

From: [Bill Hartselle](#)
To: patentsforsale@external.cisco.com
Subject: Patent Acquisition Opportunity - Augmented Reality
Date: Thursday, December 1, 2022 3:29:00 PM
Attachments: [Zugara - Augmented Reality overview document.pdf](#)

IPinvestments Group has been exclusively retained by Zugara, Inc. to implement a monetization program for two patent families relating to **augmented reality (AR) technologies**:

- **Family 1:** US Patent No. 10,200,654 discloses an *augmented video stream that allows AR collaboration*, specifically providing real-time manipulation of objects within multiple dynamic and augmented video streams.
- **Family 2:** US Patent Nos. 8,275,590; 9,183,581; and 10,482,517. These patents disclose e-commerce AR technologies that provide an *interactive digital mirror or virtual dressing room*. The patented technologies can be used with a wide variety of video feeds taken from PCs, tablets, smartphones, depth-sensing cameras (e.g. Kinects), IPTV, kiosks, and even eyewear.

As you may know, our firm has brokered these patents for acquisition in the past. During those brokerage engagements, we received very strong interest and received numerous offers, but Zugara did not reach agreeable financial terms with the bidders. Zugara has now seen increased infringement of the patents in recent years (we have substantial Evidence of Use available) and is planning to embark on a patent enforcement campaign, but prior to finalizing those arrangements they want to see if they can strike an acceptable cash deal now for acquisition of the patents.

The portfolio is listed at the bottom of this email and also in the attached overview document, which includes more details about the portfolio. The portfolio is being offered to select operating companies who participate in the relevant markets and industries, as well as patent acquisition organizations. We are providing interested parties with a **60-day due diligence period** to evaluate the portfolio with regard to an outright acquisition.

If you have any questions, you can reach me at bhartselle@ipigrp.com or (404) 962-8744.

Regards,
Bill

Patent Offering

Family 1: Augmented Video Stream (AR Collaboration)

Patent No.	Title	Serial No.	Filing Date	Issue Date
10,200,654	Systems and methods for real time manipulation and interaction with multiple dynamic and synchronized video streams in an augmented or multi-dimensional space	13/778,430	02/27/2013	02/05/2019

Family 2: Virtual Dressing Room

Patent No.	Title	Serial No.	Filing Date	Issue Date
8,275,590	Providing a simulation of wearing items such as garments and/or accessories	12/822,168	06/23/10	09/25/12
9,183,581	Providing a simulation of wearing items such as garments and/or accessories	13/592,159	08/22/12	11/10/15
10,482,517	Providing a simulation of wearing items such as garments and/or accessories	14/936,444	11/09/15	11/19/19

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