Siemens Digital and Radio Communications Portfolio

Patents for Sale - Executive Summary

December 19, 2014

Offer #14-SAG001-000057

About TAEUS Corporation

For over twenty years, TAEUS Corporation has helped market leaders around the world maximize the value of their intellectual property through comprehensive intellectual property business cycle solutions. Major organizations have turned to TAEUS to help them maximize shareholder value in mergers, acquisitions, and other corporate transactions, as well as gain a competitive advantage in the marketplace through strategic application of their unique intellectual property

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Executive Summary

TAEUS Corporation (TAEUS) and Siemens Aktiengesellschaft (Siemens) present a unique opportunity for your company to enhance its position in the Digital Communications Space. The portfolio includes techniques for automatically selecting media content based on user preferences, a means for looking through various scenes in a video for scene selection purposes, a hierarchical structure from raw video for the purpose of organizing and manipulating video data, viewing portions of a video that resides on a server before the bulk of that video is sent to the client, a method to choose clips from video used to navigate and a method of outputting web based information with audio.

This portfolio is comprised of 10 United States patents and approximately 35 associated family members. The patents within this portfolio have issued dates ranging from2000 to 2014.

Market participants in the Digital and Radio Communications space will enjoy the additional design opportunities, freedom of action, and barriers against competitors afforded by owning this portfolio, or will be able to licence the rights from the portfolio.

You are encouraged to indicate interest *as soon as possible* so that we can keep you advised of changes to the intended closing date or any other updates. Thank you for your interest and we look forward to hearing from you soon.

For additional information on this offer, please contact:
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Advantages of this Communications Portfolio:

- Patents describe a file delivery mechanism for file download over a broadcast channel.
- The technology provides a means for looking through various scenes in a video for scene selection purposes
- Patents describe a technology useful for viewing portions of a video that resides on a server (for navigation purposes) before the bulk of that video is sent to the client

The patents in this portfolio cover:

- Image retrieval system for client/server environment
- Non-keyword based WWW search system Information exchange with users
- Method for automatically selecting internet data streams
- A method allowing a user to rapidly view a video sequence in order to find a particular desired point
- Transmitting data via a communication link where the data is divided into a plurality of data packets
- Method used to manage data in a stored video stream

1. Digital and Radio Communications Portfolio Overview

The popularity of sharing video content is reaching an all-time high and long-form copy is rapidly giving way to the 30-second script. With massive studies done by the likes of Wistia, YouTube, and Ooyala on video engagement, and with video projected to take up over 90 percent of the online content pie within the next decade, it's hardly surprising that businesses are scrambling to keep up with the expectations set by YouTube celebrities and Viners[1].

Video content is projected to make up over 90 percent of the on-line content within the next decade and business are scrambling to keep up with the demand and expectations that have been set by YouTube and Vine. A good way to assess the pervasiveness of online video content is to look at its projected growth. According to a comprehensive 2011 white paper by YuMe, 48 percent of online viewers expected to watch more online video and less TV in 2012. [2]

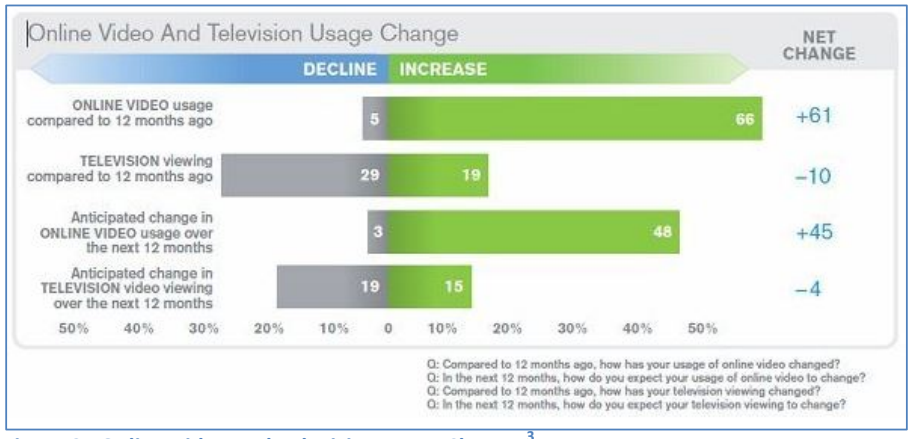


Figure 2. Online Video and Television usage Change [3]

