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SportsTech Webinar Series

Esports & Patents

Unlocking Competitive Advantage in the Business Realm

Before We Get Started...



Recording

A link to the recording and slides will be emailed to all registrants.



Questions

Type in the question box and we will answer in real time or during the Q&A.



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Panel & Researchers



Triet Nguyen
Principal



Aris Gregorian
Principal



Robert Stanz
Analytics
Specialist



Kirt Iverson
Principal



Amelia Cohoes
Research
Specialist



Siwen Su
Summer Patent
Law Clerk



Brief History of Esports



Overview

- Brief history
- Stakeholders and money
- Trademark filings and conflicts
- Patent analytics
- Patent litigation (example litigated patent)



Early Competitive Gaming History

- 1950: Bertie the Brain. Revealed at the Canadian National Exhibition by Josef Kates. Bertie was a classic tic-tac-toe game with an automated opponent.



Image source:
https://en.wikipedia.org/wiki/Bertie_the_Brain

Early Competitive Gaming History

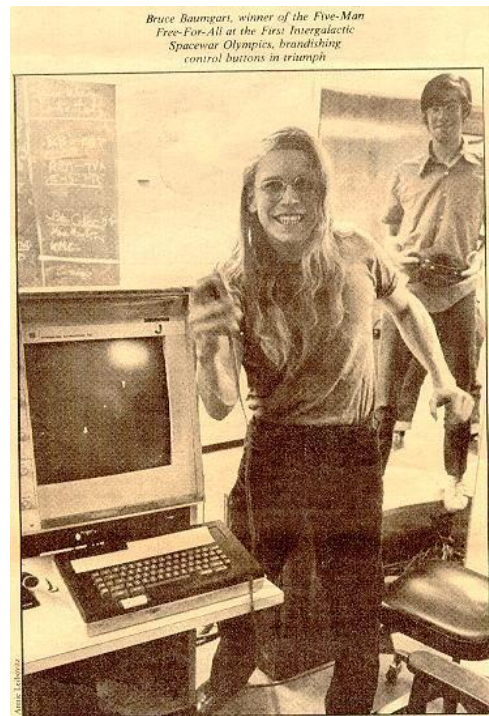
- 1958: The first multiplayer game, "Tennis for Two," is presented at the Brookhaven National Lab.



Early Competitive Gaming History

- 1972: First Esports tournament – Stanford University - the “Intergalactic Spacewar Olympics.”
- Organized by Stewart Brand, a writer for Rolling Stone.
- Bruce Baumgart was the champion.

Rolling Stone, 1972, photographs by Annie Liebowitz. See <https://archive.org/details/19721207rollin/gstoneexcerptspacewararticlev02/mode/2up>



Competitive Gaming History

- 1980: Atari organizes Space Invaders tournament where over 10,000 people across the US competed to set the highest score. Rebecca Heineman won the tournament.
- 1982: Twin Galaxies National Scoreboard: Walter Day visited over 100 arcades tracking high scores of games.
- 1990: Nintendo organizes the "Nintendo World Championships", touring 29 US cities.
- 2000: South Korea hosts the first "World Cyber Games", promoting Esports globally.
- 2001: First Counter-Strike tournament hosted in Dallas with \$150k prize pool.
- 2003: The Electronic Sports World Cup (ESWC) is held in France, featuring both PC and console games, with a prize purse of €150,000.

Recent Competitive Gaming History

- 2009: Riot Games releases League of Legends (LoL).
- 2010: Blizzard releases Starcraft II and professional Esports tournaments are commenced shortly after release in South Korea (and subsequently globally).
- 2011: LoL Season 1 World Championship is hosted at DreamHack in Sweden with \$100k tournament prize pool.
- 2013: Dota 2, multiplayer online battle arena (MOBA) video game, released by Valve, with a tournament hosted in Seattle with a \$2.8mil prize pool (largest at its time)
- 2013: Twitch streaming platform gains significant popularity in providing a crucial medium for Esports viewership.



More recent competitive gaming history

- 2016: Blizzard Entertainment launches Overwatch, a **team-based first-person shooter** that quickly establishes itself as a major Esports title.
- Mar 2017: PlayerUnknown's Battlegrounds (PUBG), a **battle royale game**, becomes a global sensation and drives the popularity of the genre in Esports.
- Sept 2017: Fortnite Battle Royale, developed by Epic Games, takes the gaming world by storm with its **battle royale** mode, attracting a massive player base and significant esports investment.
- 2020: Riot Games releases Valorant, a **team-based tactical shooter**, aiming to establish itself as a prominent Esports title.
- 2023: Gamers8 host 'The Land of Heroes' tournament in Saudi Arabia with a prize pool of \$45m (largest ever for Esports tournament).



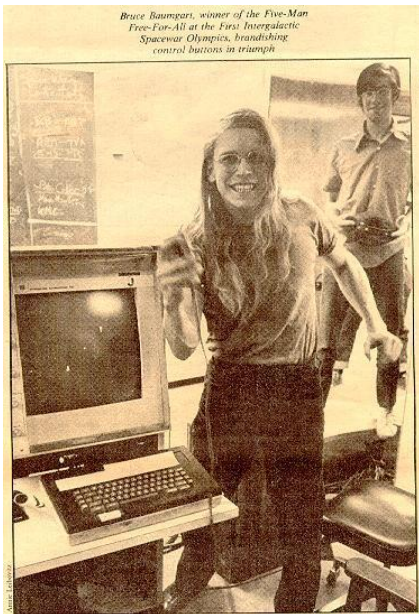
More Recent Competitive Gaming History

- The following Esports tournaments were held at Gamers8 (2023):
 - July 6-9: Fortnite (\$2 million)
 - July 6-9: Tekken 7 (\$1 million)
 - July 6-19: FIFA 23 (\$3 million)
 - July 11-23: PUBG Mobile (\$3.1 million)
 - July 13-16: Rainbow Six Siege (\$2 million)
 - July 17-30: Dota 2 (\$15 million)
 - July 27-30: ESL R1 (\$1 million)
 - August 3-6: StarCraft: Remastered and StarCraft II (\$500,000 combined)
 - August 10-13: Street Fighter 6 (\$1 million)
 - August 10-20: PUBG (\$2 million)
 - August 16-20: CS:GO (\$1 million)
 - August 21-27: Rocket League (\$2 million)



Requisite Meme Reference

- How it started (1972):
- How it's going (2022):



Live Esports – Footage (2022)

