

# Uber Technologies Inc. : Portfolio Report

## Introduction

Uber Technologies Inc. is a global taxi technology company headquartered in San Francisco, California, USA. It operates in 633 cities worldwide through the Uber car transportation and food delivery mobile apps. The company was incorporated in 2009 by Garrett Camp and Travis Kalanick.<sup>[1]</sup> It is fair to say that Uber has completely changed the way we book and hire cabs, introducing a new business model to this staid sector.

Uber offers various service levels such as UberPOOL (Uber's ridesharing and least expensive service level), UberX (private ride booking service), UberGo (available in India, provides rides in a hatchback), UberAUTO (available in Pakistan, is an auto rickshaw service), Uber Eats (food delivery service), UberRUSH (courier package delivery service), and UberBOAT (available in Istanbul, is a water-taxi service). UberAIR or Uber Elevate is a program expected to debut in 2020 in Los Angeles, Dallas-Fort Worth and Dubai, and will provide urban air transportation in vertical take-off and landing (VTOL) aircraft.<sup>[1]</sup>

As of December 2017, the company was valued at \$48 billion. This report studies Uber's patent assets that are currently in force.<sup>[2]</sup> It provides insights into various aspects of Uber's patent portfolio along with a portfolio taxonomy.

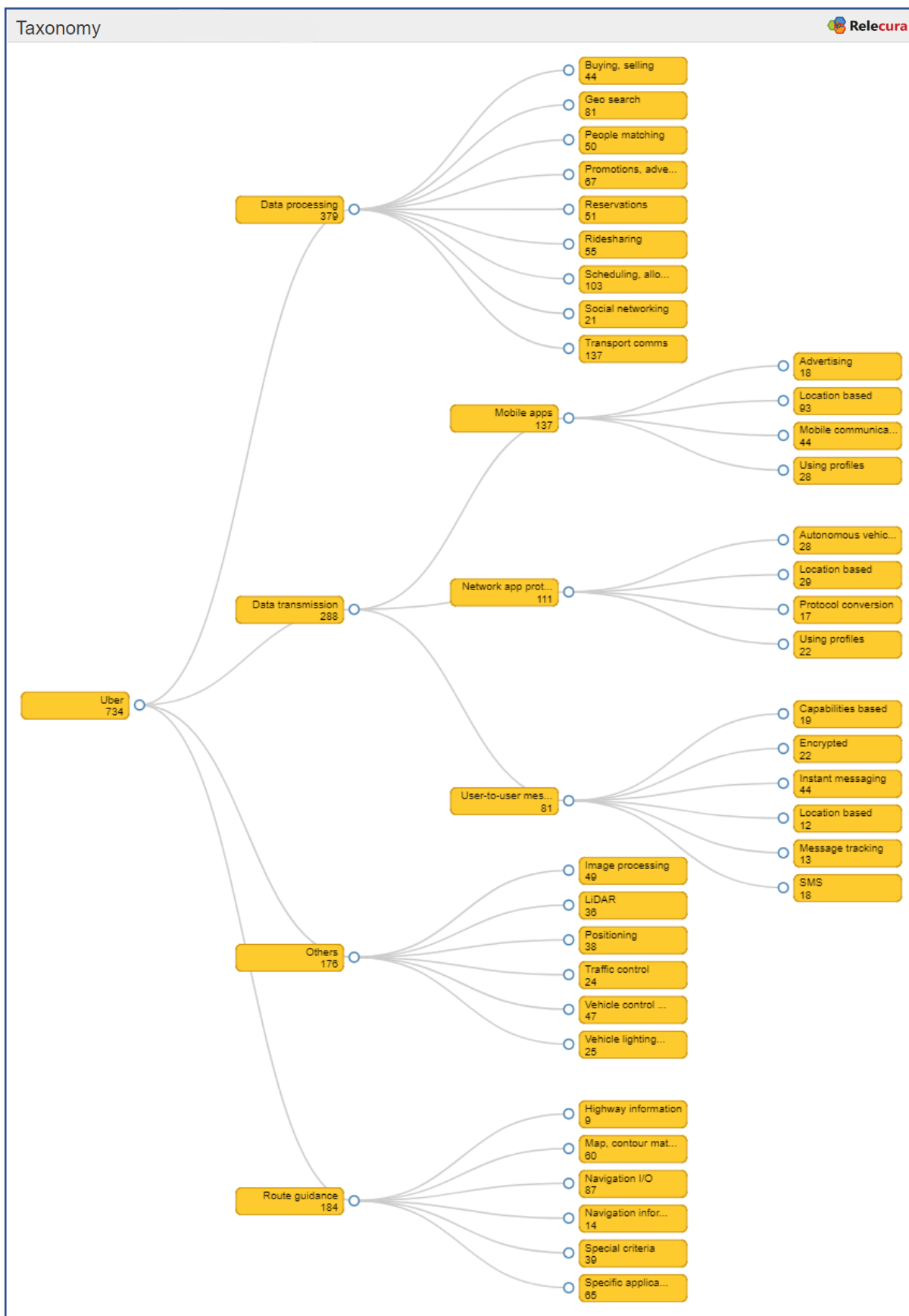
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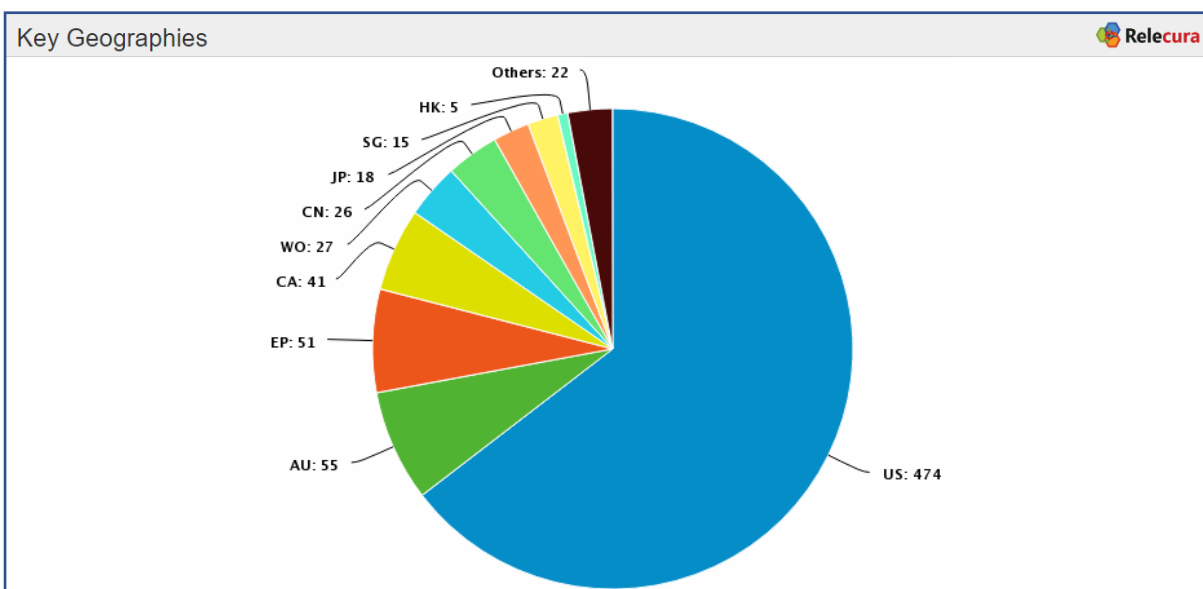
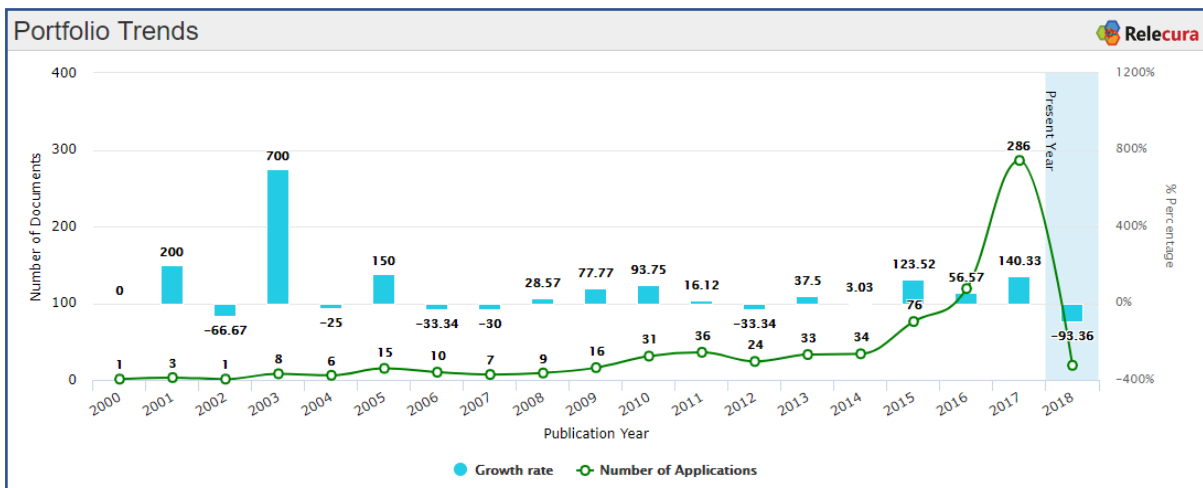
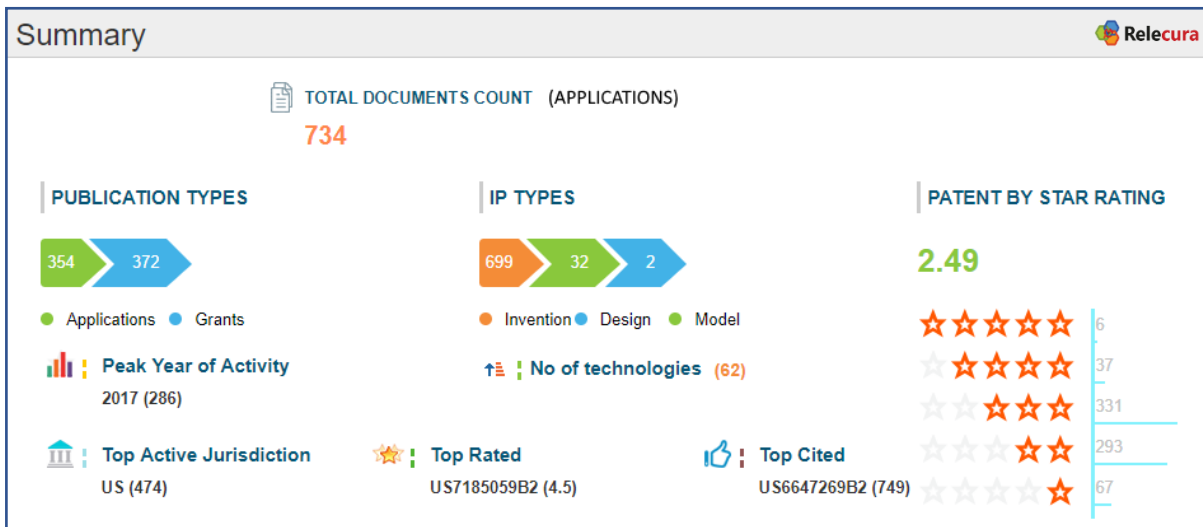
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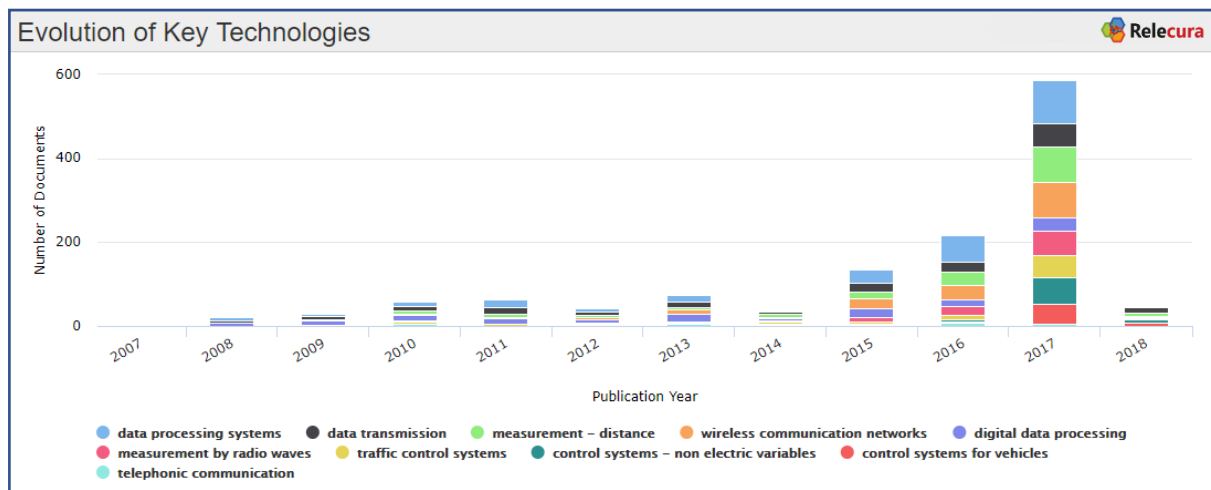
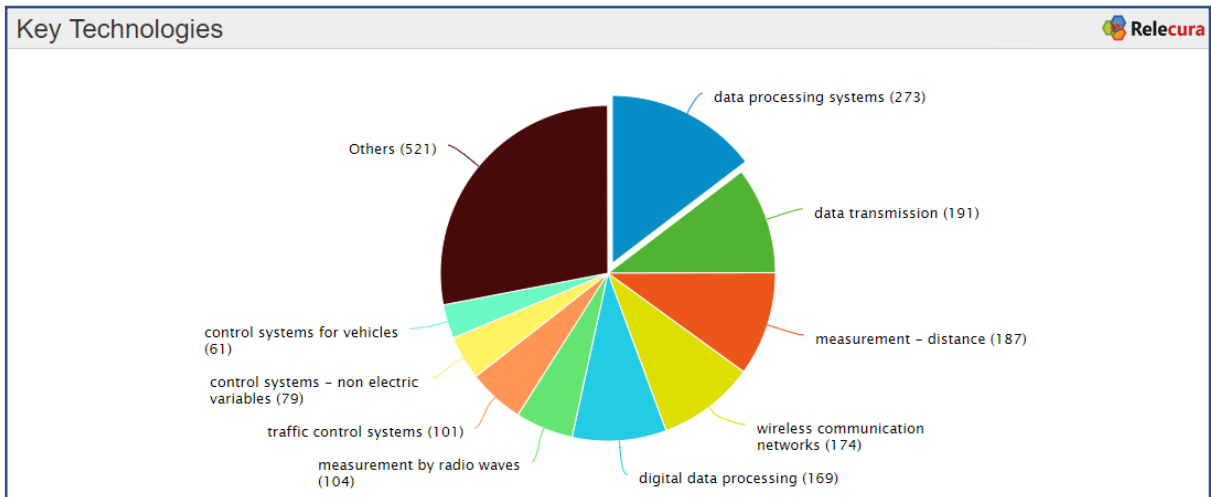
## Sources