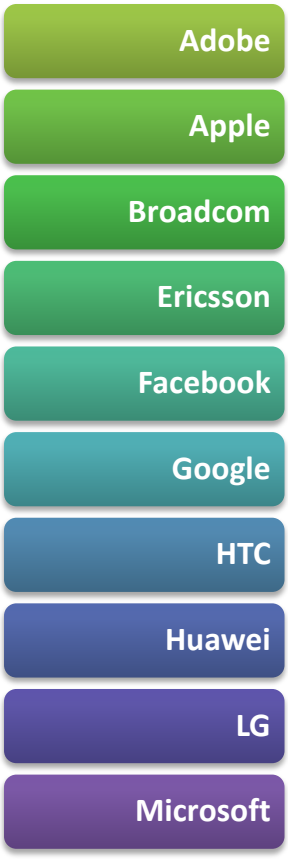


Figure 1. Companies Patenting in the Same Technology Area

According to Figure 2 the projections and demand for online video content are growing. eMarkeret also completed a study in 2010 that showed the anticipated growth for 2008 to 2014[4] (see Figure 3). The study showed a 77% growth over the six years studied.

[1] http://contentmarketinginstitute.com/2013/10/thriving-video-content-scene-types-brand-videos/
[2] http://contentmarketinginstitute.com/2013/10/thriving-video-content-scene-types-brand-videos/
[3] http://i0.wp.com/www.reelseo.com/wp-content/uploads/2011/02/yume-online-video-usage.jpg
[4] http://i0.wp.com/www.charmcityvirtualtours.com/wp-content/uploads/2012/11/Video-Use.jpg

These studies demonstrate that the activity around video content is growing and will continue to grow and that to compete effectively companies need to keep up, making it easy for the user to view and manipulate the content. Siemens has developed several key technologies that aid the user in selecting and viewing online video content. One of the patents teaches a method for looking through various scenes in a video for a specific scene. Another similar patent allows the user to see small portions of a video before committing to download the entire video.

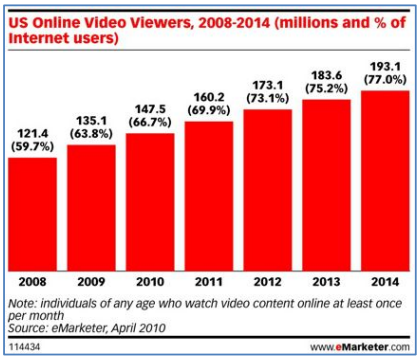


Figure 3.

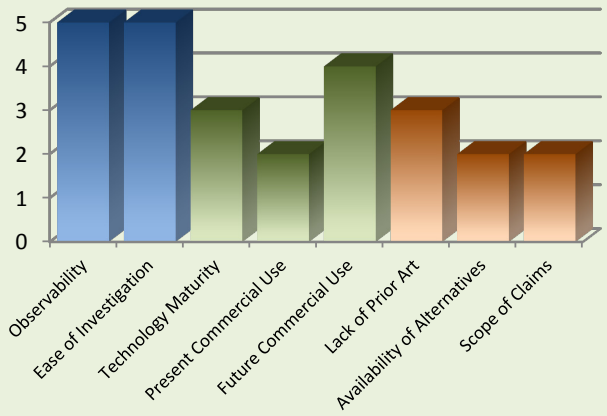
Siemens was also active in developing technology where webpages or screen content is read to the user thus assisting the blind in interacting with the World Wide Web. In the future, these ideas may be implemented in more intelligent information retrieval systems for mobile devices and vehicles. For example, a system like Apple's Siri may be able to render full web pages using audio so that the user does not need look at the screen.

Early priority dates, a reputable Seller, and current technology use should make this offer attractive to any party involved in mobile communications.

To predict the patent's potential licensing strength from a technical perspective, TAEUS reviewed and evaluated US 6,018,710, US 8,265,088 and US 7,899,086 following the consistent set of TAEUSworks rules. Evidence of Use (EoU) reports are provided for US 8,265,088 and US 7,899,086 and are shown to apply to the 3GPP TS 23.172 V6.4.0 standard.