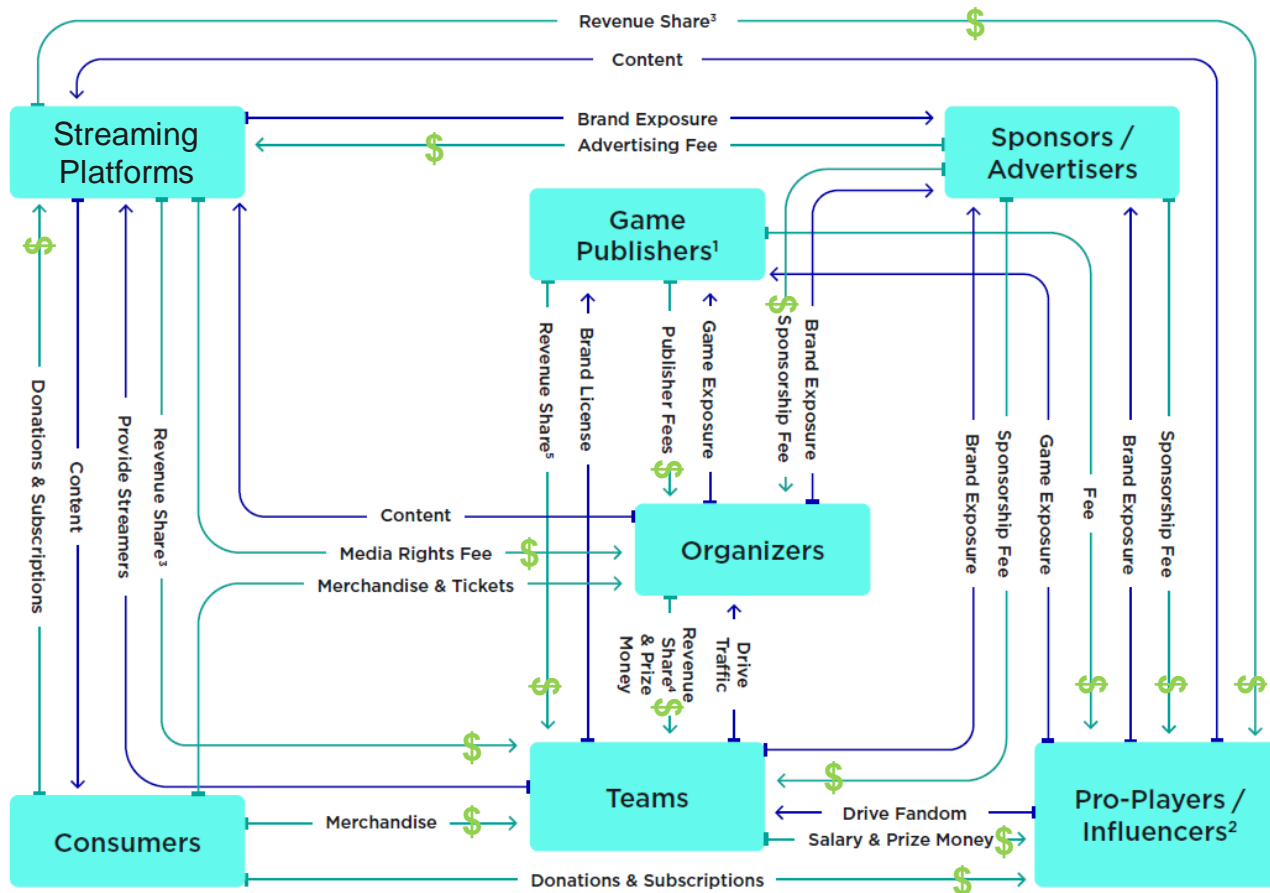


<https://www.youtube.com/watch?v=ZrPH8ATiLR4&t=48s>



Esports: Stakeholders and Money





Esports Ecosystem – Global Part 1

Publishers & Esports Game Titles



Tournament Organizers & Tournaments



Esports Ecosystem – Global Part 2

Live-Streaming Platforms



Teams



Sponsors

