

Frameri Patent Portfolio Report 10.29.18

Heritage Global Patents & Trademarks will be selling the Patent Portfolio of Frameri in a Sealed-Bid Auction. The Bid Submission Deadline will be January 24, 2019.

Frameri was founded in 2012 and was known for its eyeglasses with interchangeable lenses and frames. The lenses could be popped out and inserted into other Frameri frames allowing for diversity of appearance with just one set of lenses. In June of 2017 Frameri reported that that 28 eyecare retailers in 15 states were selling Frameri's products.

The company gained widespread attention after it was featured in a 2015 episode of "Shark Tank," a show allowing entrepreneurs to present Business Proposals to a panel of investors, also known as Sharks. The firm's founders declined an offer from one of the Shark investors, Kevin O'Leary.

Frameri's Patent Portfolio consists of 1 Granted Patent and Multiple Applications Worldwide.

Contact Info:

Doug Berman
Heritage Global Patents & Trademarks
dberman@hginc.com
707-245-4417



The information contained in this report is believed to be from reliable sources, however all Due Diligence shall be the responsibility of the Bidder and shall be conducted PRIOR to Bid Submission as there will be no opportunity to conduct Due Diligence after the award to the high bidder.

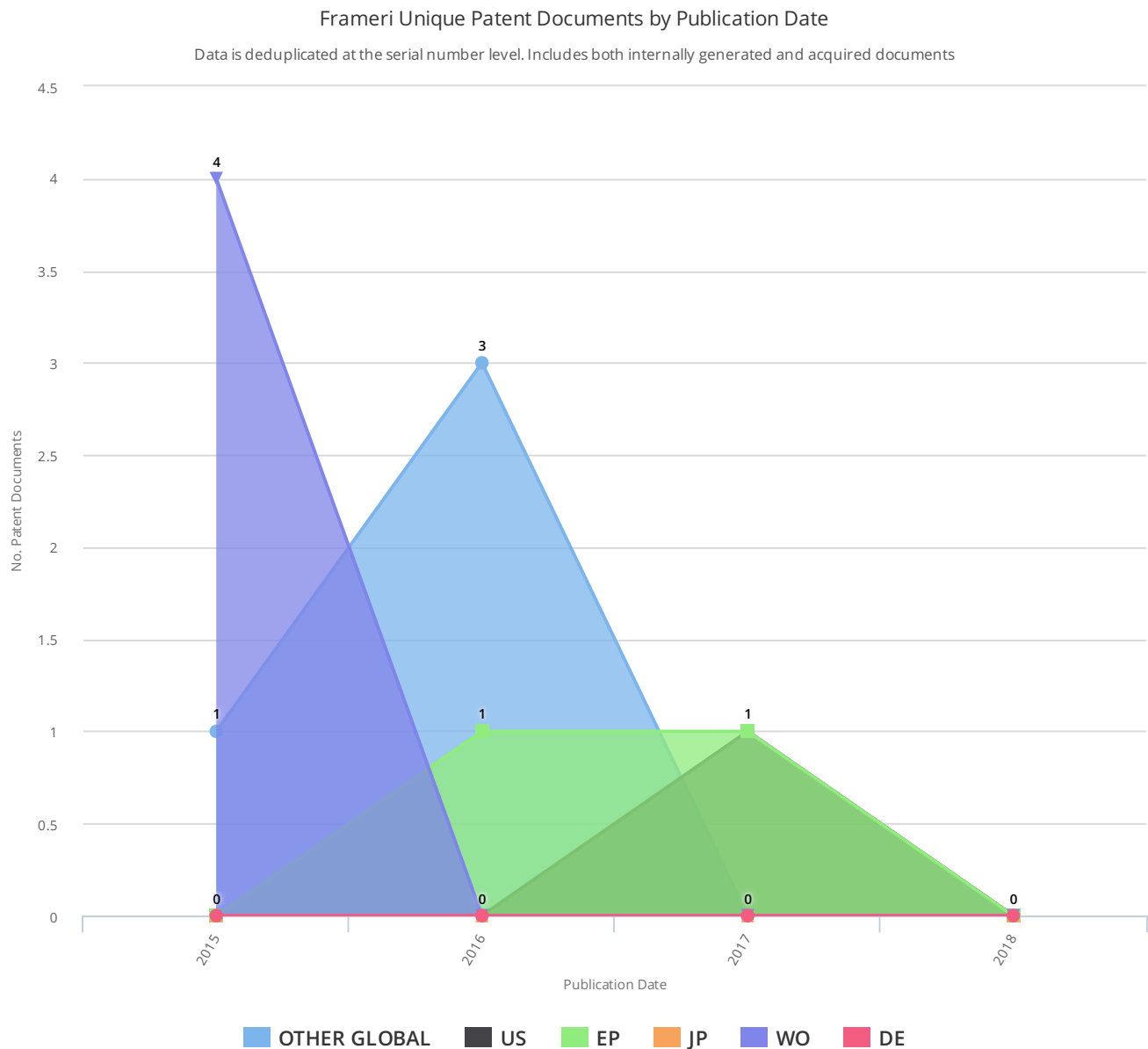
Key Patenting Statistics for Frameri		
Total US Grants		1
Utility		1
Design		0
Pending US Applications (Within 5 years)		0
Average Pendency	2.92 Years	
Total Non-US Documents		10
Top Inventors	BILLETZ, KONRAD C.	1
	GAUTHIER, NOEL L.	1
Top Agents	FAY SHARPE LLP	1

