



MEDIA KIT



INTELLECTUAL PROPERTY AVAILABLE FOR
LICENSING/ACQUISITION/INVESTMENT

U.S. Patent #10,276,028

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OVERVIEW

This prospectus will introduce **TRACK™ My Glasses**, a newly patented technology available for licensing. **TRACK™ My Glasses** is an eyewear tracking transmitter that is built into the frame of eyeglasses, sunglasses, VR goggles, or other eyewear. If glasses are lost or stolen, they may be located through tracking software that communicates with the transmitter to pinpoint an exact location.



A small transmitting chip is embedded into the eyewear frame, nosepiece or earpiece. When the transmitter is activated, it sends a wireless signal to the app, which indicates the location of the eyewear. Eyewear can be located and recovered, saving the owner the hassle of searching or replacing lost or stolen items.

PRODUCT FEATURES & BENEFITS

Special features

- Small location transmitter embedded into frame
- Notifies a user when preset distance is reached
- Emits a signal when activated
- Communicates wirelessly with app
- Locates lost or stolen items
- Prevents having to replace items
- Great for prescription glasses and sunglasses
- Great for virtual reality goggles
- Great for all expensive eyewear
- Allows manufacturer to provide a location service to customers



COMPETITIVE LANDSCAPE

So many people wear eyewear and it is extremely common for them to become lost or misplaced. When eyewear is missing, everyday tasks that require them become difficult, such as driving, reading, etc. Sometimes expensive sunglasses and gaming eyewear are stolen, and will need to be replaced. Bulky locator tabs are available, but not convenient when used for eyewear.

By purchasing eyewear with the **TRACK™ My Glasses** technology, glasses and other eyewear can be located quickly if they are misplaced or lost. Users can proceed with daily tasks, such as driving or reading, without a long delay looking for glasses. Gaming goggles, smart glasses, expensive sunglasses and other eyewear can be tracked easily when needed by using the tracking software app. This saves the owner time by always knowing the location of items and saves money by eliminating costly replacements.

Comparable Established Products



Tracker Keyfinders (not suitable for eyewear)



Eyeglass Chain (not suitable for everyone)



Bluetooth Eyeglass Locator (not secure)

There are no products on the market that offer all of the features and advantages of **TRACK™ My Glasses**. The first manufacturer to bring this product to market will profit greatly from its inherent uniqueness and cutting-edge design. The **TRACK™ My Glasses** technology is truly in a class by itself.

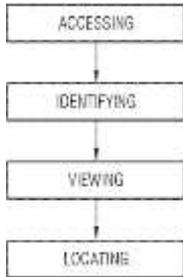
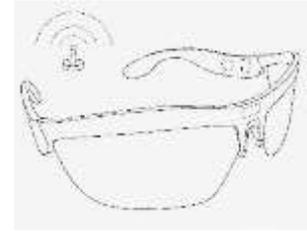
Competitive Summary

<h1 style="text-align: center;">TRACK™ My Glasses</h1> <h2 style="text-align: center;">Market Comparison</h2>		
FEATURE	TRACK™ MY GLASSES	COMPETITIVE PRODUCTS
Small location transmitter embedded into frame	YES	NO
Notifies a user when preset distance is reached	YES	NO
Emits a signal when activated	YES	SOME
Locates lost or stolen items	YES	SOME
Prevents having to replace items	YES	SOME
Great for prescription glasses and sunglasses	YES	SOME
Great for virtual reality goggles	YES	NO
Great for all expensive eyewear	YES	NO
Allows manufacturer to provide a location service to customers	YES	NO



PRODUCT DETAILS

TRACK™ My Glasses is a tracking system for eyeglasses and other eyewear. It is comprised of a small transmitter that is embedded into an eyewear frame. The transmitter emits a signal that communicates with a software app to locate a missing item. This can be especially helpful for someone who misplaces glasses or sunglasses and needs to find them right away.



The app can be downloaded to a user's mobile device for easy access. One feature of the app is an automatic notification when an item exceeds a preset distance from the user. This could be used to locate items left behind or stolen items, saving the owner from replacing them.

This technology can be applied to any type of eyewear, such as reading glasses, Smart glasses, sunglasses, VR goggles, safety goggles, diving masks, etc., and will help users keep track of their equipment in any situation.

Materials needed to produce TRACK™ My Glasses:

- Transceiver
 - Small chip
 - Embedded into eyewear frame
- Software application
 - Receiving software
 - GPS technology

A working prototype of **TRACK™ My Glasses** can be made available to demonstrate the design and functionality of the product.



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Distribution Channel

The **TRACK™ My Glasses** transmitter will be sold as an OEM product and offered to eyewear manufacturers, including those for eyeglasses, prescription sunglasses, VR goggles, and all other types of eyewear. **TRACK™ My Glasses** can also be marketed directly to targeted buyers through promotion at trade shows, in trade magazines, direct mailing, catalogs, and the Internet.

FINANCIAL OUTLOOK

There are an estimated 134.7 million households in the U.S. that could utilize this unique product. Most of these (75%) contain residents that wear some type of corrective eyewear. According to Statista.com, the eyewear industry (glasses, sunglasses, goggles and other items) generates approximately \$34.45 billion per year in revenue. The subsequent financial projections are based on a conservative estimate that a small percentage of this market would purchase eyewear (glasses, sunglasses) containing the **TRACK™ My Glasses** transmitter during its first year on the market. An annual growth factor, based on a standard new product adoption curve, is assumed once the **TRACK™ My Glasses** technology gains market acceptance.