Athletic & Sportswear



Computer Hardware



Food & Beverage



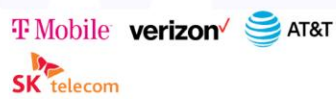
Automotive Manufacturer



Cryptocurrency



Telecom



Financial Services



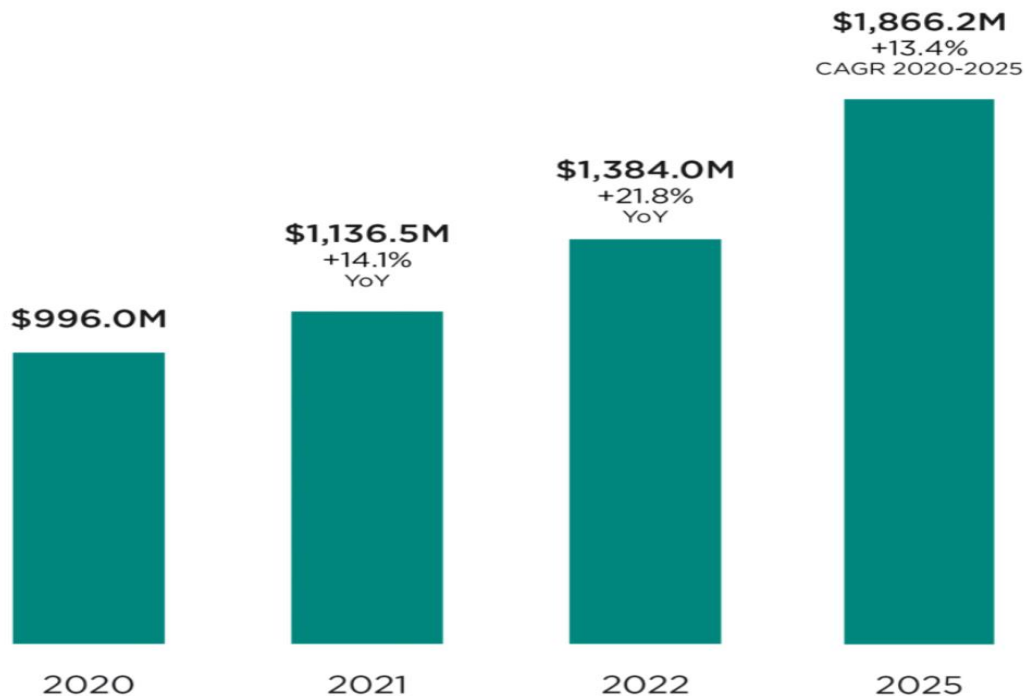
Gaming Hardware & Peripherals



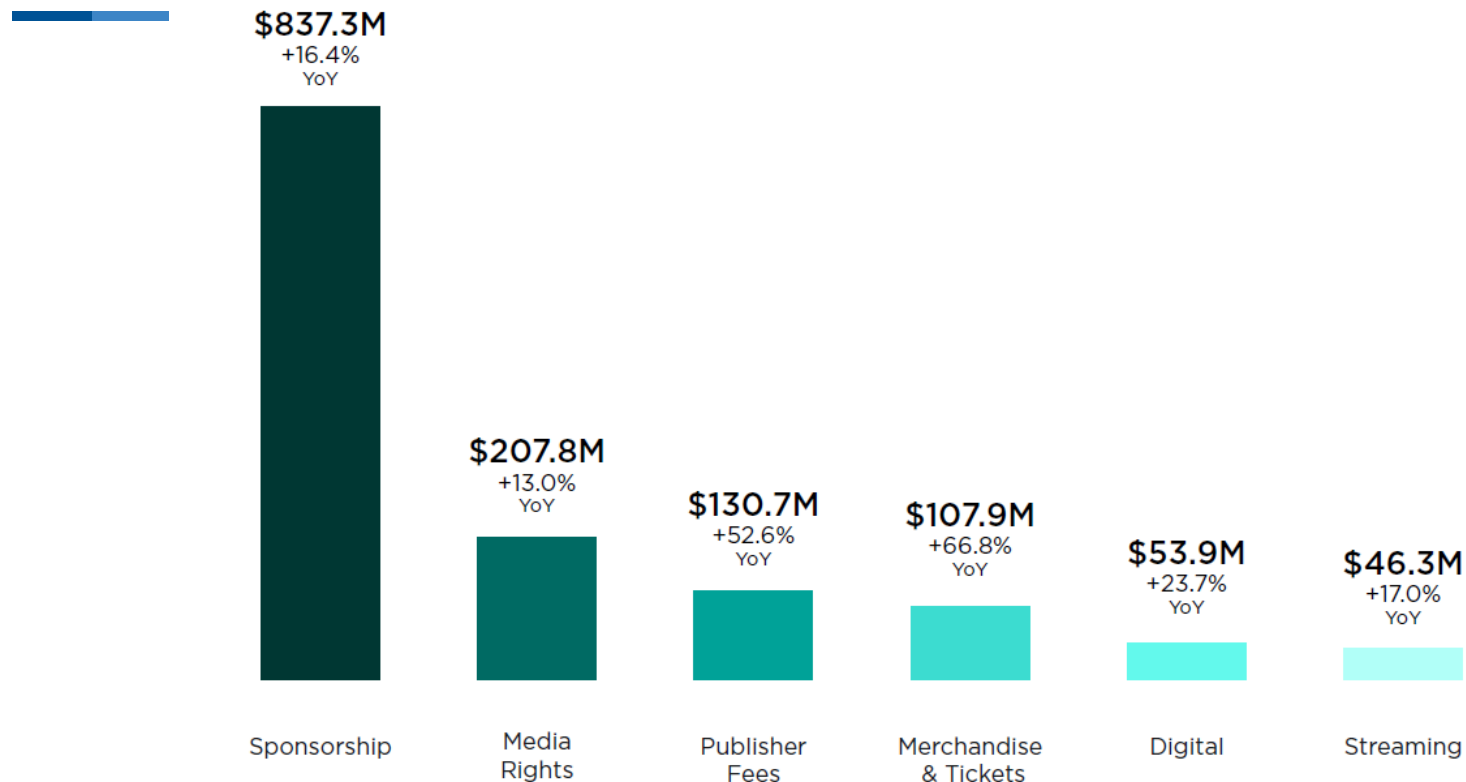
Betting



Esports Revenue Growth



