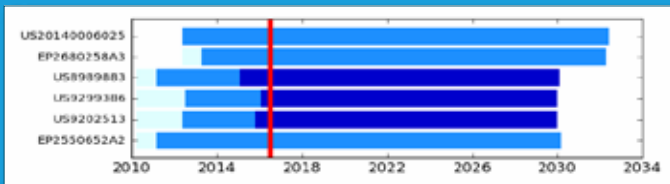


### Quick Facts

- ≈ **Patent assets:** 3 issued US patents, 1 pending US application, 2 foreign counterparts (EP)
- ≈ **Earliest priority:** 2010-03-25
- ≈ **Technology:** Secure Broadcast Transmissions including URL
- ≈ **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 chart completed on one product, significant potential future use
- ≈ **Lifespan:** 14.5 years

### Lifespan:



### Portfolio Overview

The Audio URL portfolio includes claims covering methods and apparatuses for providing a resource identifier, such as an identifier associated with a URL, within an audio signal, and employing the resource identifier to connect the user with a desired resource, such as a file, web page, or other item. Certain claims are broadly worded and are not restricted to audio, but employ terms such as “broadcast signal” and “resource” and may apply to the encoding and transmission of visual representations (pictures, video, etc.) Various claims address encryption/security issues by providing authenticating information in the transmission, an attribute which may have significant value in current and future systems. Certain patents address speech-to-text conversion and searching based on converted text and identifying resources based on identification of a particular speaker. Priority for assets in the portfolio date back to 2010.

The Audio URL portfolio comprises 6 assets, including 3 issued U.S. patents, 1 pending U.S. application, and two EP counterparts. The issued U.S. patents address the inclusion of URLs in broadcast signals, such as audio signals, using authentication. One of these – US8989883 – has relatively broad claims, 17 forward citations (having only issued in 2015) and approximately 14 years of life remaining, suggesting a high value.

Our claim charting corroborates this suggestion. We demonstrate that these inventions – filed as early as March 2010 – provide significant current value and high potential future value in the field of URL inclusion in broadcast signals. The ability to provide audio signals, for example, with a URL that can be authenticated in order to connect an authorized user to a resource (document, web site, etc.) represents a significant benefit to enterprise systems and end users. Various current and potential designs employing what has been called “audio watermarking” or “sonic hyperlinking” or the like actually include or may in the near future include concepts contained in the assets of this Audio URL portfolio.

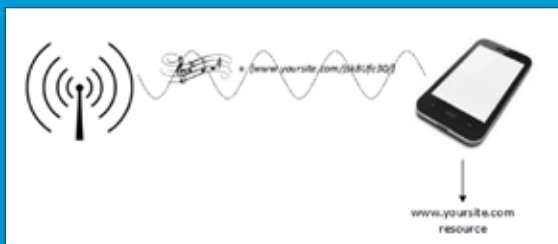
Certain assets in the portfolio also cover beneficial concepts such as identifying and providing resources based on speech-to-text conversion, geofencing, matching keywords to resources, and identifying resources based on the identity of a particular speaker.

With an average remaining lifespan in excess of 14 years, this portfolio is well structured to address the growing mobile marketing sector wherein URLs are provided in broadcast signals using authentication. We consider the current coverage for these patents to be considerable, with significant potential forward looking value due to the present and future developments in the technology field covered by these assets.

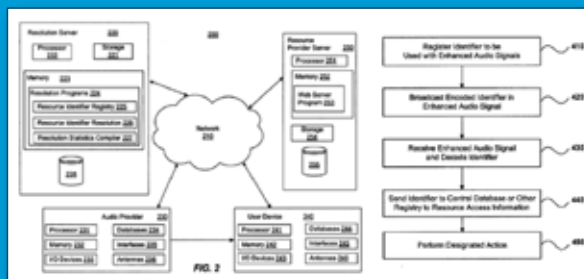
# Audio URL

## Patent Portfolio Offering

### Covered Products



### Core Invention



### Exemplar Claim - US8989883, claim 7

A computer-implemented method for accessing a resource specified by an enhanced broadcast signal, the method comprising:

- Receiving an enhanced broadcast signal including a resource identifier that is encoded in the enhanced broadcast signal, wherein the resource identifier is associated with the resource, and wherein enhanced broadcast signal includes authentication information to authenticate the resource;
- Detecting the resource identifier within the enhanced broadcast signal;
- Extracting, using a processor, the resource identifier from the enhanced broadcast signal;
- Sending, to a server, a request including the resource identifier; and
- Receiving, from the server, access information for accessing the resource via the network;
- Authenticating the resource with the server based on the authentication data.

### Claim Word Cloud



### Market Overview

Identifications in printed advertising, such as Universal Product Codes and matrix barcodes can in some situations be less than optimal. Such identifications cannot, for example, be readily employed in broadcast signals, such as audio signals. There was, at the time the invention was conceived, a need to provide digital information capable of resolution by a user device through broadcast signals, such as audio signals, and provide various mechanisms by which user devices may access resources using the digital information, including authentication attributes, to verify the user is authorized to obtain the resource. Certain ways of providing information in audio signals had previously been available, but it was not until the inventors conceived of providing a broadcast signal including a resource identifier using authentication, transmitting the broadcast signal including a resource request to user devices, authenticating the resource request, and obtaining and providing the resource to the user based on the authentication information provided, that such a design could be beneficially employed.

Such technology may have far reaching uses in areas such as video transmission, HD audio transmission, and the like. This provides advantages over traditional identification codes in transmission situations and provides a level of security that had been previously unavailable. Such functionality can be highly useful in enterprise environments wherein a resource is desired to be provided only to those with appropriate credentials.

The techniques provided in the Audio URL portfolio are highly valuable in current and future marketing efforts and in areas where distribution of assets using broadcast signals is beneficial or necessary.

# Audio URL

## Patent Portfolio Offering



### Asset List

Number	Online	Juris	Title	Status	Priority	Filed	Issued	App Number	RoI Score
EP2550652A2	EP2550652A2	EP	Systems and methods for providing access to re-sources through enhanced audio signals	application	2010-03-25	2011-03-25		EP20110760337	
EP2680258A3	EP2680258A3	EP	Providing audio-activated resource access for user devices based on speaker voiceprint	application	2012-06-29	2013-06-21		EP20130173232	
US20140006025	US20140006025	US	Providing audio-activated resource access for user devices based on speaker voiceprint	application	2012-06-29	2012-06-29		US 13/538,581	
US9202513	US9202513	US	Systems and methods for providing access to resources through enhanced signals	issued	2010-03-25	2012-06-29	2015-12-01	US 13/538,604	54.96
US9299386	US9299386	US	Systems and methods for providing access to re-sources through enhanced audio signals	issued	2010-03-25	2012-08-09	2016-03-29	US 13/570,588	52.89
US8989883	US8989883	US	Systems and methods for providing access to re-sources through enhanced audio signals	issued	2010-03-25	2011-03-25	2015-03-24	US 13/072,528	77.46



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# Audio URL

## Patent Portfolio Offering

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- ≈ 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.
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