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(71) Demandeur/Applicant:
JUTRAS, SCOTT E., CA

(72) Inventeur/Inventor:
UNKNOWN, ZZ

(74) Agent: NA

(54) Titre : SYSTEME, PROCEDE ET APPAREIL DE SAUVETAGE D'ANIMAUX SUR LE WEB
(54) Title: A WEB-BASED PET RESCUE SYSTEM, METHOD AND APPARATUS

(57) Abrégé/Abstract:
A rescue system comprising a website; software; and any plurality of tag or units physically attached to, digitally encoded or implanted into any pet, livestock or animal, that work together in order to allow the ability to tag, track, record, report and identify any type of pet, livestock or animal in the event of the animal, or pet becoming lost, stolen or in the case where the reporting of an animal, pet, or livestock is being monitored and tracked, allowing said reporting to occur either passively or actively.

ABSTRACT

A rescue system comprising a website; software; and any plurality of tag or units physically attached to, digitally encoded or implanted into any pet, livestock or animal, that work together in order to allow the ability to tag, track, record, report and identify any type of pet, livestock or animal in the event of the animal, or pet becoming lost, stolen or in the case where the reporting of an animal, pet, or livestock is being monitored and tracked, allowing said reporting to occur either passively or actively.

A WEB-BASED PET RESCUE SYSTEM, METHOD AND APPARATUS

RELATED APPLICATIONS

[0001] The present invention claims priority on US Provisional patent application number # 61/735,693, filed December 11, 2012, and entitled "Scannable Pet Tag"

BACKGROUND OF THE INVENTION

Field of the Invention

[0002] The present invention is generally concerned with the ability to tag, track, record, report and identify any type of pet, livestock or animal in the event of the animal, or pet becoming lost, stolen or in the case where reporting the behaviour or health of said animal or pet is being monitored and tracked.

Background Art

[0003] The prior art is documented with examples of systems and methods for facilitating the retrieval of lost, stolen or otherwise missing portable assets. The first example of said system is described in US 2013/0284804, to Missing Link™ et. al., which provides for a similar bar-coding system used for tagging assets and other pieces of property. A visible tag, on said asset, will display a barcode which can be scanned using a handheld device and an associated application and will then connect the user or, the asset's rescuer, to the main server or CPU where they can then view detailed information of the asset's owner and choose to contact them if need be.

[0004] Missing Link™ et al., further discloses a UID# (Unique Identification number) that is used as an instant activation number for registering the users information and the information of

said asset. Missing Link™ further discloses that the asset's or person's profile is accessible only through the website URL (uniform resource locator), scanning a barcode or by using RFID, which limits the scope of the invention.

[0005] Another variation of a lost pet recovery system is depicted in the Pet Hub™ commercial disclosure which discloses a QR code and RFID tag system, which is associated to a website, that a pet rescuer can scan said tag with an RFID or QR Code scanner, found on any data enabled smartphone, to access the pet owner's profile and subsequently contact the pet owner via their preferred contact method, which is found in the online pet profile. Pet Hub™ also employs a feature where the pet owner can send an 'Amber Alert'; this feature is activated by the pet owner once he or she has discovered that their pet has gone missing. Pet Hub™ also employs a toll-free telephone number which connects the pet rescuer to a 24/7 call centre where the phone operator, within the call centre, will contact the pet owner and any of their secondary contacts.

[0006] Smart Pet Tag™, another variation of a lost pet recovery system, offers a similar retrieval service where the pet owner is provided with a metal tag and a QR Code inscribed upon one of the surfaces. This QR Code, when scanned, will notify the owner of the initial scan via SMS (Short Message Service) text message and will subsequently bring the pet rescuer to the pet's profile. Smart Pet Tag™ also employs a similar toll-free telephone number service. This toll-free telephone number service will send the pet owner and up to five (5) of the owner's secondary contacts an automated message once the phone line has been engaged by one of the contacts.