Three-year pro forma: Share Capture of the Eyewear Industry

Estimated Industry: \$34,450,000,000
Projected Share: 0.009%
Annual Growth: 2%

Year	1	2	3
Share Capture	\$3,100,500	\$3,162,510	\$3,225,760

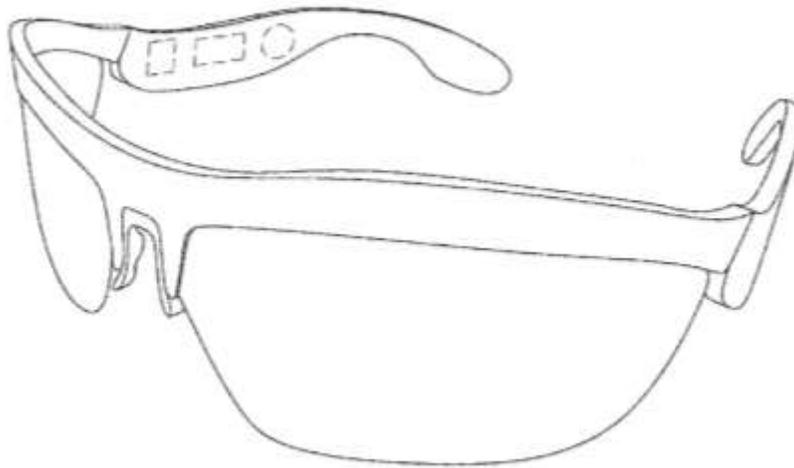
It is important to note that these projections should be considered as illustrative only of the tremendous market potential for this distinctive new product. It is clear that there is an enormous market for this product and that success in even a very small sector will generate huge returns.



INTELLECTUAL PROPERTY

Mr. Matthew Bronniman holds United States Utility Patent No. 10,276,028, filed on March 22, 2018 and issued on April 30, 2019. This patent for **TRACK™ My Glasses** expires in 2038, commensurate with the filing date. This patent has 20 claims that protect the exclusive design and function of **TRACK™ My Glasses**.

For more information, please visit the website: www.trackmyglasses.com





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(12) **United States Patent**
Bronniman

(10) **Patent No.:** **US 10,276,028 B2**
(45) **Date of Patent:** **Apr. 30, 2019**

(54) **EYEGLASS TRACKING SYSTEM AND METHOD**
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(*) Notice: Subject to any disclaimer, the term of this patent is extended or adjusted under 35 U.S.C. 154(b) by 0 days.

(21) Appl. No.: **15/933,096**
(22) Filed: **Mar. 22, 2018**
(65) **Prior Publication Data**
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Related U.S. Application Data
(63) Continuation-in-part of application No. 15/438,752, filed on Feb. 21, 2017, now abandoned.
(60) Provisional application No. 62/414,315, filed on Oct. 28, 2016.

(51) **Int. Cl.**
H04W 24/00 (2009.01)
G08B 21/24 (2006.01)
G02C 11/00 (2006.01)

(52) **U.S. Cl.**
CPC **G08B 21/24** (2013.01); **G02C 11/10** (2013.01)

(58) **Field of Classification Search**
CPC ... H04W 64/006; H04W 4/023; H04W 4/028; H04W 4/20; G01S 1/725; G01S 13/82; G01S 1/68; G08B 21/24; G02C 11/00; G02C 11/10; G02C 9/02; G02B 27/017; G02B 27/0093; G02B 2027/0138; G02B 2027/014; G02B 2027/0187; G02B 2027/0116; G06F 3/013
USPC 455/457, 456.1, 456.3; 340/539.32, 340/539.11, 572.1, 539.13, 539.12, 340/539.15, 539.22, 539.23; 351/158, 351/141

See application file for complete search history.

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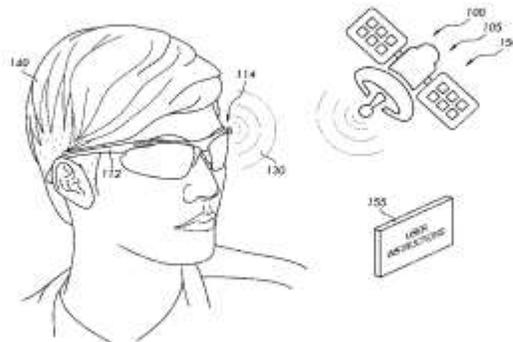
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(57) **ABSTRACT**
An eyeglass tracking system includes an eyeglass assembly having a transceiver configured to transmit a signal to an electronic communication device having a software application for locating the eyeglass assembly. The electronics communication device may indicate a geographic location or a proximity to the eyeglass assembly when the software application is initiated. The eyeglass tracking system is useful for locating misplaced eyeglasses.

20 Claims, 5 Drawing Sheets



SUMMARY

New Technology:
Patent:

TRACK™ My Glasses
#10,276,028



We are seeking a long-term arrangement with a company to manufacture, market, and/or distribute this new technology based on the acquisition of the intellectual property rights.

For additional information and potential terms to acquire this innovative technology contact:

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Disclosure Statement

BankOnIP (the “company”) has prepared the attached business prospectus (the “plan”) based upon its current understanding of the industry, expansion plans, markets, technology and other pertinent indicators. The plan contains information to provide prospective investors with a foundation on which to base meaningful discussion with management of the company. The projected financial information is management’s projection of possible future results and is dependent on many factors over which they are derived. Neither the company nor any of its representatives makes any express or implied representation or warranty as to the attainability of these projections or the accuracy, completeness or reasonableness of the assumptions. Neither the company nor any of its representatives makes any express or implied representation related to any past, current or future patent infringement claims the plan represents.

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