



THE PRICE SETTER® RTB UTILITY TOKEN

## WHITE PAPER

# Price Setter® Real Time Bidding-Digital Advertising Initial Coin Offering (ICO) and Initial License Offering (ILO)

We are not in a quest to reinvent the wheel..... we are the ones that invented it!

Price Setter, LLC  
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Version 2.1

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## II. DISCLAIMER

This white paper document has been formulated to present the Price Setter Real Time Bidding (RTB) Digital Advertising Initiative to potential participants and those interested in contributing to its development. The information set out below may not be exhaustive and does not imply any contractual relationship. Its sole purpose is to provide information to potential utility token holders, so they may determine whether they are willing to analyze the company with the intent of acquiring Price Setter Real Time Bidding (RTB) utility tokens.

No part of this white paper shall be deemed to constitute a prospectus or a solicitation for contribution, nor does it in any way pertain to an offering or a solicitation of an offer to buy any securities in any jurisdiction.

This document is not composed in accordance with, nor subject to, any laws or regulations of any jurisdiction aimed at protecting contributors. Certain statements, estimates, and financial information contained in this white paper constitutes forward-looking statements. Such forward-looking statements or information deem risks and uncertainties, which may cause actual events or results to differ materially from the estimates or results implied or expressed in such forward-looking statements.

Price Setter reserves the right to introduce changes to this white paper without notice. In the case of a difference or differences between the versions of the document, the latest version of the white paper published on the <https://www.pricsetter.net/ico> [1] website shall prevail, and all previously published versions are considered to be invalid in all their iterations and representations. The information contained in this white paper and on <https://www.pricsetter.net/ico> [1] are of descriptive nature only, are not binding and do not form part of the terms and conditions of the RTB utility token generation event. In particular, you

should be advised that the purchase of Price Setter Real Time Bidding (RTB) utility tokens may involve risks. Please refer to the legal section of this paper for more information. Before purchasing any Price Setter Real Time Bidding (RTB) utility tokens, please ensure you are capable of adhering to respective sections of terms. Any distribution, public or otherwise, of this document and the offer and/or sale of Price Setter Real Time Bidding (RTB) utility tokens may be restricted by law in some jurisdictions. Failure to comply with any restrictions could result in a violation of the law.

Price Setter Real Time Bidding (RTB) utility tokens have not and will not be registered under the U.S. Securities Act of 1933, or with any regulatory authority of securities of any state or other jurisdiction in the territory of the United States as it is not required by law. We do not and cannot provide guarantees and disclaim any liability that any conditions shall be fulfilled. It is the sole responsibility of the reader and potential participant or contributor to ensure that participation in the RTB utility token sale is not prohibited under the applicable laws of said participant's or contributor's country of residence or domicile.

RTB utility tokens are to be used in the acquisition of intellectual Property rights to patents covering Digital Advertising Real Time Bidding and for payment of products and services to be provided by Price Setter to entities participating in Price Setter's mobile digital advertising Real Time Bidding platform. Such entities include but are not limited to publishers, Supply Side Platforms (SSP's), Demand Side Platforms (DSP's), ad exchanges, ad networks, ad agencies and other intermediaries.

### III. EXECUTIVE SUMMARY

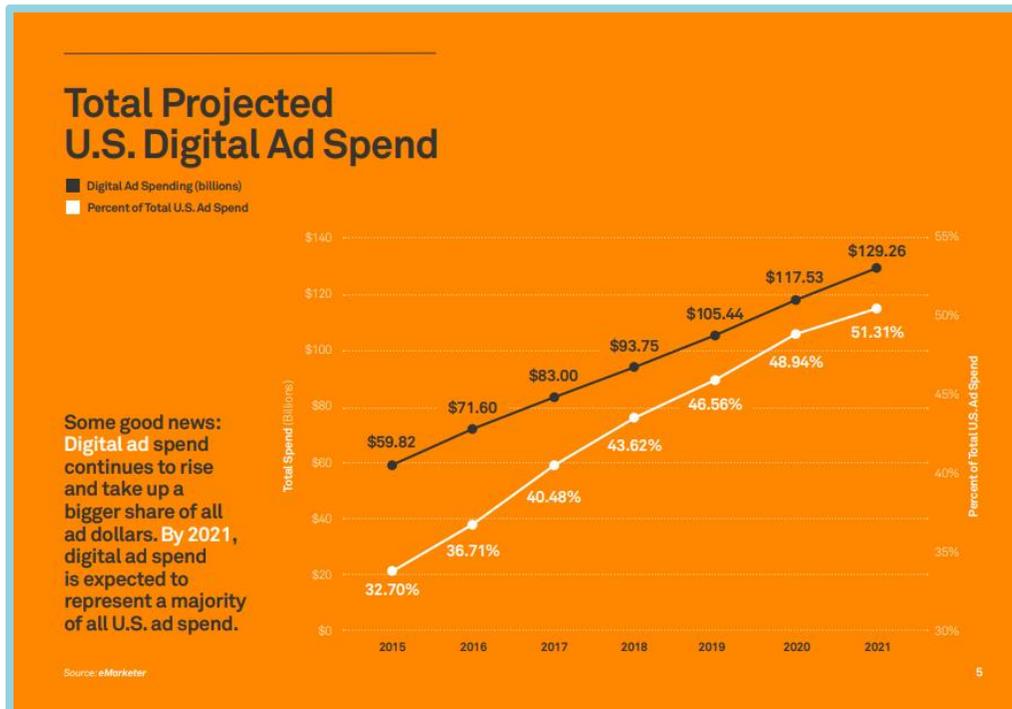
The most outstanding advance in digital advertising in recent years is the growth of Real Time Bidding..... we invented Real Time Bidding back in the year 2005!

The original Real Time Bidding (hereinafter referred as RTB) concept patented by Price Setter's founders gave rise to numerous derivative platforms such as programmatic advertising, header bidding and several others. However, instead of improving the original RTB concept intended by Price Setter's founders, these platforms have given room to the creation of a plethora of intermediary players that are causing more harm than good and have led to a dysfunctional supply chain. At the same time, these technologies gave rise to secondary supplemental technologies aimed to cure or patch up some of the dysfunction but unfortunately, they have not succeeded.

There's an arms race going on in the digital advertising marketplace, as advertisers try to use technology to overcome the shortfalls of an oversaturated advertising market. Individual companies have stepped offering the promise to resolve the problem. However, all this has really done is created a crowded and oversaturated landscape where thousands of different companies insert themselves between the advertiser and publisher, adding their cost to the overall buy. Most of these technologies have broken in to pieces the original RTB process patented by Price Setter' founders by inserting themselves as components of the process.

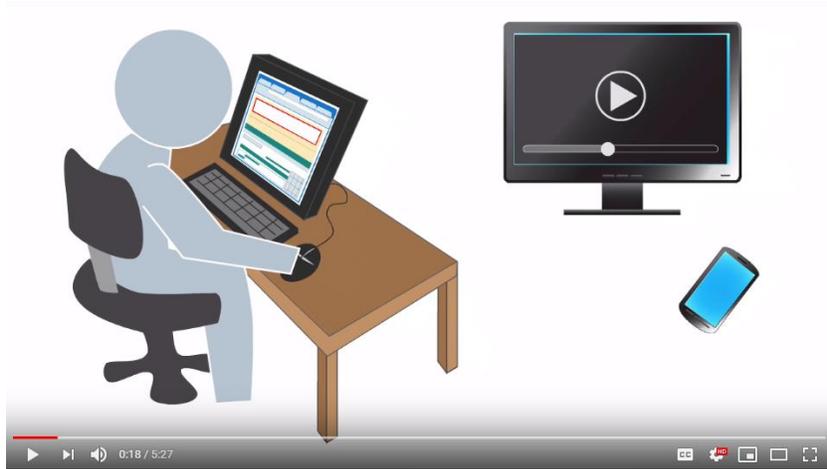
The digital advertising market has been actively growing for the last 9 years; 2017 was the year digital ad spending finally beat TV advertising and one of the most, if not the most promising segments of digital advertising is mobile advertisement which surpassed desktop advertising in 2016 thus no "Proof of Concept" is needed for Price Setter RTB ICO as RTB specially the mobile advertising methodology has been proven during the past several years over and over.