Frameri's Global Patenting Activity by Year

Analysis includes data from all 30 jurisdictions in which Frameri owns patents

Frameri's published patents and applications are displayed by their publication date. The data in the analysis is deduplicated at the serial number level, which means that only one document is counted per invention per country analyzed. The "Other Global" set contains all patenting authorities not specifically broken out in the other data collections. Furthermore, the analysis includes both internally developed patents, and those that may have been acquired from other patentees.

Frameri is currently assigned to 11 patent documents published in the last 20 years. They have enjoyed a growth rate of 107.5% over the past 5 years, and peaked in 2015 with 5 global patent documents published.

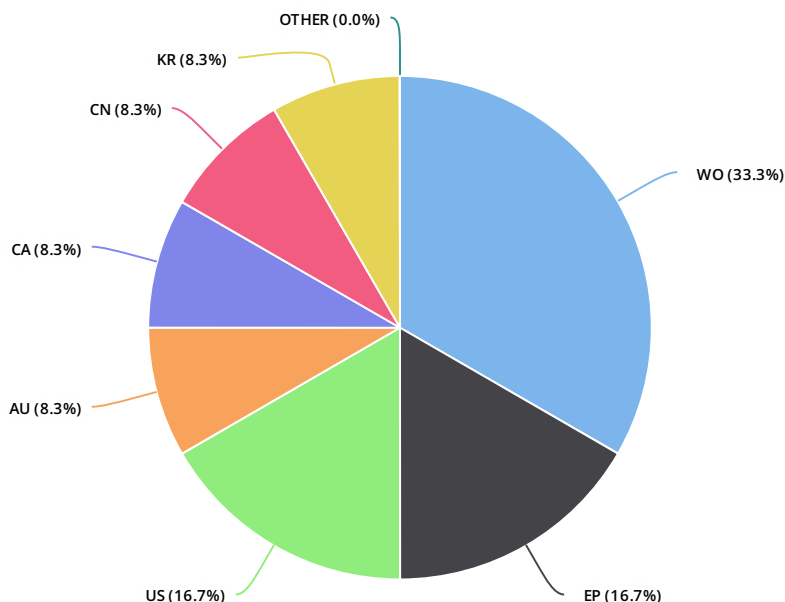


Source: www.AcclaimIP.com

Breakout of Frameri's Global Patents By Authority

Analysis Includes Deduplicated Global Patent Documents

Frameri Top 10 Countries of Publication