[1. Uber \(Wikipedia\)](#)

[2. Uber valued at \\$48bn after consortium secures shares deal \(The Guardian\)](#)

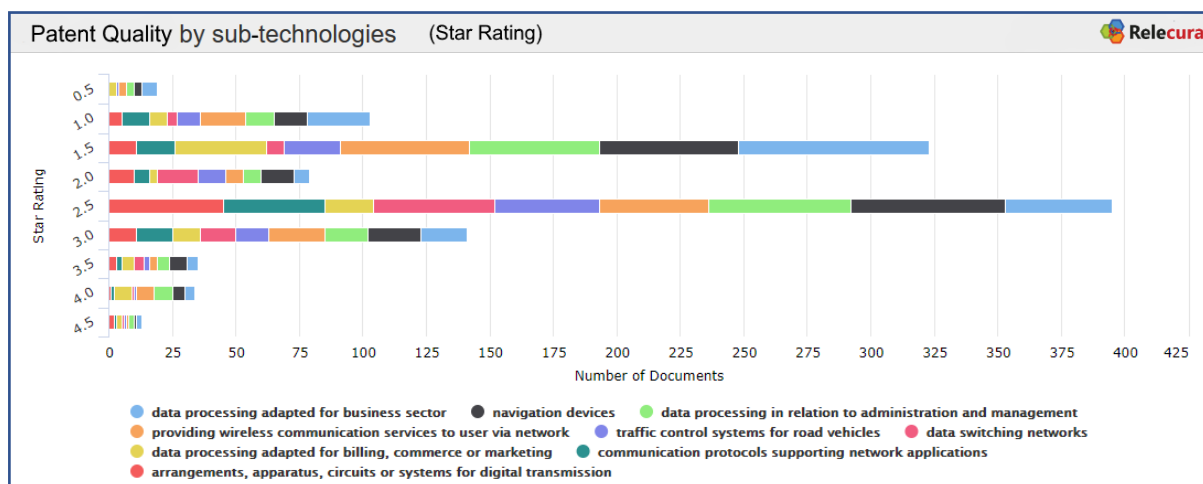






### Analysis of Key Technologies

Technologies	Applications	Grants	Sub Technologies	Geographies
data processing systems	174	98	data processing adapted for business sector (182) , data processing in relation to administration and management (159) , providing wireless communication services to user via network (94) , data processing adapted for billing, commerce or marketing (93) , navigation devices (60)	US (155) , AU (32) , CA (25) , EP (18) , SG (11)
data transmission	79	111	data switching networks (95) , communication protocols supporting network applications (90) , arrangements, apparatus, circuits or systems for digital transmission (88) , user-to-user messaging in packet-switching networks (65) , providing wireless communication services to user via network (63)	US (150) , AU (10) , EP (9) , CA (8) , CN (4)
measurement - distance	95	90	navigation devices (179) , traffic control systems for road vehicles (57) , providing wireless communication services to user via network (55) , satellite radio beacon positioning system for determining position, velocity or attitude (52) , data processing adapted for business sector (43)	US (118) , AU (16) , CA (13) , EP (12) , WO (10)
wireless communication networks	97	76	providing wireless communication services to user via network (155) , data processing adapted for business sector (75) , navigation devices (58) , communication protocols supporting network applications (54) , traffic control systems for road vehicles (37)	US (102) , AU (18) , CA (14) , EP (11) , WO (10)
digital data processing	51	113	function specific digital computer (88) , digital computers and data processing devices (50) , arrangements, apparatus, circuits or systems for digital transmission (47) , data switching networks (41) , user-to-user messaging in packet-switching networks (40)	US (131) , EP (13) , AU (8) , CN (5) , WO (3)



