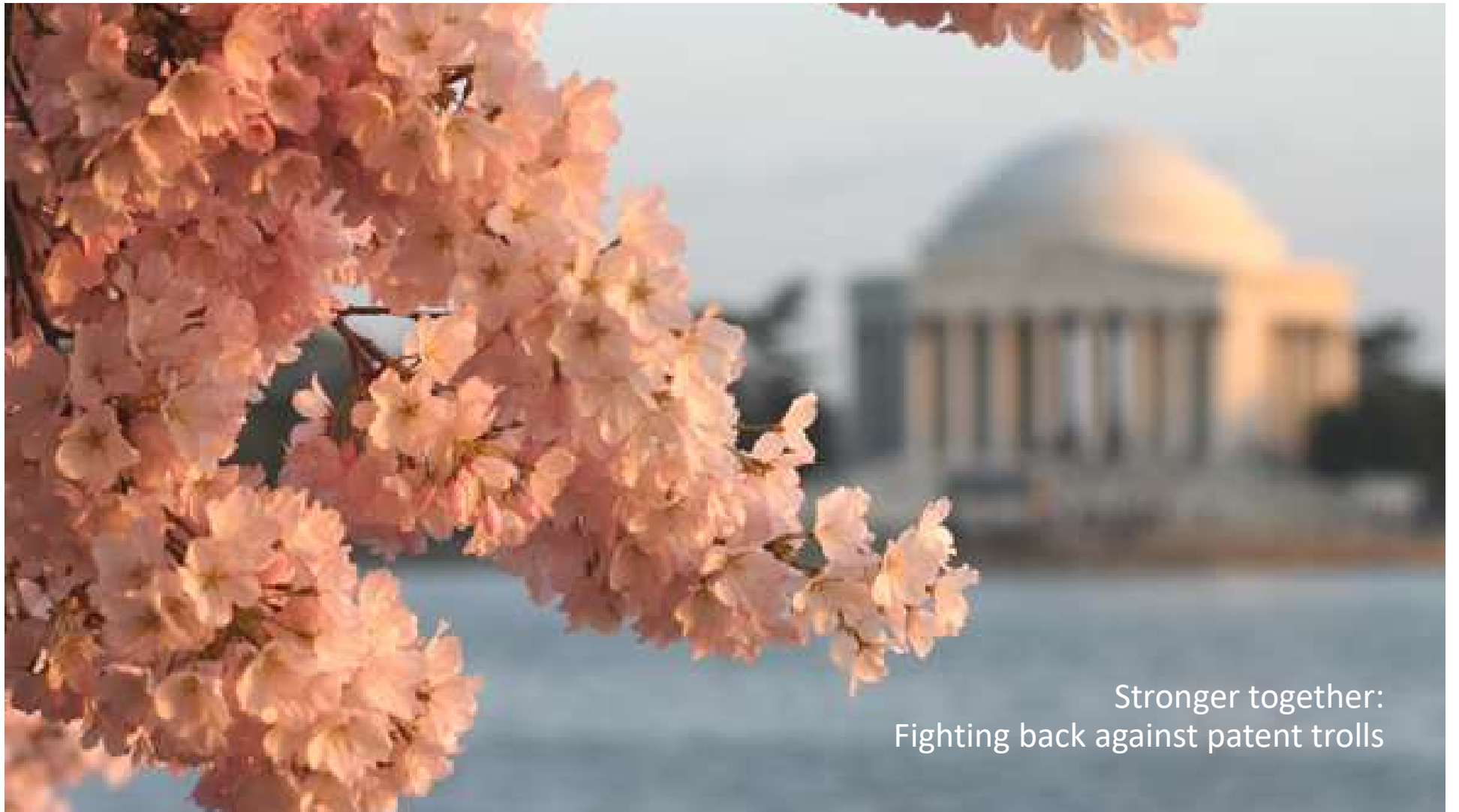


The background of the slide is a blue-tinted photograph of a conference or meeting. Several people are seated at long tables, facing away from the camera towards large windows. The scene is dimly lit, with light coming from the windows, creating a professional and focused atmosphere.

ToolTech 2018





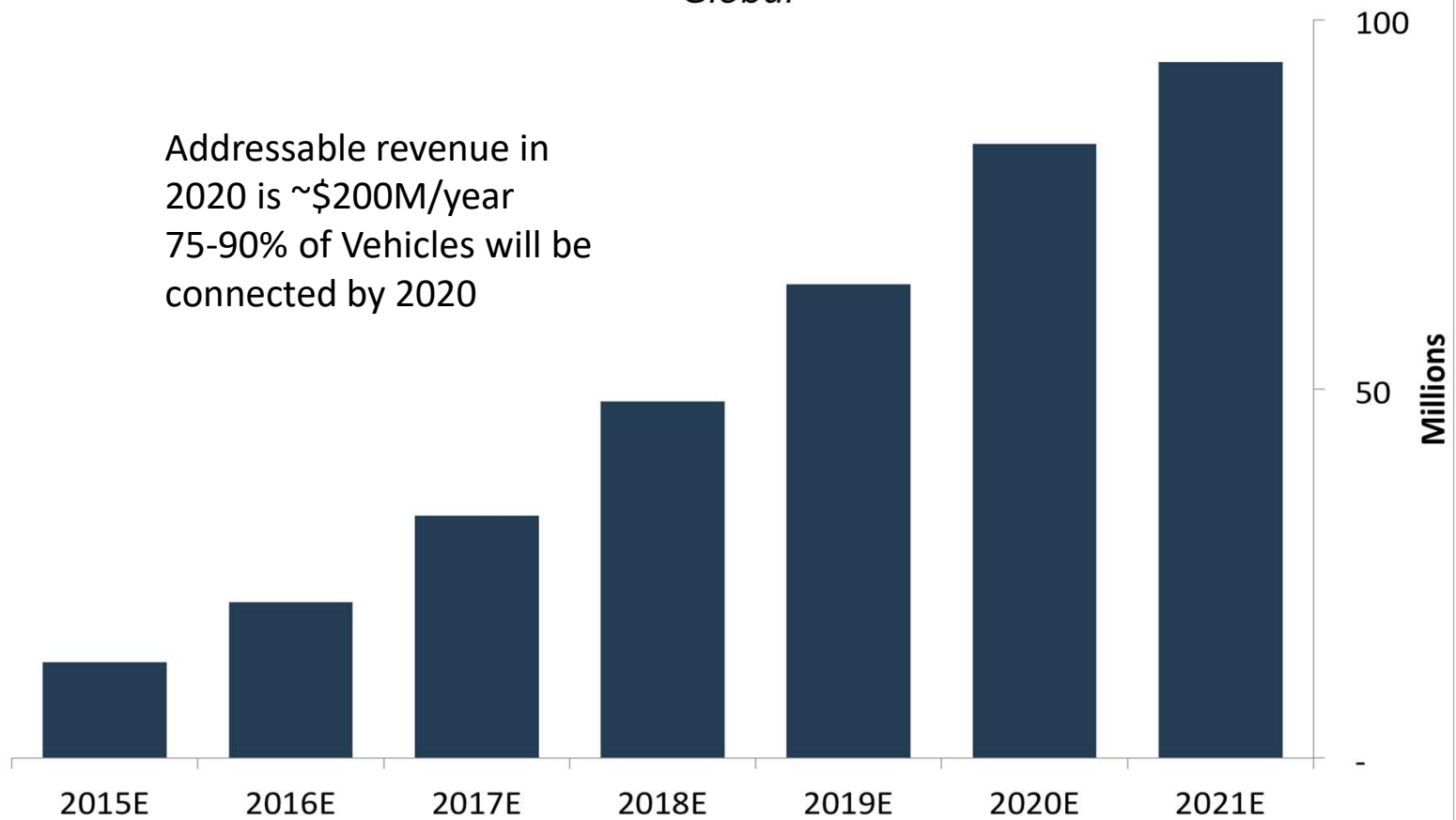
Stronger together:
Fighting back against patent trolls