Source: www.AcclaimIP.com

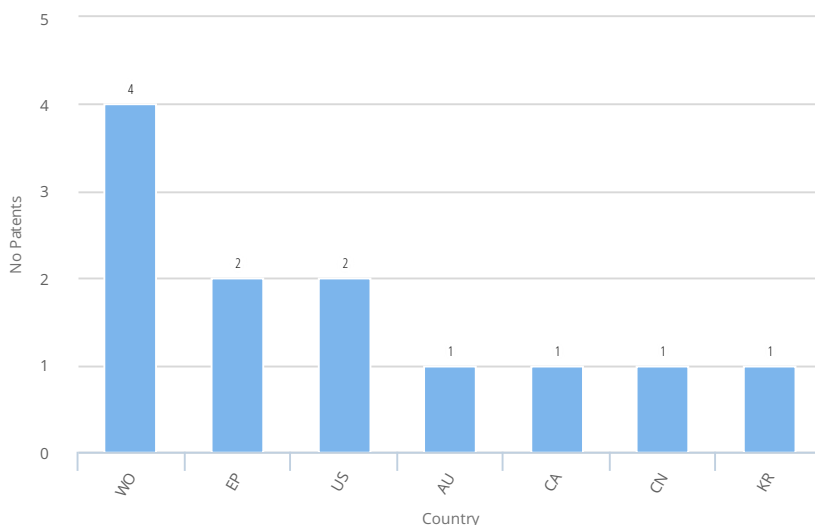
Frameri owns patents and patent applications from 7 different countries and jurisdictions. The top 10 are displayed in the pie chart above.

33.3% of the portfolio is made up of WO (also called PCT applications) patents and applications followed by 16.7% EP documents, and 16.7% deduplicated US documents.

The chart on the right displays the raw counts of the number of global patent documents owned by Frameri in the top 10 patenting jurisdictions.

Frameri Top Patenting Countries

Data is deduplicated at the serial number level. Includes both internally generated and acquired documents



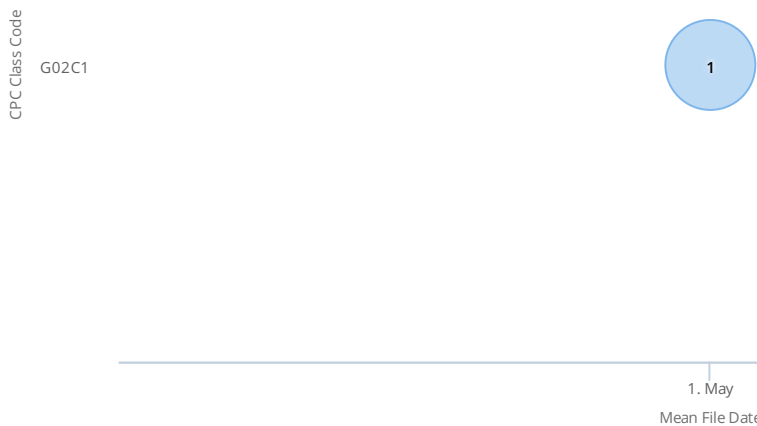
Source: www.AcclaimIP.com

Top 20 Patent Classifications in Frameri's US Portfolio

Analysis Includes Deduplicated Patent Families by Mean File Date

Frameri's US Patent Portfolio by Mean File Date by CPC Class

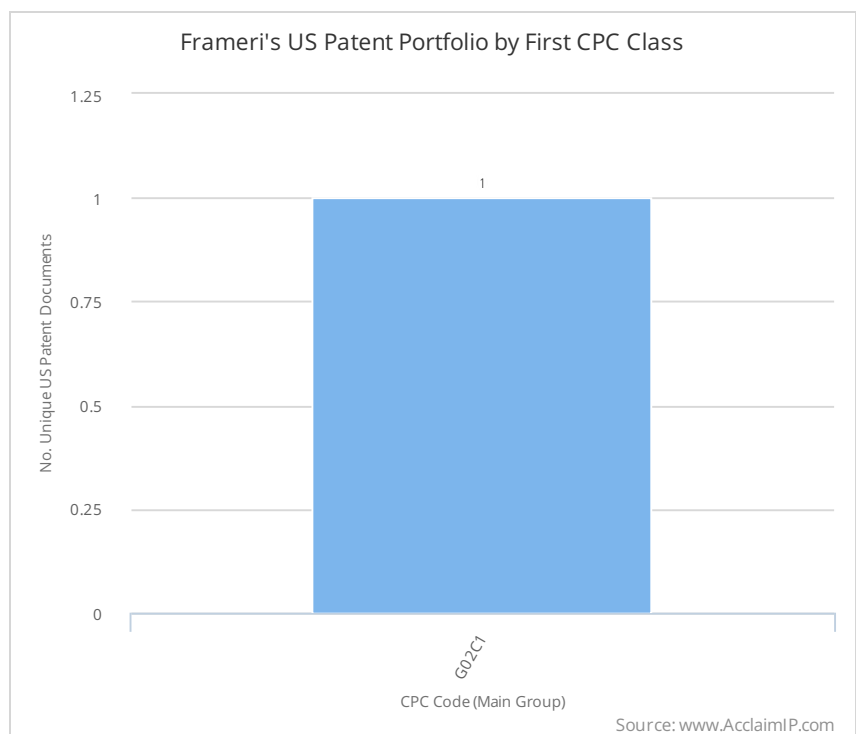
Analysis uses First CPC code listed at the main group level.



