



Pioneering 3D Animation Back-face Culling Patent Portfolio

*San Francisco State University
Department of Cinema*

DRAKES BAY COMPANY

Drakes Bay Company LLC

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B3D, Inc.

- B3D, Inc. has retained Drakes Bay Company LLC to solicit interest in the purchase of these assets.
- B3D, Inc. was formed in January, 2000 and is the owner of 3D animation technology, including their respective patents, and an entertainment content provider. Development of the proprietary B3D tool suite began in 1996 for the purpose of creating digital entertainment content for distribution on multiple distribution platforms including the internet and DVD.
 - The company used proprietary software tools to develop and distribute digitally-animated interactive content for the Internet including Kiss Immortals series; Superman series; Xena; Warrior Princess series; Ace Ventura series; Gravity Angels series; Choose Your Own Nightmare series; and Popeye series.
 - Distribution agreements were signed with Yahoo!, VH1.com, StudiosUSA, Warner Bros., Online, Road Runner, and Island Def Jam, a subsidiary of Universal Music Group.
 - During 2002, due to limited resources, the company moved away from the business.

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Back-face Culling Patent Family Assets

- 6 US patents
- Exemplary asset: US6538654
- Priority date: 12/24/98
- Back-face culling determines whether a polygon of a graphical object is visible to the viewer. Those that are not visible to the viewer do not need to be rendered, thereby improving efficiency of the animation process.

Portfolio

Publication Number	Title	Est. Expiration Date	File Date	Priority Date
US6476802	Dynamic replacement of 3d objects in a 3d object library	12/23/19	12/23/99	12/24/98
US6538654	System and method for optimizing 3d animation and textures	12/23/19	12/23/99	12/24/98
US6563504	System and method for creating 3d animated content for multiple playback platforms from a single production process	12/23/19	12/23/99	12/24/98
US6587109	System and method for real-time scalability of 3d graphics based on internet bandwidth and cpu speed	12/23/19	12/23/99	12/24/98
US6674437	Key reduction system and method with variable threshold	12/23/19	12/23/99	12/24/98
US7007295	System and method for internet streaming of 3d animated content	12/23/19	12/23/99	12/24/98

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Exemplary Patent US6538654

US6538654: System And Method For
Optimizing 3D Animation And Textures

Issue Date: March 25, 2003

Filing Date: December 23, 1999

Priority Date: December 24, 1998

Inventors: Anthony Rose, Andrew D. Davie,
Alexis Vuillemin.

Original Assignee: B3D Inc.

Current Assignee: B3D Inc.

Independent Claims: 9 (Claim #1, #6, #7, #8,
#10, #11, #12, #14 and #15)

Total Claims: 15

Applications: The invention can be used in following application areas :

- 3D animation object development and rendering software
- Animation film making studios.

Summary: The subject patent relates to 3D animation software. It discloses a method for determining and removing the animation data of 3D objects which are outside the view frame.

U.S. Family Members: 5

Non-U.S. Family Members: 0

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Invention Overview

Subject patent describes the process of creating the animation data for 3D objects (Actors, Props, Cubes etc.) in an optimized manner. Below is a flow chart illustrating the method in the claimed invention.

Division: Animation data of a 3D object (e.g. cube) is divided into sub-parts (e.g. six faces of the cube) which are called nodes. Each node has animation data related to it. Each node is connected with another node (e.g. faces of the cube are connected to each other).

Determination: A node which is not visible on the screen (of a viewer) is identified.

Analyzing: Similarly, nodes connected to the first node are analyzed to determine if they are visible on the viewer screen.

Removal: The method claimed removes the animation data of the node and connected nodes which are not visible on the screen. This optimizes the animation data associated with the nodes.

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Note: Steps are provided by the analyst for better visualization of the claimed invention.

