A Privacy Leadership Challenge:

Who Will Take Privacy-Focused Markets and Customers, by Adding New Privacy and Digital Protections for

- **Existing Mobile, Computing Devices**
- **New VR, AR, XR Devices**
- **Metaverses and the Digital World**

Expandiverse IP scenario for taking leadership in Digital Devices, Products and Services, by adding new kinds of Privacy and Digital Protections

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(1) EP&T Electronic Products & Technology, Growth Anticipated for Global Consumer Electronics Revenues https://www.ept.ca/2021/03/growth-anticipated-for-global-consumer-electronics-revenues/

Key to the Competitive Analysis Chart on the Next Page:

(What are your biggest competitors doing and becoming?)

Leadership Goals

Expandiverse IP

Top 5 Competitors, The Digital Business each is building

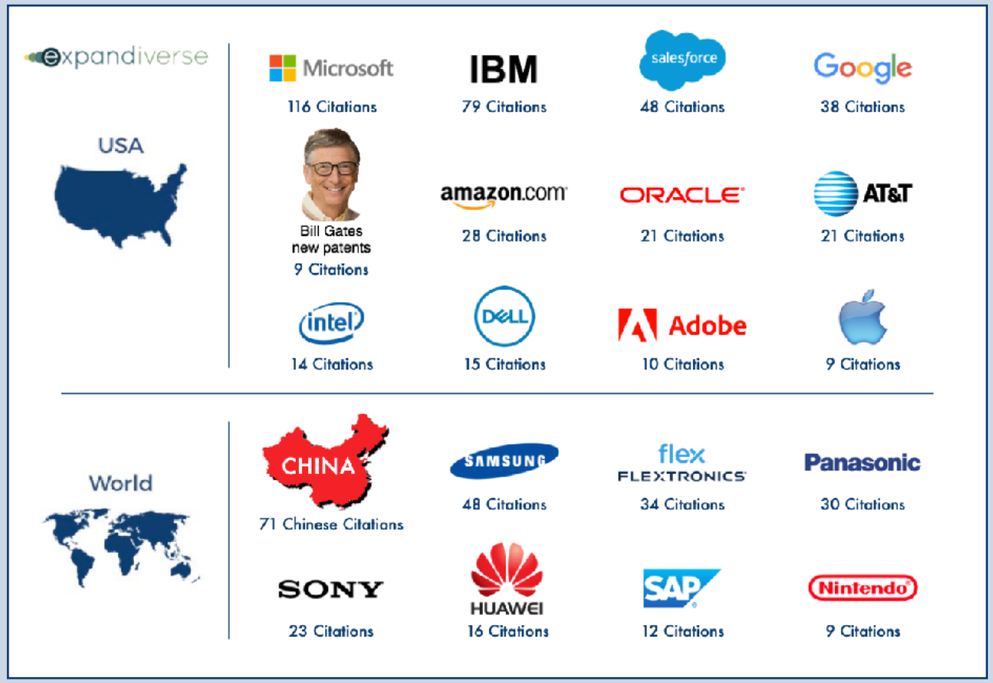
Potential benefits from IP
(See Disclaimer at end)

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?)



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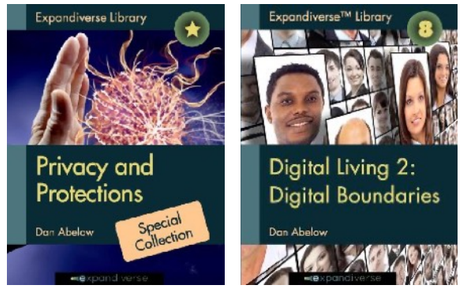
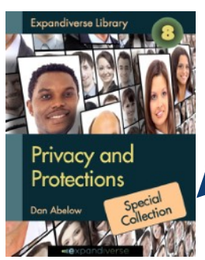
Relates to U.S. Patents 9,183,560 and 11,222,298, and Patent Applications to be filed in the 1,400 page Open Case



Lead Privacy and Digital Protections in Life and Metaverses

This Metaverse IP adds seven new kinds of privacy and digital protections across multiple brands of devices and operating systems. Each person can add the new kinds of privacy and digital protections that they want.