Esports Revenue Sources – Global 2022



Esports – Most Watched Tournaments

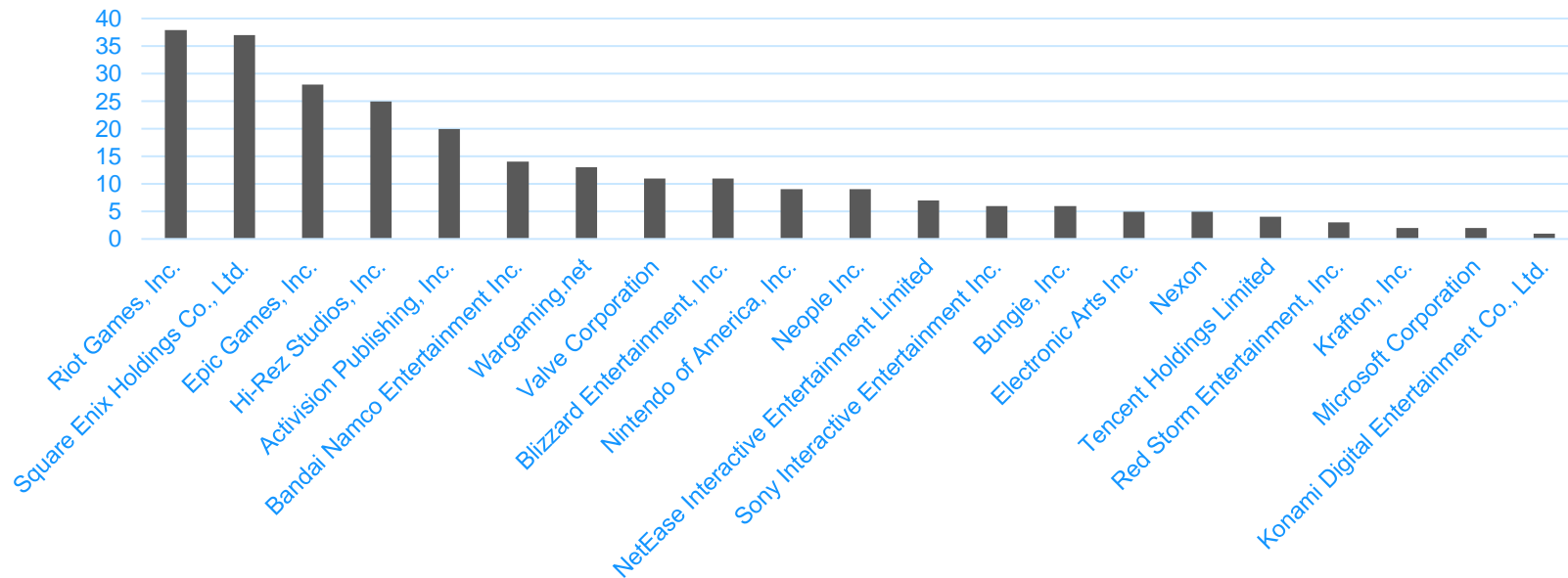




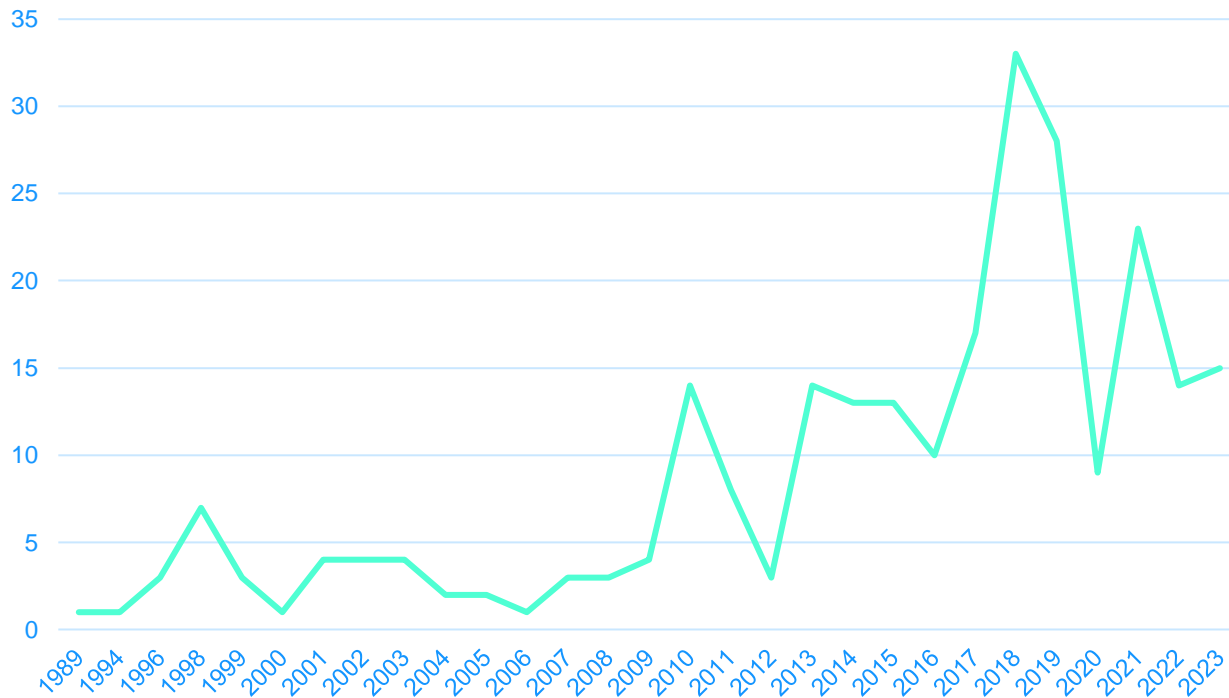
Esports: Trademarks



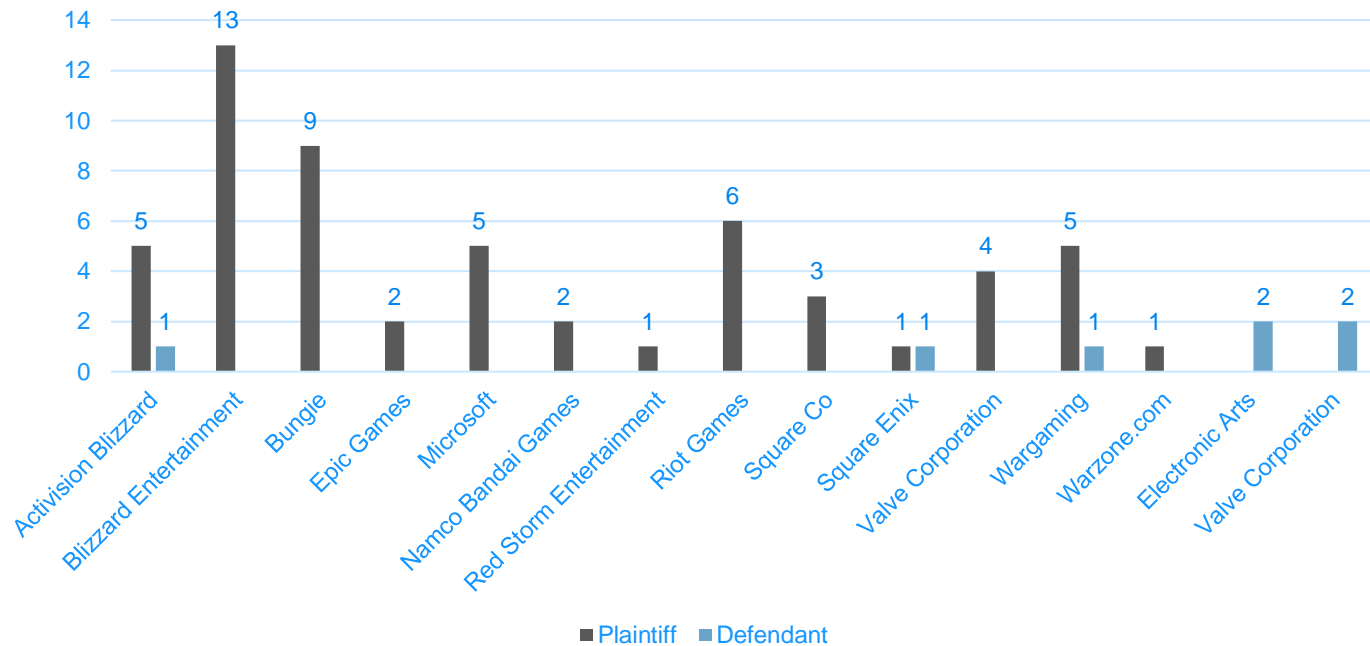
Esports US Trademarks – Registered and Pending



Esports US Trademark Filings by Year (Top 20)