RTB and Digital Ad Platforms first emerged in 2010 (5 years after the founders first filed the parent patent application). Since then they have been the choice for advertisers and publishers to buy and sell Digital Advertising on millions of mobile device applications and websites. Advertisers spend \$200 billion Dollars worldwide (\$105 billion in the U.S,) a year in Digital Display Advertising via these Advertising Platforms. See statistics below.



The graphic above was prepared by eMarketer and provided by AppNexus a major participant in digital advertising who [joined the Real Time Bidding industry in 2010](#) [2] App nexus was [acquired by AT&T](#) [3] in 2018 for +/- \$1.6 billion dollars.

[The video below](#) [4] describes how would the RTB process ideally work however, in reality it is very different now due to the many participating intermediaries. From advertising agencies to ad networks, to DSP's, to ad exchanges, to SSP's, and other intermediaries used by digital ad platforms.



The above video was prepared by the **iab.** or “Interactive Advertising Bureau Technology Laboratory” also known as Internet Advertising Bureau; the **iab.** is a non-profit research and development consortium that produces and provides standards, software, and services to drive growth of an effective and sustainable global digital media ecosystem.

[The video below](#) depicts a more accurate picture of the actual dysfunction occurring in the digital advertising ecosystem



Comprised of digital publishers and ad technology firms, as well as marketers, agencies, and other companies with interests in the interactive marketing arena, the **iab.** aims to enable brand and media

growth via a transparent, safe, effective supply chain, simpler and more consistent measurement, and better advertising experiences for consumers.

The **iab.** Real Time Bidding (RTB) Project, assembled technology leaders from both the Supply and Demand sides in November 2010 to develop a new API specification for companies interested in an open protocol for the automated trading of digital media across a broader range of platforms, devices, and advertising solutions. Among the parties that participate are Advertising Agencies, Advertising Networks, Trade Desks, Demand Side Platforms (DSP's), Ad Exchanges, Supply Side Platforms (SSP's), Data providers, Data verification companies and others.

There are also other organizations such as the Digital Advertising Alliance. [The Digital Advertising Alliance \(DAA\)](#) [5] establishes and enforces responsible privacy practices across the industry for relevant digital advertising, providing consumers with enhanced transparency and control through multifaceted principles that apply to multi-site data and cross-app data gathered in either desktop, mobile web, or mobile app environments. The DAA is an independent non-profit organization led by leading advertising and marketing trade associations. Participant Associations of the DAA include:

 The 4A's is the national trade association of the advertising agency business. [6]

 The American Advertising Federation (AAF) [7]

 The ANA (Association of National Advertisers) [8]

 The Better Business Bureau [9]

 Data & Marketing Association (DMA) [10]

 The Interactive Advertising Bureau (IAB) [11]

 The Network Advertising Initiative (NAI) [12]

Despite the efforts of these agencies and bureaus, some of the derivative technologies have led to deficiencies such as ad display latency,

biased bidding, misuse of user data, and inefficient ad targeting; just to add insult to injury a high level of fraud and lack of transparency on how the ad dollar is distributed among participants has been created. As a result, all sides of the relationship suffer, advertisers overpay for each client involved, publishers receive lesser rewards and consumers of advertising are dissatisfied with its quality.

One other issue and probably the most important that has been neglected or failed to be noticed by most participants, is that none of the stakeholders in the RTB ecosystem hold a valid patent on their systems and methods with priority over Price Setter' patents.

It is therefore that we present to you as part of the launching of our new platform, the Price Setter RTB Intellectual Property Initiative – an RTB patent licensing Program also known as Initial License Offering (ILO) for mobile digital advertising participants in the U.S.A. The initiative not only helps participants to comply with patent laws but also helps them to protect themselves from non-practicing patent assertion entities (NPE's).

Several entities claim having invented RTB, one of them being the inventor of patent No. 9,886,718 named "AUCTION FOR EACH INDIVIDUAL AD IMPRESSION" which was originally filed with the United States Patent and Trademark Office **USPTO** in Dec. 19, 2006 and recently issued as a patent in Feb. 6, 2018. This patent was assigned by the original inventor to Rubicon Project Inc. a major participant of the digital ad industry and member of the **iab**. however, the founders of Price Setter LLC. filed a patent application more than a year earlier in July 27, 2005 now patent No. [8,533,097](#) [13] named TRANSACTION ARBITER SYSTEM AND METHOD and continuation patent No. [9,892,445](#) [14] covering RTB and various derivative technologies. [See the full story here.](#) [15]

Price Setter founders own all of the rights to patent No. [8,533,097](#) [13] (the "parent patent") to patent No. [8,655,771](#) [16] (the shopping RTB

patent) to patent No. [9,892,445](#) [14] (the digital ad RTB patent) patent No. [10,019,745](#) [17] (the RTB network patent) and now application No. 15/859,179 which just received a notice of allowance on 3/26/2019 and other unpublished and published patents pending for a “Transaction Arbiter System and Method”, an all in one Advertising, Marketing and Promotional Services platform where the core feature is Real Time Bidding (RTB).

The parent patent application was filed in July 27, 2005; the USPTO took much longer than the 3 years of pendency guaranteed by Federal Regulations to approve it.

The parent patent was not approved until September 2013 being more than 8 years after filing.

On Feb 2, 2016 the founders [filed a complaint](#) [18] with the US District Court for the Eastern District of Virginia against the then USPTO Director requesting a Patent Term Adjustment (PTA) for the parent patent No. 8,533,097 for an additional 1923 days (5.27 years) for USPTO delays to extend the term to the year 2030. The said court ordered a “Partial Dismissal” of the complaint and remanded an “unchallenged portion” of the complaint back to the USPTO. Founders and the USPTO after that reached a settlement for a Patent Term Adjustment (PTA) of an additional 934 days extending the term of the patent through the beginning of the year 2028. As a result, the patent has retroactive effect to July 27, 2005 and validity through the beginning of 2028.

Continuation patent No. [8,655,771](#) [16] covers RTB shopping applications, digital coupons, digital wallets, digital shopping lists, geo targeting, geo-fencing and others.

Continuation patent No. [9,892,445](#) [14] [claims 15 to 25](#) [19] cover all mobile applications that display digital advertisements generated via “Real Time Bidding”, “Programmatic”, “Header Bidding”, and several

other bidding methodologies which are used by advertising platforms, ad networks and ad Exchanges like Google, Facebook, Amazon, Microsoft, Apple, PubMatic, The Rubicon Project, Admob, Appnexus, Yahoo, MoPub, Twitter, AdTheorent, Beeswax, Centro and by millions of third party mobile applications and websites displaying digital ads. None of them hold a patent for Real Time Bidding retroactive to 2005.

