

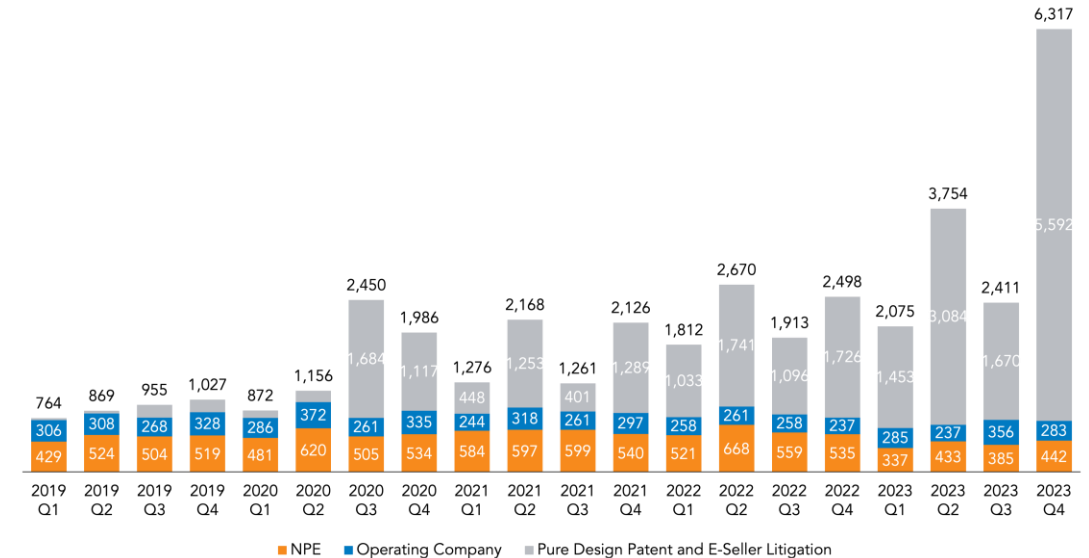
DesignTracTM

AI-Based Design Patent Imager Retrieval Service

Design Infringement

Infringement of a patented product design is a serious issue and is responsible for increasing litigation in US courts.

- Continued growth of online marketplaces selling low-cost, look-alike products (Amazon, Wish, Temu etc.).
- Companies need to actively search for and protect against infringement of their product designs.
- Product designers also need a method to check their design against existing design patents.

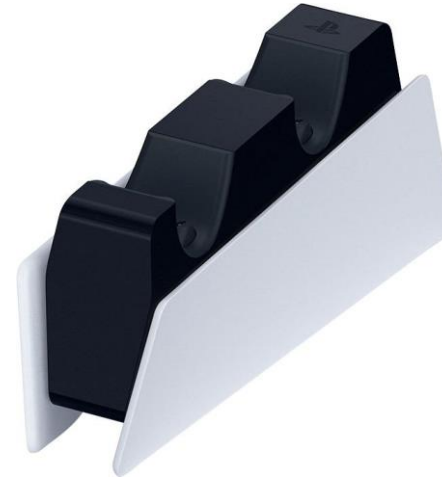


Vitasoft's DesignTrac aims to provide law firms, companies, and designers with tools to positively identify and compare design similarities.

The Problem

With over a million design patents in the US Patent and Trademark Office (USPTO) database, it is nearly impossible to search for and compare with a specific design.

- Trying to match a product with a design patent can only be done manually, taking time and effort
- The USPTO database is difficult to navigate
- Patent information is not linked to a product name or model
- Searches are limited to ambiguous keywords



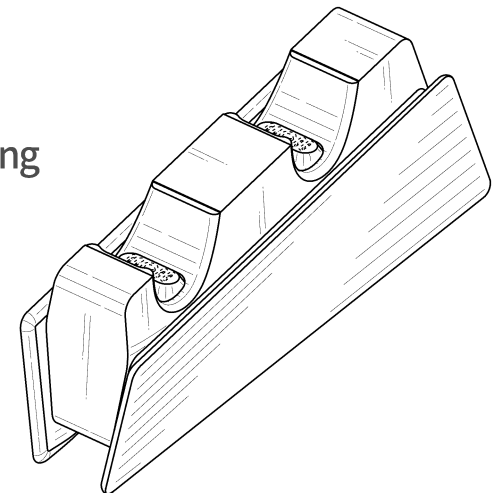
Who owns the design to this?
How do I describe it?
What is it?