TTAB Proceedings by Company



Trademarks – Names and Logos



Reg. No. 6262396



Reg. No. 6380667



Ser. No. 98008417



Reg. No. 5950364

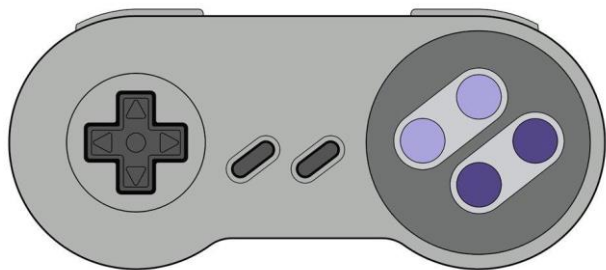


Reg. No. 6970792



Reg. No. 5732218

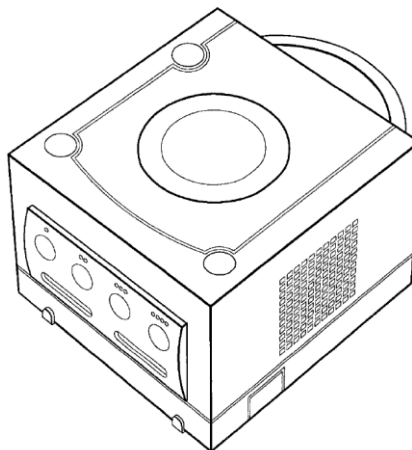
Trademarks – Trade Dress



Reg. No. 6093530



Reg. No. 5609612



Reg. No. 2653885

Trademarks – Identifiable Goods



Reg. No. 6805555



Trademarks - Nintendo Characters



Reg. No. 5367399



Reg. No. 5425827



Reg. No. 5478239



Ser. No. 79365163

Trademarks – Sensory (Audio) Marks



Reg. No. 3517007



Ser. No. 98045129

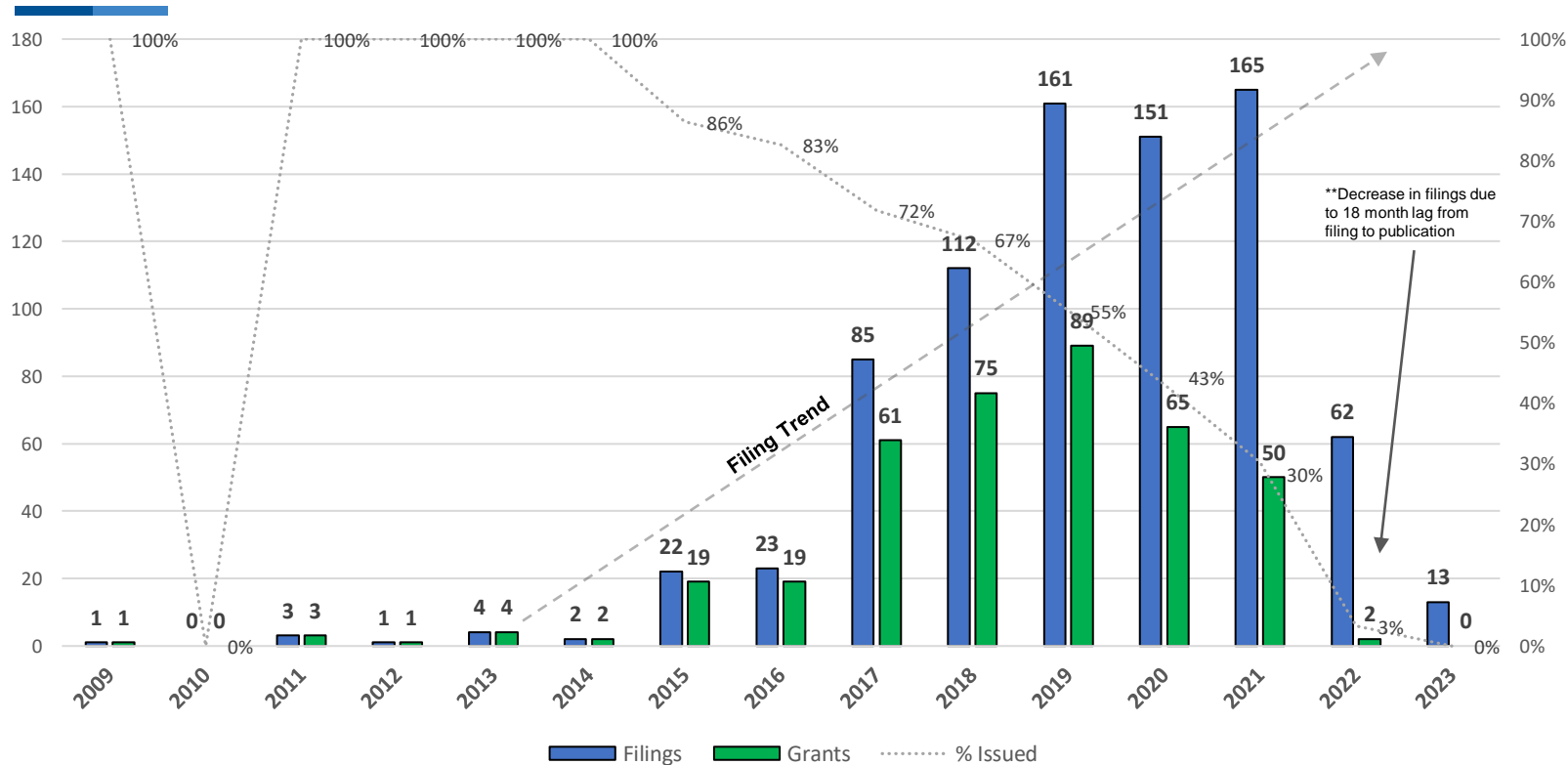
Esports: Patent Analytics

Full text landscape search of Esports

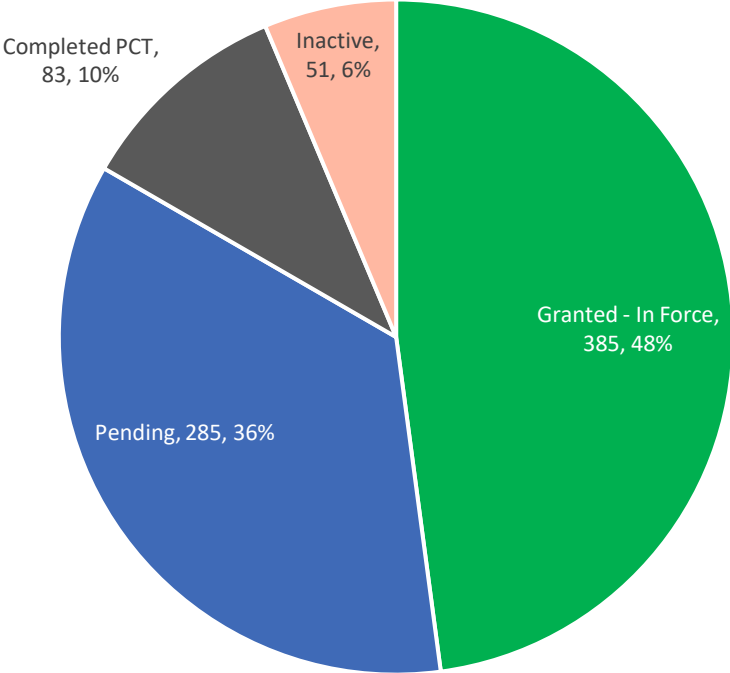
- Including manual culling of results to remove non-relevant cases

Examples: Cases related to gambling and furniture that could be used for esports gaming