BRIEF SUMMARY OF THE INVENTION

[0007] The present invention discloses a portable retrieval system, such as but not limited to the use of pets, which utilizes a software process, a website/or central server, and a computer writeable medium which improves upon the features and functionality of the Missing Link™ system, in that the present invention employs a tag unit which can combine and include, all but not limited to, QR Code access, NFC RFID access, either embedded into a tag or implanted directly into the pet, Bluetooth™ access and voice connectivity, whereas Missing Link™ employs either a QR Code etched tag or embedded RFID tag and does not include a voice service.

[0008] Also, Missing Link™ uses an instant activation system that only requires one UID# to be entered, this limits the owner's ability to add multiple assets, or pieces of property to an account, whereas the present invention uses a dual ID activation process, such as, the owner must input an activation key in order to activate their entire account and can subsequently enter the easily readable numeric ID# found on the tag unit itself in order to activate a pet, within their account.

[0009] The present invention will utilize, more specifically, a variety of tags, chips, loops, clips, adhesive surfaces, collars, battery powered devices, not limited to implantable devices, which will be used in combination with a computer writeable medium and interface that will allow users of the program to easily tag, track, report, record, and identify any type of pet, animal, or livestock that may become lost, stolen or that alternatively, needs to have instances of their behaviour tracked, or noted through technological means. The present system can include such features as QR (Quick Response) Codes, RFID (radio frequency identification) at any level of standard, not limiting, to NFC (Near Field Communication) whether implantable or inserted

into a tag, chip, loop, clip, adhesive surface, collar or battery powered device, and can also include Bluetooth™ technology, GPS (Global Positioning System) technology and a toll-free telephone number service in order to assist in the tagging, tracking, recording, reporting and identification of said pet, animal, or livestock. In combination with said computer writeable medium a website will be associated through the scanning or detection of the aforementioned technology. Said website will access a separate software system which will allow the rescuer, end user, or scanner of the technology to easily, or passively tag, track, record, report and identify said pet, animal or livestock.

[0010] Additional Applications of said computer writeable medium, associated website and software system can include and is not limited to other asset tagging, tracking, recording, reporting and identification, such as, laptops, luggage, tools, automobiles, humans and for use in co-branding marketing campaign efforts.

[0011] Accordingly, it is an object of the invention to set forth a novel system, method of use and business method which combines multiple functions into a variety of tag, chip, loop, clip, adhesive surface, collar, battery powered device and implantable device, combinations with the associated website and software system.

[0012] It is a further object of the invention to integrate an activation system with security features which will comprise an activation key and a UID# (Unique Identification number) and any combination or QR (Quick Response) Code, RFID (Radio Frequency Identification) including the NFC (Near Field Communication) level of standard, Bluetooth™ and GPS or all of the above into a single unit which will be fastened or implanted into a pet, animal or livestock. Upon the unit being fastened to, or implanted into the said target the user will then scan the device with a smartphone and first enter their credentials, being the users email address and

desired password, this will allow the user access to the website in order to create their personal profile. Once the personal profile has been created the user can then enter their activation code, which is an alpha numeric code generated specifically for each user, followed by their pets UID#, which is unique to every tag, chip, loop, clip, adhesive surface, collar, battery powered device and implantable device. The user is now free to create their pets profile to include any type of information that they would like the public or any rescuer to know, thus possibly mitigating any dangers to the rescuer and informing them of any health concerns. Using a multiple function tag, as such previously described will allow a user to tag, track, record, report and identify a pet from a safe distance and passively activate the associated website/software combination which will immediately alert the owner of the pet and notify them that their pets tag unit has been scanned. Once the rescuer has connected to the pet they are then free to send their GPS coordinates, and other information to the pet owner via SMS Text message, or email. Even if these details are not submitted the rescuer may view the profiles found at the associated website along with the pet's profile in order to contact the owner of said pet. If the rescuer is able to safely approach the pet, then they may call the toll-free telephone number provided on the pet's tag unit, and then enter the UID# when prompted, this will then simultaneously call a multiple of the pet's contacts until a phone line has been answered. When the toll-free telephone number is used a text message and email notification will be sent immediately to the pet's owner with the phone number of the rescuer who has made the initial phone call.

