



# MAGIC OF WORD

Technological know-how in IT

# Magic of Word —

Technological know-how in the IT field, proven by accepted patent applications (patent pending) filed to Patent Offices of US - USPTO and Canada - CIPO (see the Appendix). Technology provides for rendering user-entered text based on a selected animation script. Implemented as a client-server solution. Scope of the application - various types of social media: messengers, advertising, website design, education (learning foreign languages, visualisation of the alphabet for children, etc.).

In the B2C segment, the technology implemented as mobile applications. The potential commercial attractiveness of the project, in particular, utilises the phenomena of text and graphic information being processed by different parts of a human brain. So, for example, customised 5-15 second video clip rendering a text message with the corresponding background soundtrack, subconsciously increases the level of perception of contextual advertising.



In addition, (speaking of socialising via mobile apps) people always tend to customize/individualize their messages / photos / postcards, etc. Therefore, this technology is not going to lose its relevance over time. Furthermore, provided that the plots and scenarios database is constantly replenished with various scenarios (thematic - holidays, seasons, etc.) and that it is either freely available or an exclusive product of some media holding, the system will grow in attractiveness, bringing in new users

**Currently, there are two beta versions of MoW applications up and running. Both written in Microsoft Visual Studio:**

**MoW Clipmaker** - the server web app hosted in IIS, deployed in Microsoft Azure Cloud.  
Client apps are web browsers or Unity-based apps.

[🔗 Discover MoW Clipmaker →](#)

**MoW GifMaker** - the server web app hosted in IIS, deployed in Microsoft Azure Cloud.  
Mow\_mobile client app is available for Android devices.

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MoW ClipMaker server app written in C# language.  
The client side (front end) written in Javascript using the sprite.js and three.js libraries.

MoW GifMaker server app written in C#, using the Magick.NET library.

Mow\_mobile app written in C#/Xamarin, using the SkiaSharp library.

