



An Advertising Leadership Challenge:

Who Will Take the \$468 Billion¹ Digital Advertising Industry, and Help Everyone Solve the World's Biggest Problems?

Expandiverse IP scenario for taking leadership of the
Digital Advertising Industry and its \$468 Billion Revenues

Key to the Competitive Analysis Chart on the Next Page:
(What are your biggest competitors doing and becoming?)

Potential benefits from IP
(See Disclaimer at end)

Leadership
Goals

Expandiverse IP

Top 5 Competitors,
The Digital Business
each is building

Potential impacts without IP

This IP has been cited
1,759 times by other
patents

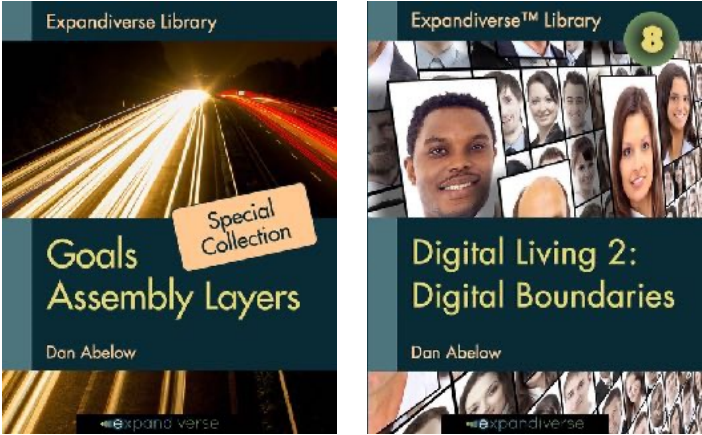


These 20 tech leaders
made 1/3rd of the
patent citations

(Who cited it?
How many times
did each cite this?)









Relates to U.S. Patents 9,183,560 and 11,222,298, and
Patent Applications to be filed in the 1,400 page Open Case



Lead the \$468B Digital Advertising Industry

Can today’s digital ad leaders be replaced by new platform(s) and third-parties who take their revenues? When users can add a private, protected digital environment they control across their devices, this replaces surveillance tracking and the digital garbage users don’t want. Users privately receive the ads and content they choose.

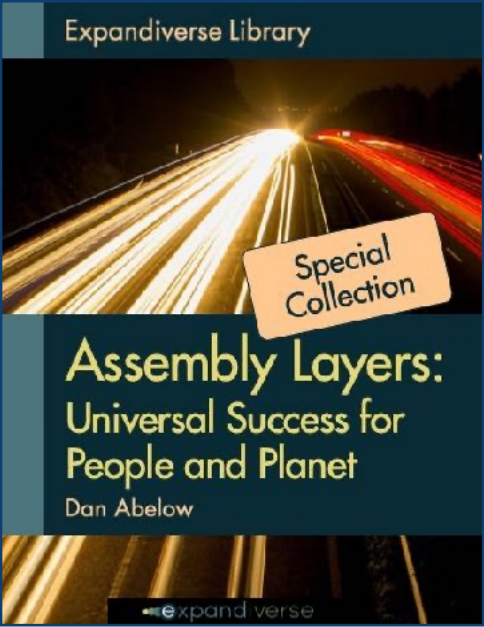
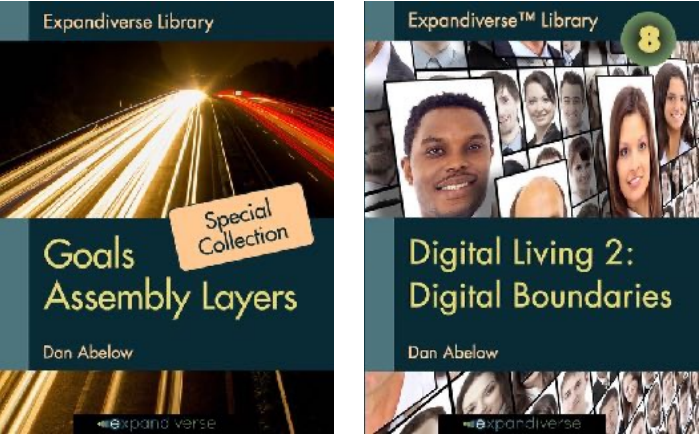
Order: In estimated order of IP value (i.e., either to benefit from Expandiverse IP, or for their risk if a competitor owns this IP)

