



Patent Sales Opportunity For Digital Mass Notification Technology

Please direct inquiries to:

Chris Sommers

Office: 908.991.9014

Email: csommers@thinkfire.com



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Executive Summary

- **Offering:** TechRadium Inc., a leading provider of mass notification solutions, is offering a family of patents comprising 11 issued and 13 pending US patent assets for sale.
 - All patents claim priority from US patent 7,130,389 filed on April 28, 2005
- **Technology:** The patents broadly relate to various aspects of providing digital mass notification services.
 - The exemplary patent described in this package is 7,773,729. It describes a digital notification and response system capable of automating and escalating delivery of messages and collection of responses implemented through messaging devices of multiple types
- **Impacted Market:** The TechRadium patents are relevant to solutions provided by vendors in markets such as Mass Notification and Social Networking.
 - Exemplary vendors in the Mass Notification market include BlackBoard, DCC/Cassidian, Dell/MessageOne, Everbridge, MIR3 and Send Word Now
 - Exemplary vendors in the Social Networking market include Facebook, LinkedIn and Twitter
- **Encumbrances:** The TechRadium patents have been licensed to several leading vendors in the Mass Notification market. Additional details about licensees will be shared with interested buyers at later stages of the discussion

TechRadium US patent assets for sale - ISSUED

#	US Patent No.	Title	Priority Date	Application Date	Issue Date
1.	7130389	Digital notification and response system	04/28/2005	04/28/2005	10/31/2006
2.	7174005	School-wide notification and response system	04/28/2005	05/19/2005	02/06/2007
3.	7362852	School-wide notification and response system with enhanced administrator function	04/28/2005	06/28/2006	04/22/2008
4.	7418085	Special needs digital notification and response system	04/28/2005	09/18/2006	08/26/2008
5.	7496183	Method for providing digital notification	04/28/2005	12/19/2007	02/24/2009
6.	7519165	Method for providing digital notification and receiving responses	04/28/2005	12/19/2007	04/14/2009
7.	7624171	Method for digitally notifying customers of a utility	04/28/2005	12/19/2007	11/24/2009
8.	7684548	Notification and response system with attendance tracking features	04/28/2005	07/14/2006	03/23/2010
9.	7685245	Digital notification and response system	04/28/2005	12/19/2007	03/23/2010
10.	7773729*	Digital notification and response system with real time translation and advertising features	04/28/2005	09/18/2006	08/10/2010
11.	8165274	System for digitally notifying customers of a utility	04/28/2005	12/19/2007	04/24/2012



Patents involved in past and ongoing litigations

* Exemplary patent

TechRadium US patent assets for sale - PENDING

#	US App. No.	Title	Application Date
1.	12/560,989	Digital Notification and Response System with Wireless Broadcast Gateways	9/16/2009
2.	12/561,017	Digital Notification and Response System with Gateway Servers and Bandwidth Regulation	9/16/2009
3.	12/561,047	Digital Notification and Response System using Global Positioning System Information	9/16/2009
4.	12/561,084	Digital Notification and Response System with Attachments	9/16/2009
5.	12/848,733	Digital Notification and Response System	8/2/2010
6.	13/045,897	Method for Providing a School-Wide Emergency Digital Notification and Receiving Responses	3/11/2011
7.	13/045,990	Method for Providing a School-Wide Emergency Digital Notification	3/11/2011
8.	13/093,325	Method for Providing a School-Wide Emergency Digital Notification to Critical and Non-Critical Parents and Employees	4/25/2011
9.	13/093,379	Method for Providing a School-Wide Emergency Digital Notification and Receiving Responses	4/25/2011
10.	13/093,391	Notification and Response System with Financial Tracking Features	4/25/2011
11.	13/093,422	Method for Providing a School-Wide Emergency Digital Notification	4/25/2011
12.	13/093,480	System for Digitally Notifying Customers of a Bank	4/25/2011
13.	13/093,501	School-Wide Notification and Response System	4/25/2011

Why The TechRadium Patent Portfolio is Valuable

- Successful track record of enforcement
 - Several patents in this portfolio have been ***successfully litigated*** resulting in favorable settlements and licenses
 - The portfolio has been ***licensed to leading vendors in the Mass Notification market*** generating millions of dollars in royalties.
 - Some licensees are licensed to the entire portfolio while some are licensed only to a small subset of TechRadium patents.
 - One of the key patents in the portfolio, 7,130,389 has been ***successful re-examined*** emerging stronger without any claims being disallowed