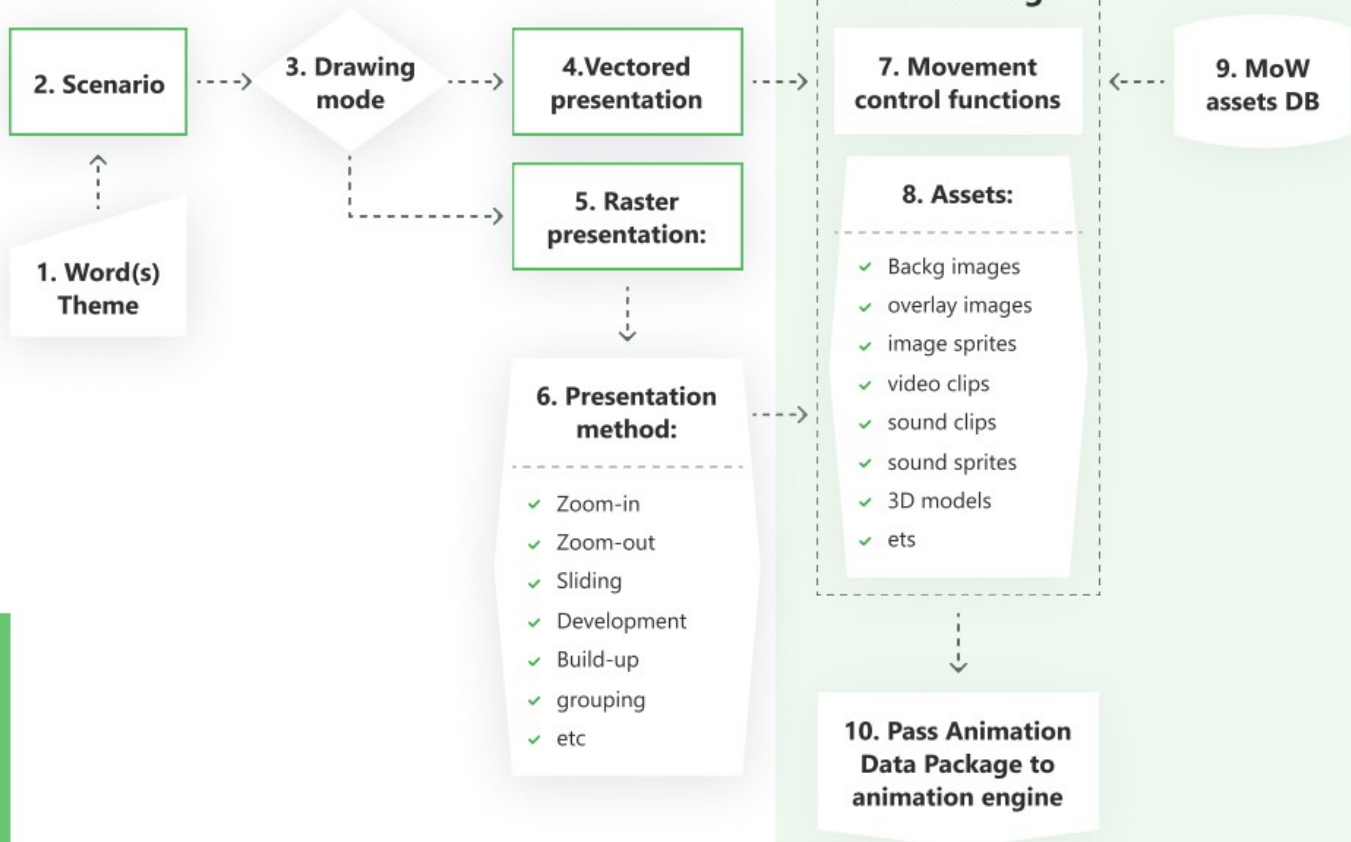
## **Code repository hosted in GitHub**

Link to a video with examples of how the technology works

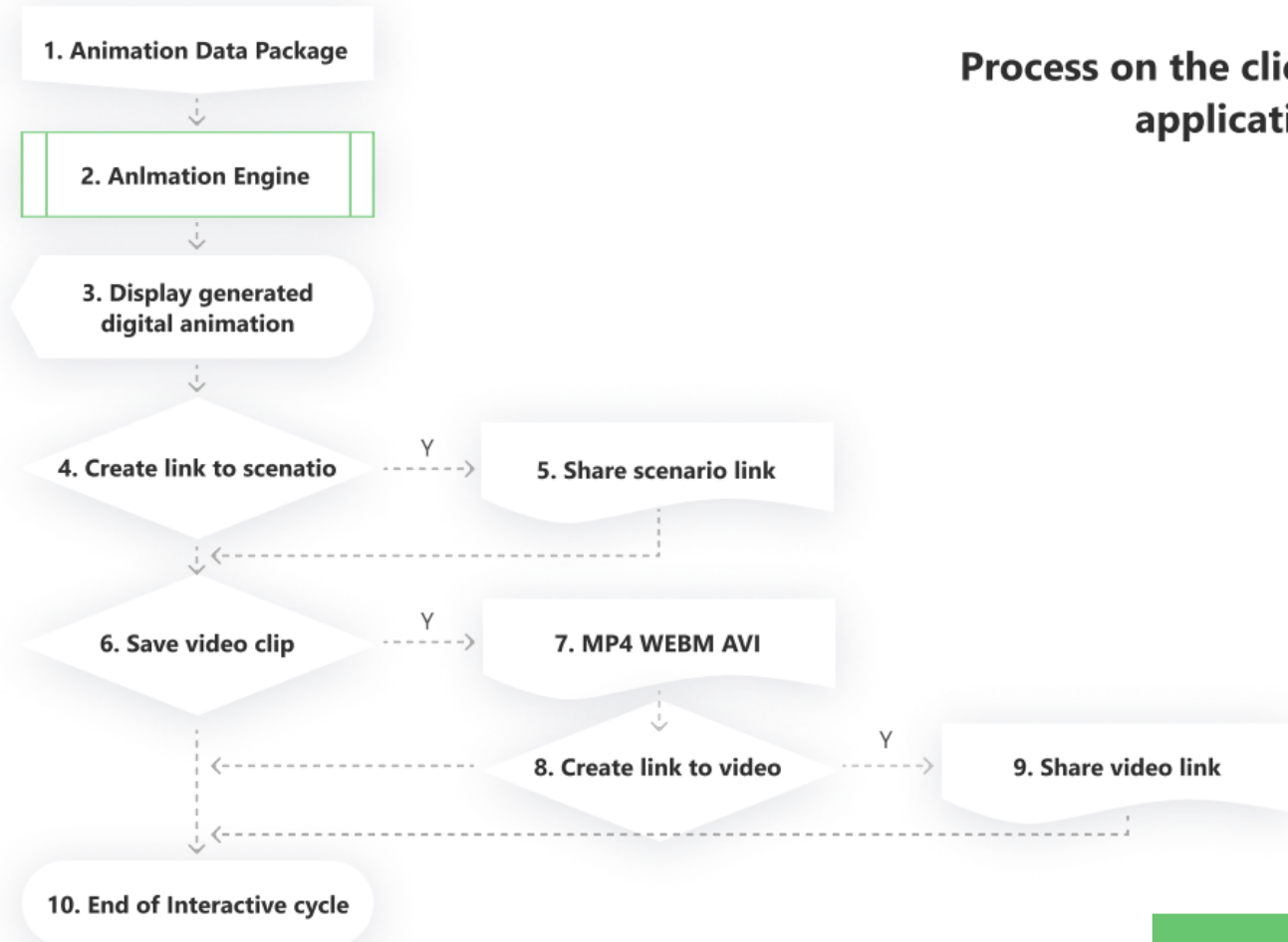
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## Process on the server



## Process on the client application



## Patent Center

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15/997,605 | FILKOV\_G.001U\_2I: SYSTEM AND METHOD FOR CREATING ANIMATED GREETING CARDS

[Public view](#)

## Application Data

[Documents & Transactions](#)[Continuity](#)[Patent Term Adjustment](#)[Foreign Priority](#)[Fee Payment History](#)[Address & Attorney/Agent Information](#)[Supplemental Content](#)[Assignments](#)[Display References](#)