Source: www.AcclaimIP.com

50% of Frameri's US patent portfolio is represented by their top 20 CPC patent classifications. In this analysis, we first performed a serial deduplication on the patents, then analyzed them using the CPC classification listed first on the patent or application. In this way the portfolio is represented simply and accurately.

The chart to the right shows the same analysis as the bubble chart for easier comparison of relative quantity.



Source: www.AcclaimIP.com

Top 20 Patent Classifications in Frameri's US Portfolio

Analysis Includes Deduplicated US Patent Documents

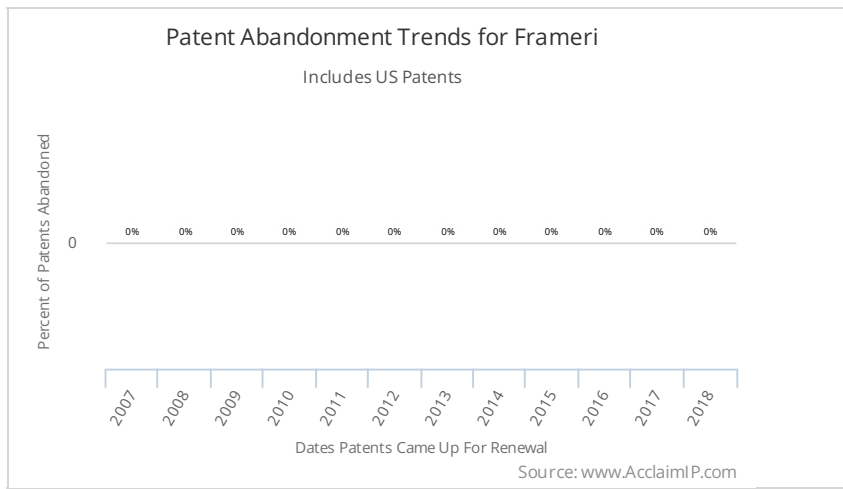
The table below displays the top 20 CPC classifications at the Main Group level, including class title. The No. Patent Docs is reiterated from the previous page.

CPC Class Code	CPC Class Title	No. Patent Docs
G02C1	Assemblies of lenses with bridges or browbars	1

Maintenance Trends for Frameri

Patent maintenance trends are an important measure of how a patent portfolio is managed over time, and speaks volumes about a company's patent strategy. Some companies abandon as much as 50 percent of their portfolio at each renewal tranche, while others pay maintenance fees on the entire portfolio regardless of the current benefit the portfolio conveys to the patent owner. A well-managed healthy portfolio will typically show abandonment rates of 10 to 20 percent at each renewal tranche.