Filings v. Grants Trend

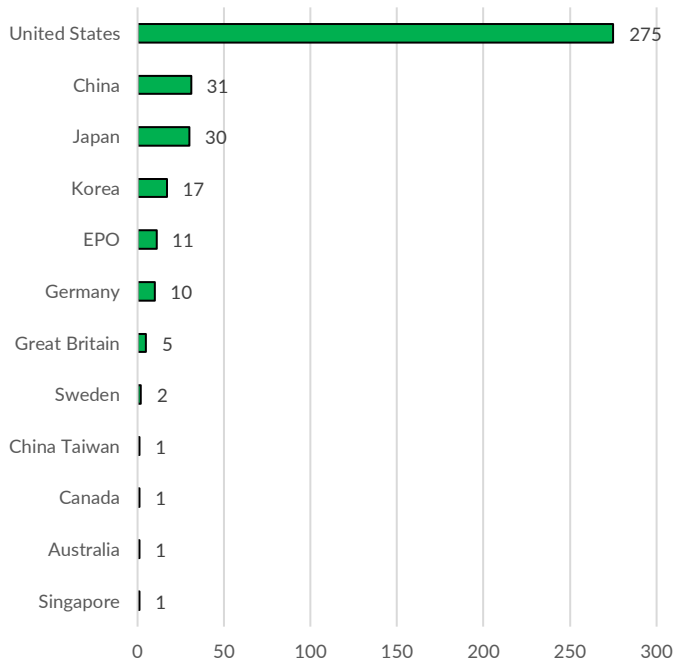


Legal Status

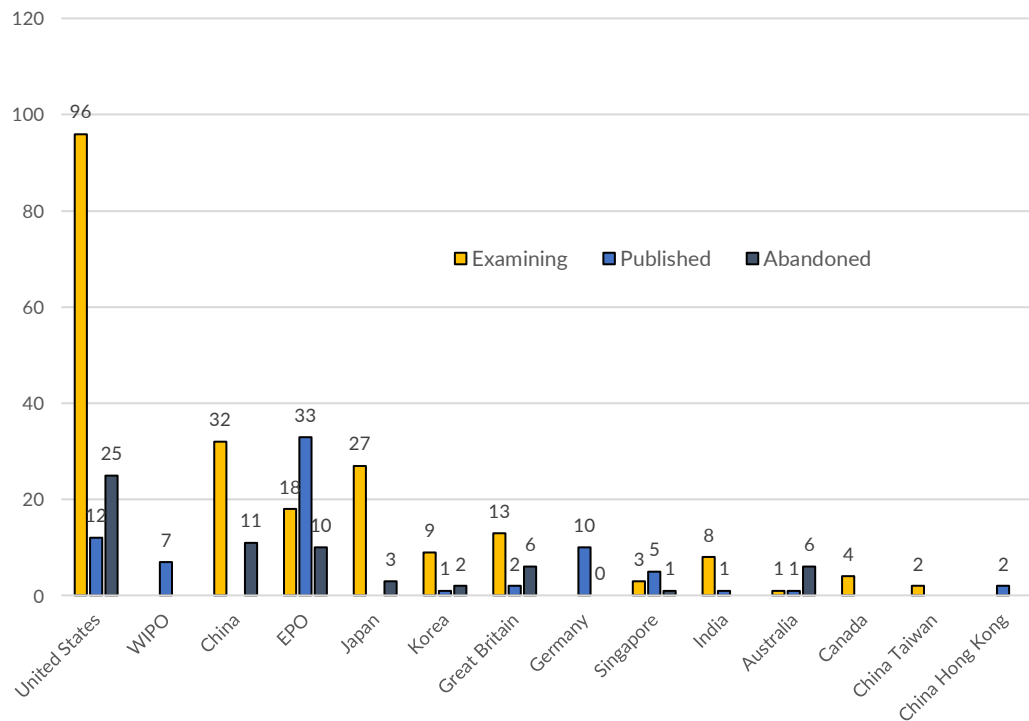


Detailed Status / Country Breakdown

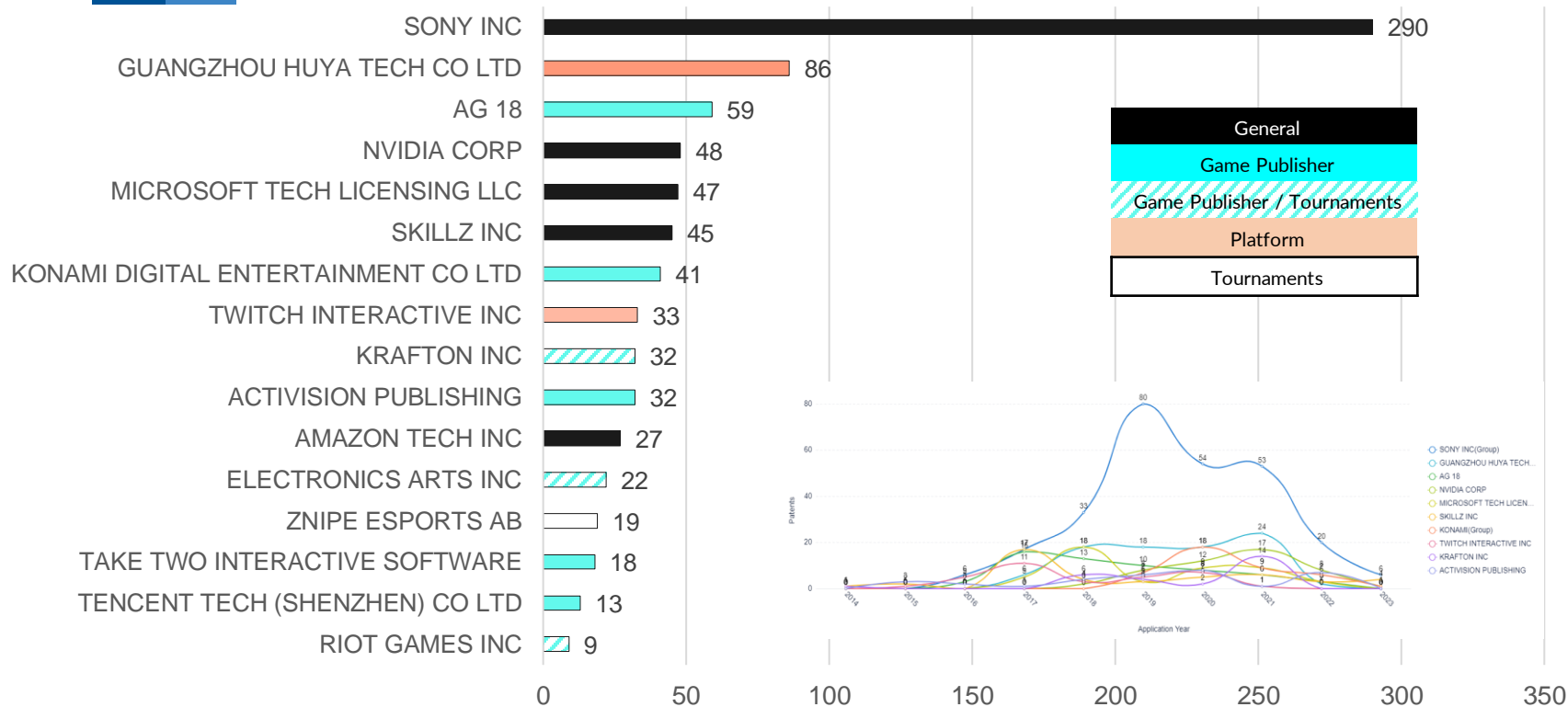
Active Grants/Country



Application Status Breakdown/Country



Top Assignees

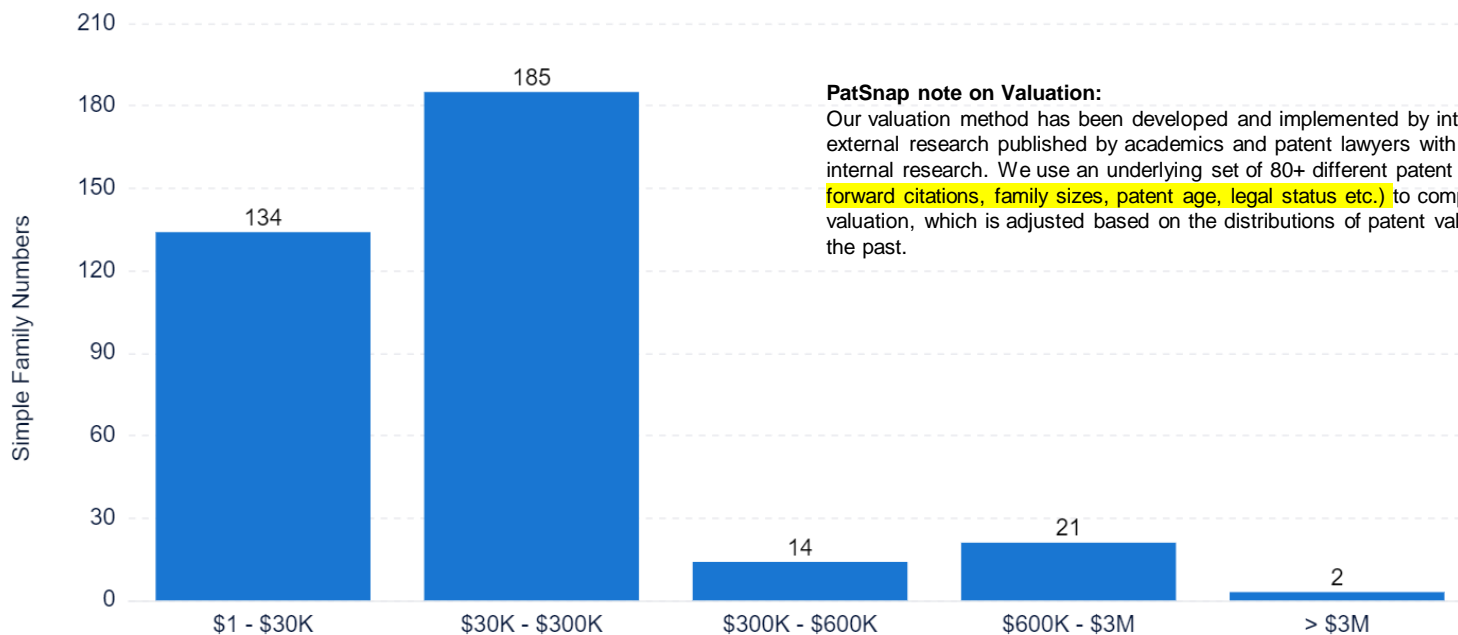


Top Cited Patents

Patent Number	Cited by Count	Title	Publication Date	Estimated Expiry Date	Standardized Current Assignee
US10657701B2	182	Dynamic entering and leaving of virtual-reality environments navigated by different HMD users	2020-05-19	2037-04-03	SONY COMPUTER ENTERTAINMENT INC
US9479602B1	32	Event platform for peer-to-peer digital gaming competition	2016-10-25	2035-05-20	SKILLZ INC
US9630097B2	32	Online software video capture and replay system	2017-04-25	2034-03-25	SKILLZ INC
US10105608B1	23	Applying participant metrics in game environments	2018-10-23	2036-06-16	AMAZON TECH INC
US10300394B1	21	Spectator audio analysis in online gaming environments	2019-05-28	2036-01-11	AMAZON TECH INC
US10293260B1	18	Player audio analysis in online gaming environments	2019-05-21	2037-02-08	AMAZON TECH INC
US10621784B2	14	Venue mapping for virtual reality spectating of live events	2020-04-14	2037-09-29	SONY INTERACTIVE ENTERTAINMENT LLC
US9830768B2	14	Interactive gaming among a plurality of players systems and methods	2017-11-28	2025-07-14	AG 18