US 6,018,710

TAEUSWorks Average Score:	3.25	out of 5



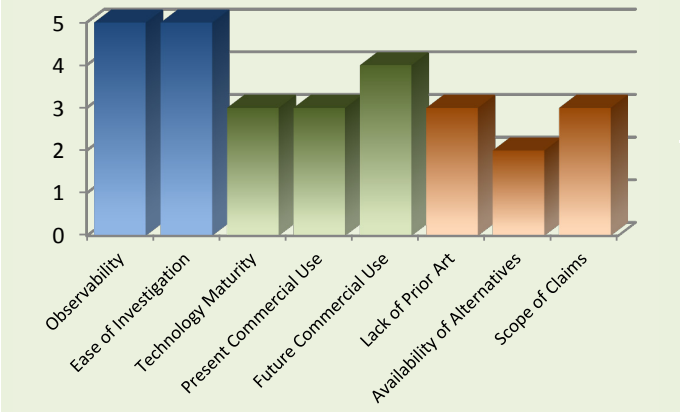
TAEUSworks scores are recognized in the intellectual property industry as indicators of a patent's licensing strength This assessment yields an overall 1-5 score.

TAEUSworks provides information on a set of qualitative parameters critical to patent licensing and litigation. The evaluation factors include:

Patent Enforceability Factors	Observability
	Ease of Investigation
Market Impact Factors	Technology Maturity
	Present Commercial Use
	Future Commercial Use
Patent Coverage Factors	Lack of Prior Art
	Availability of Alternatives
	Scope of Claims

US 8,265,088

TAEUSWorks Average Score: 3.50 out of 5



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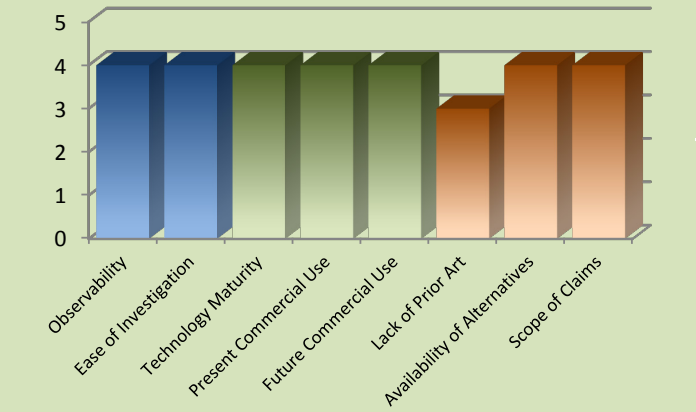
	Scope of Claims

US 7,899,086

TAEUSWorks Average Score: 3.88 out of 5



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1.1. Portfolio Analysis Matrix

The Analysis Matrix provides a summary of four essential licensing criteria for each patent in this portfolio. These criteria -- Observability, Ease of Investigation, Scope of Claims, and Commercial Use -- are each assessed on a 1 – 5 scale. The matrix offers a synopsis of the portfolio's relative strengths, as well as a list of keywords relevant to each patent.

Green highlight indicates presence of TAEUSworks Evaluation and Evidence of Use

Patent No.	Title	Observability	Ease of Investigation	Scope of Claims	Commercial Use	Key Words and Phrases
US 6,018,710	Web-based interactive radio environment: WIRE	5	5	4	3	non-visual browsing, audio rendering
US 6,278,446	System for interactive organization and browsing of video	3	2	2	2	video editing, video organization, video sequence
US 6,546,421	System and method for automatic selection of internet data streams	4	2	2	2	audio streaming, video streaming, user preferences
US 7,369,517	Method for downloading data in a radio communications system	3	3	4	3	MBMS, eMBMS, Multimedia Broadcast and Multicast Services, broadcast file download, multimedia broadcast
US 7,831,683	Storage and access method for an image retrieval system in a client/server environment	4	3	2	4	video streaming, video player, scene selection, scene navigation
US 7,899,086	Method for signaling of a change from a first service to a second service during a call by modifying the utilized codec	4	4	4	4	Communication network, MuMe dummy codec, change in service (video, text image)
US 8,089,867	Method for allocating at least one user data link to at least one multiplex connection	3	3	3	4	Data\Voice multiplex communication within a network
US 8,265,088	Method and apparatus for a fast installation of an ip user connection over a 3gpp nb interface under application of the bicc delayed backward bearer establishment and avoidance of failure	4	3	3	4	Delayed Backward Bearer Establishment, 3GPP Nb Interface
US 8,543,080	Method of downloading data in a radio communications system	2	2	2	2	MBMS, eMBMS, Multimedia Broadcast and Multicast Services, broadcast file download, multimedia broadcast
US 8,811,162	Network element for allocating at least one payload data connection to at least one multiplex connection	3	3	3	4	Data\Voice multiplex communication within a network