

# INNOVAPORT PORTFOLIO

Patent Portfolio for Sale

## Mobile Devices Rule...

Retailers need to take advantage of this...provide mobile apps that simplify the shopping experience and make the purchasing decision easier.

How? Include a **product locator application**. When your customer enters a product name (or even scans a bar code) on his/her mobile device, up pops the product location on their screen. What else? Pricing information. Similar products. It's efficient - and it makes a sale much more likely.

## Innovaport's Offer

A patent portfolio to underline the app:

**Q: Who are your customers?**

A: Busy people—people who now rely on mobile devices.

**Q: How can this help you?**

A: Assures customers they can find the items they want/need—with choices.

## Create a stand-out shopping experience

Built on a Product Locator Patent Portfolio you—and only you—own.

### What Makes a Great Shopping Experience?

*A great retailer understands that speeding up the shopping experience matters to many shoppers. Why?*

- *Shopping is no longer seen by a majority as a way to spend time—especially for very busy women.*

*For example, they want to shop efficiently because,*

- *They want to go to the gym.*
- *Or, if working outside of the home, they want to spend quality time with their family.*
- *Or they have many other things they must do - or want to do - in a limited amount of time.*



## Inside Pages

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- Page 3: Customers' mobile devices & Patent Drawings
- Back Page—Patent Portfolio Details



Imagine how useful a product locator app would be for all customers.

## Convert the Shopper into a **BUYER!**

Use the patents to create a competitive advantage with a new mobile app.;

Then the Shopper can

- Find the merchandise easily and quickly (food or supplies or ...)
- Consider alternatives and related products (thanks to your app);
- Check the price and product availability;
- Check for sales and promotions; &
- Make the decision to buy.

## And the Benefits for You, the Retailer ...

A happy buyer will return to buy more—and then can

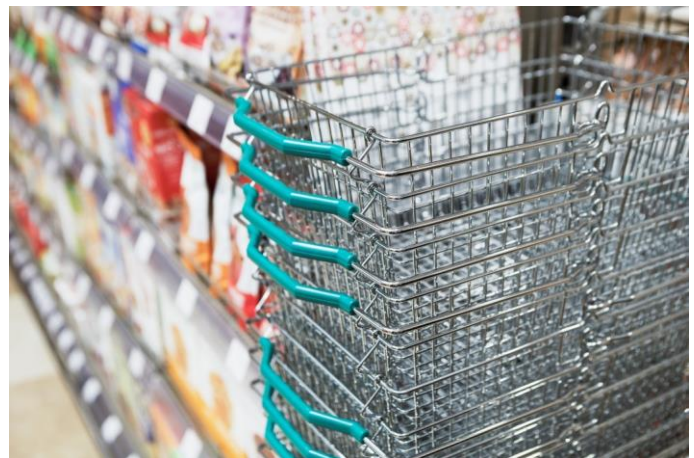
- Tweet out the ease of shopping in your store;
- Post a picture on social networking websites; and/or
- Spread the good word using a mobile device;

RESULT? Your store becomes THE favorite place to shop/buy for more people.

### It empowers your employees

Linking the power of mobile devices to robust databases converts a new employee to one who knows where everything is in the store with a few clicks.

It extends the possibility of in-the-know interactions with potential buyers.



Success is a happy customer with a filled-not empty-basket

Your employees need to have knowledge about your store and merchandise.