Metaverse and Digital Commerce Goals	 Expandiverse: The Real World Metaverse™	 Apple	 Google	 Meta / Facebook	 Amazon	 Microsoft
<p>End Pain: Minimize surveillance, tracking, and the deluge of digital garbage that people don’t like and don’t want. Defeat big, destructive problems.</p> <p>Solution: Users choose a private, protected digital environment that can control each user’s “family of devices.” Users replace what is sent with what they choose. Users benefit by reducing garbage, and receiving ads, content and digital choices they want.</p> <p>Produce: Each user controls their personal and private digital environment, and devices. Collectively, users replace surveillance with private actions that benefit them and everyone.</p> <p>Business Benefits: When new platforms and third-parties deliver each user’s ads, they receive the revenues from the ad and content industry because they deliver the ads and content that users choose and want.</p>	<p>(Press release excerpts) Jan. 2022 — Liquidax Capital today announces the issuance of U.S. Patent 11,222,298, which expands user control of advertising and content in both today’s digital commerce and in tomorrow’s Metaverses.</p> <p>Current evidence shows that when they can, large numbers of users add legally proven controls over their interfaces, ads, content and privacy. An ad blocking and interface example is where 47% of Internet users globally used an ad blocker in 2019. A privacy example is ad tracking where 96% of U.S. iPhone users took control when Apple enabled it in 2021.</p> <p>“Right now, people can’t fix overwhelming problems like sustainability, climate change, health and inequality, says Dan Abelow, creator of Expandiverse Technology and owner of this IP family. “But with this patent people can fight climate change by simply choosing sustainability. In this example, ads and content are sent to the user’s devices but the user who chooses sustainability will see ads and content for more sustainable products and services.</p> <p>This disrupts digital marketing and communications with the choices each person makes, replacing the ads and content they do not want. When people decide their digital interface they will transform markets in industries like energy, food, clothing, beverages, automobiles and travel. For example, after each regional climate disaster like a drought or wildfires, the millions of people harmed could use a few clicks to switch their devices to ads and content where they help solve the climate crisis personally.”</p>	<p>One of the possible advances from this IP: A platform like Apple, Google, Meta, Amazon, Microsoft or others can make multiple ad platforms irrelevant by putting users in control of their interfaces, with the power to replace what they don’t want with what they do want. Users direct this third-party to replace ads and content to fit their goals and instructions, where this new platform receives its ad and content revenues. Instead of remaining powerless, every person can improve their life toward their self-selected goals. They can also take personal and collective action on climate change, health, diversity, hunger, etc.</p> <p>Without this IP: Like today, ad and content platforms like Google, Meta, Amazon, Microsoft, Apple and others send ads and content based on advertiser payments. After this, users see replaced ads and content by telling a new third-party(ies) to fit their choices privately, and earn those revenues. Making existing advertising obsolete benefits users personally, solves big problems when users decide what they want, and redirects economies and societies to turn people-first.</p>				
		<p>Advertising revenue (2021): \$4 billion</p> <p>Rank: Becoming a major ad competitor by growing its ad revenues in the App Store to 30% of all app ad revenues.</p> <p>Status: Exploring and starting personal ad tracking by asking iPhone customers (in Settings) for permission to track and target them.</p> <p>Privacy strategy: Privacy is a core value. Currently exploring how to grow privacy, ad revenues, and customer personalization.</p>	<p>Advertising revenue (2021): \$209 billion</p> <p>Rank: Largest digital ad business. Based on surveillance tracking of billions of people, and selling them individually.</p> <p>Status: Able to grow its advertising business even though platforms like Apple grow privacy.</p> <p>Privacy strategy: Keep surveillance for years while they promise an eventual start of privacy. Slow tests of new, “focused” ad systems while continuing surveillance tracking of everyone they can.</p>	<p>Advertising revenue (2021): \$114 billion</p> <p>Rank: Second largest digital ad business. Based on surveillance tracking of billions of people individually.</p> <p>Status: Falling revenue from privacy, ad market weakness. Declining users as social media changes. Falling market value. Must evolve platform, business model, growth strategy.</p> <p>Privacy strategy: Talks privacy but tracks and monetizes users. Tries to add platforms that it owns, to protect it.</p>	<p>Advertising revenue (2021): \$31 billion</p> <p>Rank: Grew the third largest digital ad business; still growing these revenues.</p> <p>Status: Growing an ad business and products businesses based on amazon.com. Tracks and monetizes users to target and sell them ads and products.</p> <p>Privacy strategy: Uses product sales info to compete with Amazon sellers. Uses personal info to target users. Prime users produce 2.3X more revenue than non-Prime users.</p>	<p>Advertising revenue (2021): \$10 billion</p> <p>Rank: Has bought ad platforms and tried advertising businesses. Has not succeeded in becoming a leader in digital advertising.</p> <p>Status: Microsoft continues to grow an advertising business.</p> <p>Privacy strategy: Would like to capture more personal info but is more balanced because Microsoft customers have pushed back against company tracking repeatedly.</p>

Relates to U.S. Patents 9,183,560 and 11,222,298, and
Patent Applications to be filed in the 1,400 page Open Case

Who Will Take the \$468B Digital Advertising Industry?