THE PROBLEM

Estimated Connected Car Shipments *Global*

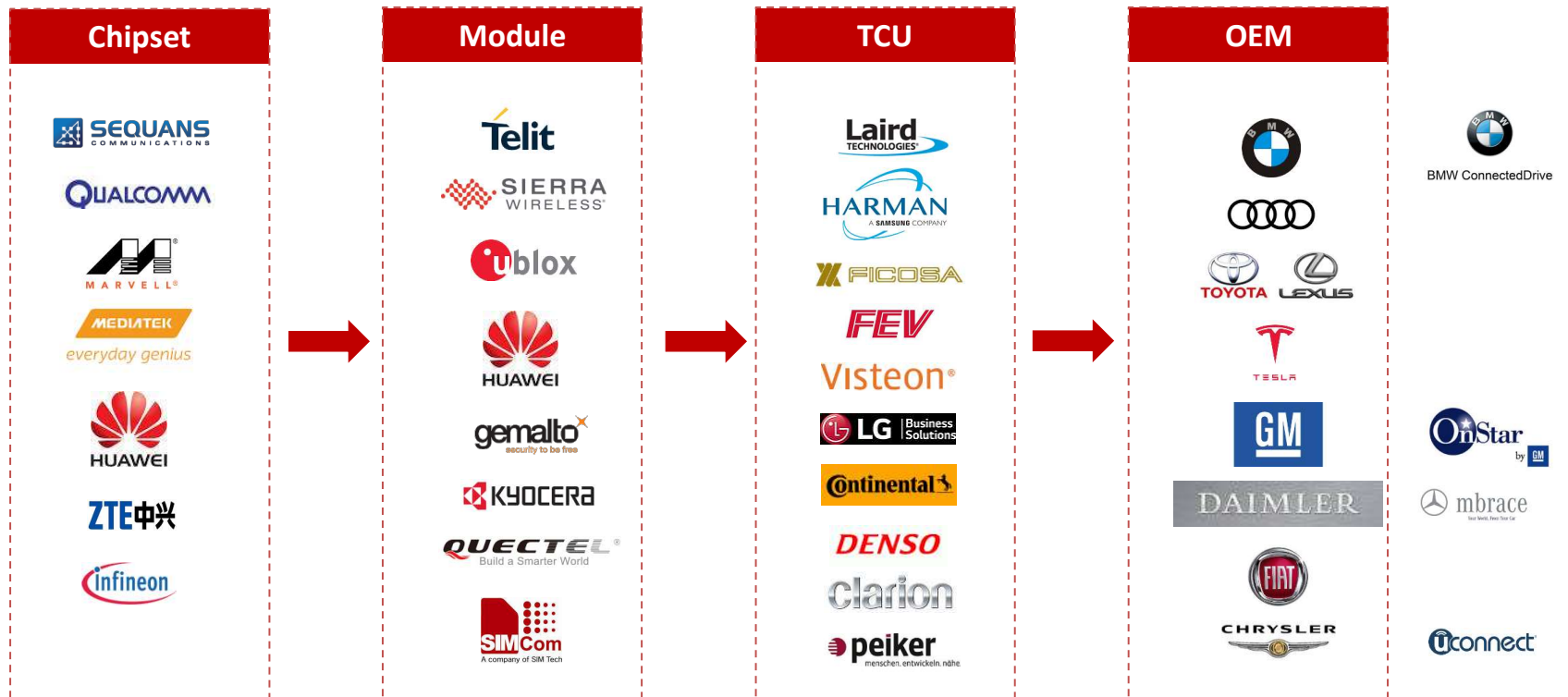
Addressable revenue in
2020 is ~\$200M/year
75-90% of Vehicles will be
connected by 2020



Source: OICA, KPMG, ITU, Google Consumer Barometer,
GSMA Intelligence, BI Intelligence estimates, 2016

BI INTELLIGENCE

eCall – Supply Chain Relationships



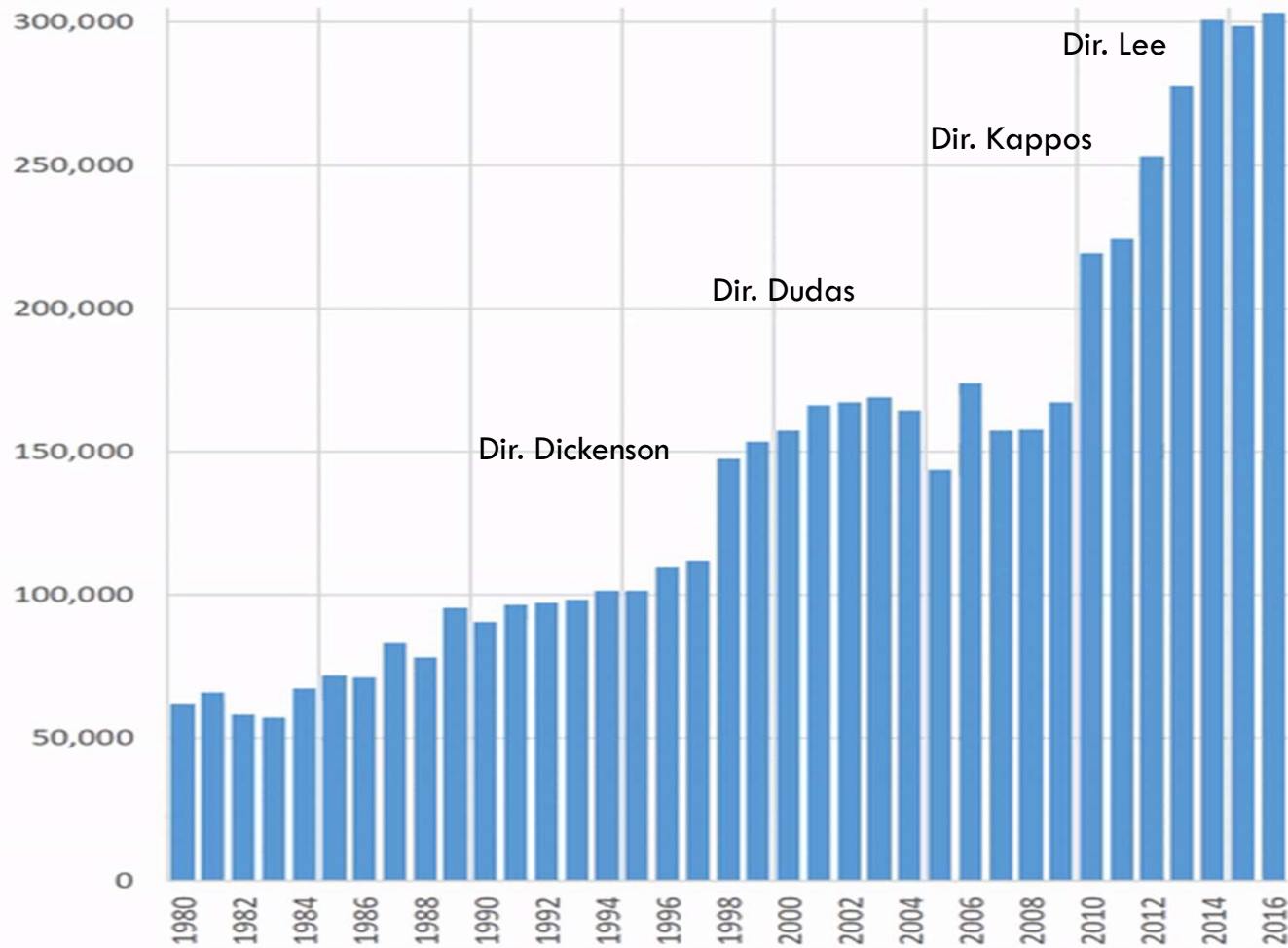
Patent Filing/Grant/Backlog Rates



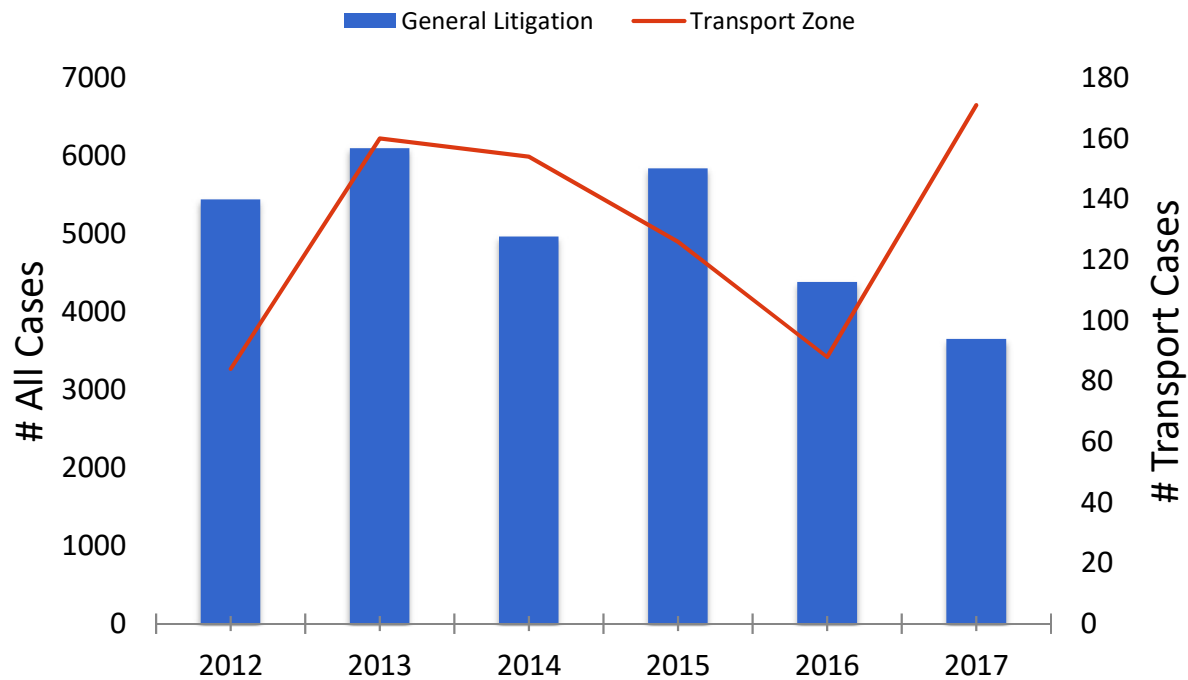
Utility Patent	2012	2013	2014	2015	2016
Filed	565,566	601,464	618,457	618,062	650,411
Granted	246,464	265,979	303,930	295,460	304,568
<i>Pending</i>	<i>1,157,147</i>	<i>1,148,823</i>	<i>1,127,701</i>	<i>1,099,468</i>	<i>1,070,163</i>