Under claims 1 to 14 the same patent No. [9,892,445](#) [14] also covers repricing software and shopping applications such as Amazon, eBay, Wal-Mart, Jet, Alibaba, TrueCar.com, Cars.com, CarMax, Edmunds, Auto trader, Kelly Blue book, Expedia, Hotels.com, Trivago.com, Kayak, Travelocity, Hotwire, Priceline, booking.com, Orbitz, Trip advisor and hundreds more. Again, none of them hold a patent retroactive to 2005.

[Other](#) [20] Real time Bidding applications to be launched by Price Setter include mobile comparison shopping for new cars and Real Estate Agents, RTB Electronic Coupons, RTB for QR codes and UPC codes, RTB price matching, Digital Wallets and others.

Patent No. [10,019,745](#) [17] claim 1, covers an improved and scalable system to implement a wide range of mobile software applications (RTB applications) at remote points of activity in real time or near real time over a high-speed networking and communication system, comprising systems, methods and devices relative to cellular communication networks services such as 4G LTE and soon 5G sold and provided by Verizon, T-Mobile, AT&T, Sprint and other carriers. None of them hold a patent retroactive to 2005.

Application No. 15/859,179 which received a notice of allowance on Mar. 26, 2019 covers smart phones and tablets as those manufactured by Apple, Samsung, HTC, LG, Motorola, Nokia, BlackBerry and many more. It is expected to be assigned a patent number by the end of April, 2019. Other non-published applications cover Operating systems and other continuations to RTB.

As mentioned above Price Setter’s patents date back to 2005. There is no doubt that the USPTO has inadvertently (as it is frequently the case as with the Rubicon’s patent example above) issued subsequent patents to other applicants due to the fact that many times prior patents are missed during patent prosecution and patent searches by patent examiners. This obviously creates the possibility that some holders of subsequent patents may attempt or may have already attempted to enforce their patents on defenseless and vulnerable entities unaware that the patents being enforced on them are subsequent to Price Setter’s patents. By obtaining patent licenses from Price Setter publishers, and other supply and demand side participants will be protected from those subsequent patents.

#### IV. THINGS TO KNOW ABOUT PATENTS

Price Setter’s founders do not believe that enforcing patents is the way to go, instead founders believe that it is more productive to license the patents to those who need it and receive in return their cooperation to form an alliance for mutual benefit where licensed participants will be protected from non-practicing patent assertion entities. See an article [here](#) [21] related to Initial License Offerings (ILO) by IPEL.

**What is a Patent?** *“A patent is a government authority or license conferring a right or title for a set period, especially the sole right to exclude others from making, using, or selling an invention.”*

**What is direct infringement of a patent?** *“Making, using, selling, trying to sell, or importing something without obtaining a license from the patent holder is considered direct patent infringement. The offender must complete this act willfully and within the united states.”*

**What is Indirect infringement of a patent?** *“Indirect infringement includes induced infringement and contributory infringement to infringe a patent. Under these terms, even if a company isn’t the one originally infringed on*

*the patent, that company can still be held accountable for patent infringement.”*

**Induced Infringement:** *“This occurs when a person or company aids in patent infringement by providing components or helping to make a patented product. It occurs through offering instructions, preparing instructions, or licensing plans or processes.”*

**Contributory Infringement:** *“Whoever offers to sell or sells within the United States or imports into the United States a component of a patented machine, manufacture, combination or composition, or a material or apparatus for use in practicing a patented process, constituting a material part of the invention, knowing the same to be especially made or especially adapted for use in an infringement of such patent, and not a staple article or commodity of commerce suitable for substantial noninfringing use, shall be liable as a contributory infringer.”*

**Willful Infringement:** *“Willful infringement exists when a person demonstrates complete disregard for someone else’s patent. Willful infringement is especially damaging to defendants in a civil suit. The penalties are much higher, and typically defendants must pay all attorney and court costs if they are found guilty.”*

**Doctrine of equivalents:** *“Even if the device or method doesn’t exactly infringe a patent, a judge might find in favor of the patent holder. If the device does basically the same thing and produces the same results, it could be an infringement.”*

## V. THE PROBLEM

Notwithstanding the efforts of the afore referenced agencies and the **iab**, very little has been done regarding the lack of accountability about where does the ad dollar go, which is the direct result of a decentralized supply chain.

The digital ad ecosystem has a huge problem and is in desperate need of a correction. Publications show that Publishers only get approximately 30-50% of what advertisers pay for an ad. The rest is consumed by those "making the market" and in many cases, [some of the money is lost to fraud, discrepancies and other unknown factors.](#) [22].The above link shows an interesting quote that reads:

### **NO BLOCKCHAIN SOLUTION**

**Blockchain** cannot solve the problem of ad fraud, he says. "The ad tech middlemen who need to adopt it actually prefer to have less transparency not more."

That is the point!.....some of the middlemen are the ones causing the problem and are the ones that need to be taken out of the equation, many of them prefer not to fight ad fraud because themselves will lose billions of dollars in ad revenue in commissions.

A study by ad verification company Adloox estimates advertisers could be wasting more than \$16.4 billion per year to fraudulent traffic and clicks manufactured by bots. As advertising budgets continue to rise, and the way that digital advertising is purchased continues to get more complicated, fraudsters are finding new ways to steal money from advertisers. Some of the common forms of ad fraud include:

- **Falsified Sites:** Sites and apps that pose as legitimate publishers, either by generating an illegitimate website from scratch, or by plagiarizing content from actual publishers.
- **Traffic Fraud:** Seeks to boost impressions, clicks, or other website activity counts to reap the gains of those ad dollars. This can be done with bots that create machine-generated impressions or actions designed to mimic actual human pattern, or through low wage workers who interact rapidly with sites or apps to generate valueless clicks.

- Misrepresentation Fraud: When either an actual publisher or a fraudulent party posing as legitimate publisher falsifies site or ad-specific information to trick advertisers into believing they are buying something they are not.
- Location Fraud: When a seller of ad inventory, be it the app developer or ad network or exchange, falsifies location information to drive up the cost of the advertising impression.
- Device ID/IP Address Fraud: When a seller of ad inventory falsifies information about the device ID or IP address in order to drive up the cost of an impression or to commit conversion or app install fraud.
- Cookie Fraud: Falsely attributing a cookie to a particular browser or individual to imply a view or action occurred when it didn't. Like device ID fraud, it can drive up the cost of impressions in the exchanges.

The dysfunction obviously is created by the inability to control where the ads come from or to verify or certify the websites and apps where the ads are displayed, there is just too many intermediaries that only care about their own interests and not those of the publishers and advertisers who are the ones that give life to the ecosystem. No matter how hard new technologies try to cure or patch up some of the dysfunction, as long as advertisers, publishers and the intermediaries that control them are decentralized, the bad ads, the flow of the ad dollar and ad fraud will continue to go unchecked.

Do Google, Facebook, Twitter and Amazon have the same problem? The answer is no. Why not? Because they are centralized. How can the existing supply chain become more effective and still give equal opportunity for all stake holders to participate? With Price Setter's hybrid platform, centralized on the supply side and decentralized on the demand side and the collaboration from all sides.

Today, advertisers may deal with more than 20 intermediaries—agencies, trade desks, demand side platforms (DSPs), ad exchanges, data management platforms, and supply-side platforms (SSPs). There is no clear way to calculate exactly how the ad dollar is distributed as all intermediaries are independent from each other. By centralizing the Supply side, the SSP's are merged with ad exchanges that is one less commission to pay. On the demand side, having only licensed intermediaries store and manage advertiser's bidding parameters in Price Setter master RTB data base, eliminates redundant intermediaries and their commissions.