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 Goal: Privacy and Digital Protections	expandiverse Expandiverse: The Real World Metaverse™	Apple	Meta Meta Google Google	amazon Amazon	Microsoft Microsoft
Pain points: • End the tracking you don't want • End the digital garbage you don't want to receive or deal with • End digital surveillance that destroys personal private lives **Replace with user's goals:** • Users decide their goals; commercial choices fit their decisions • Receive the choices and private digital lives you want • Make the user the decision maker over their digital devices **Missing and needed:** • Add a Metaverse Privacy and Protections Layer across the devices you use, even if they are from multiple brands. • You decide your digital life and reality • Make the user more powerful over their personal life than marketers, tech platforms, monopolistic corporations, politicians and dictatorships	**Expandiverse: This Metaverse Privacy and Protections Layer** gives you a personal digital environment across your devices, where you can stop the digital garbage you don't want, and replace it so you interact with what you decide, choose and want. With continuous Shared Life Spaces (SLS), each person can design their Digital Lives so they live the ways they decide. Instead of people working for others, companies work to serve people (who become the decision makers). **Within reach are (1) daily self-improvements so everyone can rise toward their personal goals, and (2) collective solutions to problems like climate change, health, diversity, hunger and more.** Each SLS includes user-controlled presences with people, places, services, files, resources, active guides, events, travel, personal values, automated replacements, consumption/commerce, etc. In the Expandiverse IP Library: **Privacy and Protections Special Collection**  Link to PDF: **Privacy and Protections**	**One of the possible advances from this IP:** A platform like **Apple, Google, Meta, Amazon, Microsoft or others** can make surveillance businesses obsolete by adding new kinds of privacy and digital protections. Each person controls what they see and interact with, getting what they want and ending the digital sewage they don't want. **Each user makes the decisions over what companies show, sell and produce, making this a people-decided economy where vendors help people succeed.** This company has the option of: (1) Not knowing anything and managing personalization by storing personal data so individual records are kept secret, (2) Knowing everything and managing everyone's personalization visibly, or (3) A hybrid of both. **Without this IP:** Like today, ad platforms like **Google**, **Meta, Amazon, Apple and Microsoft** send each person what the platform and their advertisers decide. BUT when users have these new privacy and protections, **each user decides:** (1) If they **replace ads and content** to fit their goals, (2) Choose **privacy or stealth** so ad and content senders are not told what is replaced or what the user does, (3) Add personal digital **protections or boundaries to make their digital and physical life safer**, (4) etc. **Privacy principles:** • Privacy (core value) • Developer (WWDC privacy video) • A Day in the Life of Your Data • Transparency Report **Tim Cook on privacy:** • Privacy is a human right (3/18) • Tim Cook on Privacy (2/21) • IAPP Privacy Summit (4/22) **Apple's privacy journey (highlights):** 2008: Support VPN, WPA2 2009: Find My Phone 2010: MDM Mobile Device Management 2011: iMessage encryption 2012: Limit Ad Tracking (UDID replaced by IDFA) 2013: Touch ID, activation lock 2014: IDFA limited to advertising 2015: Ad, content blocking (tracking prevention) 2016: Apple vs FBI (govt surveillance vs encryption) 2017: Block cross site tracking (Safari) 2017: Two-factor authentication 2018: Intelligent Tracking Prevention 2019 brand campaign: "Privacy. That's iPhone." 2019: Private Apple Services 2020: App Privacy Labels 2020: Sign in with Apple (and Hide My Email) 2020: Full 3rd-party cookie blocking (Safari) 2021: IOS 14.5 ATT (App Tracking Transparency)	Surveillance businesses: • Zuboff and Klein • Business model 1 • Business model 2 • Data industry Meta Facebook / Meta privacy: • Stock value impact from Apple privacy • EU threatened privacy impact • Privacy history 1 • Privacy history 2 • 2019: Clear History privacy tool Google Google privacy (delays): • Privacy history • Chrome: End 3rd party cookies by 2022 • Chrome delay: Keep 3rd party cookies to at least 2024 • Android: Keep ad and user tracking until at least 2024	Privacy experts on Amazon privacy (examples): • Privacy policy • Privacy summary • Ring video doorbells • Echo/Alexa • Amazon Go recognition • Halo fitness wearable • iRobot house maps • One Medical primary healthcare • Lobbying, privacy laws	Microsoft privacy: • Windows privacy dashboard • Edge browser: blocks third-party cookies • LinkedIn privacy tab • Windows 10 privacy and user choice