Application #	Attorney Docket #	Patent #	Status	Filing or 371 (c) date
15/997,605	FILKOV_G.001U_2I		Non Final Action Mailed - 09/21/2020	06/04/2018

Application type Utility

Earliest publication # [US 2019-0371038 A1](#) [🔗](#)

Intl. registration # (Hague) ▾

Examiner WEIMING HE

Earliest publication date 12/05/2019

Intl. registration publication date ▾

Group art unit 2612

Assignee for publication ▾

Class/subclass 345/473.000

Confirmation # 1803

AIA (first inventor to file) Yes

Entity status Micro

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Richmond, BRITISH COLUMBIA (CA)

## Applicants

Data not available





## UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE  
Patent and Trademark Office  
Patent Center  
500 Capitol Mall, S.E.  
Alexandria, Virginia 22304-4100  
www.uspto.gov

APPLICATION NUMBER	FILED IN	CLASS	FILED IN	ATTY DOCKET NO.	TOT CLAIMS	INT CLAIMS
15/997,605	06/04/2018	3638	470	FILKOV_G0001U_21	20	2

CONFIRMATION NO. 1803

## FILING RECEIPT



130925

Integrity Patent Group, PLC  
7272 E. Indian School Rd.  
Suite 540  
Scottsdale, AZ 85251

Date Mailed: 06/26/2018

Receipt is acknowledged of this non-provisional patent application. The application will be taken up for examination in due course. Applicant will be notified as to the results of the examination. Any correspondence concerning the application must include the following identification information: the U.S. APPLICATION NUMBER, FILING DATE, NAME OF APPLICANT, and TITLE OF INVENTION. Fees transmitted by check or draft are subject to collection. Please verify the accuracy of the data presented on this receipt. If an error is noted on this Filing Receipt, please submit a written request for a Filing Receipt Correction. Please provide a copy of this Filing Receipt with the changes noted thereon. If you received a "Notice to File Missing Parts" for this application, please submit any corrections to this Filing Receipt with your reply to the Notice. When the USPTO processes the reply to the Notice, the USPTO will generate another Filing Receipt incorporating the requested corrections.

## Inventor(s)

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## Applicant(s)

Guennadi Filkov, Richmond, CANADA;  
Oleg Filkov, Moscow, RUSSIAN FEDERATION;  
Olga Roberts, Richmond, CANADA;

## Power of Attorney: None

## Domestic Applications for which benefit is claimed - None.

A proper domestic benefit claim must be provided in an Application Data Sheet in order to constitute a claim for domestic benefit. See 37 CFR 1.76 and 1.78.

Foreign Applications for which priority is claimed (You may be eligible to benefit from the Patent Prosecution Highway program at the USPTO. Please see <http://www.uspto.gov> for more information.) - None.

Foreign application information must be provided in an Application Data Sheet in order to constitute a claim to foreign priority. See 37 CFR 1.55 and 1.76.

## Permission to Access Application via Priority Document Exchange: Yes

## Permission to Access Search Results: Yes

Applicant may provide or rescind an authorization for access using Form PTO/SB/39 or Form PTO/SB/69 as appropriate.

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## If Required, Foreign Filing License Granted: 06/21/2018

The country code and number of your priority application, to be used for filing abroad under the Paris Convention, is US 15/997,605

Projected Publication Date: 12/05/2019

Non-Publication Request: No

Early Publication Request: No

\*\* MICRO ENTITY \*\*

Title

SYSTEM AND METHOD FOR CREATING ANIMATED GREETING CARDS

## Preliminary Class

040

Statement under 37 CFR 1.55 or 1.78 for AIA (First Inventor to File) Transition Applications: No

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#### Title 37, Code of Federal Regulations, 5.11 & 5.15

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JUN 26 2019

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Date : 2018/06/20

## CERTIFICAT DE DÉPÔT FILING CERTIFICATE

N° de demande/Application No. : 3,007,162

Date de dépôt/Filing Date : 2018/06/04

Votre référence/  
Your Reference

: 10068-707

Date prévue de mise à la disposition du public /  
Expected Open to Public Inspection Date

: 2019/12/04

Titre de l'invention/  
Title of Invention

: SYSTEM AND METHOD FOR CREATING ANIMATED GREETING CARDS

Demandeur(s)/Applicant(s) : FILBOV, GUENADI; ROBERTS, OLGA; FILBOV, OLEG

Inventeur(s)/Inventor(s) : FILBOV, GUENADI; ROBERTS, OLGA; FILBOV, OLEG

La requête d'examen et la taxe prescrite n'ont pas été soumises au moment de la création du certificat de dépôt. Veuillez consulter le site Web de l'OPIC pour obtenir plus de renseignements.

The request for examination and the prescribed fee has not been submitted when the filing certificate was created. Please visit CIPO's website for more information.

#### AVIS SPÉCIAL

Veuillez noter que la taxe annuelle qui permet de maintenir votre demande en état est applicable tous les ans à compter du 2<sup>e</sup> anniversaire jusqu'au 20<sup>e</sup> et vous devez la payer au plus tard à la date d'anniversaire. L'omission de payer cette taxe avant l'expiration du délai fixé résultera en l'abandon de votre demande.

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