Price Setter's aim is to eliminate most of these intermediaries by creating a master hybrid ad exchange platform as described under the products and services section below. In addition, Price Setter will implement a centralized payment system where advertisers will deposit money in their Price Setter accounts from where fees will be drawn to pay patent licensed publishers for ads clicked on and/or displayed. Advertisers in turn will pay directly to their demand side intermediaries (if any) and to Price Setter a fee in the form of utility tokens for storing their bidding data in Price Setter master data base.

## VI. THE SOLUTION

Technology companies are constantly developing new click fraud deterrence methodologies but until now have failed to eradicate the bad actors for good. Price Setter will be deploying a unique fraud deterrent technology customized for the new master hybrid ad exchange platform that promises to eradicate up to 99% of ad fraud. With this new technology and Price Setter's method of eliminating some intermediaries and their commissions, a streamlined and fraud free environment from which all participants will benefit will emerge.

**A streamlined centralized payment system, a hybrid ad exchange network and a consolidated protocol for all stake holders to adhere to.**

A streamlined, hybrid, and consolidated platform is an approach that brings coherence to the complexity and fragmentation that now characterizes the flow of advertising dollars, fraud and supply chain inefficiency. Specifically, a streamlined, hybrid and consolidated platform system refers to the process of aligning and implementing mechanisms to deliver a consistent, seamless, add-dollar centric experience and efficiency across all supply chain channels.

The solution lies in the key shift from a culture of overcrowded and outlawed competition to a culture of collaboration and compliance. With decreased competition comes increased collaboration, and with increased collaboration comes increased organizational consolidation. Now, do not take this wrong, competition is our game but the existing supply chain methodology is helping competing intermediaries and hurting advertisers and publishers who are the ones that make the digital ad ecosystem exist. The plan is to promote the unification of all advertisers through a shared master Real Time Bidding database where all advertisers will deposit and store their bidding data and parameters, just as intended by Price setter patents.

### Six milestones for building a streamlined, hybrid and consolidated platform system.

Secure executive sponsorship and cross-functional collaboration and buy-in. Request the collaboration of key players such as the **DAA** and the **iab**. consolidate Price Setter protocol with their open RTB protocol.

#### 1. ASSEMBLE A CROSS-FUNCTIONAL TEAM TASKED WITH CONSOLIDATING THE PLATFORM.

Assemble a team of advisors to be selected from existing tech companies and associations, and an engagement and development team to liaise with the **DAA**, the **iab**. and other relevant agencies and associations.

## 2. CONDUCT A SWOT ANALYSIS.

Identify internal strengths and weaknesses, as well as external opportunities and threats.

At this stage, the idea is to uncover key issues and challenges across the supply chain and stakeholders in order to get on the same page. It's especially important to identify bad actors and other barriers to collaboration.

## 3. PROCEED WITH COLLABORATIVE PLANNING THAT'S GUIDED BY A UNIFYING BIG IDEA.

Collaborative planning needs to be guided by a big idea that serves the best interests of all participants. First, this big idea should center around sharing ideas and concerns of all participants. Second, it should be ambitious, purposeful, and aligned with the best quality and values. Last, it should inspire a range of win-win solutions for all stake holders.

## 4. IMPLEMENT HOLISTIC WORKFLOWS TO PROVIDE THE CROSS-FUNCTIONAL TRANSPARENCY AND CLARITY TO ACCELERATE A HIGH QUALITY AND COORDINATED EXECUTION.

Every piece of the puzzle needs to have its own distinct yet clearly interlinked workflow in the execution process. This includes everything from ideation to sign-off and approval to compliance review and so on.

## 5. SUPPORTING THE EFFORTS WITH AN INTEGRATED TECHNOLOGY STACK.

Technology is a major force in enhancing the coordination needed to overcome bad actors and achieve high levels of collaboration. The collaboration of partner tech companies and the integration of their technology with that of Price Setter is a win-win for all. Additionally, Price Setter will contract the services of a third-party application development,

administration and maintenance company to manage the deployment and operation of the new Master Hybrid ad exchange platform.

## VII. GENERAL COMPANY DESCRIPTION

Research and development of Price Setter was first started in early 2003 by founder; At that time the Real Time Bidding concept was ahead of its time as technology did not allow for bidding transactions to take place over communication networks in real time.

Founders have taken the time to wait until the entire patent portfolio is complete so the different patents can supplement each other, and better yet the patenting process remains open for additional patent continuations and/or amendments.

Price Setter, LLC was formed in the state of Texas as a small business corporation on 03/23/2015

Patent No. [8,533,097](#) (the “parent patent”) was approved by the USPTO on 9/13/2013.

Patent No. [8,655,771](#) (the shopping RTB patent) was approved by the USPTO on 2/18/2014.

Patent No. [9,892,445](#) (The Real Time Bidding Patent) was approved by the USPTO on 2/13/2018.

Patent No. [10,019,745](#) (a supplemental Real Time Bidding Patent) was approved on 7/10/2018

Patent application No. 15/859,179 received a notice of allowance on Mar. 26, 2019 and covers smart phones and tablets as those manufactured by Apple, Samsung, HTC, LG, Motorola, Nokia, BlackBerry and many more. It is expected to be assigned a patent number by the end of April, 2019. Other non-published applications cover operating systems.

On 11/03/2015 the Trademark Price Setter® was registered by founders.

At the present time Price Setter team is formed only by founders/inventors Jorge A. Maass Sr. and Jorge Maass Jr., Patent Attorneys involved in the patent prosecution include Fish and Richardson PC in Dallas TX., and Howison & Arnott, LLP. also located in Dallas TX.

Needless to say, the prosecution of the patents does not require the involvement of a team of software engineers or other technical staff, therefore no technical team exists at this time other than app and website developers.

It is Price Setter intention to form partnerships with existing ad exchanges/SSP's, ad tech firms and advertising agencies after RTB token sale. It is not Price Setter intention to invest on infrastructure and data centers which can be provided by partners who already have those assets or by contracting third parties. Instead in the case of ad exchanges as an example, various existing ad exchanges will be merged into a hybrid ad exchange network where all the exchanges will share Price Setter patented ad exchange (Transaction Arbiter) methodology via clone RTB data bases, thus eliminating “programmatic waterfalls” and “header bidding’s simultaneous auctions” considerably reducing RTB ad display latency and amplifying the number of advertisers to participate in each individual RTB auction. Price Setter will extend patent licenses to those partners who will in turn benefit from the increased flow of patent licensed publishers and advertisers to their platforms.

# Price Setter's Founders

Jorge A. Maass  
Founder and Principal



**Jorge A. Maass** holds a bachelor's degree in Architecture and has held multiple construction management positions in prestigious international projects in Asia, the Middle East, and The United States; he has managed the development of the Price Setter ® platform since day one. Jorge has also managed the development and follow-up of the patent application with the assistance of several patent attorneys.

Jorge Maass  
Founder



**Jorge Maass** is a graduate of The University of North Texas and holds a bachelors degree in Business Administration with an emphasis in Marketing and Advertising.

## Team of Advisors (your name and picture could be here)



Team of advisors will be announced before ICO. Existing association members and top digital ad talent are invited to become advisors of the Price Setter RTB IP Initiative, the team of advisors will be compensated with RTB IP utility tokens.