[0013] Secondly, the present invention utilizes a system, which addresses functionality and notifications issues and improves upon the Pet Hub™ pet retrieval system, in that the present invention sends an immediate notification by way of email and SMS text message to the pet owner and to shelter units at the moment that the tag unit is scanned. When a Pet Hub™ tag is

scanned it will link the rescuer, or finder, of said Pet to the owner's profile page and does not provide an immediate notification.

[0014] Thirdly, the present invention improves upon the Smart Pet Tag™ system, in that the present invention employs a toll-free telephone number that will directly connect a rescuer and a pet owner by voice, whereas the Smart Pet Tag™ system will send the asset owner an automated message once the toll-free telephone number is activated; this will limit the ability of the asset's owner to retain the information given by the asset's finder/or rescuer. Also, the present invention improves upon the features and functionality of the Smart Pet Tag™ system, in that the present invention employs a tag unit which can combine and include all, but not limited to, QR Code access, NFC RFID access, either embedded into a tag or implanted directly into the pet, Bluetooth™ access and voice connectivity, whereas the Smart Pet Tag™ only employs a QR Code etched tag and does not include a voice service.

[0015] The above said, the pet tagging, tracking, recording, reporting and identification system of the present invention includes any plurality of tags or battery powered units/devices to access the website address, which will in turn activate the software and commence the tracking and reporting of the lost pet.

[0016] A software program incorporated into a processor integrated device used to access the site address and exhibiting a visual display. The program including a first plurality of secure user enterable fields for creating a member profile as well as identification information associated with, but not limited to, the pet paired to a selected tag or unit associated with a record populated to that profile. The program further including additional field for member entry of information associated with the tag in order to establish ownership with information derived from the member profile. Upon the pet being lost and subsequently found, the finder entering the unique

identification number or scanning the QR/bar code, NFC RFID chip, or Bluetooth™ connection in order to immediately notify the pet owner by way of email or SMS text message or to uncover at least one additional data field which draws information from said member entered fields in order to facilitate return of the lost pet.

[0017] The tags can further exhibit a thin and rectangular shaped body exhibiting an edge proximate slot shaped aperture, or a tacky adhesive attachable tag, an owner inscribed signature field being exhibited on a reverse side, while also including a toll-free telephone number. Alternately a Bluetooth™ device, cylindrical in shape, or an NFC microchip implant, also cylindrical in shape, can be provided, such as for increasing the user functionality and safety of the pet's rescuer. Any plurality of digitally encoded tags can also be provided and which are displayed upon any of a website/application home, password or security screen.

[0018] Other features include a GPS function associated with the processor integrated device being activated concurrent with accessing the program. The software program may include any of a browser supported website or a mobile operating system supported application. Additionally the present invention includes features, such as, SMS text message notification to ensure that any pet owner with a cellular device can receive said rescue notifications without needing a smartphone. Another feature that the present invention bears is the Bluetooth™ connection that will assist pet rescuers while rescuing a potentially dangerous or hard to catch pet, animal, or livestock from a distance.

BRIEF DESCRIPTION OF THE DRAWINGS

[0019] Reference will now be made to the attached drawings, when read in combination with the following detailed description, wherein like reference numerals refer to like parts throughout the several views, and in which:

[0020] Figure **1** is a schematic illustration to one non-limiting process in which the website and software will prompt the pet rescuer to pass through once the tag or unit has been scanned or connected to by way of handheld application, whether QR Code, NFC RFID or Bluetooth™ accessed.