FY2017: USPTO issued 320,000+ patents

US Utility Patent Grants Per Calendar Year

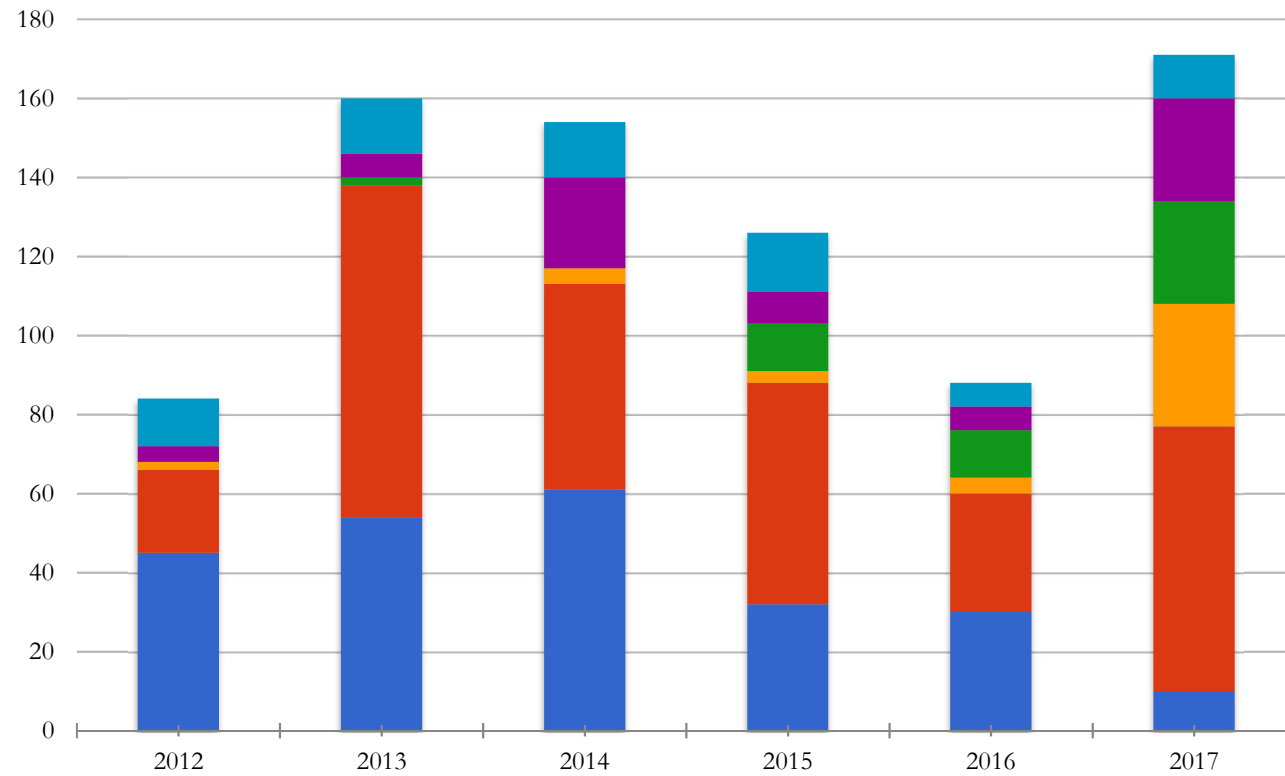


TRANSPORT PATENT LITIGATION OVERVIEW – 2017.



Volume of Transport Zone litigation in 2017 exceeded that for previous years, due in large part to a n increased number of assertions targeting automotive electronics and infotainment systems.

TARGETED TECHNOLOGIES IN THE TRANSPORT ZONE.



In 2017, every technology (other than Safety) has already equaled or surpassed the total number of cases litigated in 2016.

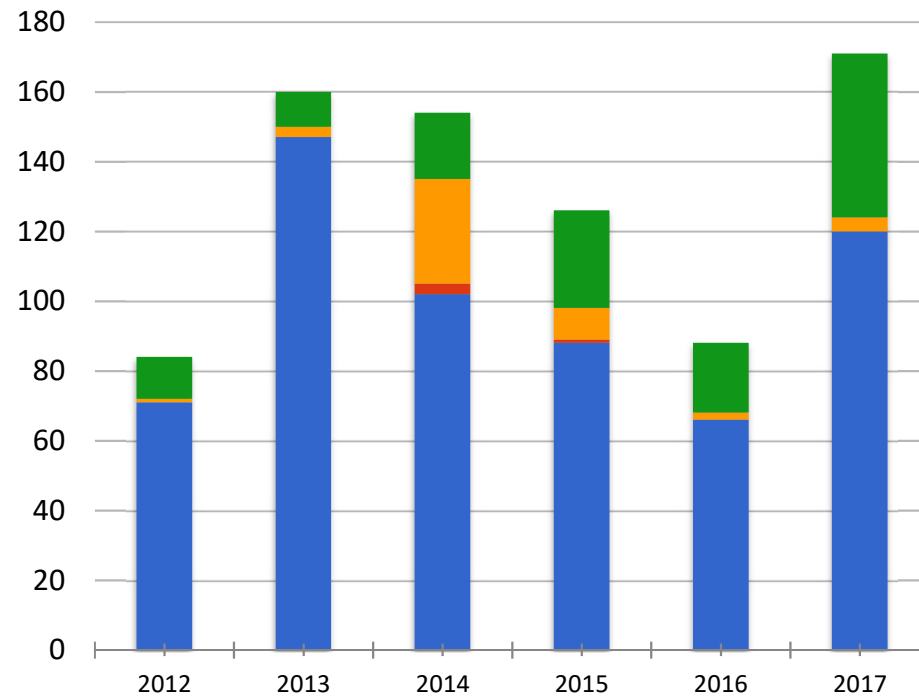
Automotive electronics and powertrain tech has dramatically increased since 2016

- Other
- Automotive Electronics
- Conventional Vehicle Components
- Powertrain
- Infotainment
- Safety

72% OF TRANSPORT LITIGATION IS FROM



Automotive Patent Litigation 2012-2017



■ University ■ Operating Company ■ NPE (Ind.) ■ NPE (Small Company) ■ NPE (Patent Assertion Entity)

TOP PATENT ASSERTION PLAINTIFFS	# OF CASES FILED (2017)
Intellectual Ventures	14
Somaltus	12
Magnacross (IP Edge)	11
Location Based Services (Rothschild)	9
Blue Sky Networks (Dominion Harbor/Monument)	8

Patent troll/NPE “Aggregators,” public and private



Private patent troll alter egos



IP Edge –

Alter egos Anuwave, Autoloxer, Banertek, Bartonfalls, Carnition, Drogo IP, eDekka, Finnations, HelioStar, Kevique Technology, Kobace, Long Corner Consumer Electronics, Loramax, MagnaCross, Mod Stack, Mozly Tech, NovelPoint Security, Oberalis, Opal Run, Olivistar, Orostream, Peppermint Hills, Reef Mountain, Ruby Sands, Serenitiva, Somaltus, Vaultet, Venus Locations, and Wetrolan

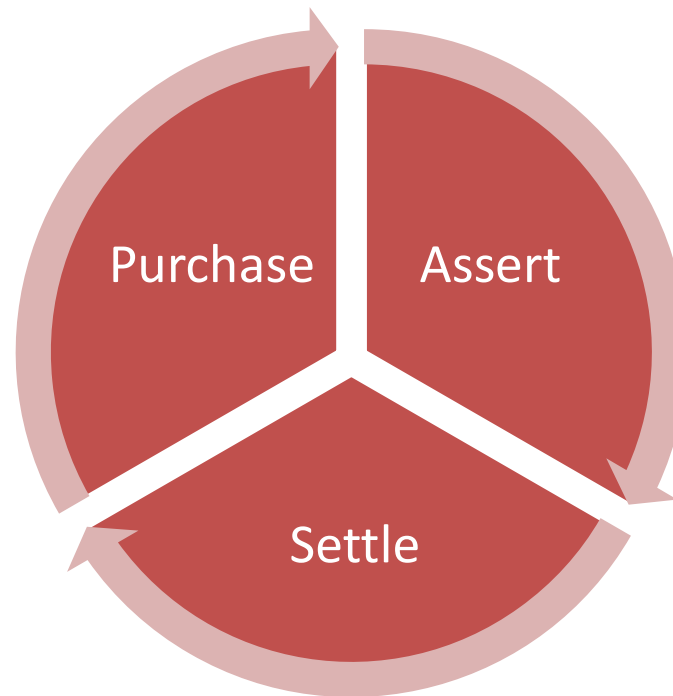
Rothschild entities –

Battery Conservation Innovations, LLC, Rothschild Automotive Technologies, LLC, Texas Patent Imaging LLC, Rothschild Patent Imaging LLC, Coding Technologies, LLC, Rothschild Audio Innovations LLC, Rothschild Digital Confirmation LLC, Rothschild Scanning Technologies, LLC, Rothschild Vehicle Technologies, LLC, Scanning Technologies Innovations, LLC, Rothschild GPS Sharing Innovations, LLC and Rothschild Location Technologies

