

The Antidote to ADDICTIVE GAME DESIGN LAWSUITS AND GOVERNMENT GAMING/SOCIAL MEDIA REGULATIONS

Using PLAY SCIENCE to Recreate Game Mechanics and Addictive Design

Patents and IP

US 10322338 B2, US 9808709 B2, US 9468852 B2,

US 9248377 B2, US 9056256 B2, US 16/420013

assigned to



**Redacted Summary: Full document including market overview, exemplary players and product, and possibly EOUs available upon request.
Contact: justin@ipapproach.com**

www.PlayNovation.com

February 22, 2020

Kristen Cozad, founder

kristen@playnovation.com

831 234-9220

©PlayNovationLLC, 2020



Executive Summary

IPApproach LLC is pleased to present “**The Antidote to Addictive Game Design Lawsuits and Government Gaming/Social Media Regulation: Using PLAY SCIENCE to Recreate Game Mechanics and Addictive Design**”, which includes U.S. Patents **US 10322338 B2, US 9808709 B2, US 9468852 B2, US 9248377 B2, US 9056256 B2, US16/420013** for sale/license. The IP relates to systems and methods for identifying *intrinsic motivators, play patterns, play types, play profiles and play personalities through captured actions in an online environment*, as well as the *biometric detection of play states*, and dynamically and recursively *adapting the operation of a computing device* based upon the same, above.

The technology disclosed provides the following advantages for gaming/social media:

- [REDACTED]
- [REDACTED]

█ [REDACTED]

█ [REDACTED]

The co-inventors of the patent portfolio are play scientists, Kristen Cozad and Stuart Brown, who together over ten years-plus collated and synthesized 50 years of cross-disciplinary play research. Stuart Brown as a young psychiatrist MD in 1966 was the first to link violence and play deprivation through his leadership in the in-depth review of the nation’s first mass murderer, Charles Whitman, the Texas Tower Sniper. Today in his late 80’s, Stuart Brown is contending with health challenges and his former associate, Kristen Cozad, now holds 100% ownership of play science IP and the patent portfolio through PlayNovation LLC.

The patents were carefully developed by Silicon Valley patent attorney Brian Hickman who has a long history as a “gamer” and is a renowned patent attorney for the gaming industry, among other sectors.

Inquiries for portfolio purchase and/or licensing can be directed to either Kristen Cozad or her patent broker

Justin Ehrlickman
justin@ipapproach.com
(845) 558-7901

Kristen Cozad
kristen@playnovation.com
(831) 234-9220

Patents (5 Issued and 1 Application)

1. **US 9,468,852 B2** System and methods for identifying intrinsic motivators, play profiles and play personalities through captured actions in an online environment
2. **US 9,248,377 B2** System and methods for adapting operation of a computing device based on intrinsic motivators, play profiles and play personalities
3. **US 9,056,256 B2** System and methods for identifying intrinsic motivators, play profiles and play personalities through captured actions in an online environment (claims continuation)
4. **US 9,808,709 B2** System and methods for biometric detection of *play states*, intrinsic motivators, play types/patterns and play personalities
5. **US 10,322,338 B2** Adapting operation of a computing device based on intrinsic motivators
6. **US 16/420,013** Generating doppelgangers that reflect play personality or intrinsic motivators of a user/subject (Pending)