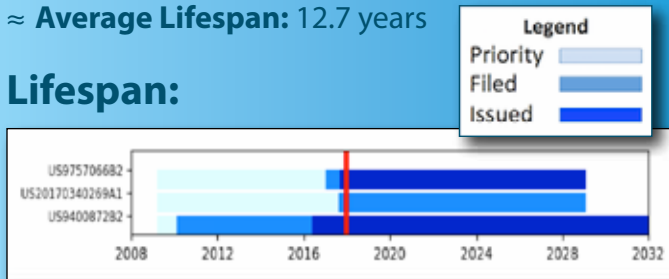


# BodySpex Fitness Tracker: User Data Analytics Patent Portfolio Offering

## Quick Facts

- ≈ **Opportunity:** Acquisition of 2 issued US patents, and 1 pending US application, all relating to fitness trackers.
- ≈ **Earliest priority:** 2009-03-05
- ≈ **Technology:** BodySpex Fitness Trackers
- ≈ **Encumbrances:** None
- ≈ **Average Lifespan:** 12.7 years

## Lifespan:



## Portfolio Overview

**B**odySpex is offering this patent portfolio for cash sale. This portfolio – comprising three US assets – relates to fitness trackers. The specifications and claims of these patents address a core functionality of these popular devices: users comparing their own biometric data against that of their peers.

These user comparison features are core to fitness trackers. Without them, a user has great difficulty in measuring how he or she is doing, and in setting appropriate activity goals. Peer data provides this critical usability information, transforming the fitness tracker from a gadget to a device that fosters health and fitness.

The impressive forward citation chart for the portfolio corroborates its utility. The chart shows that the “mother patent” of the portfolio (US9400872) boasts an early forward citation score well in excess of litigated patents of a comparable age. This pattern suggests the portfolio is timely, and fundamental to its space.

With over 12 years of life remaining, there is plenty of time to reap the value of this portfolio. Indeed, the exemplar claim charts that have been prepared (available under NDA) show that this adoption has already begun in earnest.

# BodySpex Fitness Tracker: User Data Analytics

## Patent Portfolio Offering



### Covered Product



### Claim Word Cloud



### Exemplar Claim

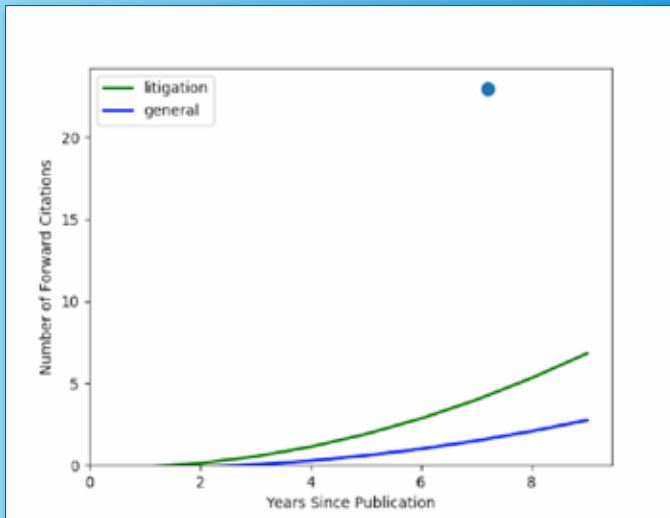
Claim 1 of U.S. Patent No. US9757066:

1. A behavioral management system comprising:

- a) A biometric hardware device selected from the group consisting of a body weight scale, a body composition scale, a pedometer and a heart rate monitor, wherein the biometric hardware device generates user generated data and wherein the user generated data is stored in a database via a network; and
- b) Behavior management software connected to the database, wherein user generated data is stored in and/or accessed from the database in a manner that enables interfaces that allow a user of the biometric hardware device to reference a data set containing data related to at least one metric for each of a set of other behavior management software users, wherein the other users are individuals who can be connected to the database via other biometric hardware devices and the network, the referenced data set being actively defined based on data flows from a plurality of users to the database via biometric hardware devices and the network, and further allows the user to interact with the behavior management software to select from one or more filters to generate a filtered data subset of the referenced data set, the filtered data subset being based on the selection, such that the user is provided with one or more changeable positions and/or ranks, each of the changeable positions and/or ranks being based on a comparison of a value of a metric of the user generated data with values of the respective metric of the filtered data subset; and
- c) Wherein the one or more filters comprises at least one of gender, age, height, body type, time zone, or postal code.



### Forward Citations



The graph compares forward citation scores of the patents in this portfolio (blue dots) against the scores for all US patents (blue line) and for litigated US patents (green line). For each patent, forward citations are counted for both the application and the granted version. Richardson and Oliver Law Group developed the scoring system.

### Forward Citations Parties

Party	Cites
Amorepacific Corporation	1
Codd Timothy D	1
Fat Statz LLC	1
Fitbit, Inc.	1
Higi Sh LLC	1
Impedimed Limited	1
Irunurun, LLC	1
Netclinic, Inc.	1
Nike, Inc.	1
Verto Analytics Oy	1

# BodySpex Fitness Tracker: User Data Analytics

## Patent Portfolio Offering



### Asset List

Number	Online	Family	Title	Status	Priority	Filed	Issued	Expiration	App Number	Score	Cit	Years Since Pub	Client Number	Data Source
US9400872B2	US9400872B2	US9400872B2	Metrics assessment system for health, fitness and lifestyle behavioral management	issued	03/05/09	03/04/10	07/26/16	07/25/33	US12717811	23.25	23	7.2	US9400872B2	Google
US20170340269A1		US9400872B2	Metrics assessment system for health, fitness and lifestyle behavioral management	pending	03/05/09	08/14/17		03/05/29	US15676377				US20170340269A1	client
US9757066B2	US9757066B2	US9400872B2	Metrics assessment system for health, fitness and lifestyle behavioral management	issued	03/05/09	01/09/17	09/12/17	03/05/29	US15401922	23.17		7.2	US9757066B2	Google

#### All Assets

Source: BodySpex

Jurisdiction: US



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# BodySpex Fitness Tracker: User Data Analytics

## Patent Portfolio Offering

### Please Direct Inquires To:



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

+1 (415) 432-4424

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

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- ≈ 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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