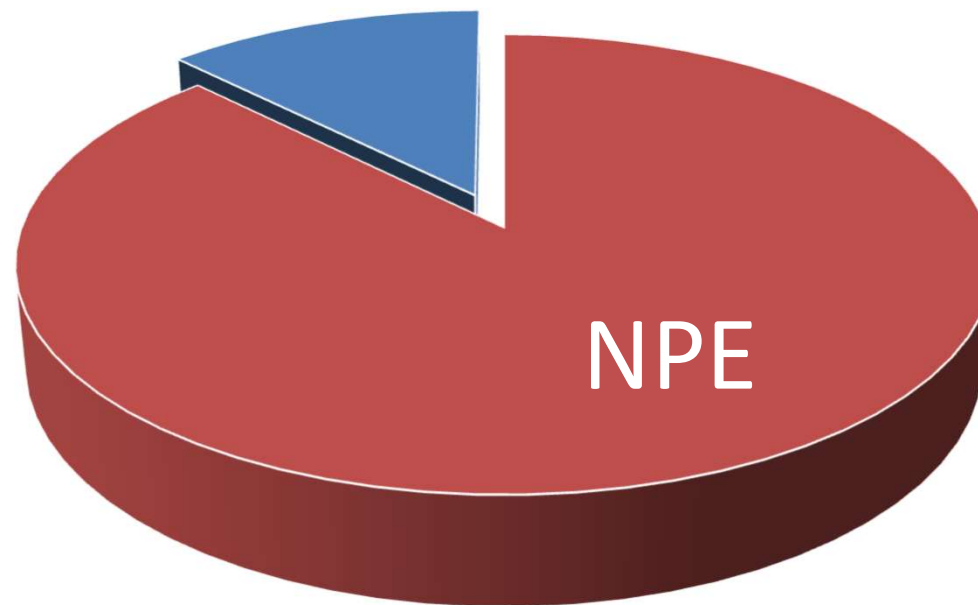
Marathon, Monument, Bradley Little entities, Dominion Harbor, Acacia, Intellectual Ventures, Uniloc, etc.



CYCLE OF NPE LITIGATION



NPEs DRIVE 88% OF PATENT LITIGATION

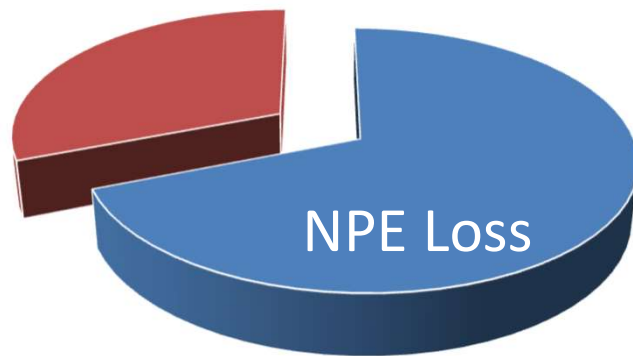


[Source – 2017 Patent Dispute Report](#) (Unified)



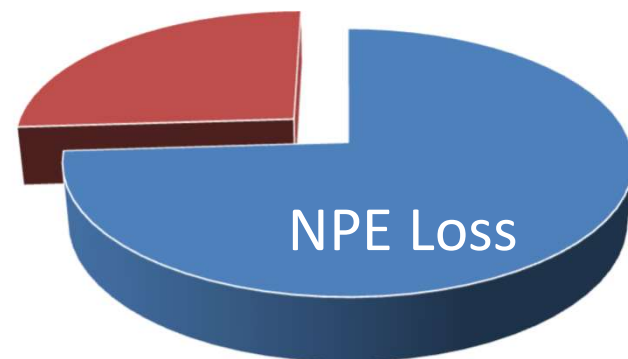
NPEs LOSE WHEN CHALLENGED

69% NPE Loss Rate at PTAB



[Source Unified 2012-2017](#)