### It's part of being a digital commerce leader

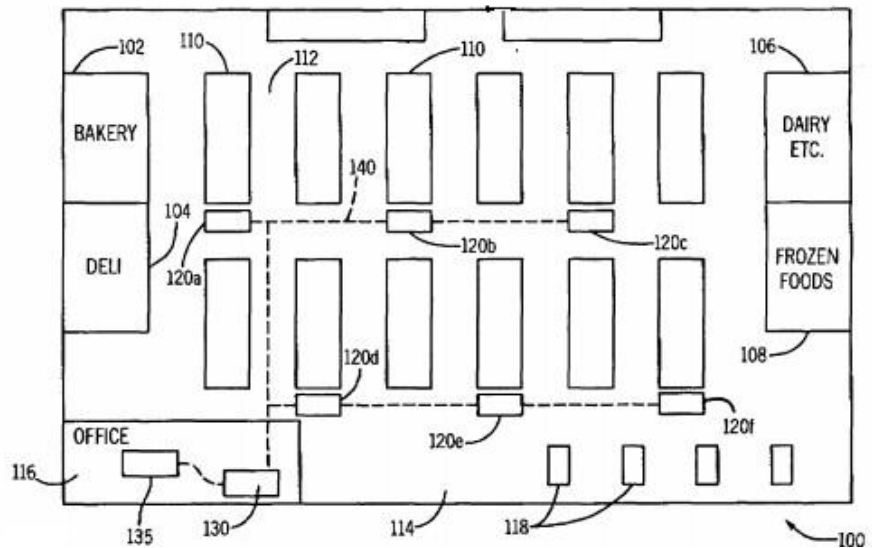
Equip your customers & employees with more digital power and turn it into more \$ for you.

The Omnipresent Mobile Devices that create our OmniChannel World

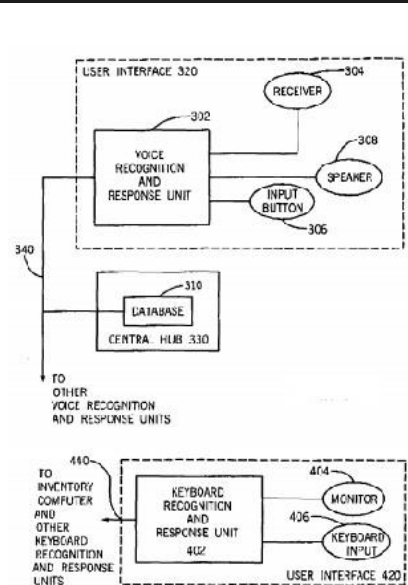
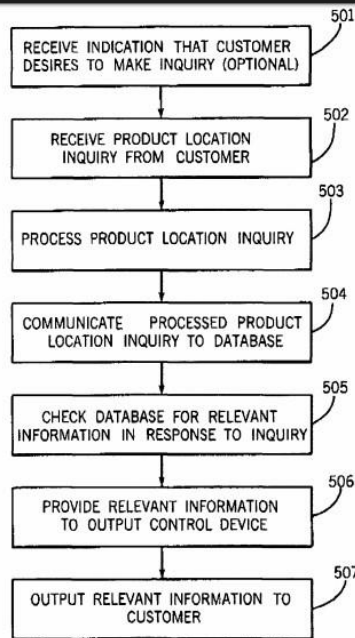
Shoppers don't know or don't care how this is done. They will assume that you will do this for them.

Schematics for how this works:

US Patent 9,990,670



The Innovaport floor-inventory map that could be seen on mobile devices.



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## US Patent Numbers

9,990,670	Pienkos	June 5, 2018
9,489,690	Pienkos	November 8, 2016
8,787,933	Pienkos	July 22, 2014
8,775,260	Pienkos	July 8, 2014
7,819,315	Pienkos	October 26, 2010

6,533,173 Benyak March 18, 2003

The Patent Portfolio is available for sale for all retail markets.

Distinguish shopping in your stores with a unique product locator app based on a patent portfolio you own.

***“Apparatus and Method  
for Providing Product Location  
Information to  
Customers in a Store”***

*All Pienkos patents claim priority  
To US Provisional Patent Application  
No. 60/158,444 filed October 9, 1999.*

***“Product Locator and Price Checking System”***

***Each patent is free of licenses  
and encumbrances.***

***About Innovaport and John T. Pienkos***

***John T. Pienkos is an inventor, author, and  
practicing patent attorney in  
Milwaukee, Wisconsin***