## Price Setter® Team (your name and picture could be here)



Management team will be announced during ICO. Price Setter is now accepting applications to fulfill multiple positions; association members,

digital ad experts and the general public are invited to submit their resume with required salary information and availability at [info@pricesetter.net](mailto:info@pricesetter.net)

## VIII. PRODUCTS AND SERVICES

The Products and Services to be provided by Price Setter include:

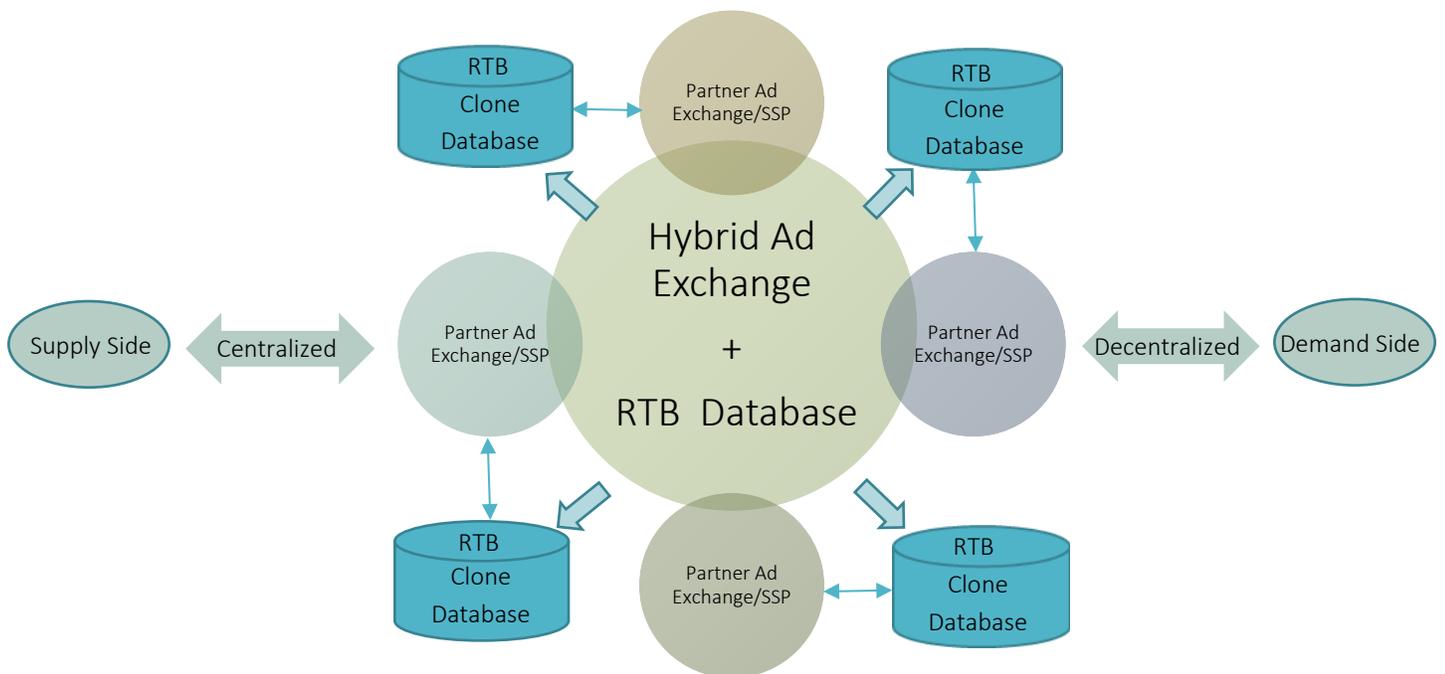
To grant free RTB patent licenses to the first 1,000 publishers (mobile apps and mobile websites). To the first 8 ad exchanges or supply side platforms and to the first 50 ad agencies or Demand Side Platforms (DSP's) that request it during the main crowdsale of utility tokens. Free patent licenses will be distributed via a block chain smart contract; after those free RTB licenses are exhausted, licenses for publishers, for ad exchanges, SSP's, Ad Agencies and/or DSP's will be sold via Price Setter's [Initial License Offering \(ILO\)](#) at a cost to be determined based on their market share using RTB utility tokens; The ILO will be announced at a later date. ILO license holders will not only comply with patent laws but will also benefit from obtaining royalties from third party patent licensees. Private sale investors will also receive free RTB patent licenses if requested.

To develop a block chain and smart contract mechanism for the issuance of patent licenses to publishers and selected demand side participants. Only licensed entities will be able to participate in Price Setter's platform and interact with other licensees.

To develop and deploy with the cooperation of selected existing ad exchanges/SSP's a unified master hybrid ad exchange to conduct real time bidding transactions implementing the original patented Price Setter concept of the "Transaction Arbiter" (not to be confused with arbitrage)

system and method where either the advertising agencies, or other selected demand side participants can store and maintain the bidding parameters of all of their advertisers in Price Setter master RTB database, the entire bidding process will take place in the hybrid ad exchange. Users data and advertisers' data will not be sold to third parties.

The various partner ad exchanges/SSP's will have access to master database clones so bid transactions can take place with minimal latency\*. By merging the existing ad exchanges/SSP's they will be given equal opportunity to run auctions based on pre-assigned, filtered query category(s), by location, by user options, by their specialized technologies, by other pre-determined parameters or simply the ad calls will be routed to them in a rotating basis; this method will not only give equal access to partner ad exchanges but will also minimize latency.



- Develop a centralized payment mechanism so licensed publishers can receive after deducting an ad exchange commission a payment of 80% to 90% of the RTB bid amount from advertisers instead of a residual 30% to 50% amount after having paid commissions to multiple intermediaries.

Advertisers in turn will pay their demand side intermediaries (if any) directly and to Price Setter an ad exchange fee for storing their bidding data.



- Develop and deploy mechanisms such as SSL certificates for website and application developers (Publishers) to display as proof of having obtained a patent license from Price Setter LLC and compliance with Price Setter RTB Initiative and ad fraud deterrence policies. SSL certificates will be distributed via trusted [Certification Authorities partners](#). [23]



- Develop and deploy a mechanism where device users can select if and how ads will be targeted to them having the option to decline receiving ads, decline or accept the use of cookies and/or accepting a structured method on how ads could be targeted to them such as by location, categories of interest, content, purchasing patterns etc. This will generate a unique proprietary code that will expedite and facilitate database searches during the Real Time Bidding process, keep user's data safe on their devices and target ads with extreme accuracy. By completing this process device users will receive incentives from Price Setter to be applied towards purchases with advertisers.

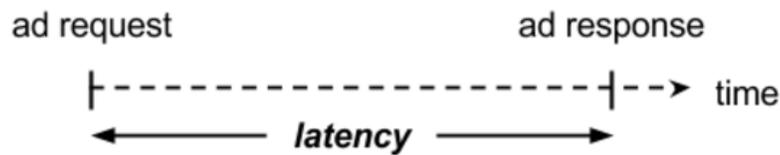


- Deploy Price Setter proprietary click-bot and other fraud scheme blocking technology customized for the new hybrid ad exchange platform eliminating up to 99% of ad fraud.