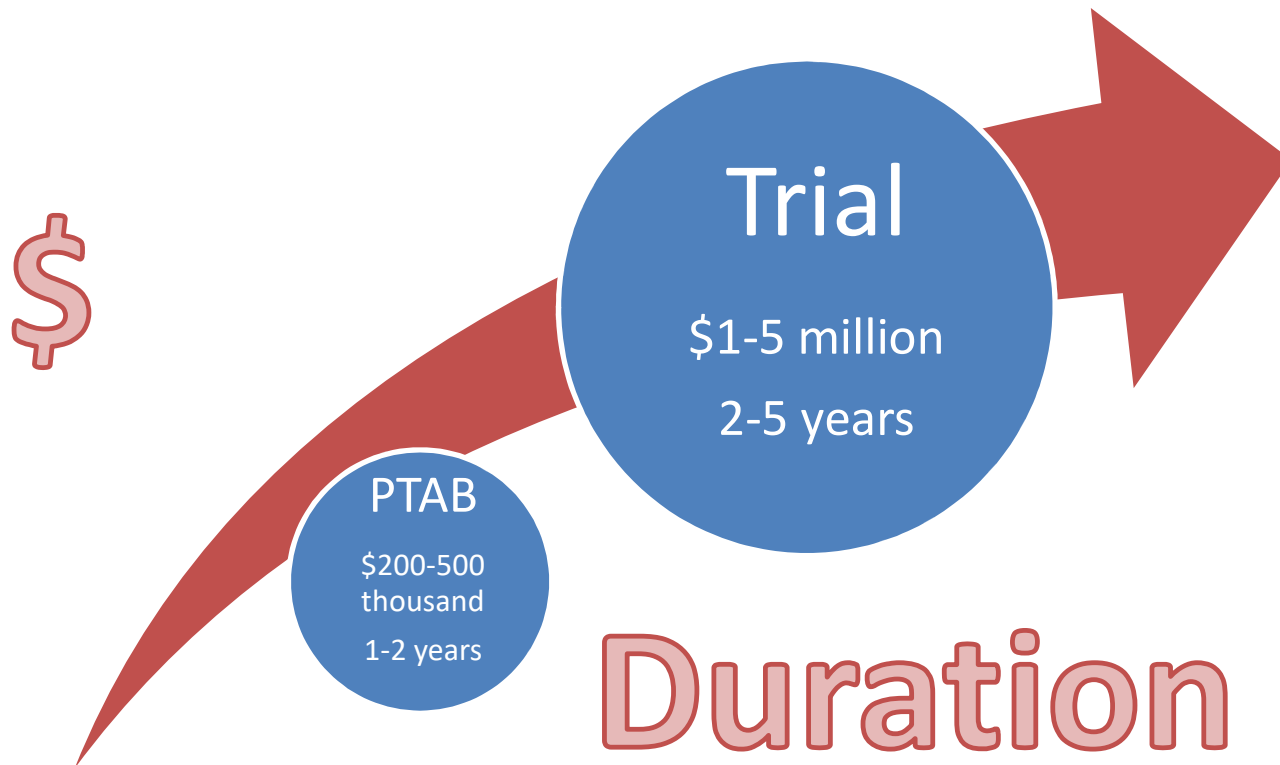
74% in District Court Trial



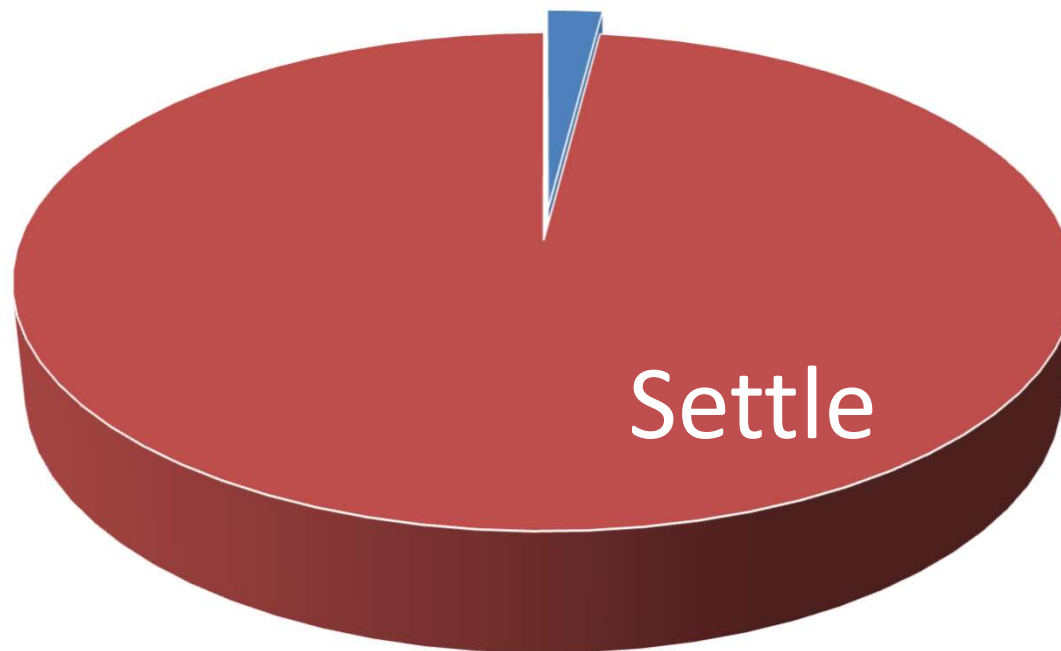
Source - PWC, 2015



BUT IT COSTS A LOT



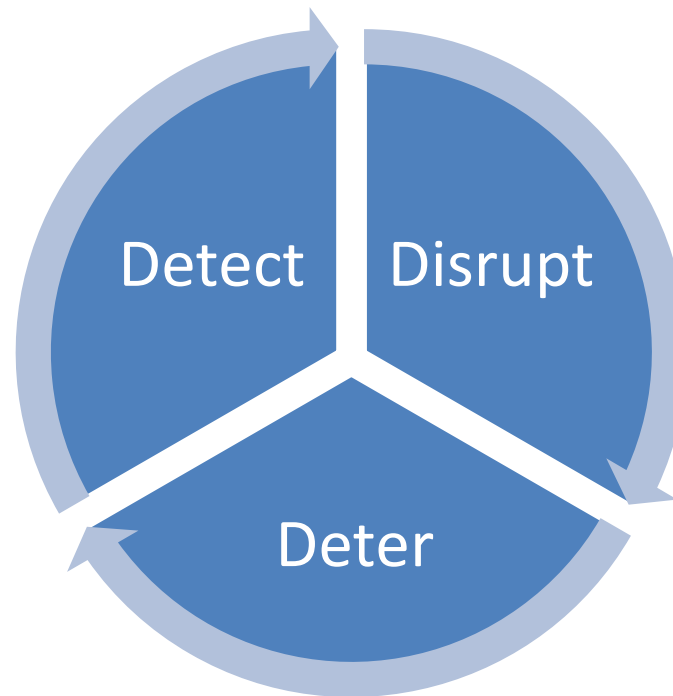
98% SETTLE AND MOST PAY





THE SOLUTION

DISRUPT NPE ASSERTION AND DETER INVESTMENT



United Parents

1:00 pm – 5:00 pm



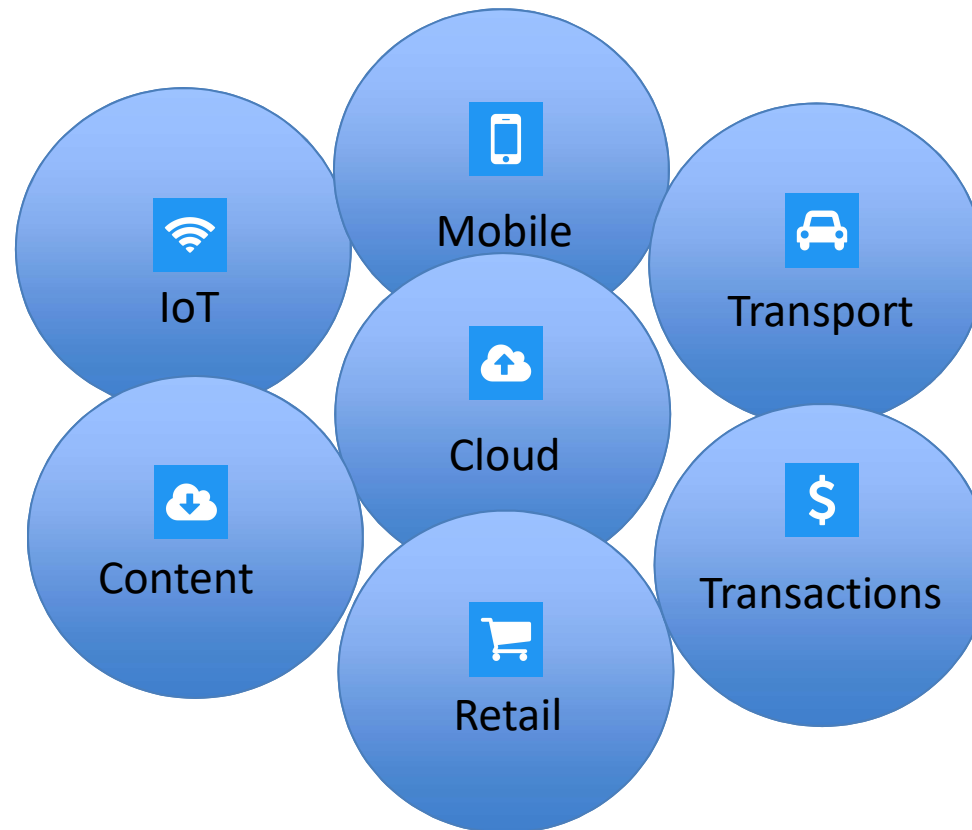
Our goals:

- Save innovation*
- Challenge Bad Actors*
- Multiply ROI*
- Never pay NPEs*
- solve the whole problem*