When users can add a private, protected digital environment they control across their devices, this replaces surveillance tracking and the digital garbage users don't want. Users privately receive the ads and content they decide. A new platform(s) and third-parties replace today's digital ad leaders, and receive their revenues.



Detailed Contents

PRELUDE: Humanity's First Universally Successful Planet

Assembly Layers: Summary
A Personal Solutions Operating System

Reality Alternate: Emergence and Future History
Figs. 1-6: From Physical Reality to Digital Reality

Destination: Continuously Improving Lives and Planet
Figure 267: AKM Transformations as a Driver of Humanity's Universal Success
Figure 268: AnthroTectonics: Continuous Transformations in Abilities and Advances

1: Choose Your Goals, Take Digital Control

Choose Your Goals: Gaps, Goals, Controls, Visible Results and Self-Management
Figures 205-206: AKM Subscriber Quality of Life (QoL) Improvement Process
Figures 243-245: User Profiles Management, Goals Achievement Controls, Profile Controls
Figures 203-204: Baselines, Results and Gap Analysis; Continuous Selection and Delivery of "Best Resources"

Choose Your Goals: Setting ARM Boundaries
Figures 125-129: Automated and Manual Setting of Goals, Boundaries, Metrics

Take Digital Control: Set Boundaries, Priorities, Filters, Etc.

Introduction to Figures 243-247: Manage User Choices, Settings: ARM Alternate Realities Machine
SUMMARY of FIGS. 243, 244, 245, 246, 247 (before FIG. 243)
Figure 89: Shared Planetary Life Spaces (SPLS): Summary of Multiple Control Levels
Figures 115-116: Inbound Shared Space(s) Connections Services: Managing Connections Requests
Figures 120-124: Priorities, Filters, Protections Services
Figures 117-119: Personal Paywall Services
Figure 80: Individual(s) Control of Presence Boundary(ies)
Figures 167-175: Multiple Identities

2: See Your Solutions

Receive, Request, See and Choose Solutions
Figures 193-196: AKM Active Knowledge Machine Processes
Figure 216: AKM Triggers - AKM Triggers Hierarchy and Process

See Solutions Across Web, Apps, Ads, Content, Digital Reality, etc.
Figures 83-84: Reality Replacements
Figure 49: Continuous Digital Reality Across Devices
Figures 38-43: Constructed Digital Realities
Figures 112-114: Shared Spaces Services: Outbound with Boundaries
Figures 243-245: Digital Freedom from Dictatorships
Figures 248-250: Governances

Locations: User's Family of Devices
Figures 209-215: GDE Global Devices Environment
Figures 29-35: Devices Architecture and Processing
Figures 158-161: Devices Management

Location: Commerce
Figures 162-165, and 190-191: Business Services, Business Data Services

Continued...

Back-end Processes
Figures 90-95: Alternate Realities from Digital Boundaries
Figures 101-102 and 106-107: Directories, Data, Save-Store-Access-Use
Figures 108-109: Add to or Edit Shared Life Spaces
Figure 51: Language Translation (Automated or Manual Recognition)
Figures 52-54: Speech Recognition, Voice Control
Figure 50: Publishing-Broadcasting Outputs

3: Commerce: Continuously Connected Consumption Relationships

Constructed Digital Presences, Boundaries and Relationships
Figures 81-82: Combine Presences, Places, Ads, Content
Figures 70-72: Personal, Commercial and Mobile Presences
Figure 75: Presences Architecture
Figures 65-68: Worldwide Events; Living Worldwide
Figures 41-42: Digital Realities, Levels, Activities
Figures 96-100: Digital Boundaries and Services for Individuals, Groups, Public
Figure 157: One TP Sign-on Service
Figures 74-78: Connection Services, with Dynamic Presence Awareness

4: Use and Re-Use Your Best Solutions

Automating "Your Next Best Step"
Figure 204: Continuous Selection and Delivery of "Best AKI and AK Resources"

Universal Access: Consistent User Interface
Figures 163-167: Consistent Adaptive User Interface

Universal Access: Global Utilizations
Figures 55-63: Remote Control
Figures 64-67: Virtual Teleportals, Processing, Connections and Interfaces
Figures 68-69: Subsidiary Devices