US10692325B2	13	Location based restrictions on networked gaming	2020-06-23	2029-06-19	AG 18
US10765938B2	13	De-interleaving gameplay data	2020-09-08	2038-02-28	SONY INTERACTIVE ENTERTAINMENT LLC
US10765948B2	13	Video game content aggregation, normalization, and publication systems and methods	2020-09-08	2038-06-19	ACTIVISION PUBLISHING
US10814228B2	13	Statistically defined game channels	2020-10-27	2038-02-28	SONY INTERACTIVE ENTERTAINMENT LLC
US10116989B1	13	Buffer reduction using frame dropping	2018-10-30	2036-11-09	TWITCH INTERACTIVE INC
US10818142B2	12	Creation of winner tournaments with fandom influence	2020-10-27	2038-02-28	SONY INTERACTIVE ENTERTAINMENT LLC
US10376781B2	12	System and method of generating and distributing video game streams	2019-08-13	2037-04-09	ACTIVISION PUBLISHING
US10792576B2	12	Player to spectator handoff and other spectator controls	2020-10-06	2038-02-28	SONY INTERACTIVE ENTERTAINMENT LLC

Patent Valuation

Total Value	Simple Family Numbers
75,811,600 (USD)	356 (Group)

**PatSnap note on Valuation:**

Our valuation method has been developed and implemented by integrating external research published by academics and patent lawyers with our own internal research. We use an underlying set of 80+ different patent indicators (e.g. forward citations, family sizes, patent age, legal status etc.) to compute the valuation, which is adjusted based on the distributions of patent values traded in the past.