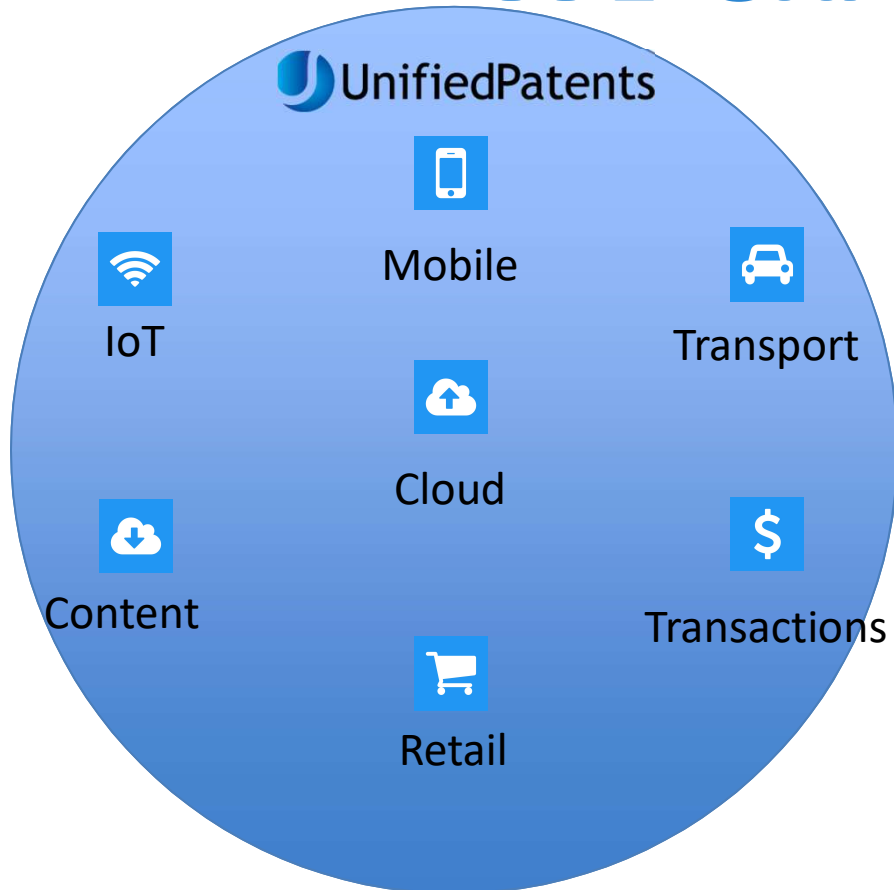
OVER 200 COMPANIES STRONG



OUR ZONES



WE CHALLENGE



Invalid assertions

Market asymmetry

Unreasonable costs

Unfair license requests



UNIFIED ACTIONS

500+ prior art searches

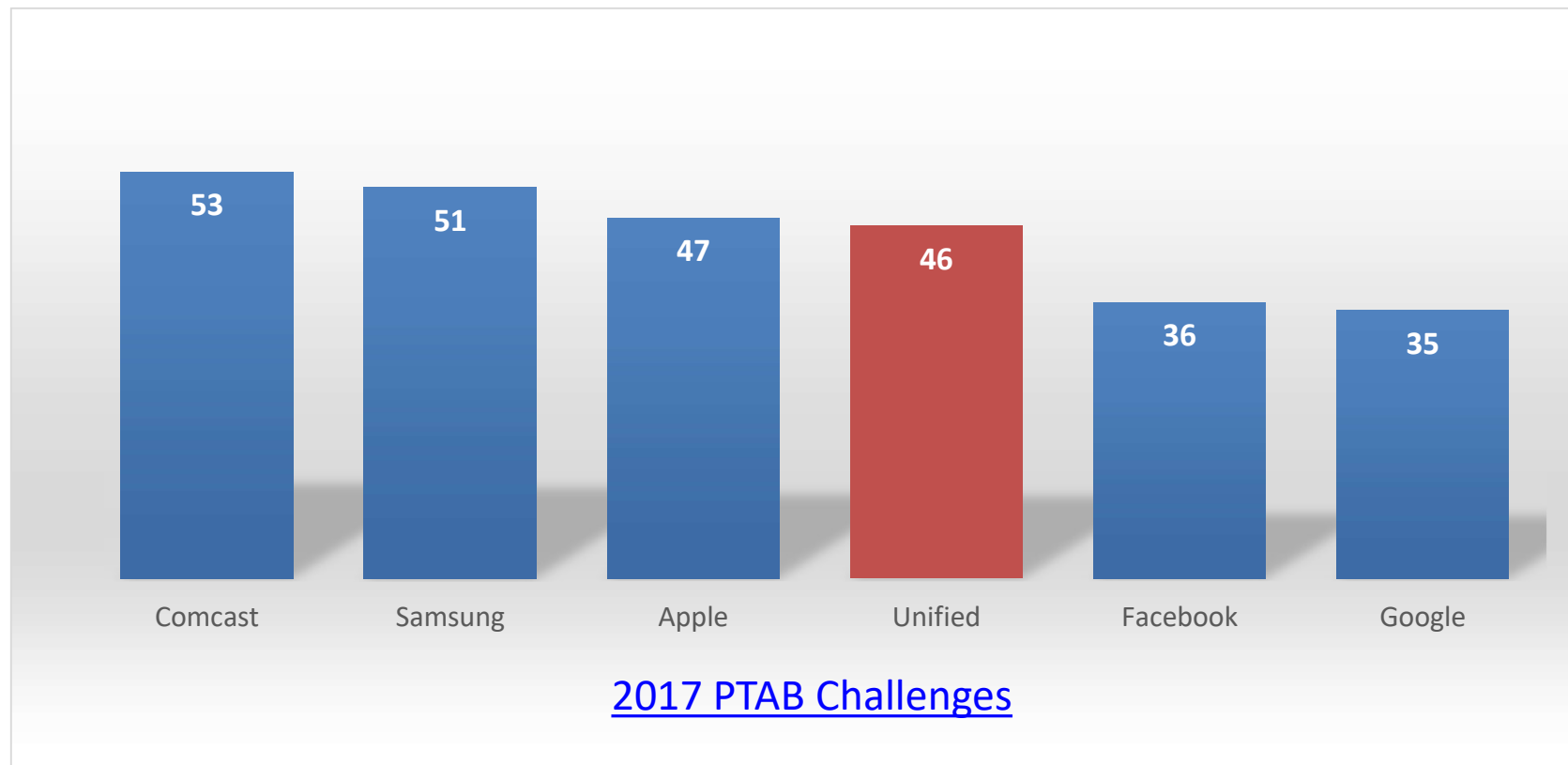
110+ PTAB challenges

Licensed Patents

200+

\$0 to NPEs

CHALLENGING MANY



USING PROVEN, TRUSTED COUNSEL



FISH.
FISH & RICHARDSON

FINNEGAN

WILMERHALE® 

ROPES & GRAY

haynesboone

[Source - PTAB Success Rate by Law Firm](#)



CHALLENGING THE LARGEST NPEs / TROLLS

IPEDGE
INTELLECTUAL PROPERTY EDGE

INTELLECTUAL
VENTURES®

 GENERAL PATENT
CORPORATION

XpresSpa®

DH
DOMINION HARBOR™


uniloc

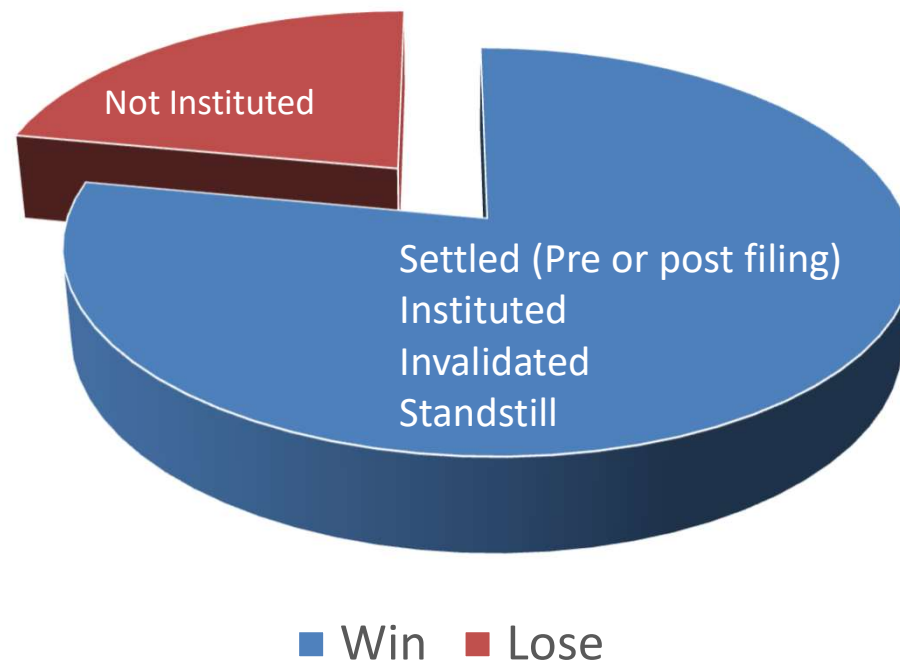

BLACKBIRD
TECHNOLOGIES

WiLAN

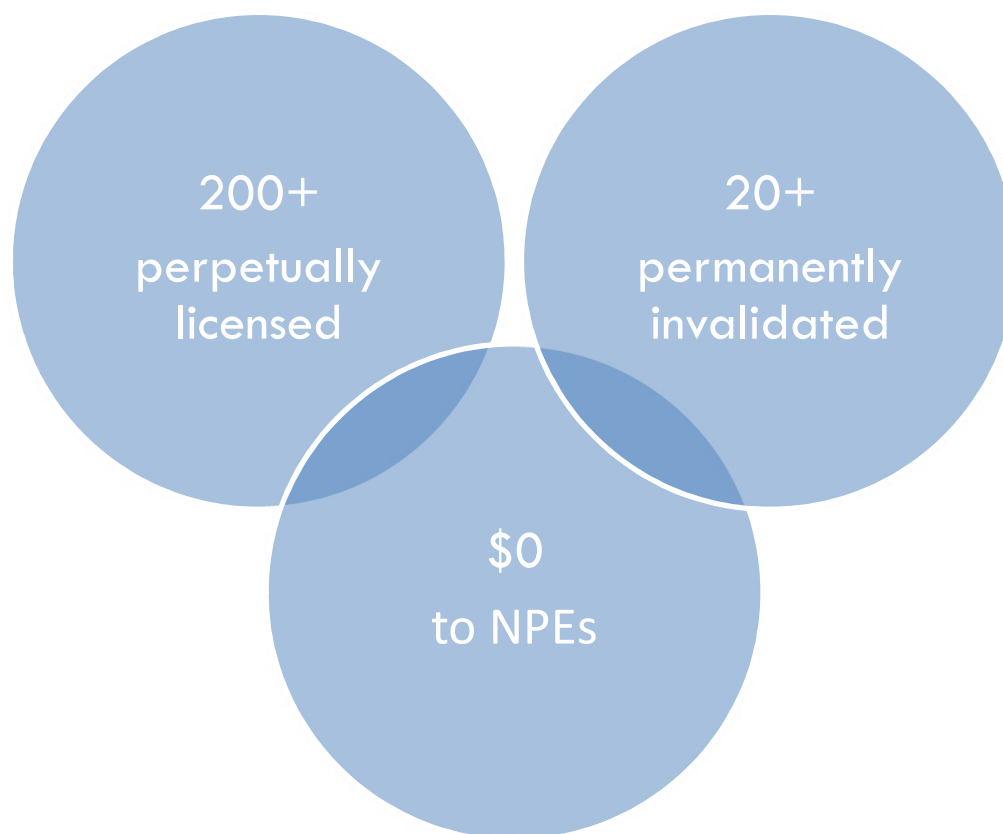
Empire IP
Patent Licensing & Monetization Experts