5: Know Your Personal Results

Self-Service Management
Figures 205-206: Quality of Life (QoL) Improvement Process
Figures 218-219: Triggers Self-Service Management and Options
Figure 220: Automated Alerts Services
Figure 43: Integration with Boundaries Settings

Improving Solutions and Solutions services
Figures 207-208: Solutions Sources, Editing
Figures 188-201: Performance Logging, Analysis, Records

Metrics and Reporting
Figures 110-111: Life Space Metrics, Reporting, Recommendations
Figures 221-227: Reporting, Switching to "Host"

6: Know Your Corporate, Business Results

Figures 224-227: Dashboards, Comparisons, Vendor Reports

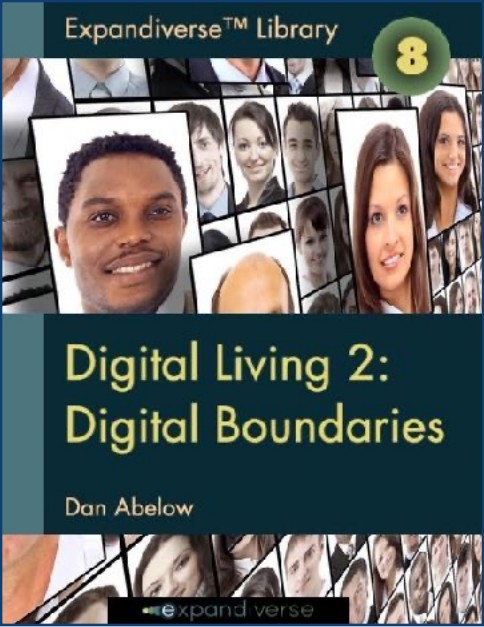
7: Fix Gaps, Reach Goals

Solutions Sources, Discovery, Optimization, Editing, Improving
Figures 228-237: Solutions Discovery, Testing, Optimizations, Confirmations
Figure 236: Direct Solutions Operations

8: Solutions Economy

Global Optimizations Services and Ecosystems
Figures 228-237: Optimizations Services
Figures 238-242: Optimizations Ecosystems
Figures 239-241: Optimizations Data and Resources
Figure 242: Predictive Analytics and LVA (Economic Value Added) Optimizations

Protect People, Companies and



Detailed Contents

INTRODUCTION: Digital Boundaries

Introduction 1: Page 1 of "Inbound Shared Space(s) Connections - SPLS Boundary Management Services"
Introduction 2: Summary of Alternate Realities Machine (ARM) Figures
Figure 89: Shared Planetary Life Spaces (SPLS): Summary of Multiple Control Levels

Digital Boundaries: The Alternate Realities Machine (ARM)

Examples of Digital Boundaries
Figure 90: Access to each SPLS(s) Open or Prioritized Reality
Figure 91: Summary of Shared Spaces: Identities, Places, Tools, Resources, Etc.
Figure 92: Local Teleportal: Example Views
Figure 93: Mobile Teleportal: Example Views
Figure 94-95: Virtual Teleportal: Example Views

Services (for Individuals, Groups, Public)

Introduction: Shared Planetary Life Spaces for Identities, Places, Tools, Resources, Etc. (IPTR)
Figure 96: ARM SPLS Selections: Summary
Figure 97: ARM IDENTITY'S SPLS Services — Public Identities
Figure 98: ARM IDENTITY'S SPLS Services — Private and Secret Identities
Figure 99: ARM GROUP'S SPLS Services — Public, Private and Secret Identities
Figure 100: ARM PUBLIC'S SPLS Services — Public Services

Directories
Figure 101: ARM Directory - Summary
Figure 102: ARM and TP Directory(ies) - Process Summary

Figure 108: Directory Data / Flows — Abstracted Architecture
Figure 109: Entering & Updating Directory(ies) Data
Figure 109: Updating Directory(ies) Data / Retrieving and Using Directory(ies) Data
Figure 106: Directory Search and Browse Interface for IPTR
Figure 107: Optimizing Search and Browse Interfaces

Add to or Edit SPLS(s)
Figure 108: Select IPTR and Focus It, or Make It Part of Your Shared Space(s)
Figure 109: Add / Edit Shared Space(s)

Life Space Metrics (Reporting and Recommendations)
Figure 110: Life Space Metrics: Directory(ies) Reporting and Recommendation Processes
Figure 111: Life Space Metrics: Recommendation Service for Personal and Group Goals

Shared Spaces Services: Outbound
Figure 112: Outbound SPLS Connections with Identities, Places, Tools, Resources, Etc.
Figure 113: Open Outbound Shared Space(s) with Identities, Places, Tools, Resources, Etc.
Figure 114: Actions when Outbound Shared Space is Not Available (Identities, Places, Tools, Resources, Etc.)