Item: PlayStation5 DualSense Charging Station

Patent: D1019665

Patent Date: 03/26/2024

Applicant: SONY INTERACTIVE ENTERTAINMENT

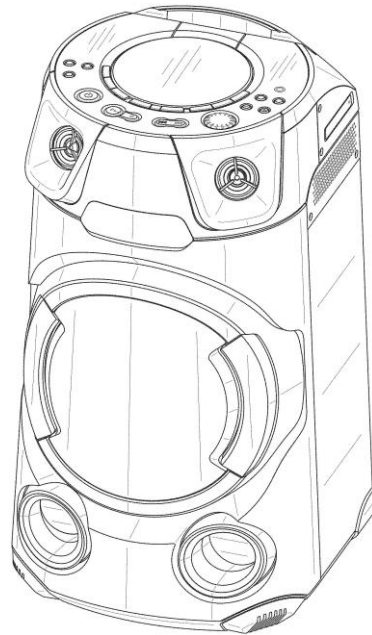


The Solution

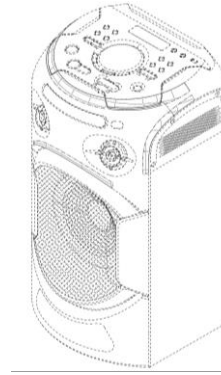
DesignTrac uses AI to instantly analyze a photo and find matching design patents from the USPTO database.



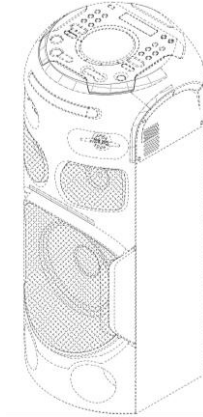
Uploaded Photo



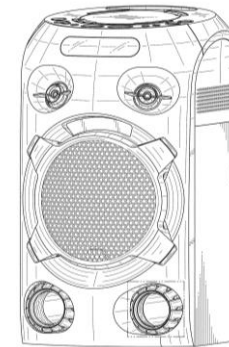
99% Match



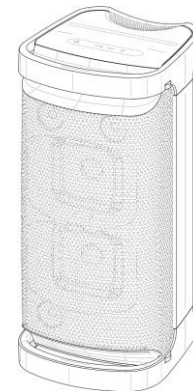
89% Match



82% Match



91% Match



64% Match

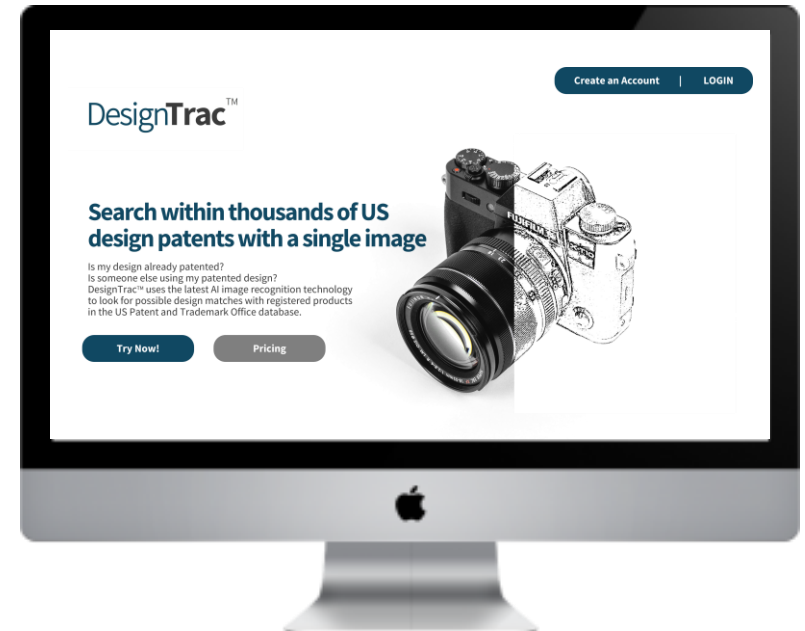
DesignTrac™ Features

Current

- A custom database of product categories with high levels of infringement, such as consumer electronics, car parts, fashion accessories, etc.
- A fine-tuned AI image recognition and retrieval model
- Three modes: ① Photo based search, ② Drawing based search, ③ Photo to Drawing direct comparison

To Be

- Register User product in the database
- User alerts for design applications that might infringe on their design



The Opportunity

The global intellectual property services market is estimated at 2.8 billion USD in 2022 with the US accounting for 40% of that market (Source: Global Intellectual Property Services Market - Industry Research 2023)

- Of the US market size of \$1.1 bn, we estimate the design patent services market to be roughly 10% (\$110m with a CAGR of roughly 12.5%)
- While still a fledgling market, investment into protecting IP rights is steadily increasing.
- Technology based services will be a new sector in the patent services market.