78% SUCCESS RATE

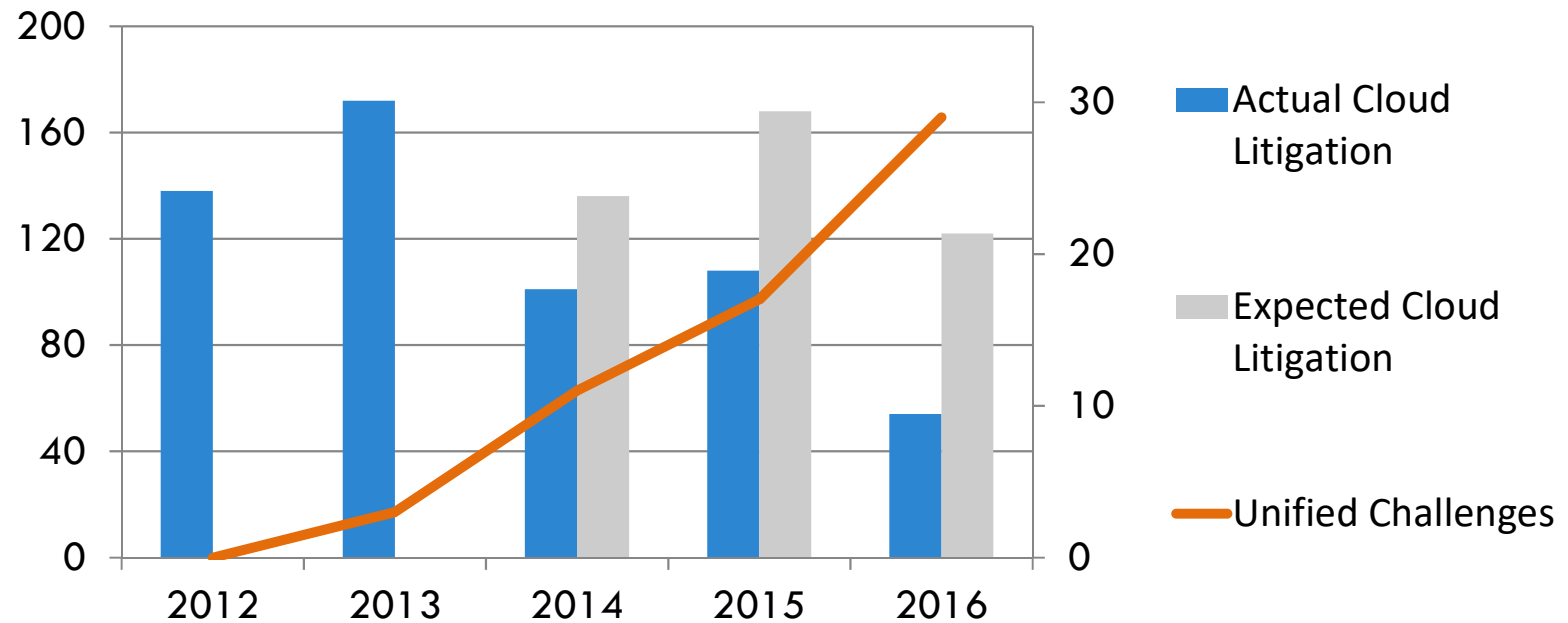


SUCCESS METRICS





DRIVES DOWN LITIGATION BY UP TO 2/3RDS



A blue-tinted photograph of a modern interior space, likely a lounge or meeting area. Large windows in the background let in bright light, creating a high-contrast scene. Several people are seated at long, dark tables, their figures silhouetted against the light. The overall atmosphere is professional and contemporary.

Case Studies

COLLISION AVOIDANCE (IPR2017-01355) – INSTITUTED.

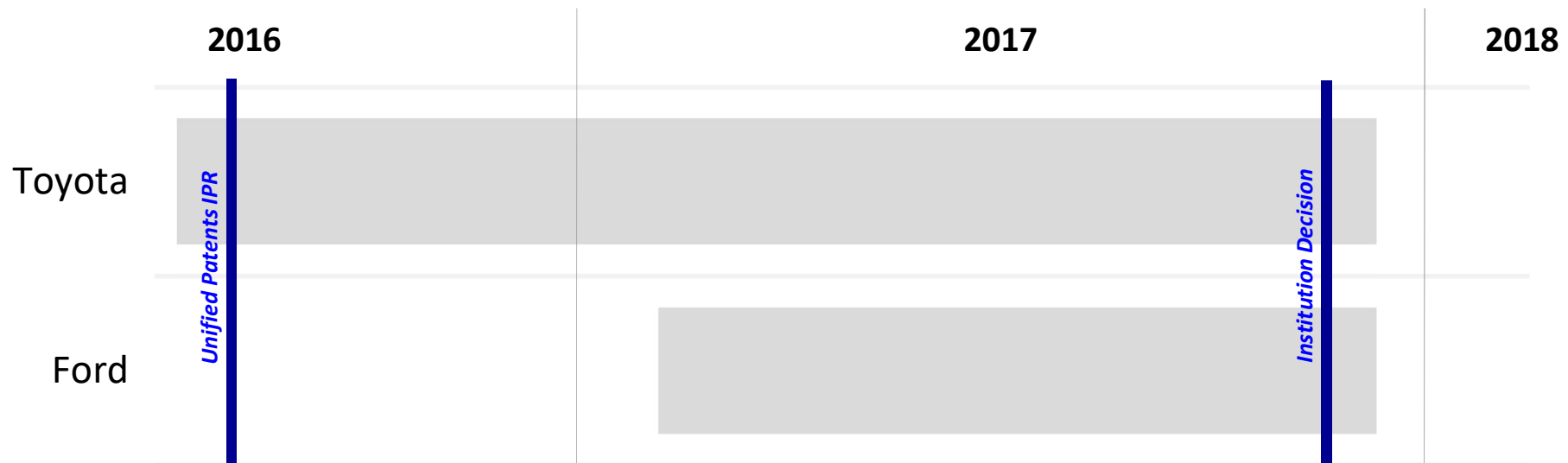


US 6,268,803 – *Processing sensor signals.*

Sued 2 companies

- Toyota, Ford

Unified Patents' petition was instituted & currently pending.



JAKUTA DIODES (IPR2016-00364) – SETTLED.

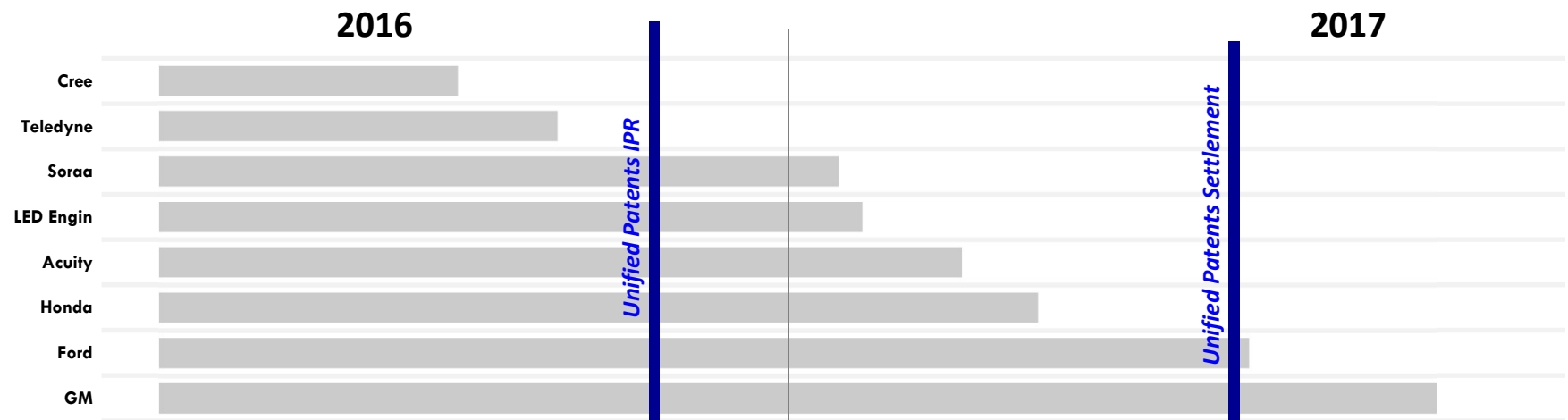


US 6,079,854 – LED headlights.

Sued 8 companies

- Honda, Ford, General Motors, Teledyne

Settled with Unified Patents



SOFTVAULT (IPR2017-01788) – SETTLED, PRE-INSTITUTION.



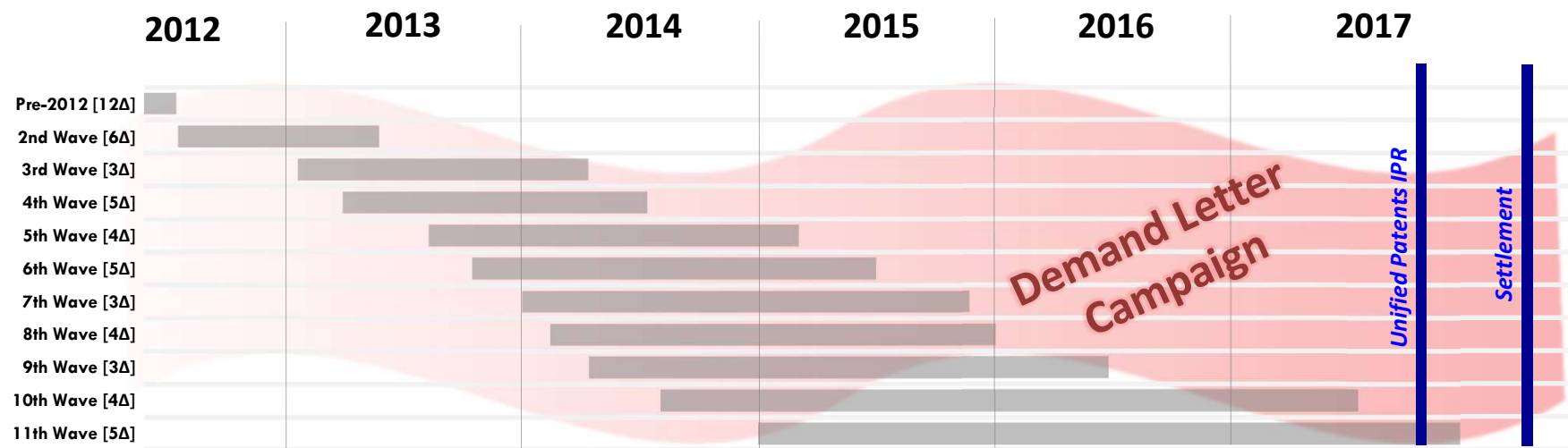
US 6,249,868 – Management software & security.

