⟨o⟩ WIDE EYES

WELCOME TO THE

VISUAL
INTELLIGENCE ERA

2013
YEAR FOUNDED

+3M
USERS PER DAY

202
COUNTRIES INTEGRATED

B2B MARKETING

BARCELONA, SPAIN

ARTIFICIAL INTELLIGENCE TECHNOLOGY

FASHION
ARTIFICIAL INTELLIGENCE
GAME CHANGER

Fashion Industry

Design

Manufacture

Marketing

Advertising

Retailing

Fashion Tech Industry

Technology , in many different ways, is able to change, improve and challenge the world of fashion.
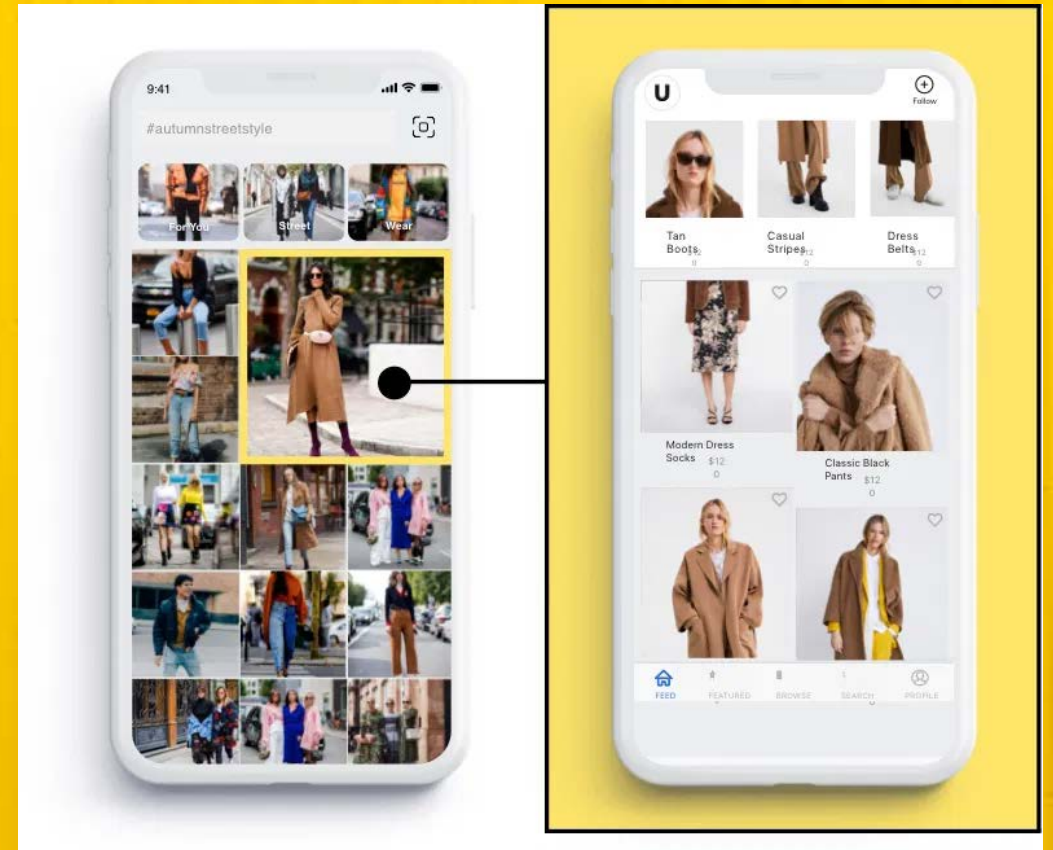
1. Technological abilities making fashion sustainable.
2. Augmented Reality and Virtual Reality.
3. Artificial Intelligence.

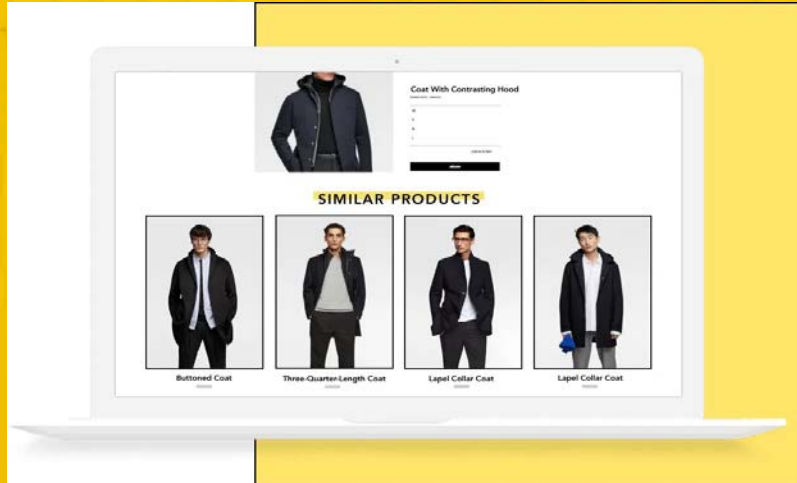# Wide Eyes Technologies

Search By Image

- AI Deep Learning Algorithm

- Connecting images to products in a click.