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Markets and Applications

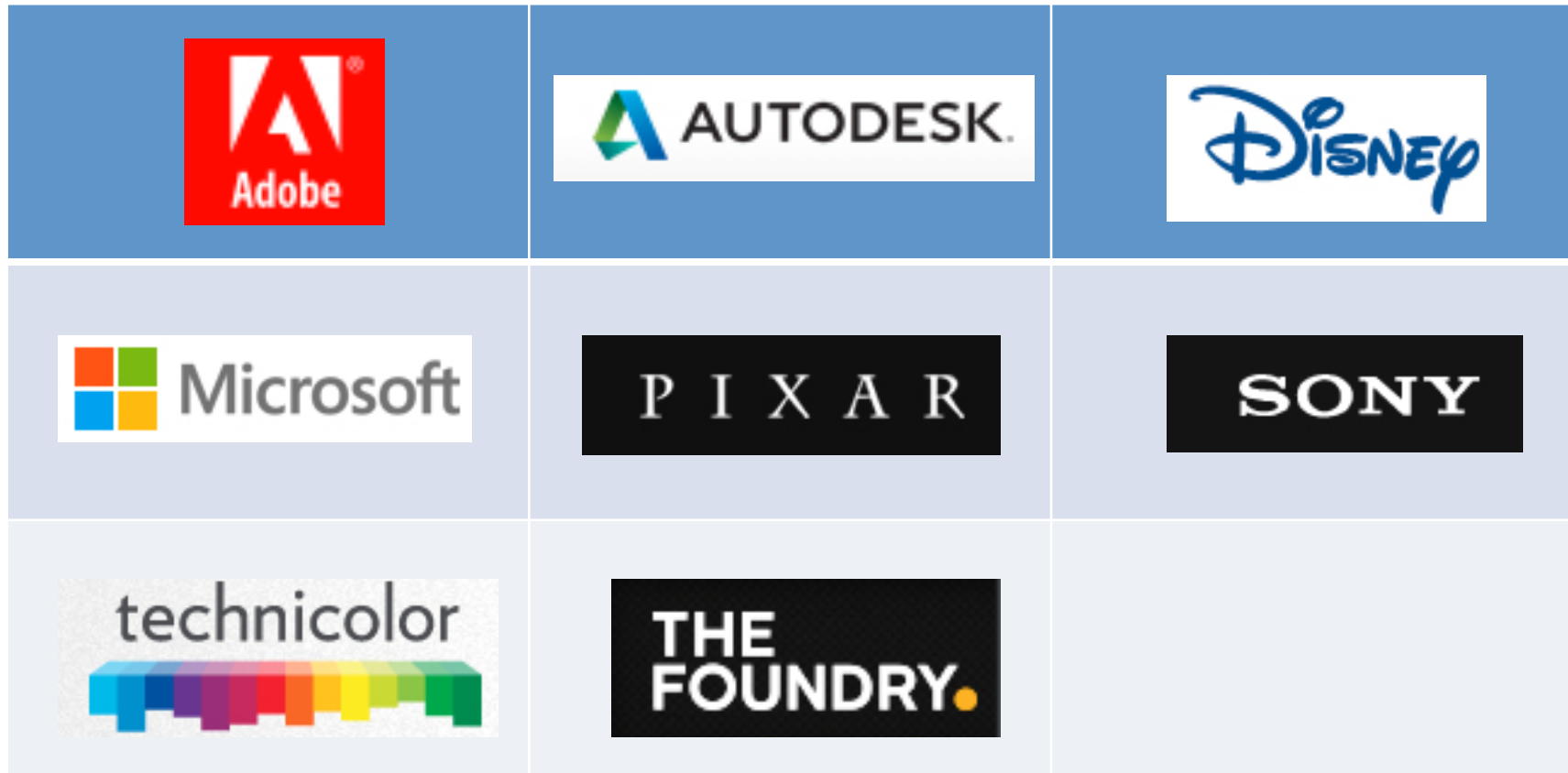
- The 3D animation market is estimated to grow from \$21.06 billion in 2014 to \$40.78 billion in 2019 at a Compound Annual Growth Rate (CAGR) of 14.1% from 2014 to 2019.

Source: <http://www.marketsandmarkets.com/PressReleases/3d-animation.asp>

- AccGlobal Animation and Design Software Market is growing at a CAGR of 15.09% from 2014-2018.
- In 2013, the 3D animation software segment accounted for an 87.16% market share, which is expected to increase to 90.04% by 2018.
- The 2D segment is clinging to a 12.84% market share, which will dwindle to 9.96% by 2018.

Source: <http://www.technavio.com/blog/animation-software-market-poised-to-experience-major-growth#sthash.JRLoY67C.dpuf>

Licensing Opportunities



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Potential Licensing Opportunities

Company	Market Information	
	Product or Corporate Revenue	Source
Adobe Flash	\$5.1 Billion	http://usatoday30.usatoday.com/tech/products/2008-11-04-flash-adobe-microsoft-sliverlight_N.htm
Autodesk 3Ds Max	\$2.2 Billion (3Ds Max forms the major portion of the revenue).	http://marketbusinessnews.com/autodesk-inc-company-information/19964
The Foundry Visionmongers	\$200 Million	http://mixrank.com/companies/the-foundry-visionmongers-ltd
Microsoft Silverlight	\$51 Billion (from online video business)	http://usatoday30.usatoday.com/tech/products/2008-11-04-flash-adobe-microsoft-sliverlight_N.htm
Pixar Renderman	\$71.1 Million	http://www.hoovers.com/company-information/cs/revenue-financial.PIXAR.e5d158d2aed147f3.html
Sony Imagework	\$70.8 Million	http://www.hoovers.com/company-information/cs/revenue-financial.Sony Pictures Imageworks Inc.de6d34c32486e022.html
Technicolor Certifi3D	\$2.26 Billion	http://www.google.com/finance?q=OTCMKTS%3ATCLRY&sq=technicolor&sp=1&ei=gTwuVMDnHI2WqwGeloDQAq
Walt Disney Feature Animation	\$45 Billion	http://www.mediadb.eu/en/data-base/international-media-corporations/the-walt-disney-company.html

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Due Diligence

Questions	Answers
Have any universities, standards bodies, or government agencies provided any funding for development or commercialization of the IP, or otherwise been involved with any of the IP?	No
Is any of the IP subject to any joint development, joint venture, “work for hire”, or other collaborative effort with any third party?	No
Are there any related assets, including assets which may claim priority to the submitted IP, foreign counterpart applications, and/or lapsed or abandoned assets, which are not included in the sale or licensing offering?	No
Will selling entity retain any rights to the IP?	Yes – grant back license
Is the selling entity currently in good standing in the jurisdiction of its incorporation?	Yes
Can any third parties claim any ownership interest in any of the IP?	No

Bidding Procedures

- Drakes Bay Company is soliciting indications of interest and/or offers for purchase, license, or other commercialization structures from prospective purchasers, and providing additional information as requested throughout the offering process.
- Proposals should include discussion of any factors believed relevant to the acquisition, including:
 - Valuation: Indicate a value to be paid for the patent assets or any subset thereof;
 - Conditions to Closing: Describe any material conditions required to conclude the transaction, including any additional due diligence requirements; and
 - Timing: Indicate a preliminary timetable based on your acquisition team's availability and internal process for closing a transaction.
 - Bids are due _____

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