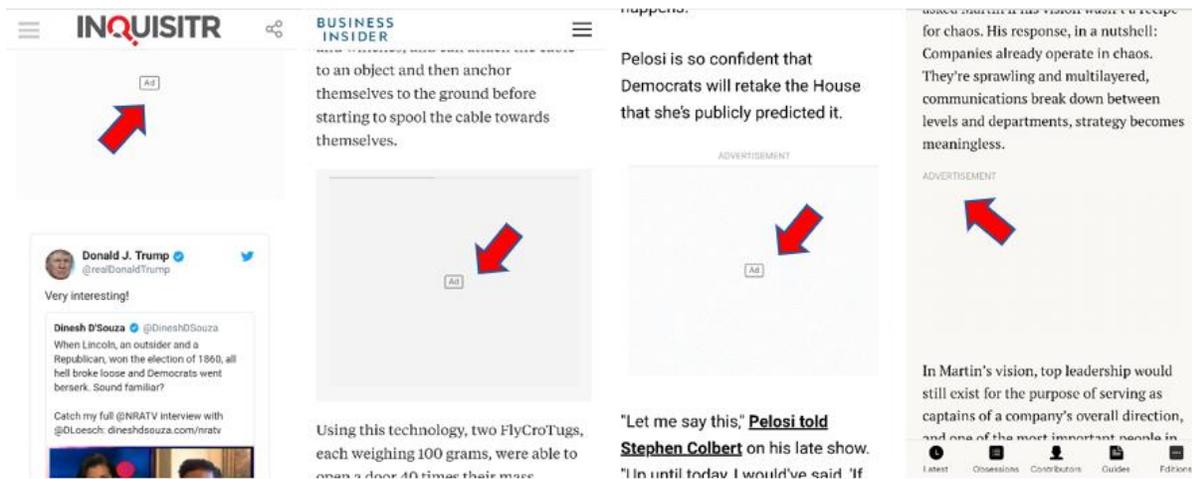
- Develop a robust compliance program and code of conduct for all stakeholders to adhere to.

## \*WHAT IS AD DISPLAY LATENCY?



Latency is the time it takes from the moment an ad is called or requested by a user's device to the time it takes to display the ad. Human attention span is extremely short, if an ad is not displayed during a user's attention span it is almost certain that the user will not wait for the ad to be displayed and will scroll down or change the page.

Below are some ad examples that failed to display during the user's attention span.



The various ad display methodologies have different latencies, the latency of a **true** Real Time Bidding (RTB) ad is only around 250 milliseconds or one quarter of a second. Programmatic, Header bidding and other ad display methodologies can take up to several seconds to be displayed therefore, the more time passes, the less likely the user will see the ad.

## WHAT IS PROGRAMMATIC WATERFALLING AND HOW DOES IT WORK

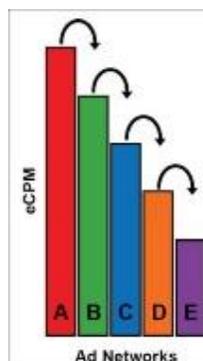
“REAL-TIME BIDDING” IS ONE KIND OF “PROGRAMMATIC”, HOWEVER PROGRAMMATIC IS NOT “REAL-TIME BIDDING”

Publishers, started running into problems when their chosen decentralized ad network wasn't able to sell all of their inventory, which meant their available ad spaces were being left unfilled, leading to missed revenue opportunities. In an effort to increase fill rates and capitalize on revenue opportunities, a process known as waterfalling emerged.

### WHAT IS WATERFALLING?

Waterfalling, also known as a daisy chain or waterfall tags, is a process used by a publisher to sell inventory via demand side intermediaries.

Waterfalling gets its name from the waterfall-like process for selling inventory — i.e. the demand sources are initiated one at a time, one after another. It works like this: A ladder of networks DSP's and/or ad exchanges, arranged top to bottom in order of performance to the publisher – based on the networks' past record in terms of yield, fill rate, latency, and more. Each ad network tier may fail to load or become timed out, resulting in lost revenue



In the image above, we can see the publisher first tries to sell its inventory via direct sales, as these generally offer the highest cost-per

mille or cost per click. If it is unable to do so, the publisher will then pass the impression down the waterfall to various ad networks until it is sold.

The advantage of this daisy chain is the publisher is able to sell off its inventory; however, as the impressions go further down the waterfall, the latency increases. Then there's the question of maximizing yield. In a waterfall setup, the bidding for inventory stops when publisher's price floor is met or when user's targeting parameters are matched or both. Let's say that happened at exchange/network B.

Now, if an advertiser were willing to pay a higher price but was bidding only through exchange/network D or E (but not B), too bad. The inventory is sold to a higher priority (and lower yield) buyer.

Waterfalling has been used by many publishers for a number of years, but more and more publishers are moving towards header bidding, mainly because it eliminates many of the disadvantages of waterfalling.

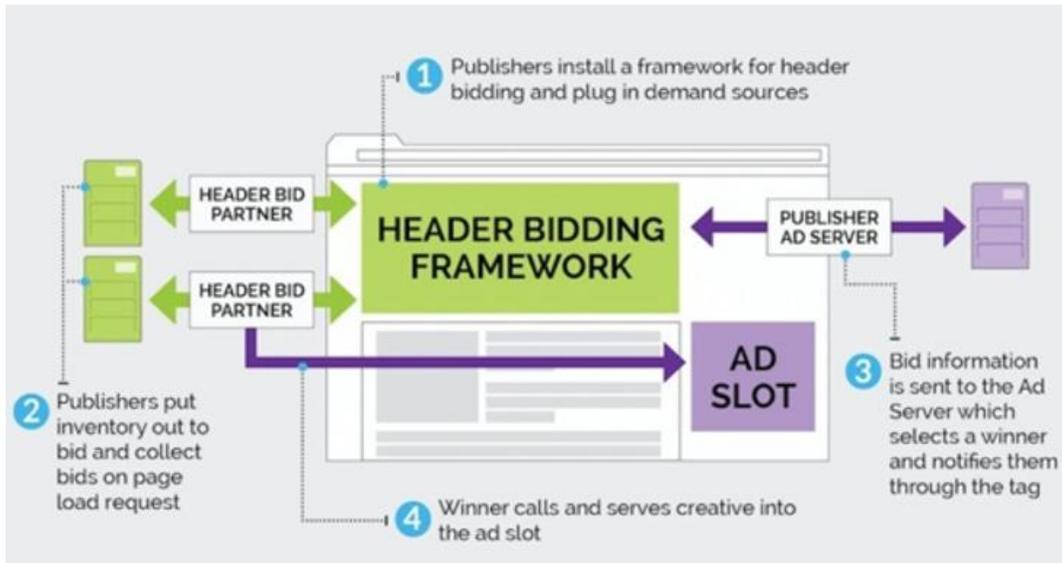
## WHAT IS HEADER BIDDING AND HOW DOES IT WORK?

The programmatic sequencing of networks and/or exchanges goes away with header bidding. Quite simply, the inventory is up for sale — a “notification” goes out to multiple demand sources (DSPs, networks, or exchanges) simultaneously. Publisher's ad server collects the bids.

The Demand Source that puts out the highest bid (after conducting a second price auction amongst its own buyers) wins, gets congratulated by publisher's ad server, and sends the winning buyer's creative ad across to be served.