- Taking shoppers from inspiration to
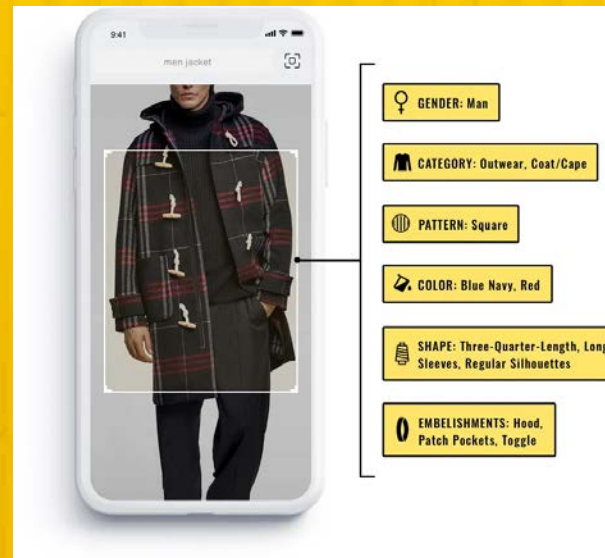
satisfaction.

Wide Eyes Technologies

Similar Recommendation

- Provides the customer similar products.
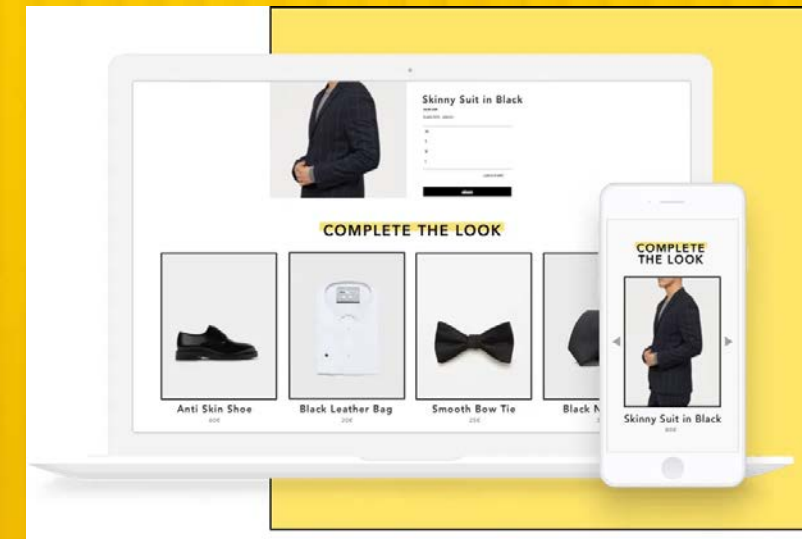- Personalizes the results for every shopper.
- Solves the out-of-stock issue.

Auto Tagging

- Products are auto tagged based on visual features.

Style Advisor

- Creates a fully automated complete outfit based on one product.

PATENTABILITY OF ALGORITHMS – Can Algorithms be Patented?

In order to patent an algorithm – you need to meet the Alice Test

1. The claimed invention is a Machine, Method, Article of Manufacture or Composition on matter
2. Even if the claimed invention is directed to an abstract idea…
3. The claims recite additional elements that amount to significantly more than the judicial exceptions to patentable subject matter
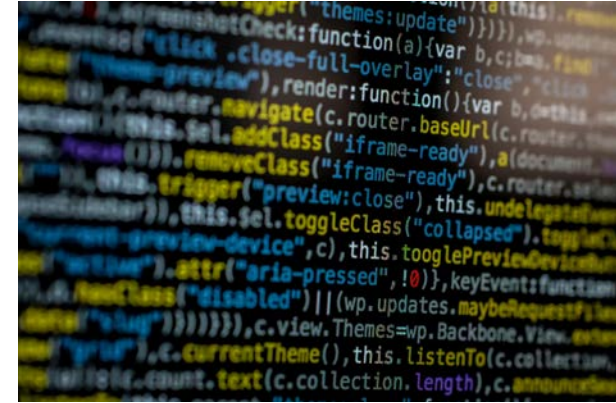
Wide Eyes
Number of Patents – 0

syte

Competitor Company
syte
Number of Patents – 9

Pros and Cons of Patenting an Algorithm

Pros

1. Considered the inventors Intellectual Property;
2. Protects you if the competition reverse-engineers your algorithm;
3. Can prove a valuable asset when looking for investors.

Cons

1. Expensive patent rights apply only in the region you filed the patent, problematic for an App with a world-wide reach;
2. The inventor must disclose all details of his algorithm rather than keep it black boxed, inviting in competition;
3. The patent reads on a particular product and perhaps not future iterations of the algorithm
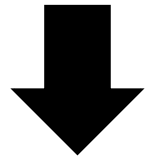
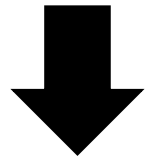# Why did Wide Eyes not patent any of the algorithms?

Copyright of images used in Wide Eyes

Scenario A:

When an end-user uploads his photo in order to use the platform

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The picture likely does not belong to the user.

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If Wide Eyes reproduces the image, they may be in further Copyright violation.
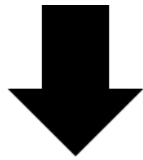
Copyright of images used in Wide Eyes

Scenario B:

The photos in the Wide Eyes database used to teach the AI algorithm how to connect photos and products.

These photos are not taken by Wide Eyes.

1. Fair Use Questions: (a) image used for personal/non-profit research; (b) are you transforming or repurposing the image; (c) is the image published in a place that benefits the public.
2. Creative Commons Agreement.
3. Public Domain.
4. Picture found on social media or website.

Thank You

Questions?