- Impact on a large and growing market
 - Market research firms expect spending on mass notification systems in North America to increase from ***\$1.6 billion in 2013 to \$2.1 billion in 2017***, an increase of more than 30 percent.
 - ***Leading social networks such as Facebook are adopting mass notification features***, thereby increasing the size of the overall addressable market for the TechRadium portfolio

Successful Enforcement Track Record

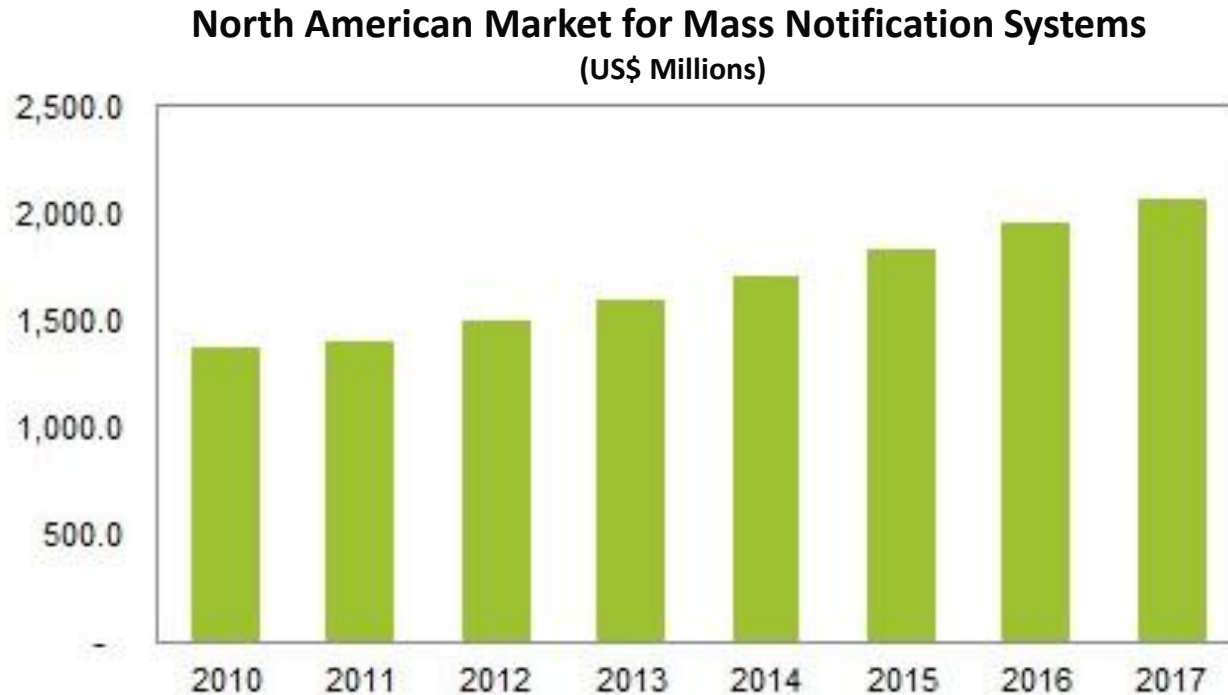
- The following TechRadium patents have been successfully litigated in the past:
 - 7,130,389
 - 7,174,005
 - 7,362,852
 - 7,496,183
 - 7,519,165
 - 7,773,729
- Defendants against which these patents were asserted include:
 - AtHoc, Inc.
 - BroadBlast, Inc.
 - BlackBoard Inc.
 - Edulink Systems Inc.
 - First Call Network Inc.
 - GroupCast, LLC
 - Parlant Technology Inc.
 - Reliance Communications, Inc.
 - Saf-T-Net Inc.
 - SWN Communications Inc.
 - SwiftReach Networks Inc.
 - Twenty-First Century Communications
 - Twitter, Inc.