The Competition

Direct Competition

1. MarqVision

- Focused on detecting counterfeits of client products and unauthorized distributors on online shopping sites.
- Not a patent search service

2. InQuartik

- Patent related multi-service that includes image-based patent search
- Simple API based search (reduced accuracy)

Indirect Competition

- Indirect competition comes from companies in low-wage countries offering web-crawling services that manually find infringing products on the internet.
- These services are typically run by non-reputable companies with whom law firms and larger corporations are unwilling to work with.

DesignTrac is a more accurate and more focused product than our nearest competitor

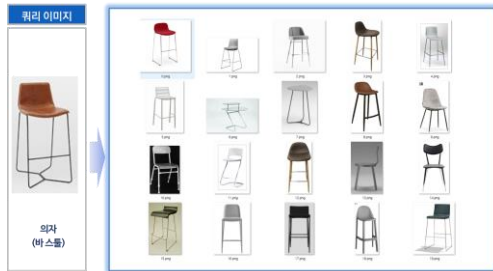
Proven Technology

2021, Our technology has started on Design Patent Image Retrieval system in the Korea Intellectual Property Office

2022~2023, Our technology is already in use by the Korea Customs Service



2021, AI-based Design Image Search System (for Design Patent Examination)



 Korea Intellectual Property Office

"Identifies the type of product in the image and searches for other product images with the same or similar appearance, shape, or trend (e.g., the top 20 found among 3 million images)."



GoodsGrapher™

A mobile based application actively being used by agents to cross check items entering Korea with the Korea Intellectual Property Rights Information Service (KIPRIS) database.

For  Korea Customs Service

Target Clients

Our primary clients will be law firms who specialize in IP protection and litigation, followed by large consumer goods corporations with large product lines.

First Tier Target	Second Tier Target	Third Tier Target
<p data-bbox="224 596 817 692">Patent & Intellectual Property law firms</p> <p data-bbox="186 746 856 859">Use DesignTrac to find new clients and monitor infringements against existing client products</p>	<p data-bbox="1029 596 1460 692">Large consumer good corporations</p> <p data-bbox="901 746 1587 859">Use DesignTrac monitor infringements against existing products and prevent infringement of others' designs</p>	<p data-bbox="1646 639 2303 682">Small businesses and individuals</p> <p data-bbox="1630 742 2318 816">Use DesignTrac to see if their products infringe on an existing design</p>

We will also seek US federal government contracts to implement a customized version in the USPTO online platform .

Business Model & Revenue Projection

Tiered pay-per-search & subscription model based on client organization size

Service Tier	Tier Price	Target
Pay-per-Search	\$7	Individuals & Small Firms, Small Businesses
Monthly	\$75/M	Individuals & Small Firms, Small Businesses
Premium Monthly	\$750/M	Medium Firms and Corporations
Yearly	\$75,000/Y	Large Firms and Corporations

Year	Service Tier	Tier Price (Year)	Volume	Yearly Revenue
2024	Pay-per-Search	\$7	1000	\$7000
	Monthly	\$900	100	\$90,000
	Premium Monthly	\$9,000	10	\$90,000
	Yearly (Unlimited)	\$75,000	-	-
	Sub-Total			\$187,000
2025	Pay-per-Search	\$7	100,000	\$700,000
	Monthly	\$900	2,000	\$1,800,000
	Premium Monthly	\$9,000	300	\$2,700,000
	Yearly (Unlimited)	\$75,000	1	\$75,000
	Sub-Total			\$5,200,000
2026	Pay-per-Search	\$7	200,000	\$1,400,000
	Monthly	\$900	5,000	\$4,500,000
	Premium Monthly	\$9,000	1,000	\$9,000,000
	Yearly (Unlimited)	\$75,000	3	\$225,000
	Sub-Total			\$14,900,000
3 Year Total				\$20,287,000

Business Networks

Service Development & Operation

VITASOFT Co. Ltd.,



- The crucial service module has already been developed
- Fine-tuning and Performance Improvement for U.S. Design Patent Registered Images
- Customer Service & System operation

Service Promotion & marketing in USA



America's Supply Chains, PBC



- Promotion of the Service
- Marketing for Patent Law Firm Client in the U.S.
- Regulatory Compliance & Supply Chain Optimization Solutions, Services Wholesale

The Team



Hong Soonkee | CEO

25-year industry veteran and CEO of Vitasoft since 2004



Lee Jae Yong | VP

Overseas business development specialist with over 25 years experience



Park Jae Yoon | Head of AI

Literal rocket scientist from the Korea Advanced Institute of Science & Technology (KAIST)



Olimov Bekhzod | AI Vision Lead

Machine Learning and Computer Vision specialist with over 10 published papers in the field

Investment & Spending

Vitasoft is seeking \$1,500,000 project funding to finish development of the product and enter the US market.

Additional data collection, processing, and model fine-tuning	20%
Platform development	30%
Go-to-Market spending	40%
Additional staff	10%