Shared Spaces Services: Inbound with Boundaries
Figure 115: Inbound Shared Space(s) Connections: SPLS Boundary Manager Services
Figure 116: Inbound Shared Space Connection Request: Add to SPLS? Add to Paywall, Filter, or Protection Boundary?
Figure 117: TP Paywall Services
Figure 118: TP Perform Required Paywall Criteria
Figure 119: TP Perform Required Paywall Criteria (example)
Figure 120: TP Priorities / Filters Services
Figure 121: TP Protection Services: Individuals, Groups, Public

Continued...

Figure 122: TP Protection Services: Individuals (Reject, Filter, Block / Protect)
Figure 123: TP Protection Services: Groups (Reject, Filter, Block / Protect)
Figure 124: TP Protection Services: Public (Value, Act, Protect)

Setting ARM Boundaries
Figure 125: ARM Boundaries: Automated Setting or Updating (Paywalls, Priorities, Filters, Protections, Etc.)
Figure 126: ARM Boundaries: Retrieving, Analyzing, Displaying Tracked Boundary Metrics
Figure 127: ARM Automated Boundaries Example: Group Example ("Green Planet" Environmental Governance)
Figure 128: ARM Boundaries: Manual Setting or Editing (Paywalls, Priorities, Filters, Protections, Etc.)
Figure 129: ARM Manual Boundaries Example: Group "Protect" Example ("Green Planet" Governance)

Physical Property Protection (Digital and Physical Security)
Figure 130: TP Property Protection Services Boundary (Interactive Locations and Devices)

Author / Inventor

Plan Your Patent Protections:

IP Open Case:
Available for Your Filings

Add Protection thru Early 2030's
(2011 Priority Date)