Sued 54 companies

- Oracle, Adobe, IBM, SAP, Microsoft, Symantec

Very Active Demand Letter Campaign including to automotive companies

Settled by Unified Patents



SPORTBRAIN – INVALIDATED

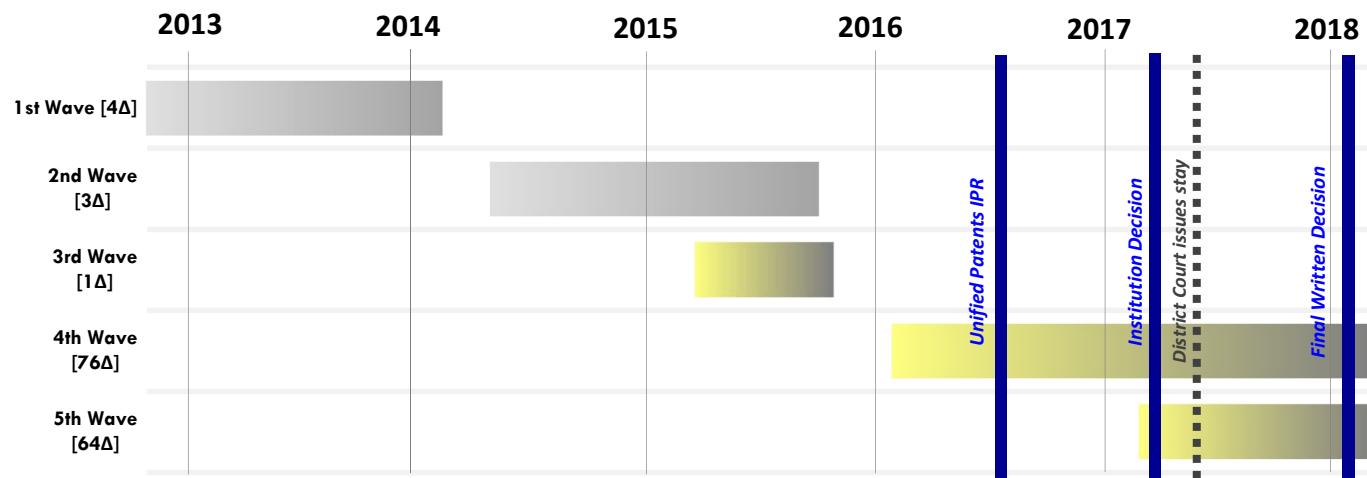
Sued 151 companies

- Fitbit, Nokia, Philips, Sony, LG, Apple, HP

Instituted Feb. 10, 2017

District Court issues stay pending IPR outcome on Mar. 8, 2017

Final Written Decision on Feb. 8, 2018





OTHER BENEFITS



IMPROVE PORTFOLIO QUALITY

PORTAL

Home

PTAB

Case List

Analytics

Annual Report

Patent

Search

Examiner

HEVC Landscape

Prior Art

Landscape

Patent Search BETA

[Provide Your Own List](#)

Patent Number:
e.g. 9348868

Application Number:
e.g. 14602742

Patent Owner:
Panasonic

Patent Class:
e.g. IPC/G06F/0017/30

Expired:
e.g. False

Grant Date:
Start End

Priority Date:
Start End

Expiration Date:
Start End

SEARCH

RESET

Search Results

Showing 1-200 of 22132 Patents Found

1

2

3

4

5

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111

>

200 / page

APIX

CITX

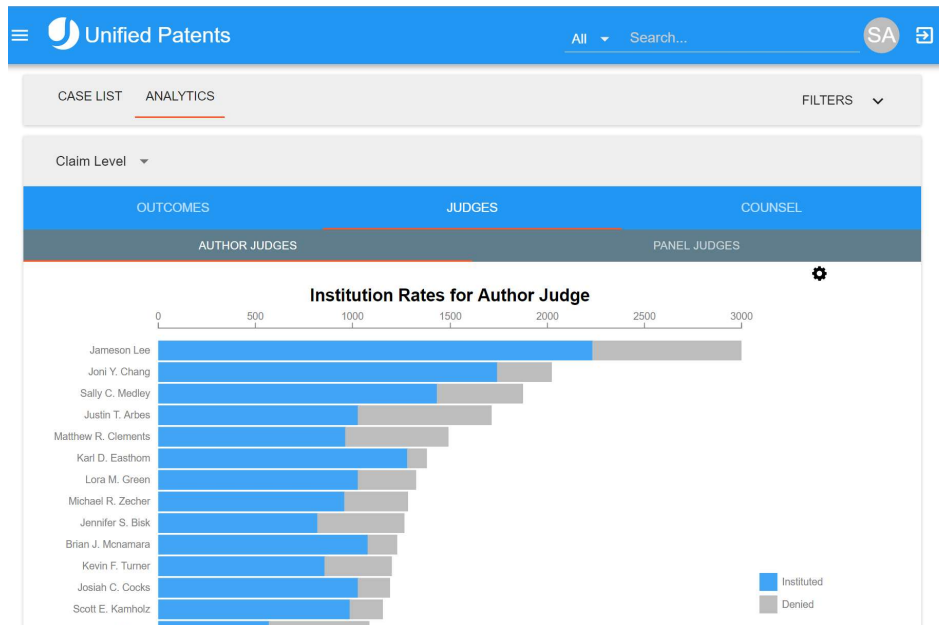
Patent Number	Application Number	APIX	CITX	BRIX	Title
7477617	11058559	B	B	A	Multicast session management system
7532871	11517673	B	C	AA	Receiver
7532335	10601528	C	C	B	Print data supply apparatus, printing apparatus, p

Analytics

- Patent
- Examiner
- Landscape



ACHIEVE BETTER OUTCOMES



Analytics

- Judge
- Top Counsel
- Party tendencies

SUMMARY.



Membership

- 200+ subscribers (including free Pledge members)
- Ford, Tesla, Daimler, Honda, Toyota, Uber, Nissan, DENSO, Google, Verizon

Milestones

- Top-4 Petitioner by Volume for 2017
- Licensed 210+ Patents
- Invalidated 15 Patents
- Never Paid a Dime to NPEs!

Active Zones

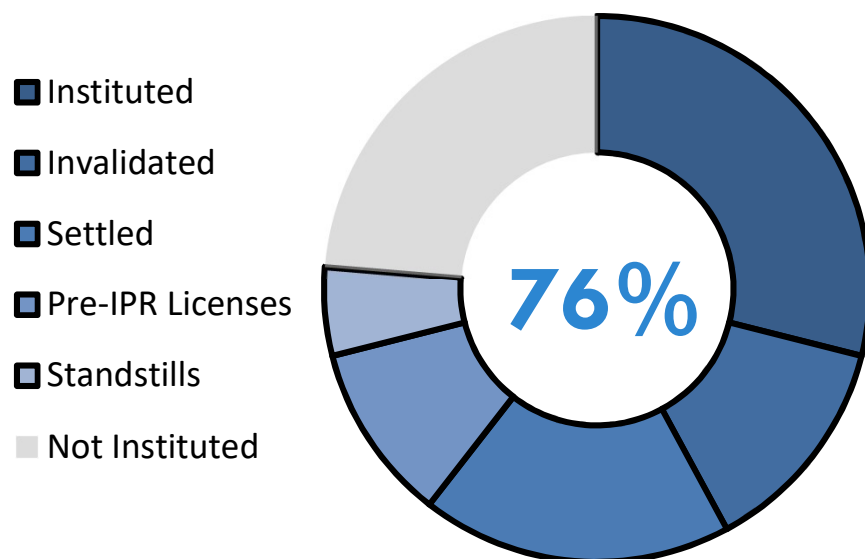
- Cloud
- Content
- Transactions
- IoT
- Transport
- Retail
- Mobile

	Challenges	Settlements	Patents Invalidated
2013	3		
2014	11	2	1
2015	17	6	3
2016	29	12	6
2017	46	12	5

DETERRENCE WORK IN 2017 ALONE.



Success Rate



Invalidated

- Amer. Vehicular Sci.
- Nonend
- Digital Audio
- Ruby Sands
- Convergent Media

Settled

- SoftVault
- Autoloxer
- Virtual Fleet
- Jakuta Diodes
- Shipping & Transit (2)

Pre-IPR Licenses

- CONFIDENTIAL (4)

Instituted

- Silver State '498
- Collision Avoidance
- General Access Soln's
- Global Equity Mgmt (SA)
- Sportbrain Holdings
- Digital Stream IP
- Kamatani Cloud
- Plectrum
- MyMail
- Intellectual Ventures
- Textile Computer Systems

Standstills

- CONFIDENTIAL (2)



JOIN AND ACHIEVE FAST ROI

Receive the deterrence of a top 5 challenger

Lower outside legal costs

Reduce hiring requirements

Resolve disputes faster

Improve portfolio value

Reduce future assertions

A photograph of cherry blossoms in the foreground and the Jefferson Memorial in the background. The blossoms are in sharp focus, while the memorial is blurred in the background.

Thank you!

jonathan@unifiedpatents.com
202-805-8931

Join at
UnifiedPatents.com

Twitter: [@UnifiedPatents](https://twitter.com/UnifiedPatents)



ToolTech 2018

Thank you!

jonathan@unifiedpatents.com
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