[0021] Figure **2** depicts a low powered Bluetooth™ transmitter/receiver unit that can be connected to by (but not limited to) a rescuer's smartphone by way of online application and by activating the Bluetooth™ connection found on the handheld device itself.

[0022] Figure **3** is an illustration of one side of a tag unit that has inscribed on it (at 301), instructions on how to utilize the present invention, be it, the rescue system found online and accessed through the website/software combination. **300** depicts a renowned GPS marking or icon which will informs the rescuer that the tag unit is GPS accessible and may retrieve the user's GPS coordinates. **302** depicts the inscribed website URL that can be accessed in the case that the rescuer does not have a handheld device with an online application present in order to scan or connect to the unit. **303** depicts the toll-free telephone number that is made available for use by in the event that the rescuer does not have a web based handheld device available to scan or connect to the tag unit. In this case the rescuer can use any landline or handheld cell phone in order to coordinate the rescue.

[0023] Figure **4** depicts one side of a tag unit according to one non-limited application of the present invention where 400 depicts one non-limiting manner through which the tag unit can be attached onto a pet's collar, and further depicts additional markings, which can include both QR Code scan **401**, NFC RFID embedded scan **401**, and the corresponding UID# (at 402).

[0024] Figure **5** depicts an implantable NFC RFID chip unit according to one non-limited application of the present invention which can be implanted underneath the skin of a pet and can

be connected by way of, but not limited to, a portable handheld device in combination with an online application in order to activate the website/software combination which will assist in the recovery of the lost pet.

[0025] Figure **6** is a first screen display of a site homepage incorporated into an associated software module which depicts a collection of: login field **605**, sign up field **606**, a manual search field **610** for UID number, a contact page **603**, a FAQ page **602**, a "Buy Now" page **604,** quick links back to the homepage **600-601,** and links to social media sites, such as, but not limited to Facebook™ **609**, Twitter™ **607**, and Blogger™ **608**.

[0026] Figure **7** is a screen display that can be accessed by either the administrator or rescuer of (but not limited to) said pet. Information such as general pet details can be viewed **700** as well as a picture of the pet **701**. Owner contact information can be included **702** as well as secondary contact information **703.**

DETAILED DESCRIPTION OF THE PREFERRED EMBODIMENTS

[0027] The following description of the preferred embodiment(s) is merely exemplary in nature and is in no way intended to limit the invention, or uses.

[0028] The web-based pet rescue system may include a tag body or unit that may be attached to the pet's collar (Figures 2,3,and 4),. The tag body may be provided with coded information thereon, e.g., information about the pet and its owner (Figure 7). For example, one or more types of matrix barcodes (e.g., two-dimensional codes), such as but not limited to QUICK RESPONSE CODE™, (Figure 4) (hereinafter referred to as "QR Code"), NFC RFID (Figures 3 and 5), Bluetooth™ (Figure 2) may be used. QR Code typically consists of black modules (e.g., square dots) arranged in a square pattern on a white background, wherein the information encoded may

be made up of four standardized kinds ("modes") of data (e.g., numeric, alphanumeric, byte/binary, and/or Kanji), or through supported extensions, virtually any kind of data.

[0029] If the pet should become lost or stolen, a rescuer of the pet (e.g., individuals, animal control personnel and/or veterinarians) may use a scanner device, such as, but not limited to, a smartphone with a scanner program (e.g., any type of QR Code scanner/reader program, e.g., GOOGLE GOGGLES™ and/or the like) downloaded thereon, to access, either directly or indirectly, information about the pet and/or the pet's owner. As depicted in Figure 1, 106 through 109A, upon a successful scan or connection of the said tag body or unit an immediate notification will be sent directly to the pet owner and notifying them that the tag body or unit has been scanned. Subsequently, the rescue system will prompt the user to allow access to their GPS coordinates, whether or not the rescuer accepts or declines this prompt they will then be prompted to provide details of their whereabouts and to coordinate a rescue with the pet owner. Additionally, information about the pet's location and/or the pet rescuer's identity/location may be accessed, either directly or indirectly, by the pet's owner once the tag has been scanned.