**Many cases were resolved with the defendant taking a license.
Additional details about licensees can be shared with interested
buyers at later stages of the discussion**

Source: <http://dockets.justia.com/search?query=techradium&nos=830>

Large Growing Impacted Market – Mass Notification

- The market for Mass Notification Systems in North America is expected to increase from ***\$1.6 billion in 2013 to \$2.1 billion in 2017***, an increase of more than 30 percent.

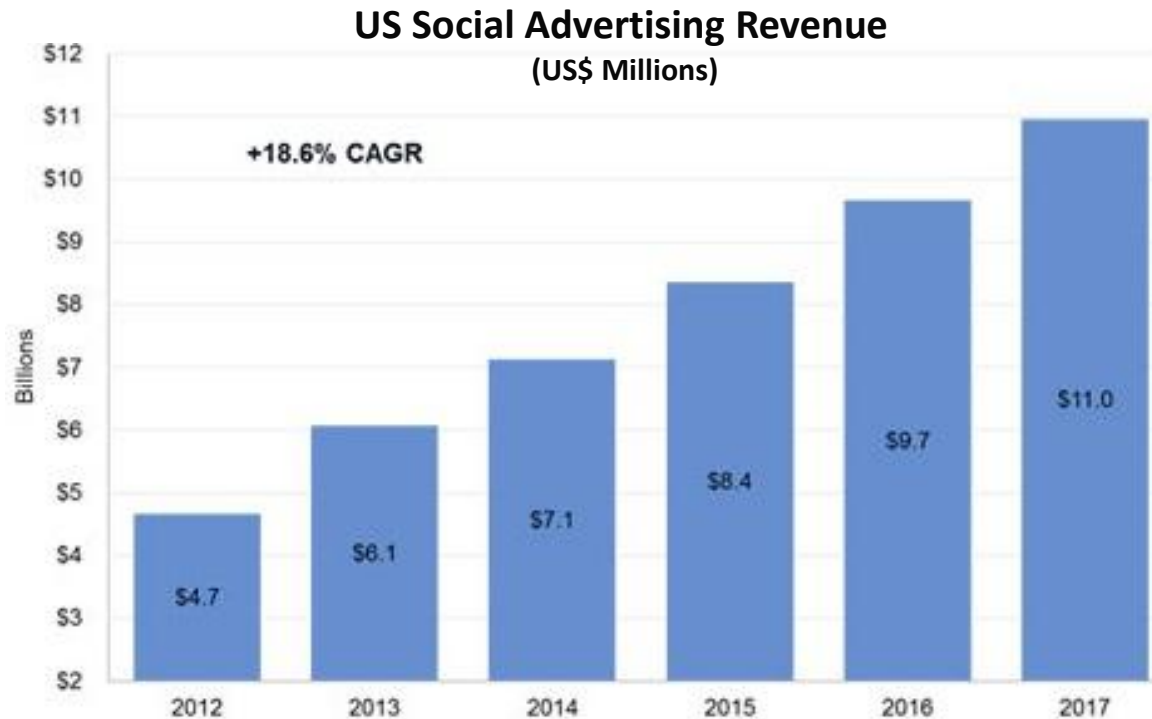


- Leading vendors in this market include BlackBoard, DCC/Cassidian, Dell/MessageOne, Everbridge, MIR3 and Send Word Now

Source: IMS Research, “The North American and European Markets for Mass Notification Systems”, May 2013

Large Growing Impacted Market – Social Networks

- Ad revenue generated by Social Networks in the US is expected to increase from **\$6.1 billion in 2013** to **\$11 billion in 2017**, an increase of more than 16 percent.



- Leading players in the social network market include Facebook, Google, LinkedIn and Twitter

Source: BIA/Kelsey , April 2013 ([http://www.biakelsey.com/Company/Press-Releases/130410-U.S.-Social-Ad-Revenues-to-Reach-\\$11B-in-2017.asp](http://www.biakelsey.com/Company/Press-Releases/130410-U.S.-Social-Ad-Revenues-to-Reach-$11B-in-2017.asp))

Exemplary patent - US Patent 7,773,729

- ▶ **Title:** Digital Notification and Response System With Real Time Translation and Advertising Features
- ▶ **Priority Date:** 4/28/2005
- ▶ **Issue Date:** 8/10/2010
- ▶ This patent describes a digital notification and response system. An administrator sends a message to users on a network. A database contains user contact data including user device information, user selected grouping information, and response data. The message is transmitted simultaneously through two industry standard protocols, and the response is also transmitted through industry standard protocols.
- ▶ **Additional Information:** Additional technical information illustrating current use is available to interested parties