### Key Patents in portfolio

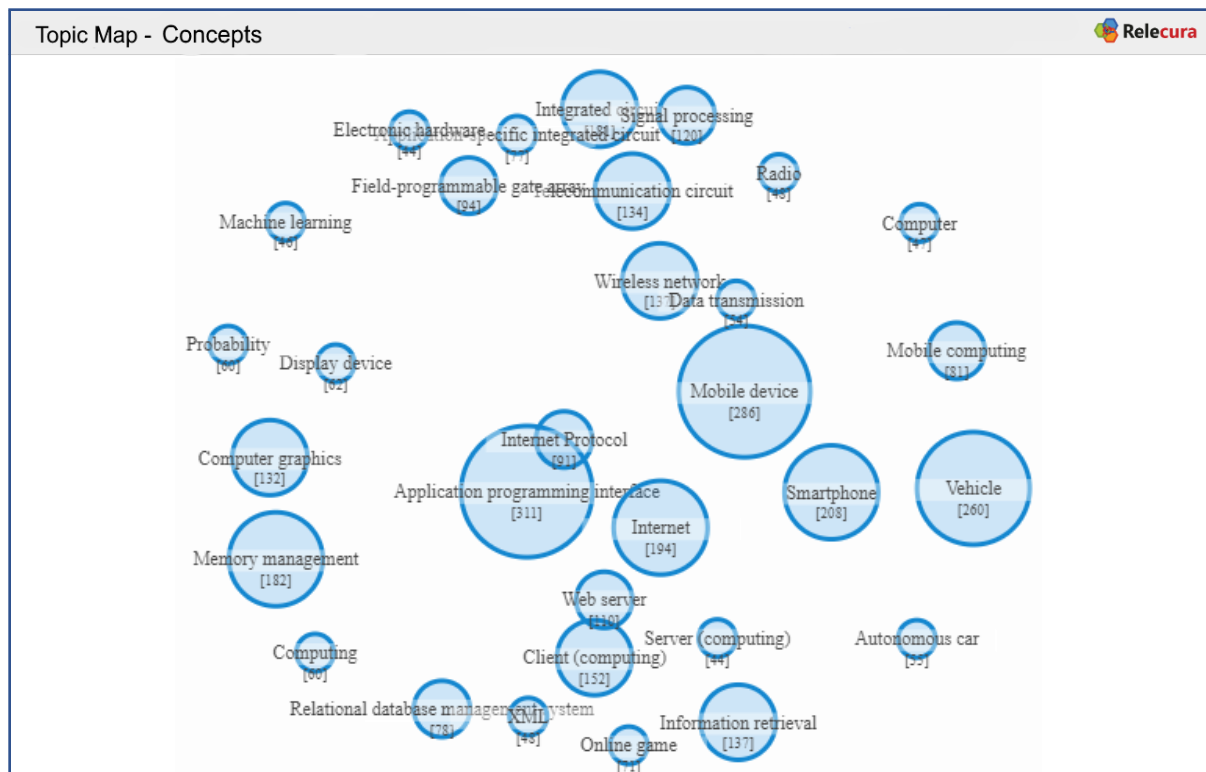
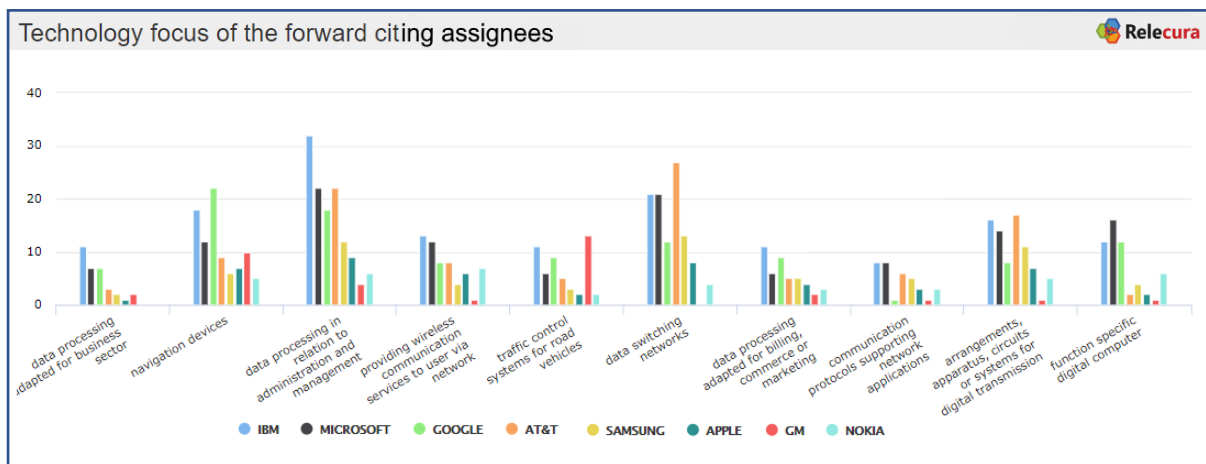
Publication No.	Title	Inventor	Filing Date	Star Rating	#Fwd Citations
US8930135B2	Device, system and method of landmark-based routing and guidance	Esther Abramovich Ettinger	2007-04-17	4.5	110
US7185059B2	Multi-system instant messaging (IM)	W. Todd Daniell, Lee G. Friedman	2002-12-19	4.5	233
US9230292B2	Providing on-demand services through use of portable computing devices	Shalin Amin, Mina Radhakrishnan, Paul-Phillip Holden, Curtis Chambers	2012-11-08	4.5	65
US8193978B2	Positioning system and method using GPS with wireless access points	Mehran Moshfeghi	2007-11-14	4.5	111
US8549044B2	Range-centric contextual information systems and methods	José Carlos dos Santos Danado, Afonso Miguel Romeiras Lourenco Várzea Tavares, João Pedro Gomes da Silva Frazão, Ivan de Almeida Soares Franco	2009-09-17	4.5	91

### Key acquisitions

Acquired from	Number of applications	Technologies
AT&T	54	data transmission (59), data processing systems (39), digital data processing (37), telephonic communication (29), wireless communication networks (14)
IP3 SERIES 100 OF ALLIED SECURITY TRUST I	24	digital data processing (12), wireless communication networks (9), measurement - distance (8), computer systems (using computational models) (6), data processing systems (6)
APPARATE INTERNATIONAL C V	22	control systems - non electric variables (30), control systems for vehicles (15), measurement - distance (13), measurement by radio waves (12), wireless communication networks (12)
HEWLETT PACKARD ENTERPRISE	22	data transmission (13), digital data processing (9), communication switches & relays (4), data processing systems (3), greentech - others (3)
DECARTA INC	20	digital data processing (13), measurement - distance (12), communication switches & relays (6), measurement by radio waves (6), signalling & alarming systems (6)

Top Forward Citing Assignees

Assignee	Number of documents
IBM	77
MICROSOFT	77
GOOGLE	59
AT&T	56
SAMSUNG	41
APPLE	32
GM	24
NOKIA	23



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