Annual Maintenance Behavior

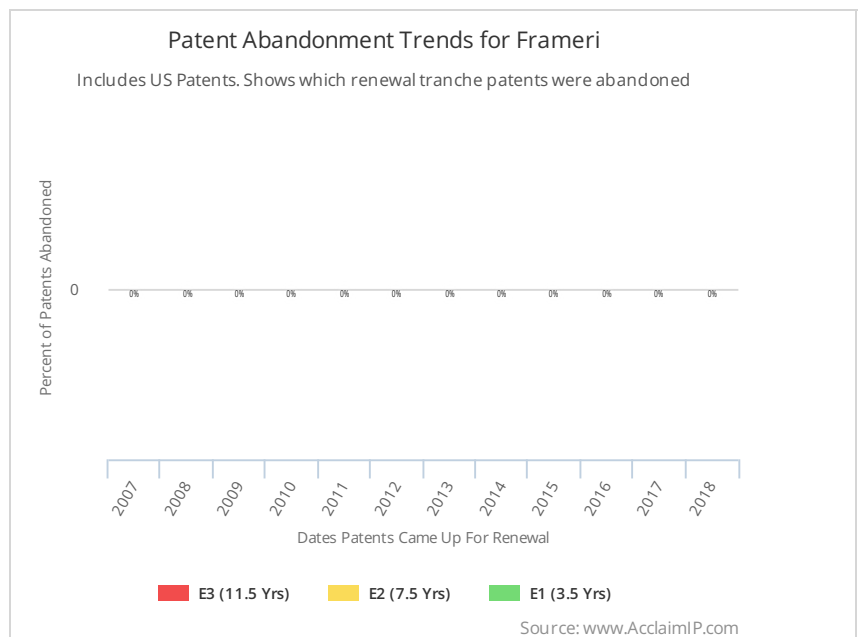


The chart to the left shows year-over-year maintenance activity. It accounts for previously abandoned patents, and shows the percentage of the patents that came up for renewal in any renewal tranche, and were subsequently abandoned.

Split by Renewal Tranche

In the US, patents must be maintained three times during their lifecycle. Maintenance payments are due at years 3.5, 7.5, and 11.5 after the patent's grant date. If no payments are received, patents expire after the six month grace period at years 4, 8 and 12 respectively.

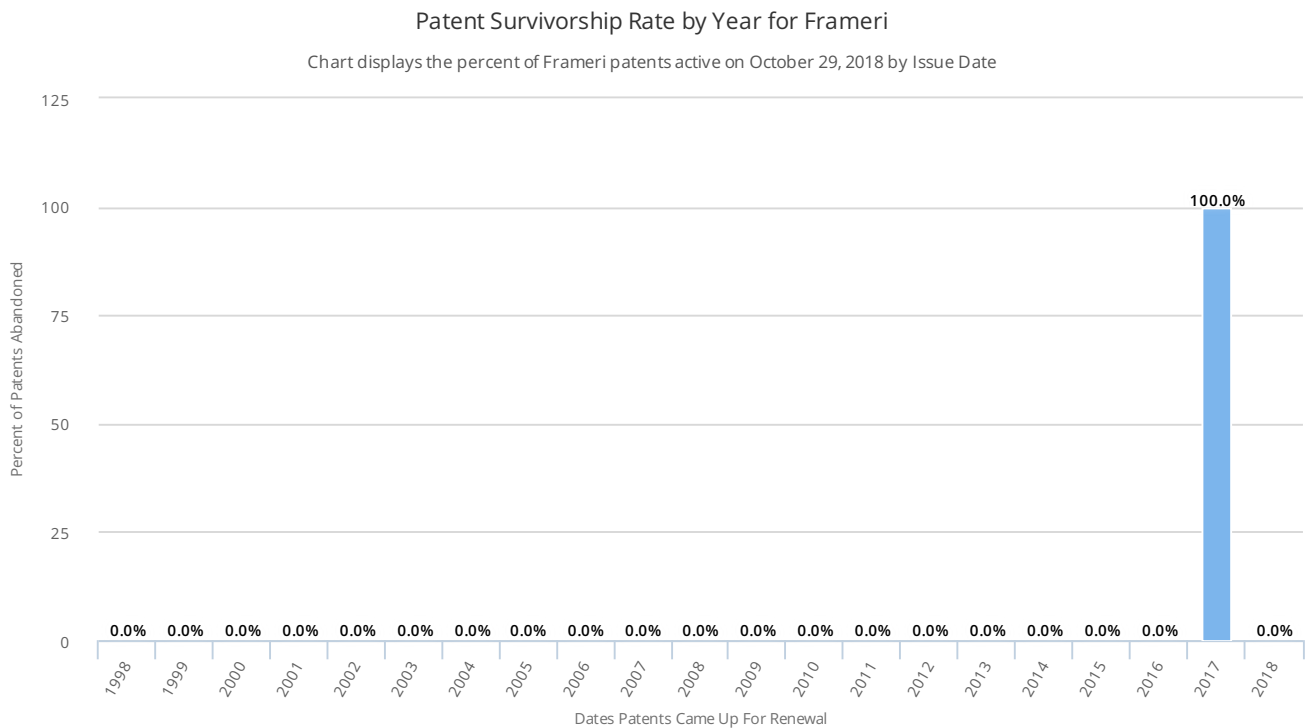
By way of comparison, approximately 20% of all renewable US patents are abandoned each year.