Exemplary patent - US Patent 7,773,729 Claim 1

Claim 1: A digital notification and response system for preparing and transmitting at least one message from an administrator using at least one processor to at least one user on a network, wherein each user of the network has at least one user contact device, wherein the system comprises:

- a. an administrator interface for transmitting a message from an administrator to at least one user contact device;
- b. a dynamic information database for preparing the message for transmission, wherein the dynamic information database comprises:
 - i. user contact data comprising user contact device information; and
 - ii. user selected grouping information comprising at least one group associated with each user of the network; and
 - iii. response data comprising user response information that indicates the at least one user contact devices have received the message; and

wherein the administrator initiates preparation and distribution of at least one message to the network using the user selected grouping information and wherein the message is transmitted through at least two industry standard protocols simultaneously, and the message is received by the at least one user contact device in the network, and the at least one user contact device transmits a response through the industry standard protocols to the dynamic information database.

(12) United States Patent Rodkey et al.	(10) Patent No.: (45) Date of Patent:	US 7,773,729 B2 *Aug. 10, 2010
(54) DIGITAL NOTIFICATION AND RESPONSE SYSTEM WITH REAL TIME TRANSLATION AND ADVERTISING FEATURES	(56) References Cited U.S. PATENT DOCUMENTS	
(75) Inventors: Ryan Scott Rodkey , Sugar Land, TX (US); John Frank Rodkey, Jr. , Missouri City, TX (US); David Lynn Hickey , Rosharon, TX (US); Ronald F. Ramsey , St. Petersburg, FL (US); Darren Lynn Ross , Sugar Land, TX (US)	5,694,019 A 12/1997 Uchida et al. 6,212,265 B1 * 4/2001 Duphone 379/142.15 6,404,880 B1 6/2002 Stevens 6,442,241 B1 8/2002 Tsumpees 6,463,462 B1 10/2002 Smith 6,496,568 B1 12/2002 Nelson 6,643,355 B1 11/2003 Tsampees 6,678,358 B2 1/2004 Langsenkamp et al. 6,683,870 B1 1/2004 Archer 6,697,477 B2 2/2004 Fleischer 6,816,878 B1 11/2004 Zimmers et al. 6,842,772 B1 1/2005 Delaney et al. 6,871,214 B2 3/2005 Parsons	
(73) Assignee: Techradium, Inc. , Sugar Land, TX (US)	(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 996 days.	(Continued)
(21) Appl. No.: 11/522,723	This patent is subject to a terminal disclaimer.	<i>Primary Examiner—Gerald Gauthier</i> (74) Attorney, Agent, or Firm—Buskop Law Group, PC; Wendy Buskop
(22) Filed: Sep. 18, 2006		(57) ABSTRACT
(65) Prior Publication Data US 2007/0121800 A1 May 31, 2007		A digital notification and response system utilizes an administrator interface to transmit a message from an administrator to user contact devices having an advertising module and a customer module with translation abilities. The system comprises a dynamic information database that includes user contact data, priority information, and response data. The administrator initiates distribution of the message based upon grouping information, priority information, and the priority order. The message is transmitted through at least two industry standard protocols simultaneously to groups of user contact devices based upon priority information. Once the message is received by the user contact device, the user contact device transmits a response through the industry standard protocols back to the dynamic information database.
Related U.S. Application Data		31 Claims, 6 Drawing Sheets
(63) Continuation-in-part of application No. 11/117,594, filed on Apr. 28, 2005, now Pat. No. 7,130,389.		
(51) Int. Cl. H04M 11/04 (2006.01)		
(52) U.S. CL 379/37; 340/601; 370/352; 379/45; 379/79; 379/88.12; 379/88.19; 379/201.01; 455/404.1; 455/412.2; 725/33		
(58) Field of Classification Search 379/88.12; 379/88.22; 142.15; 37, 45; 79, 88.19; 201.01; 370/352; 340/601; 455/404.1, 412.2; 725/33 See application file for complete search history.		



Chris Sommers

908 991 9014

csommers@thinkfire.com

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