IP Filing

1,400 pages, 282 Figures

Divided into 31 Technology Categories by the U.S. Patent Office

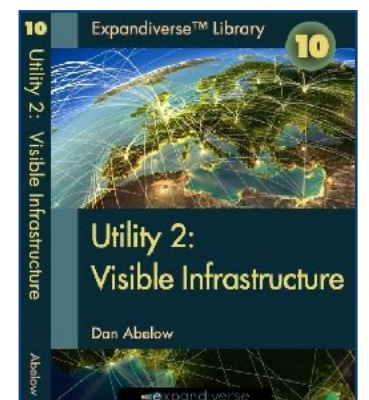
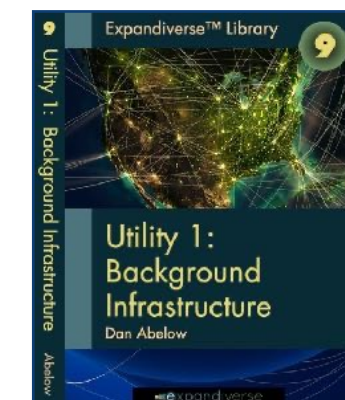
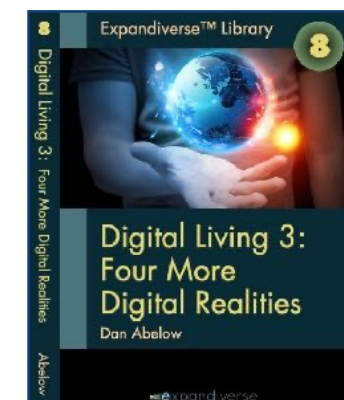
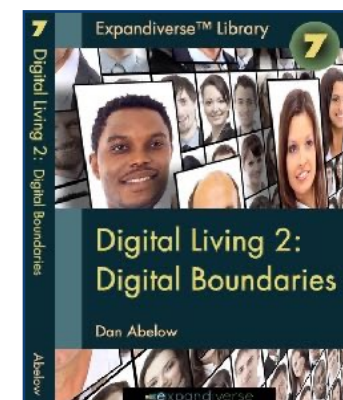
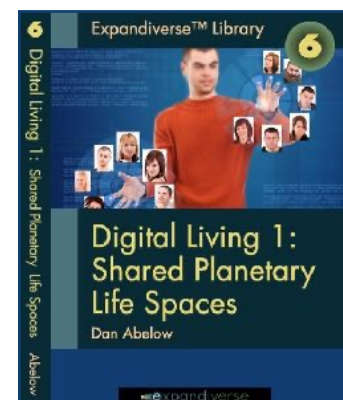
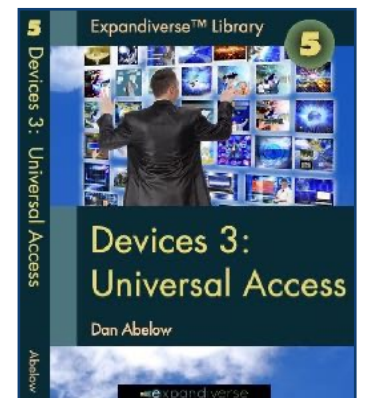
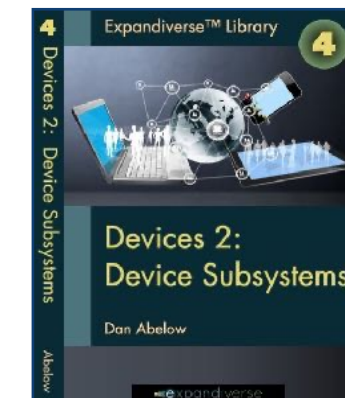
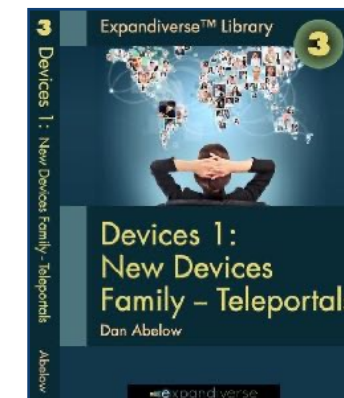
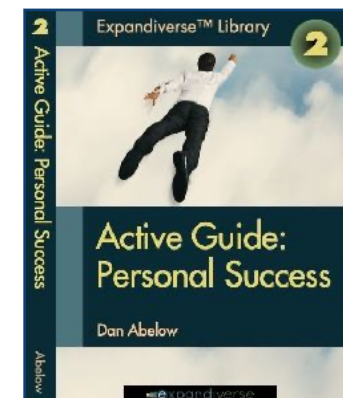
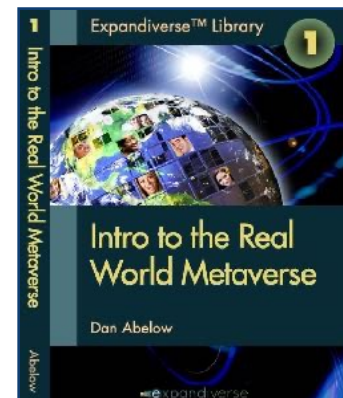
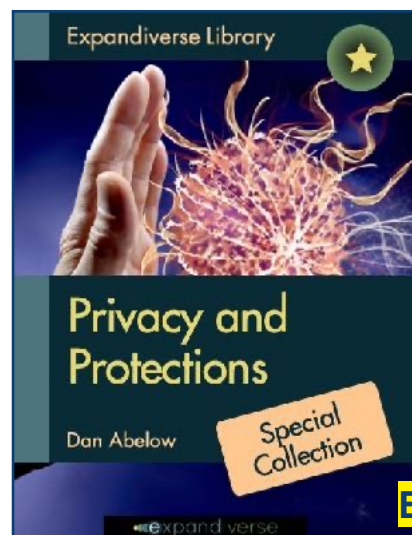
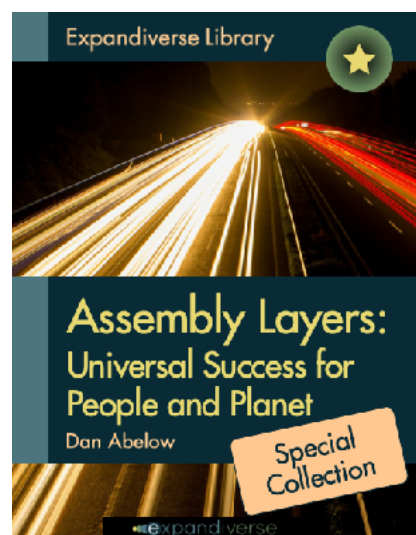
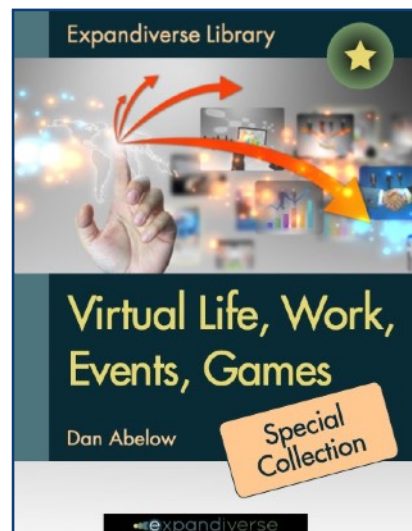
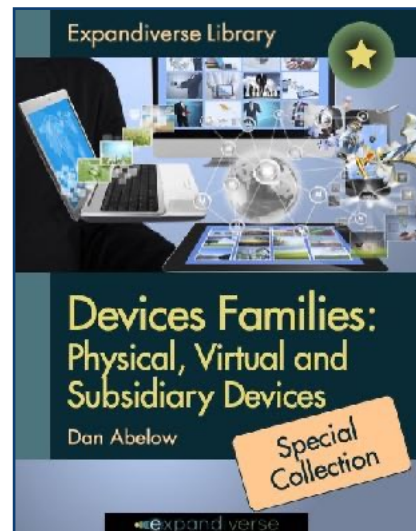
Issued U.S. Patents: 9,183,560 and 11,222,298

