Annual IP Report

2020

Table of Contents

The Patents

The patents cover an invention that describes the use of an iterative visual search engine. This technology is relevant to any platform where the content is visual in nature or where a visual representation of the end content can be used to make a choice. The invention also allows for the collection of specific user data to be utilized including content recommendations.

With patent protection claiming priority to 2014, Ask Sydney is truly a one-of-a-kind technology package.

Please see Figure 1 for all current Issued Patents and Figure 2 for all current Patents Pending.

Figure 1: Ask Sydney Issued Patent Portfolio

Issued Patent Portfolio:

Patent # /Application	Date of Reg. / Date of Filing	Status	Patents
62/037,788	08.15.14	Provisional	System and method for matching food cravings with restaurant recommendations
US 9,323,786 (14/827,205)*	04.26.16 8.14.15	Registered	System and computer method for visually guiding a user to a current interest
US 9,779,160 (15/070,371)**	10.03.17 03.15.16	Registered	Iterative image search algorithm informed by continuous human-machine input feedback
US 10,268,702 (15/054,979)**	04.23.19 02.26.16	Registered	C-I-P of US Application 14/827,205
US 10,467,267*** (15/688,362)	11.5.19 8.28.17	Registered	Iterative Search Algorithm Informed By Continuous Human-Machine Input Feedback
US10,474,705 16/162,024	11.12.19 10.16.18	Registered	Iterative Search Algorithm Informed By Continuous Human-Machine Input Feedback

* Claim priority to US Provisional Application 62/037,788
** Claim priority to Application 14/827,205, which claims priority to 62/037,788
*** Claims priority to application 15/070,371, claiming priority to Application 14/827,205, which claims priority to provisional 62/037,788

Figure 2: Ask Sydney Patent Pending Portfolio

Patent Pending Portfolio:

Ask Sydney

Patent # /Application	Date of Filing	Status/Type	Patents
16/363,693*	3.25.19	Pending	Iterative Search Algorithm Informed By Continuous Human-Machine Input Feedback
16/596,393**	10.8.19	Pending	Iterative Search Algorithm Informed By Continuous Human-Machine Input Feedback
US2015/045391***	8.14.15	Pending	System and Computer Method for Visually Guiding a User to Current Interest
US2019/056374****	10.15.19	Pending	Iterative, Multi-User Selection and Weighting Recommendation Engine

* Claims priority to 15/054/979
** claims priority to 15/688/362
*** PCT: Nationalized: Australia, Canada, European Union, Japan, China, South Korea
*** PCT Foreign Applications: Allowances: China, Japan; Pending: Australia, Canada, European Union, South Korea
**** PCT: Nationalization Pending

IP Queries

The intellectual property of the Ask Sydney technology package is mature with international protections and wide-reaching enhancements. Figure 3 covers common queries prospective buyers have asked to better understand the state of the portfolio.

Figure 3: General Patent Queries for Ask Sydney IP

Query	Response
The complete status of each, including pending applications that may not have published	Available under NDA
Have any of the patents been involved in a litigation?	No
Have any of the patents been involved in a post-grant proceeding?	No
Who owns them?	Technology and patents are owned personally by (Ask Sydney LLC principals) Sydney Nicole Epstein, Paul Lawrence Epstein
Does anyone have a security interest in any of the patents?	No

Software and Code

Ask Sydney Technology, as described by its registered patents and patent applications is currently practiced by FOODFAVES ®, a consumer- oriented dining assistant first released on the APP Store Sept., 2016. The FOODFAVES ® App was the first of its kind to feature an iterative search algorithm powering its signature “Crave Quiz”, helping users find the solution to their hunger by swiping sequential images of dishes, each subsequent image queued based on user (positive/negative) response to the previous photo. Embedded descriptive tags (metadata) allow the algorithm to learn what the user ‘wants’ in each quiz session. Ask Sydney founders soon realized the diversity of industries potentially transformed by this *Visual Search* engine, seeking early protection of its underlying and unique intellectual property.

The CraveQuiz software is in essence, an algorithm for estimating the value of a user’s response to an object (i.e. image) or objects presented in a search session. The algorithm was designed to help users find a desired object even if the user is unaware of what they are looking for.

The search algorithm was developed using Ruby on Rails, and employs an SQL database. The data used in the search may be collected from the current session, or taken from various connected sources previously collected from the user. The algorithm begins by presenting media to the user (current implementation, images/photos) containing metadata that assign relevant attributes to the respective media. Such metadata (attributes) are referred to as tags. Upon sequential presentation of media, the user is given a binary choice for each option (image): yes or no. Positive (‘yes’) responses add value to the embedded tags; similarly, negative (‘no’) responses reduce value of tags. The algorithm uses (then) current tag values according to user response to select (queue) the next media/image.

The algorithm is easily modified to present different types of media (i.e. video, audio) and to utilize different metadata applicable to such media and as such may be applied to different applications and data sets. The algorithm’s interaction with the end user is accomplished through an application program interface (API) following a JavaScript Object Notation (JSON) standard. Currently operating on AWS, the software may be deployed on any server.

Contact Information

For more information please contact:

Allen Vaughn
5901rav@gmail.com
817-917-0021