

# **HELP STOP USPTO IPR/PTAB AND CORPORATE PATENT ABUSE**

**Inventors Struggle to defend its own  
patents because big business abuse the  
USPTO and the IPR/PTAB process!**

**Big corporations admit to using  
its vast financial resources by  
filing IPR's, baseless motions to  
extend time, money, and  
resources just so the inventors  
never get a chance to fairly  
defend its position!**

***See Details on Other Side***

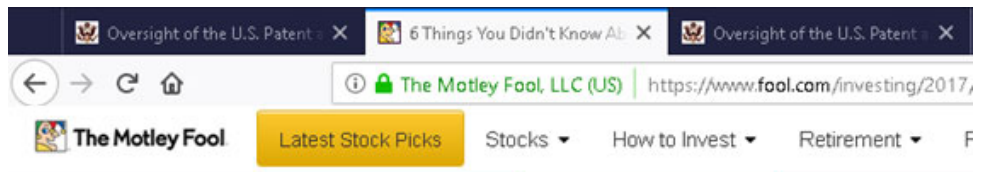
2014 360Heros was granted the trademark 360Heros. GoPro contacted 360Heros and said, "we don't care if you use the mark, we just don't want you to trademark it". 360Heros surrendered the mark in good faith and became the #1 VR company in the world. 1.5 years later, GoPro sued 360Heros for use of its name, copied its products and in the same lawsuit wanted full use of its patents for FREE.

360Heros counter sued for patent infringement and to this day, struggles to survive, maintain its patents and company while GoPro made millions off 360Heros copied products! GoPro's Attorney direct written quote: **"even if 360Heros is not paying attorneys' fees in the Delaware litigation, it will soon have to incur costs and its legal firm who is on retained on**

**contingency, it will be unlikely to recover on its investment in the case."**

GoPro's intent, is using its vast financial resources, had recently filed an IPR to invalidate the Patents (2.5 years after initial patent infringement filing) (1.5 years after the one year time bar limit, yet the IPR/PTAB is still granted) (**WHY?**) only to increase the costs of litigation (e.g., baseless motion to transfer, motion to stay) such that 360Heros legal counsel will not be able to successfully represent 360Heros. GoPro **LOST** the IPR/PTAB (on baseless time bar constraint, yet IPR/PTAB was still granted and they **LOST**, they appealed and **LOST** again), **LOST** the Patent Claim Construction, **LOST** Markmen hearing definitions, **LOST** several summary judgements, yet continue to increase litigation cost, extend time so 360Heros will never get to trial because the current patent system allows big businesses to crush inventors before it can even make it. Michael Kintner had a great idea, GoPro wanted it, they copied it, made millions and then purposely uses the USPTO and IPR/PTAB to destroy American innovation! The inventor, Michael Kintner followed the USPTO rules, paid for the patent, invested its retirement, plus \$750,000 in SBA loans in efforts to defend his rights. It's estimated, another \$1,000,000 is needed to get to trial. In the meantime, GoPro continues to abuse our patent system and uses its vast financial resources along with its lawyers who distort to patent laws to benefit big companies to ensure small businesses never makes it to trial.

**INVENTORS WILL NEVER SURVIVE THIS DELIBERATE ABUSE!**



## 6 Things You Didn't Know About GoPro, Inc.

Did you know these six lesser-known tidbits about the action camera maker?

### 6. It copied another company, then sued it

GoPro launched its six-camera Omni VR rig last August, but that design was liberally "borrowed" from other companies like 360Heros -- which launched similar rigs back in 2013. Investors might have expected 360Heros to sue GoPro, just as **C&A Marketing's Polaroid sued GoPro** over the similarities between the Session and its Cube action camera in late 2015.



IMAGE SOURCE: 360RIZE/360HEROS.

However, the opposite happened -- GoPro decided to sue 360Heros over trademark infringement last April, claiming that its use of "Heros" in its name misled consumers to believe that the two companies were affiliated. 360Heros subsequently renamed the company 360RIZE.