Survivorship Trends for Frameri

A patent survivorship rate analysis uses the same data from the maintenance analysis to show the number of patents that were issued on a date that still survive today.

Many portfolios show a typical stair-step look, where survivorship drops at 4-year intervals at years 4, 8 and 12 when maintenance payments can no longer be made, and the patent expires for failure to pay maintenance fees.

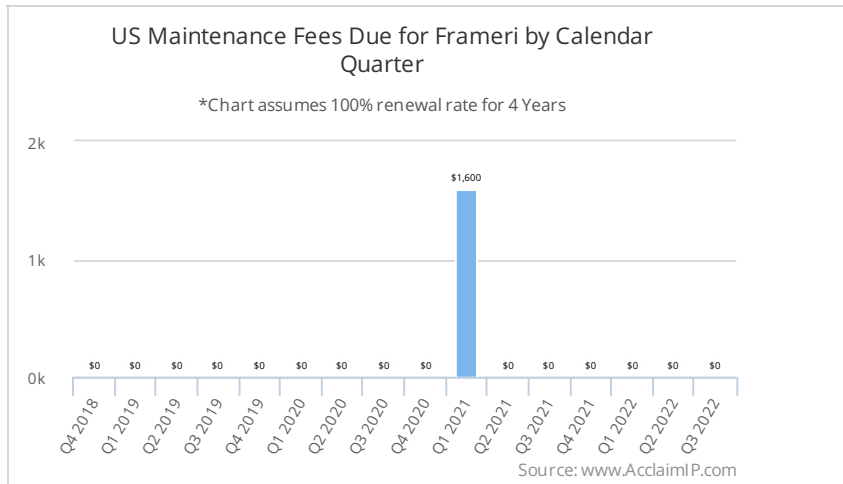


Source: www.AcclaimIP.com

Maintenance Fees Due in Future Quarters

The charts below aid in planning portfolio maintenance. They show the total dollars due for the subsequent 4 years, by quarter, if one were to fully maintain a portfolio. In the US, maintenance fees rise at each renewal tranche from \$1800 to \$3600 to \$7400 for large entities. The estimates account for these differences, as well as the lower fees allowed for small and micro entities.

Total Future Fees



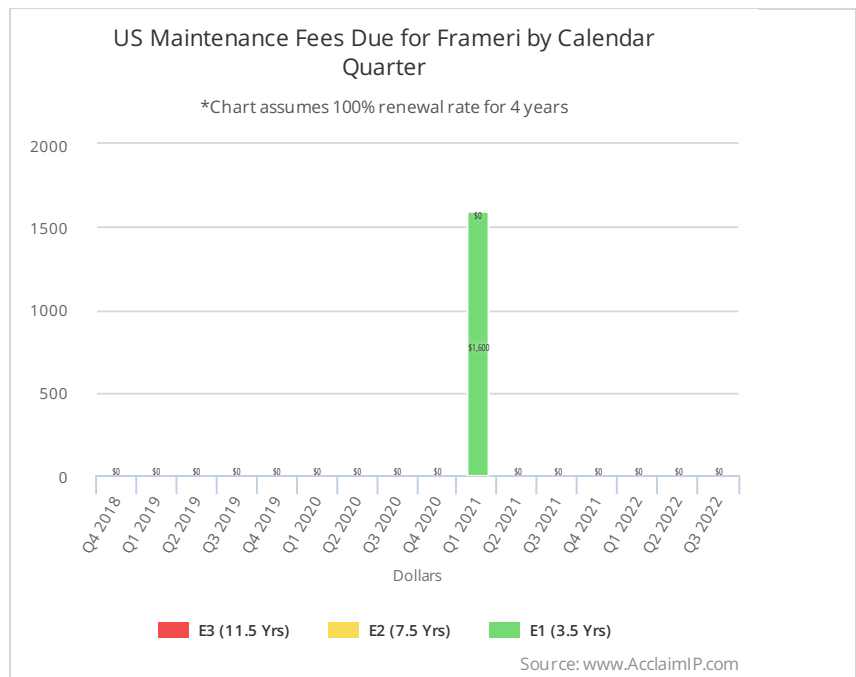
Over the next four quarters, Frameri will pay a total of USD0 to maintain their US portfolio which highlights the need for a sound portfolio management and maintenance strategy.

