



OMNICHANNEL COMMERCE PATENT ACQUISITION OPPORTUNITY


Hilco Streambank is offering for sale the patent assets and related intellectual property assets of Mavatar. Mavatar is a Chapter 7 debtor in a bankruptcy case pending in the Bankruptcy Court for the Northern District of California (the “Bankruptcy Court”). The sale is subject to Bankruptcy Court approval.

TECHNOLOGY BACKGROUND


Mavatar created mobile and web applications which provide solutions for retailers, influencers and consumers. It offered mCart by Mavatar, a platform-as-a-service and omnichannel marketplace powered by blockchain that facilitates the creation of shoppable content, tracks sales and marketing dollars, and makes micro-payments to influencers.

With Mavatar’s technology, retailers are able to close the gap between their online and offline sales and marketing without any need for technology integration. The technology removes the marketing middleman and allows influencers to earn a commission for the products they promote on behalf of retailers. Influencers are able to create mCarts which provide consumers with lists of products from various retailers, as well as background information for each product such as whether a certain dress was featured on a popular TV show. These mCarts can be advertised on the influencers’ social media profiles and allow consumers to find various products across a variety of retailers. Consumers’ universal shopping carts help them find the best deals and apply valid coupons to their orders during checkout. Mavatar’s technology allows consumers to track products to online and offline retailers and guides shoppers from movies, magazines, TV shows and social media directly to checkout.

PATENTS

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- 2 published U.S. patent applications
15339181 / 14865106
 - 1 published CN patent application
201580063927.2
 - 1 pending India patent application
 - The rights to expired and abandoned patent applications

TRADEMARKS

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- Mavatar
 - Shop Better
 - MCART

BID DEADLINE

October 13, 2020, 12:00 p.m. PT

AUCTION

October 15, 2020, 1:00 p.m. PT

Please contact Hilco Streambank for more information about the sale process as well as access to an online data room with diligence materials.

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