Current Application (open case): 17/535,307



Special Collections

10 Volume Series: Build and Monetize Your Businesses Faster, Better and Cheaper



Example volume (see this PDF online): [Privacy and Protections](#)

**The preceding scenario is
part of the following Expandiverse IP
Metaverse Portfolio**

Metaverse Patent Portfolio: Infrastructure, Applications, Devices, E-Commerce & Privacy

METaverse IP ASSET PORTFOLIO

Current Intellectual Property Assets:

- **Reality Alternate: Shared Life Spaces - Digital & Physical Realities (Patent Issued)**
- **User-Controlled Digital Environment - (Patent Issued)**
- **Assembly Layers – (Patent Pending)**
- **Privacy & Protections – (In Development for Filing)**

Intellectual Property Assets in Development:

- **Active Knowledge**
- **Real World Generator**
- **Global Adaptive Resources**
- **Constructed Digital Realities**

Future Patent Filings

- | | | | |
|------------------|------------------|-------------|-----------------|
| • Devices | • Communication | • Goals | • Identity(ies) |
| • Voice/Speech | • Shared Spaces | • Alerts | • Privacy |
| • Remote Control | • Collaborations | • Services | • Protections |
| • Events | • Live Presences | • Resources | • Reporting |

** Additional 31 Technology Categories Specified by the USPTO for ongoing filings*

FEATURES and BENEFITS

FEATURES

- Realistic blending of live people, places, data & activities in “Shared Life Spaces”; where people can switch between their multiple live presences in digital realities
- Turn life digital & global every minute, with or without VR headsets or virtual reality
- Digital Environment exists above technology platforms, meaning users can control how their privacy works
- “Assembly Layers” allows users to outline new life goals in the Metaverse to focus on solving real world problems with like-minded global users.
- The Real World Metaverse™ allows for branding outside of just VR/AR but a global solutions based Metaverse as well.

BENEFITS

- Invented by leading futurist and technologist
- Prosecuted by famed Fish & Richardson law firm
- Continuation and Additional filings Include 1,400 pages, 282 figures: USPTO divided into 31 technology categories

TECHNOLOGY

Developed by a leading Futurist with over 550 patent & tech licenses with the world’s largest tech firms.

The “Metaverse” is a mixture of virtual and physical world’s where users interact, play, work, visit, purchase products & services and participate in a virtual world that makes the physical one even more exciting.

This patent family and parent patent “**Reality Alternate**” was the most cited intellectual property in 2017 by US patent examiners when rejecting other patent filings trying to claim what this patent family has filed first.

Portfolio open for additional Continuation & Divisional filings after acquisition

1,759 CURRENT CITATIONS

Over 1759 Global Citations including the world’s largest technology companies.

Request the Full List w/ Details



IP ASSET PORTFOLIO DETAILS

Patents

- **Reality Alternate**
US9183560B2
- **User-controlled digital environment across devices, places, and times with continuous, variable digital boundaries**
US11222298B2
- **Assembly Layers**
US20220156653A1

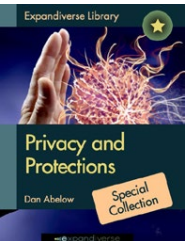
In-Development

- **Privacy & Protections**
- **Active Knowledge**
- **Adaptive Resources**
- **Digital Realities**

IP & Tech Support



Private 11 Volume Series to accelerate building and monetizing the Metaverse, devices, services and technology



Example: Privacy & Protections

Expandiverse IP Alters Multiple Markets: Five Competitive Analyses

Here are five of the industries where Expandiverse IP disrupts competition. It adds new “people-first” technology that elevates every person to the top, making them Digitally Wealthy. Tech and companies will work for people, instead of people working for companies. The company(ies) that own and run this will maximize its strategic position, ecosystem, revenues and profits as it reshapes multiple industries.

“Everything App”: \$5.7 Trillion Markets



Everyone Controls E-Commerce

The Metaverse is the first name for a new virtual layer. As a people-first layer every person will be elevated to the top. They will run the Metaverses, Internet, devices and physical world.