In this view, in contrast to the view below, is easier to read the total fees due to fully maintain the US portfolio.

Fees Due by Renewal Tranche

Maintenance fees effectively double at each maintenance tranche.

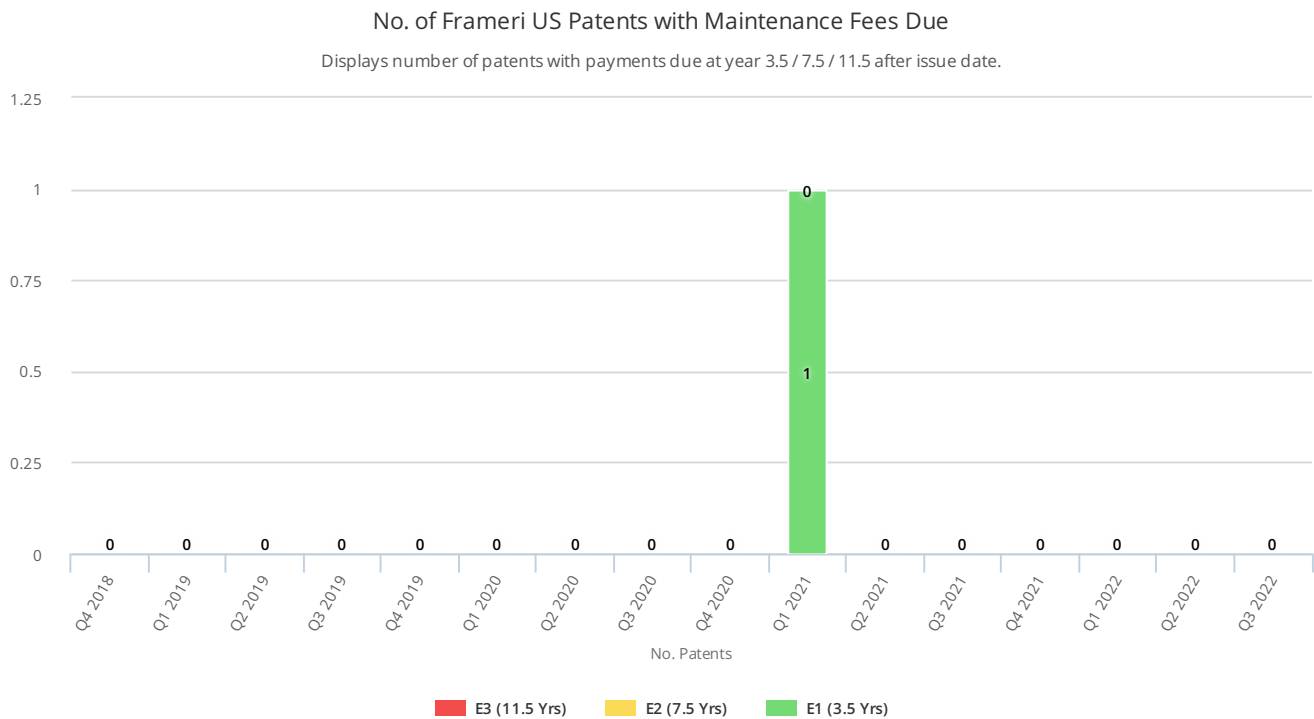
The same chart above is split into renewal tranches. Special attention should be paid to patents in the E2 and E3 renewal tranches. They have had enough time to prove their worth to the company and impact on the market, and their fees are relatively high.