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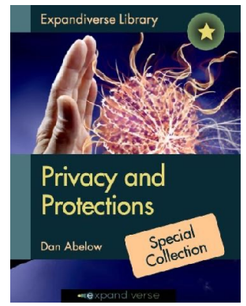
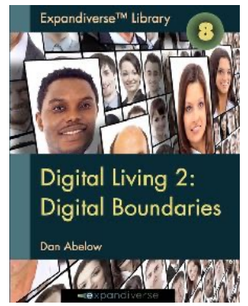
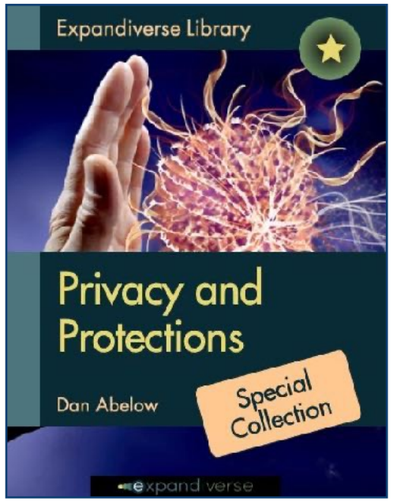
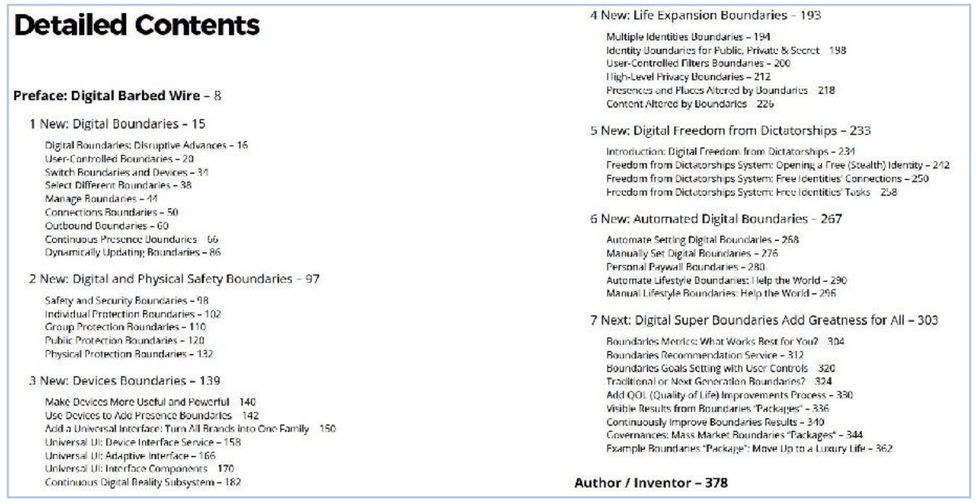




Privacy and Digital Protections: In Real World or Metaverses

Across multiple brands of devices and operating systems, this Metaverse IP adds seven new kinds of privacy and digital protections. Users can add the new kinds of privacy and digital protections that each one wants.





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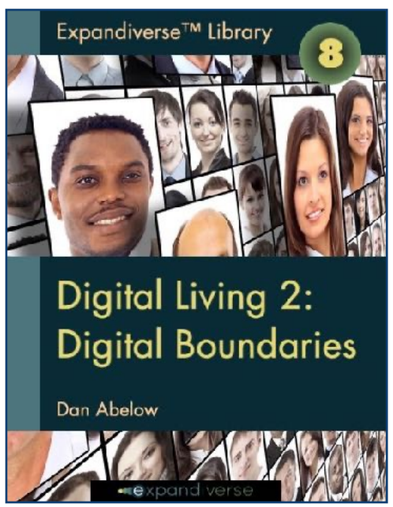
Plan Your Patent Protections:

IP Open Case: Available for Your Filings

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



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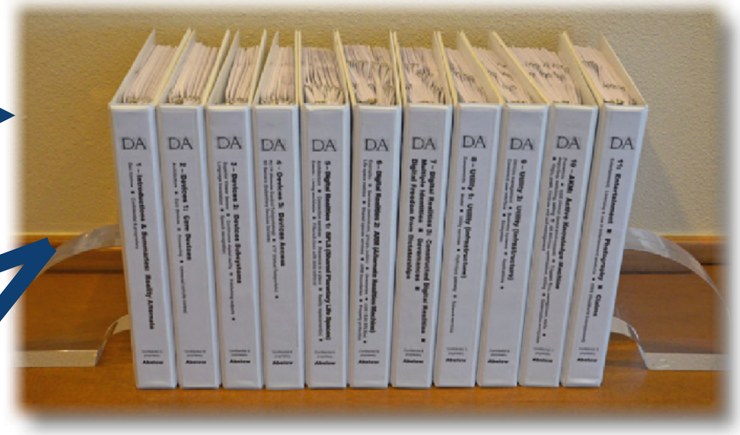
IP Filing

1,400 pages, 282 Figures

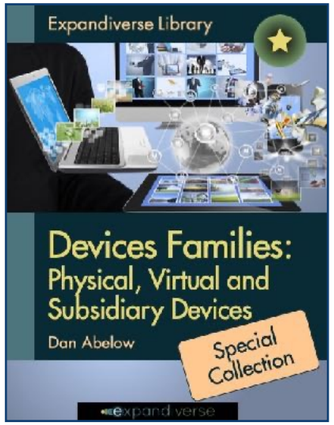
Divided into 31 Technology Categories by the U.S. Patent Office

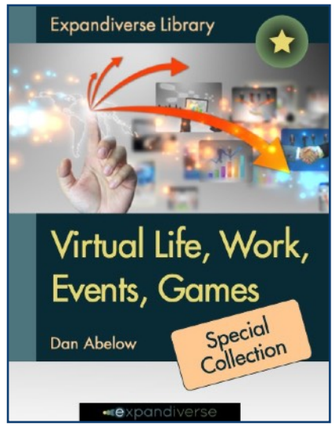
Issued U.S. Patents: 9,183,560 and 11,222,298

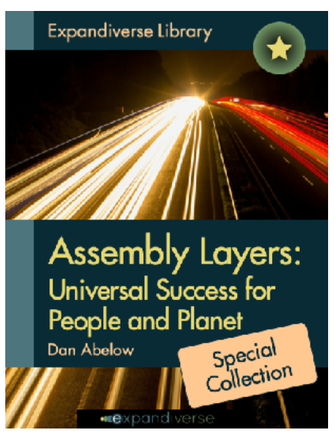
Current Application (open case): 17/535,307

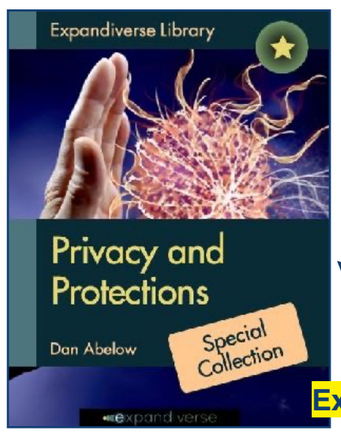


Special Collections

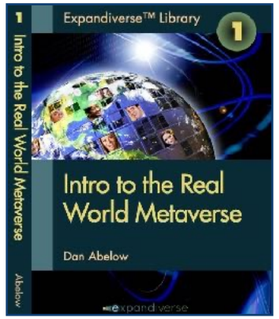


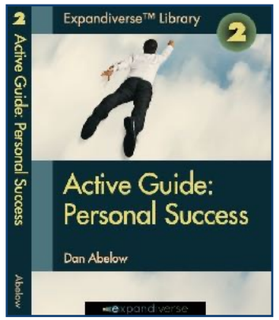


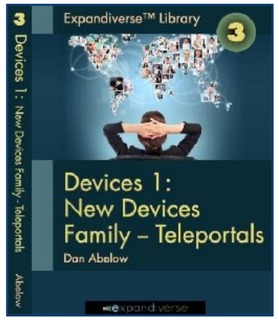


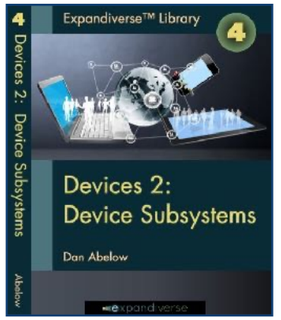


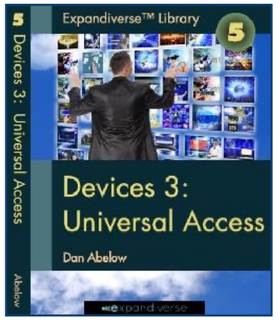
10 Volume Series: Build and Monetize Your Businesses Faster, Better and Cheaper