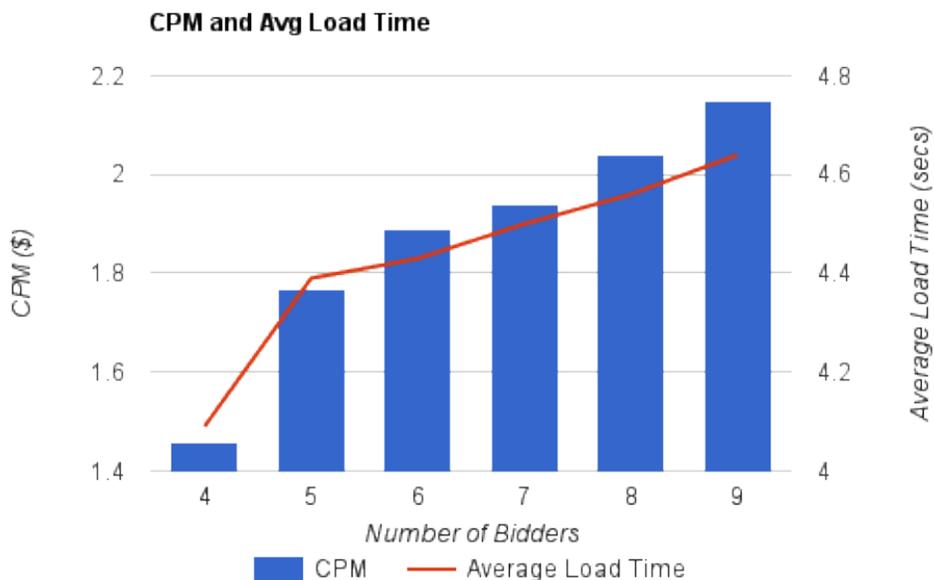
This is also called advanced bidding or pre-bidding. The impression itself is not carried around, just the notification that it's up for sale (as soon as a visitor loads a web page). The original wrapper tag is named prebid.js after the concept.

## HOW HEADER BIDDING WORKS



### Header Bidding is Not Perfect

Header Bidding is not free from latency issues and yield optimization raises some very hot questions about second price vs unified auctions.



It's a well-touted header bidding best practice to keep the demand sources to a select few to keep latency (relatively) low. The browser is

making the calls and too many simultaneous redirects will slow things down exponentially, ruining basic user experience.

Latency is why header bidding is moving server-side (browser makes a single call to SSP, then the SSP takes it from there, making calls to every other demand source from there, collecting bids, picking winners, and getting the winner's ad to the slot). *Adpushup.com*

## HOW DOES PRICE SETTER® REAL TIME BIDDING HYBRID AD EXCHANGE WORK?

Price Setter Real Time Bidding ad exchange (Transaction Arbiter) works by allowing all advertisers to deposit directly or through their selected intermediary their bidding parameters in to a single centralized data base, from where Price Setter central ad exchange identifies a winning advertiser via proprietary bidding functions giving the same opportunity to tens or even hundreds of advertisers to compete and generate the highest bid possible in a real-time single auction, no waterfalls and no multiple simultaneous auctions required guaranteeing the maximum exposure to advertisers for the highest bid and the quickest response possible.

### IX. MARKETING PLAN

The plan is to initially spend around \$5,000,000 in paid advertising and webinars. After that deals will be worked out with licensed publishers in order to display Price Setter ads at no cost to promote and spread the scope of the new "Price Setter RTB Initiative" in exchange for having received a free patent license.

### X. FINANCIAL PLAN

The hybrid ad exchange and partnering ad exchanges/SSP's will charge publishers a 10% to 20% transaction fee of the winning bid amount each time an ad is clicked on and displayed. This fee will pay for itself after

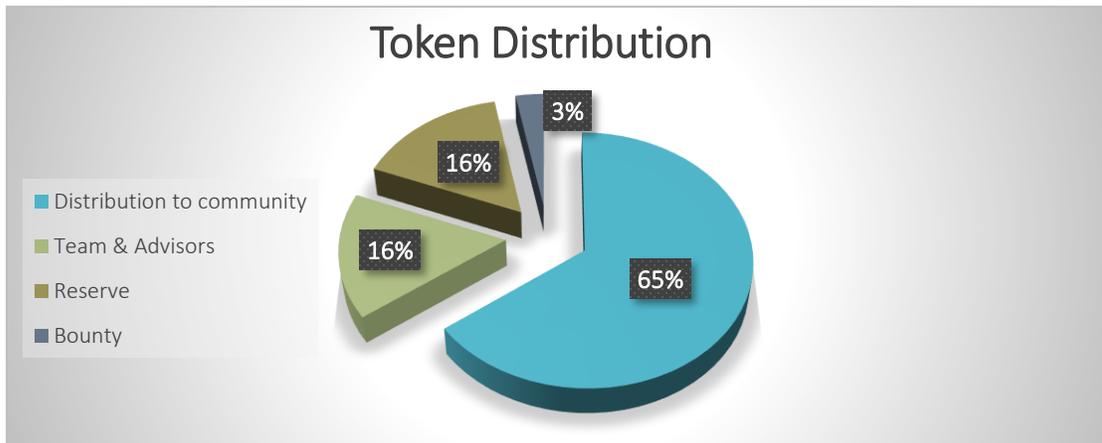
non-licensed bad actors and system redundancy have been eliminated and a stream lined system with true transparency is in place. Advertisers will also save billions of dollars by minimizing ad-fraud lost to click-bots, bid caching, bid games, arbitrage and other fraud schemes.

Statistics show that there are approximately [14,000](#) [24] advertising agencies in the U.S., about 200 digital ad platform intermediaries, around [2,100,000](#) [25] android applications, around [2,000,000](#) [25] app store applications and according to [Netcraft](#) [26] there are around 187,919,646 active websites in the world; 43% or 80,805,448 of those websites are in the U.S. and about 51% are mobile websites; millions of them display digital advertisements so all of them could benefit by participating in the Price Setter initiative for patent compliance and the new master Hybrid RTB platform meanwhile they will protect themselves from non-practicing patent assertion entities (NPE's). The participating publishers will also benefit by taking 80% to 90% of the winning advertiser's bids instead of the existing 30% to 50% residual share.

As mentioned above the mission of Price Setter is to grant free patent licenses to the first 1,000 publishers (mobile apps and mobile websites). To the first 8 ad exchanges or supply side platforms and to the first 50 ad agencies or Demand Side Platforms (DSP's) that request it during the main crowdsale of utility tokens. The free patent licenses will be distributed via a smart contract; after those free licenses are exhausted, licenses for publishers, for ad exchanges, SSP's, Ad Agencies and/or DSP's via Price Setter's Initial License Offering (ILO); the cost of the ILO licenses will be determined based on their market share and will generate royalties to ILO license holders.

Private sale investors will also receive free patent licenses if requested.

## XI. RTB TOKEN SYSTEM



### General parameters:

Token: RTB

Total Emissions: 30,000,000 RTB

Total amount to be sold: 65% of total token issuance or 19,500,000 RTB

Private-Sale: 7,000,000 RTB at \$0.50 USD or \$3,500,000 USD or their equivalent of ETH at the time of sale.

Main Sale: 12,500,000 RTB at \$1 USD or \$12,500,000 USD or their equivalent in ETH at the time of sale.

Hard cap: \$16,000,000 USD (or their equivalent in ETH at the time of sale.)

Accepted currency: ETHEREUM

Main token sale price: 1 RTB = \$1 USD or their equivalent in ETH at the time of sale.