Ex. Patent - US 10,818,142

Creation of winner tournaments with fandom influence

Assignee: Sony Interactive Entertainment LLC

Filing Date: 2/28/2018

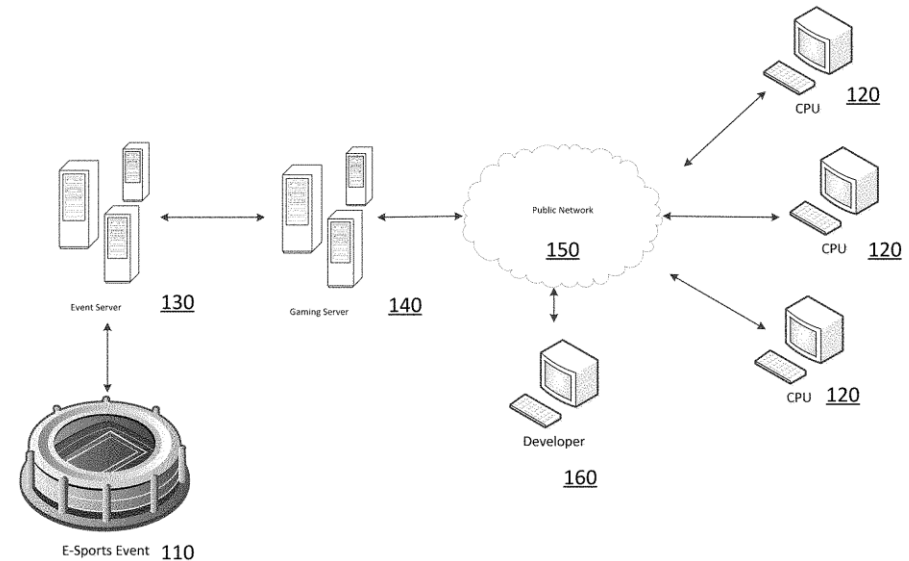
Issue Date: 10/27/2020

The present disclosure describes methods and systems directed towards creation of winner tournaments. Instead of using traditional tournament bracket structures which establish pre-set match-ups between participating players in a tournament at an e-sport event, the present disclosure broadens the scope of participants who may be eligible to also participate within the same tournament but who may not initially be attending the e-sport event. With the e-sport competitive scene, not only do professionals compete against each other during a live e-sport event but remote users remotely viewing the e-sport event can also be introduced into the tournament structure as well. These remote users can be introduced into the live e-sport event for the purpose of also competing against competitive players as well as being introduced as an exhibition match with the professionals (e.g. fans of the professionals selected based on social media). Therefore, the systems and methods would select and facilitate eligible remote users to compete with the professionals even if the remote user is not at the live e-sport event venue.

100

1. A method for creating winner tournaments, the method comprising:

- establishing an e-sport tournament having a plurality of different professional competitors;
- generating rankings for each of the professional competitors, the generated rankings used to establish matches between the competitors;
- identifying one or more remote viewers eligible to participate in the e-sport tournament, each of the remote viewers remotely viewing the e-sport tournament on a respective computing device, wherein the identification includes processing user information about each of the remote viewers;
- initiating matches of the e-sport tournament between the matched competitors, wherein a conclusion of the initiated match provides a winning competitor and gameplay statistics;
- detecting that a vacancy within the e-sport tournament is present;
- selecting one of the identified eligible remote viewers to fill in the detected vacancy;
- requesting the selected remote viewer for authorization to participate in the e-sport tournament;
- establishing a player communication channel between the selected remote viewer and the e-sport tournament, wherein the established player communication channel facilitates participation by the selected remote viewer with the e-sport tournament and has a lower latency than a distribution communication channel that is used to remotely view the e-sport tournament; and
- providing the selected remote viewer with a reconstructed viewpoint of the e-sport tournament using collected information from the e-sport tournament at a specified point in time.

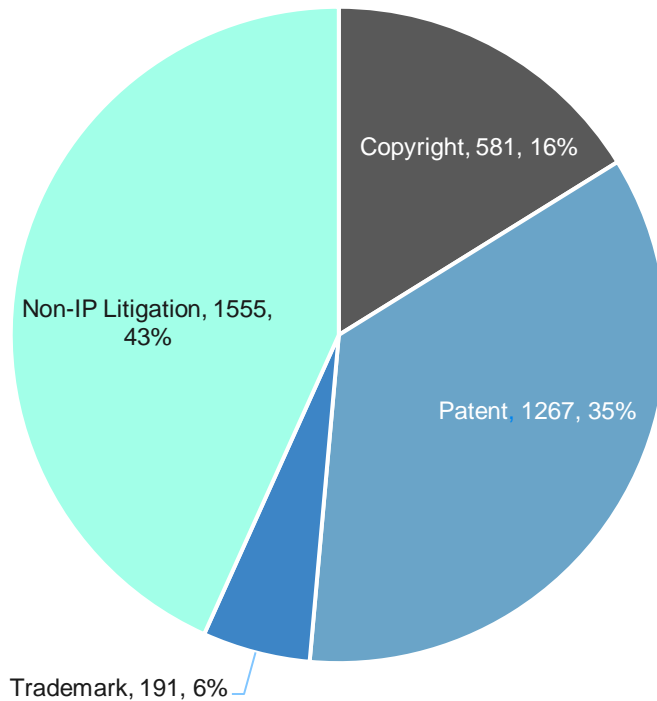




Patent Litigation and Example Esports Patent



Litigation for Top 20 eSports Companies (Since 2007)



SKILLZ PLATFORM INC., Plaintiff, v. AVIAGAMES INC., Defendant

US Patent No. 9,649,564

Abstract: Data characterizing historical skills-based gaming metrics for a first user and historical skills-based gaming metrics for at least one second user is accessed. Using the accessed data and a set of rules, a targeted advertisement to present to the first user is determined. The targeted advertisement specifies at least one skills-based game and a characterization of the at least one second user's historical skills-based gaming metrics. The targeted advertisement is generated. Data characterizing the targeted advertisement is provided. Related apparatus, systems, techniques, and articles are also described.

1. A method comprising:

receiving, at a client including an executable game instance, a stream of pseudo random number seeds characterized by a unique match identifier for an online digital gaming competition, the client enrolled in the online competition;

receiving, at the client and from a game server, game data for executing the game instance, the game instance requiring one or more random numbers to complete execution of the game instance;

generating, using the stream of pseudo-random number seeds, a plurality of pseudo-random numbers; and

executing the game instance by the client and using the plurality of pseudo-random numbers to provide the online competition to a player such that a beginning of gameplay experience is common between the game instance and a second game instance executing on a second client enrolled in the online digital gaming competition;

wherein at least one of receiving, generating, and executing is implemented by at least one data processor forming part of at least one computing system.

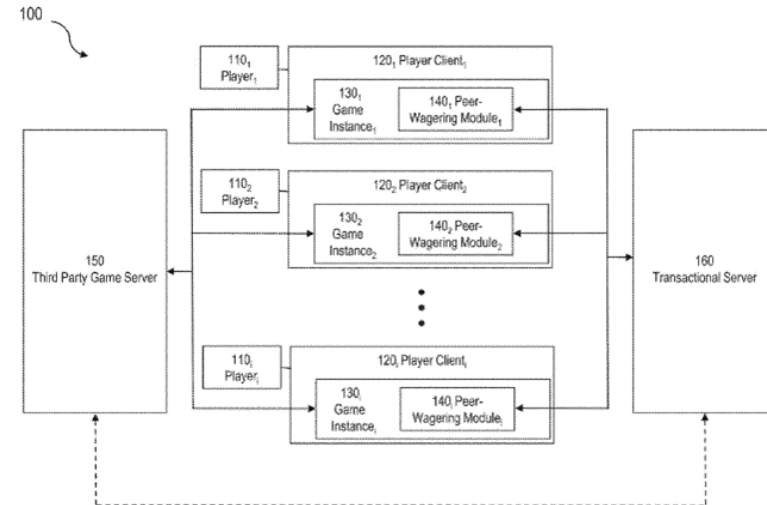


FIG. 1



Thank you for your interest.

Questions?



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