Maintenance Fees Due by Number of Patents

It is valuable to know precisely how many patents require maintenance decisions in each of the subsequent future quarters. Special attention should be paid to the patents in their E3 renewal period shown in red. These patents cost USD7,400 to maintain to the end of their term. Due to terminal disclaimers, some patents may have only a few months or years left in their full term. Other E3 patents may not have proved valuable, and will likely not do so in their remaining term.

Unlike the expiration charts which use the 4, 8 and 12 year expiration dates, the chart below shows you when the payments are due which is year 3.5, 7.5 and 11.5 respectively. Using maintenance due date helps you avoid unnecessary late fee penalties for renewing a patent in the six month grace period.



Source: www.AcclaimIP.com

Fees Due by Renewal Tranche

In the next three years patent maintenance fees are due to the USPTO totaling USD0. The table below presents the fees due in each calendar year for the next three years. The current year (2018) shows what is currently remaining assuming 100% maintenance of the portfolio and removes patents that have either had their maintenance paid or have already been abandoned.

Tranche	2018	2019	2020
E1 (3.5 Years)	USD0	USD0	USD0
E2 (7.5 Years)	USD0	USD0	USD0
E3 (11.5 Years)	USD0	USD0	USD0
Total	USD0	USD0	USD0

Evolution of Key Inventors in Frameri's US Portfolio

Analysis Includes Deduplicated US Patent Documents

The chart below shows Frameri's patent portfolio by inventor and by publication date, representing a 10-year window. The chart identifies the top 20 most prolific inventors of their organic portfolio (i.e. acquired patents are excluded from the analysis). The chart is most useful to identify key innovators and their level of current patenting activity at Frameri.

Evolution of Inventors for Frameri

Analysis includes US Law Firms (normalized)



Source: www.AcclaimIP.com

Framer's Interesting Patents

The following is a short list of interesting patents owned by Framer. The patents described below are standouts when ranked by various statistical value indicators. A complete ranked list by any of these measures - and up to 30 more - may be provided on request.

0 Forward Citations

Patent US9753303 (*Removable eyeglass lens and frame platform*) has earned 0 forward citations since it was filed on 2014-08-27 making it Framer's most cited patent. Top citers include .

3.03 Years Pendency

Patent US9753303 (*Removable eyeglass lens and frame platform*) has the longest pendency of any of Framer's US patent holdings. Patents with exceptionally long pendencies tend to be top patents.

18 Claims

Patent US9753303 (*Removable eyeglass lens and frame platform*) boasts 18 claims, putting it in first place among all Framer patents. Patents with a higher number of claims require a larger investment in prosecution and tend to be better patents.

11 Family Members

Patent US9753303 (*Removable eyeglass lens and frame platform*) contains 11 members in its simple patent family making it the priority US document in Framer's largest patent family. Patents from large families containing divisionals, continuations and a large ecosystem of non-US counterparts represent a large investment in patenting and are often high value patents.

148 Words in Claim 1

Patent US9753303's 148-word claim...

An eyeglass assembly comprising: a frame having first and second lens openings formed therein, the frame including one of a groove and a protrusion around the lens openings; at least one lens dimensioned for operative association with at least one of the first and second lens openings, the lens including one of a groove and a protrusion; and a key selectively interconnecting the lens to the at least one of the first and second openings in the frame, the key including (i) an other of a protrusion and a groove along an inner perimeter that mates with the one of the groove and protrusion of the lens, and (ii) an other of a protrusion and a groove along an outer perimeter that mates with the one of the groove and protrusion of the frame, wherein the key has a tab protruding outwardly from a remainder of the key.

... is the shortest among all Framer's US utility patents granted. Short claims tend to be very broad.

12 Strength Score

Patent US9753303 (*Removable eyeglass lens and frame platform*) has earned the highest statistical strength ranking of all Framer patents. A patent's statistical strength is calculated using an assortment of weighted value metrics and has been shown to have a positive correlation with a patent's true value.