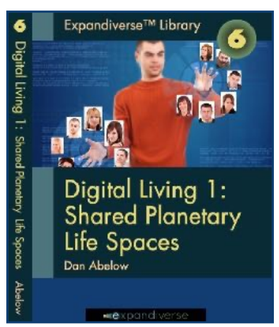


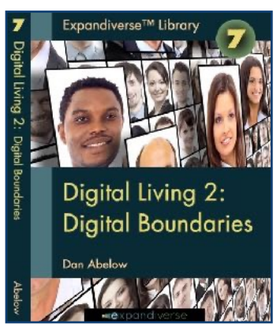


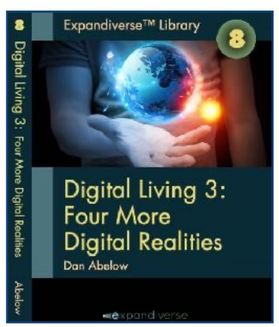


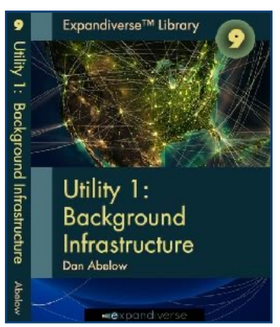


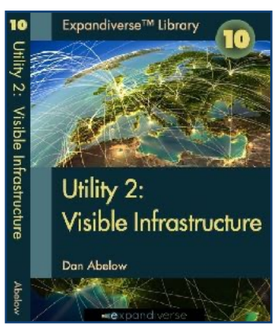












Example volume (see this PDF online): **Privacy and Protections**

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***

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

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

IP ASSET PORTFOLIO DETAILS

Patents

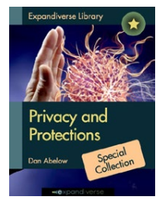
- **Reality Alternate**
  US9183560B2
- **User-controlled digital environment across devices, places, and times with continuous, variable digital boundaries**
  US11222298B2
- **Assembly Layers**
  US20220156653A1

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

liquidax Accelerating Growth. Increasing Value.

Liquidax Capital, LLC
www.liquidax.com
212-634-9394

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843-252-4060

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

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

Includes:

Google
amazon
Meta

Games Platforms

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.

Communications: $1.8 Trillion Markets

Includes:

Microsoft
Meta

Work Platforms Metaverse, Web3, Blockchain, etc.

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.

Devices: $1 Trillion Markets

Includes:

Meta
QUALCOMM
Microsoft
Google

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."

Digital Advertising: $468 Billion Markets

Includes:

Google
Meta
amazon
Microsoft

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.

Privacy & Protections: What People Want

Includes:

Meta
Google
amazon
Microsoft

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.

The detailed Competitive Analyses are available on request

Use the contact info below to make your request

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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 that build it.

Here's a few metrics:

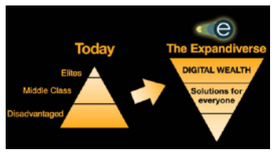
- **Degrees:** Harvard and Wharton
- **Commercial Value:** 550 licensees of my previous patents, includes Apple, Google and Microsoft
- **Widely Useful:** Lifetime patent filings cited 4,100 times. (The average patent is cited only 3 to 6 times. Only 0.01% of patents are cited more than 100 times.)
- **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

Microsoft 116 Citations · IBM 79 Citations · salesforce 48 Citations · 9 Citations · Google 38 Citations

amazon.com 28 Citations · Bill Gates new patents 9 Citations · CHINA 71 Chinese Citations · SAMSUNG 48 Citations · SONY 23 Citations

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/

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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

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