Our economies, societies and commerce will become real-time processes that deliver universal success that includes everyone.

People will set the goals. Companies will assist and serve them personally.

Includes:



Games Platforms

Communications: \$1.8 Trillion Markets



Telecoms, Video Conferencing, Online Events, Life and Work

The Expandiverse "online-first" model adds “Shared Life Spaces” (SLS). These are user-controlled “digital environments” for work, life and play.

Each SLS includes always-on people in real, virtual or hybrid places, with their apps, services, resources, etc. These replace today’s communications products and services.

Includes:



Work Platforms
Metaverse, Web3,
Blockchain, etc.

Devices: \$1 Trillion Markets



Phones, Tablets, Laptops, PC's, Wearables, etc.

The Expandiverse “devices family” model includes physical devices, virtual devices and subsidiary devices. This gives each user control over the world’s “devices family.”

This makes humanity’s devices into sharable resources where everyone can add devices for sharing, and use others’ shared devices. This makes everyone “Digitally Wealthy.”

Includes:



Digital Advertising: \$468 Billion Markets



From Customer-Centered to Customer-Controlled

The Expandiverse "advertising" model elevates users to decide their devices interfaces. You choose your goals, like improving your life, and sustainability to fix the climate crisis.

Your goals are personal instructions that replace the choices across your “devices family.” To be included, companies must help you reach your personal and planetary goals.

Includes:



Privacy & Protections: What People Want



Consumers and People Choose, and Get That Privately

The Expandiverse "privacy and protections" model adds seven new kinds of privacy and digital protections to our online-first planet.

For example, privacy-first users do not need to tell the surveillance advertising platforms their goals, replacements, decisions or actions. When people are protected, they will reach their goals privately.

Includes:



The detailed
Competitive Analyses
are available on request

Use the contact info below
to make your request

Inventor Bio: Dan Abelow



History and Metrics

I believe the real value of innovation is to solve the biggest problems, and advance humanity to its next stage. These steps are rare but they transform billions of lives by growing humanity's abilities and prosperity.

I think of myself as an Applied Futurist who starts with big, unsolved problems in life, economics and our planet. Then I use foresight to design a positive future, and create new patented technologies to build it.

Here's a few metrics:

- Degrees:** Harvard and Wharton
- Commercial Value:** 550 licensees of my previous patents, includes Apple, Google and Microsoft
- Widely Useful:** Lifetime patent filings cited 4,100 times. (The average patent is cited only 3 to 6 times. Only 0.01% of patents are cited more than 100 times.)
- Limits Others' IP:** My large filings cover many new areas at once. U.S. Patent Examiners cited Expandiverse IP the most in 2017. Their wide and continued citations limits others from getting patents on what the Expandiverse already filed.

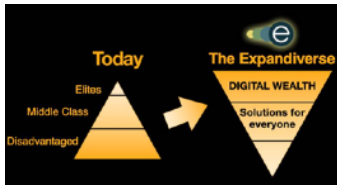
UX (User Experience) Expert:

Hundreds of UX improvements for leading companies. Previous UX clients:



Two Examples

Anticipates What's Coming: My latest IP and patent family is the Expandiverse, the Real World Metaverse™.



- Vision and mission:** Start universal success on a sustainable, healthier and more prosperous planet that includes everyone
- 1,759 patent citations of Expandiverse IP** (as of Jan. 2022)
- One-third of these patent citations are by 20 of tech's largest companies
- 318 patent citations are from Amazon, Google, Apple, IBM, Samsung and Microsoft



Ten of the tech leaders who cite this IP, with each's number of patent citations

Use Case Example: ESG Roadmap Keynote

As the climate crisis forces your company to act, how will you use your rapid transformation as a growth opportunity by taking profits-focused economic leadership?

My keynote speech opened a 2-day ESG conference by U.S. utilities, the industry that produces 25% of U.S. Greenhouse gas emissions.

This keynote provides a two-stage ESG roadmap to use the Expandiverse Real World Metaverse to:

- Increase revenues and profits** by becoming a real-time ESG solutions platform vendor
- Evolve that real-time ESG Solutions Platform** to lead a worldwide ESG Solutions Economy



Stream this solutions keynote:
<https://www.expandiverse.com/resource-use-case-esg-keynote/>

Liquidax Capital represents Expandiverse IP for licensing, partnering and acquisition



Liquidax – Ahead of the Change™

Liquidax Capital is a Private Equity based IP Asset Management firm that focuses on large emerging markets



Daniel Drolet, CEO

Liquidax Capital

Tel 212.634.9394, Ext.707

daniel.drolet@liquidax.com

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