

Re: Mobile Game Patents for Sale

olivia.becker@patentinfusion.com Olivia Becker

Thursday, March 16, 2023 at 8:33:26AM Pacific Daylight Time

To: melissaschmidt@nianticlabs.com

Dear Melissa,

I am following up on my email below regarding the ImagineAR patent portfolio.

It would be great to schedule a call or call me direct 747-277-9337, we have a lot of buyer interest in this gaming portfolio for sale, so I would like to talk about the bidding process.

Warm regards,
Olivia

On Tue, Mar 7, 2023 at 11:05AM Olivia Becker <olivia.becker@patentinfusion.com> wrote:

Dear Melissa,

We are delighted to share that Patent Infusion is exclusively representing ImagineAR's patent portfolio of six patents (U.S. Patent Nos. 10,946,284; 8,777,746; 8,903,132; 8,882,595; 8,579,710; and 8,668,592). The patents claim priority back to 2010-2012 and may relate to today's top location-based mobile games.

The patents relate to location-based mobile games and claim interactions utilizing mobile phone cameras, locations, and character interactions. In common use cases, mobile game players activate their cameras to engage gameplay where their characters can see and interact with the world around them. Players' locations are detected and the gameplay and storyline options change depending on the players' locations. As players interact with the game and other players, both at their current locations and as they move to other locations over time, the patented systems and methods change the storyline. The patented technology uses the mobile device to identify and interpret gestures to encapsulate intent.

With the augmented reality and gaming industry growing exponentially, ImagineAR's patent portfolio provides tremendous value to companies in the mobile phone, gaming, mixed reality and augmented reality market.

The below table provides a brief summary of the patents and their priority dates. Additional information is available pursuant to an NDA (attached).

Patent Number	Priority Date	Title	Summary
10,946,284	Nov. 19, 2012	Systems and Methods for Capture and Use of Local Elements in Gameplay	A method of enabling virtual gameplay on a computing device in communication with a storage means and a location sensor, the method comprising the steps of: providing access to a video game having a virtual character with a virtual character statistic in which a player in a real world player geographic location interacts with the video game and with other players in other real world player geographic locations playing other virtual characters; detecting with the location sensor the real world player geographic location of the player and storing the real world player geographic

NIANTIC-1060

Niantic, Inc. v. Imagear, Inc.

IPR2025-01273, IPR2025-01274

IPR2025-01275, IPR2025-01276

Patent Number	Priority Date	Title	Summary
			location in the storage means; creating in a database a local element script associated with the real world player geographic location, the local element script actuatable in the video game to modify one or more of the virtual character statistic and a plot node; and retrieving from the database mapping information related to the real world player geographic location of the player and actuating the corresponding local element script in the video game while the player is interacting with the video game and the player's real world player geographic location is not represented by another player and not actuating the corresponding local element script when the player's real world player geographic location is represented by another player, wherein actuating the local element script comprises modifying the virtual character statistic of the player's virtual character and modifying one or more of a virtual character statistic and a plot node of at least one of the other players' virtual characters.
8,777,746	Sept. 23, 2011	Gestures to Encapsulate Intent	A method for enabling gameplay with a character in a game environment on a mobile device. In the game environment, a player can play a game via a character. When there is an expectation of action from the character in the game, a touch gesture input is received on the mobile device. The fidelity of the touch gesture input is calculated with reference to an optimal gesture in a reference gesture table. If the fidelity is within a predefined range associated with the optimal gesture, the touch gesture input is matched to the optimal gesture and an associated game script is called wherein the character would be shown as having successfully completed the expectation.
8,903,132	Sept. 12, 2011	Efficient System and Method for Body Part Detection and Tracking	A method for detecting a body part in a video stream from a mobile device. A video stream of a human subject is received from a camera connected to a mobile device. The video stream has frames. A first frame of the video stream is identified for processing. This first frame is then partitioned into observation windows, each observation window having pixels. In each observation window, non-skin-toned pixels are eliminated; and the remaining pixels are compared to determine a degree of entropy of the pixels in the observation window. In any observation window having a degree of entropy above a predetermined threshold, a bounded area is made around the region of high entropy pixels. The consistency of the entropy is analyzed in the bounded area. If the bounded area has inconsistently high entropy, a body part is determined to be detected at that bounded area.

Patent Number	Priority Date	Title	Summary
8,882,595	Apr. 29, 2011	Systems and Methods of Importing Virtual Objects using Barcodes	A method for enabling virtual gameplay. A game environment is provided in which a player can play a game via a character. When the player scans a barcode from a real-world object, a virtual object is retrieved based on the barcode input. The player's character can then own or interact with the virtual object in the game environment.
8,579,710	Jan. 18, 2012	Systems and Methods of Virtual Goods Trading Using Ratings to Ascribe Value to Virtual Goods	A method for trading virtual goods. A game environment is provided in which a first player can acquire or develop a virtual good. This virtual good has a starting value. At least one rating of the virtual good is received from a second player via the game environment. The starting value is automatically increased or decreased as a function of at least one rating of the virtual good. The virtual good is then made available for purchase at the new value. A system for trading virtual goods is also provided.
8,668,592	Dec. 17, 2010	Systems and Methods of Changing Storyline based on Player Location	A method for enabling virtual gameplay with a character in a game environment. A game environment is provided in which a player can play a game via a character. The player's geographic location is detected and stored. In response to the detected geographic location, a storyline is retrieved for the character to interact with. The retrieved storyline is related to the geographic location of the player.

If you are interested in this or other opportunities, please feel free to reply back by email or call directly at (747) 277-9337.

Sincerely,
Olivia