### Private-Sale parameters:

Private-Sale Dates: Begins on April 1, 2019 and ends when the hard cap of \$3,500,000 is reached

Sales Volume of Private-Sale: 7,000,000 RTB at \$0.50 USD

Hard Cap at private-Sale: 3,500,000 USD

Private-Sale Price: 1 RTB = \$0.50 USD or their equivalent in ETH at the time of sale

Minimum Buying Transaction: 300 ETH

Maximum Buying Transaction: 7,500 ETH

Private investors must be accredited investors. [“Simple Agreement For Future Tokens” \(SAFT\)](#) [27] To qualify as accredited Investor you must meet one of two conditions: to be worth at least \$1,000,000 or to have earned \$200,000 (\$300,000 if married) during the two previous years. [SAFT](#) Sell/Purchase contracts will be used for the sale and purchase of the utility tokens, the SAFT contracts will be registered with the SEC. The [SAFT](#) is the commercial instrument used to convey rights in utility tokens prior to the development of the utility tokens’ functionality. In the U.S., the [SAFT](#) itself is a security, so it could be offered in a private placement to accredited investors. The utility tokens that are ultimately delivered to the investors, though, will be fully-functional, and therefore not securities under U.S. law. Outside of the U.S., the need to limit SAFTs or utility tokens to accredited investors will depend upon the laws of the local jurisdiction.

**Main crowdsale parameters:**

**Main Sale Dates:** Will be announced immediately after the Private pre-sale is completed and will last 3 months.

**Sales Volume on Main Sale:** 12,500,000 RTB

**Hard cap on Main Sale:** \$12,500,000 USD or their equivalent in ETH at the time of sale.

**Price on Main Sale:** 1RTB = 1 RTB = \$1 USD or their equivalent in ETH at the time of sale.

**Minimum Buying Transaction:** 5 ETH

**Maximum Buying Transaction:** Unlimited

**Token Issue:** No later than 30 days after the public sale

The Price Setter RTB Intellectual Property token is compatible with ERC20 and is intended to finance the development of the Price Setter Real Time Bidding (RTB) Intellectual Property block chain and the new master Hybrid ad exchange platform. After the ICO, Price Setter will issue patent licenses to publishers that request it and to a limited and selected number of demand-side participants who did not participate in the ICO for a fee

in the form of utility tokens which could be obtained from ICO utility token holders.

The value of each patent license category will be determined based on each individual's participant size and market share, giving the same opportunity to all interested parties to obtain a license.

Reserve utility tokens and Team & advisors utility tokens will not be put in to circulation but until 12 months after the ICO and then only 10% of them will be released per month.

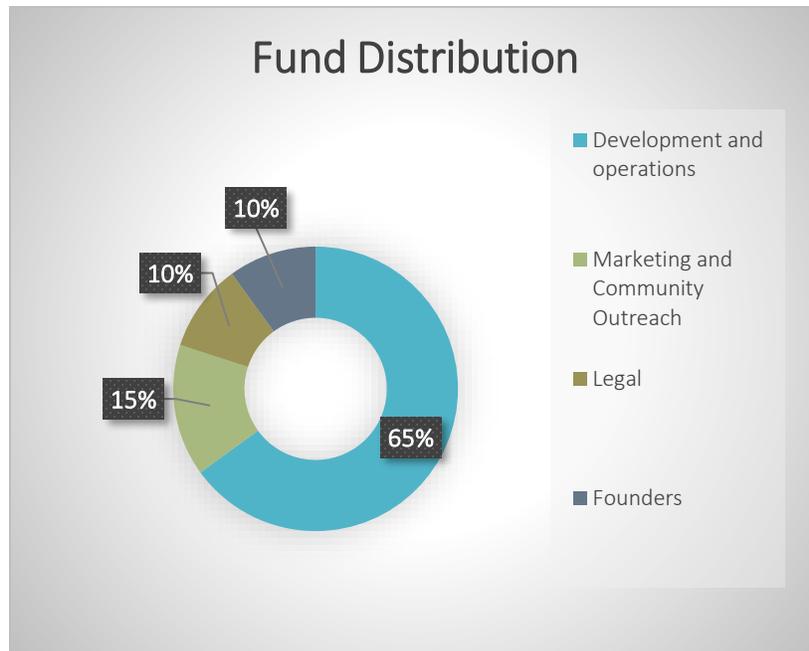
#### BOUNTY PROGRAM:

3% of total issuance (30,000,000 RTB) will be allocated to the bounty program, which will be distributed as follows:

- 20% Bitcoin Talk Signature campaign
- 20% Article/Blog campaign
- 10% Blog Article & Video campaign
- 10% Twitter campaign
- 10% Facebook campaign
- 10% Redit campaign
- 13% LinkedIn campaign
- 2% Telegram
- 5% Miscellaneous

## XII. DISTRIBUTION OF COLLECTED FUNDS IN THE PROCESS OF ICO

If the hard cap of 16,000,000 USD is reached it will be distributed as follows:



### XIII. TOKEN SALE TIMELINE



Dates are subject to change. Please stay informed of any changes by referring to the latest version of this white paper at:

<https://www.pricsetter.net/ico> [1]

### XIV. SUMMARY

Price Setter Initiative will substantially improve the supply chain by:

- New ad fraud deterrent technology customized for hybrid platform
- Pay 80% to 90% of bid amount to publishers

- Ad exchanges earn 10% to 20% commission on a larger number of publishers
- Minimize Real Time Bidding latency
- Elimination of programmatic waterfalls
- Elimination of header bidding simultaneous auctions
- Higher accuracy in ad targeting
- Reduced intermediary cost
- Hybrid RTB ad exchange
- Safe keeping of user data
- Increased number of participating publishers and advertisers
- Protecting patent licensees from bad patent actors
- Publishers will receive higher bids
- Advertisers will save in intermediary commissions

## XV. LEGAL

The purchase of Price Setter RTB Intellectual Property utility tokens has a risk. Before purchasing the Price Setter utility tokens, it is strongly recommended to study the possible risks described in this document. If any of these risks arise at the step of development or launching the platform, this can significantly affect the service and the value of Price Setter RTB utility tokens.

The list of risks shown below is incomplete, since it is impossible to foresee all cases of problems in the implementation of ideas. Therefore, it is strongly recommended that you get familiar with all the risks and consult with experts before purchasing Price Setter utility tokens.

**SLOW DEVELOPMENT OR COMPLETE ABSENCE OF PRICE SETTER® RTB INTELLECTUAL PROPERTY TOKEN MARKET DEVELOPMENT.**

Since public auction for the sale of Price Setter RTB IP utility tokens has not yet been conducted, their sale may not lead to the formation of an active market, therefore their value can fluctuate markedly.

Holders may be faced with the inability to sell Price Setter utility tokens or use them in any other way than for obtaining patent licenses from Price Setter. Publishers, Advertisers and ICO participants will receive licenses from Price Setter free of charge. All non-participant intermediary parties who did not participate in the ICO will have to purchase RTB IP utility tokens from licensed token holders in order to pay for their own patent licenses.

### **HIGH SPECULATIVE TRADING PRICE ASSOCIATED RISKS.**

RTB IP Token cost estimation is extremely speculative since Price Setter utility tokens do not give the holder any ownership rights to the company's assets because they are not backed by any tangible assets. Price Setter LLC assumes no responsibility for the market value of Price Setter RTB IP token, their liquidity, marketability, and lack of access to any possible market.

### **PRICE SETTER® RTB INTELLECTUAL PROPERTY UTILITY TOKENS MAY BE NON-REFUNDABLE.**

Exception in cases expressly provided by an applicable law. Price Setter LLC is not obliged to repay the funds spent on Price Setter RTB IP token to their owners.

## **XVI. REFERENCES**

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