[0030] When the tag system of the present invention is initially purchased, the pet owner may create an online login account (Figure 6, 605) with a service provider by visiting the appropriate URL (e.g., www.mypetcode.ca) 5 and entering their email address with a password of their choosing. After the pet owner creates the login, the pet owner may then enter the unique activation code followed by the unique pet tag identification number (Figure 4, 402), which may be found on the tag body or unit itself. Once this step has been completed, they may then proceed to enter their personal contact information (Figure 7, 702), such as their name, address, mobile telephone number, and/or the like. The pet owner may then enter information specific to the pet that will wear that specific pet tag (Figure 7, 700), such as but not limited to the type of animal,

name, breed, age, physical appearance, distinguishing characteristics and/or the like. Additionally, the pet owner may upload a digital image of the pet (Figure 7, 701) to make identification that much easier.

[0031] After filling out all of the necessary information, the tag may then be fastened to the pet's collar by any number of suitable methods or implanted underneath the skin of the pet ((Figure 4, 400), Figure 2, Figure 5). If the pet were to then become lost (or stolen) and someone were to later find it, that person may then be able to scan the pet tag by opening (or downloading) a QR Code reader on their smartphone (presumably with a wireless data connection), and then scan the tag by pointing the phone's camera at the pet tag, also by activating their smartphone's NFC RFID reader or by activating their Bluetooth™ connection. Once the phone "reads" the QR Code, NFC RFID chip or Bluetooth™ connection on the pet tag, the "rescuer" may then be directed to the software prompts and then subsequently to the pet's personal Web page (that was previously set up by the pet owner through the service provider) where they can access the pet's information, including the contact information for the pet's owner (Figure 7, 702) or the secondary contacts (Figure 7, 703). The "rescuer" may then have the option of directly contacting the pet's owner to reunite them with their lost (or stolen) pet.

[0032] Additionally, other features may be incorporated into the pet tag system of the present invention. By way of a non-limiting example, text messaging (e.g., SMS system) and/or global positioning satellite (GPS) location features may also be provided in conjunction with the present invention. By way of a non-limiting example, GPS notification (i.e., where the pet is approximately located) may be provided to the pet's owner when its tag was scanned by the "rescuer." By way of a non-limiting example, immediately when the pet tag is scanned by the "rescuer," a software program, e.g., provided by the service provider, will access the GPS

coordinates of the smartphone that has just scanned the pet's tag. Whether the coordinates are readily available or not, the "rescuer" may then be prompted to enter his/her location and telephone or mobile phone number. Once one of these criteria has been satisfied, the location software may then retrieve a blank SMS (i.e., text message) from a bulk SMS service. The location information may then be sent to the pet owner in the form of a text message and/or an email. In this manner, the pet owner can be provided with virtually real time information as to his/her lost pet's location and/or status.

[0033] Additional features of the present invention can be found with reference to the Figures. While the invention has been described with reference to an exemplary embodiment, it will be understood by those skilled in the art that various changes can be made and equivalents can be substituted for elements thereof without departing from the scope of the invention. In addition, many modifications can be made to adapt a particular situation or material to the teachings of the invention without departing from the essential scope thereof. Therefore, it is intended that the invention not be limited to the particular embodiment disclosed as the best mode contemplated for carrying out this invention, but that the invention will include all embodiments falling within the scope of the appended claims.

[0034] Having described my invention, other and additional preferred embodiments will become apparent to those skilled in the art to which it pertains, and without deviating from the scope of the appended claims.

CLAIMS

1. A rescue system comprising a website; software; and any plurality of tag or units physically attached to, digitally encoded or implanted into any pet, livestock or animal, that work together in order to allow the ability to tag, track, record, report (discovery, behaviour, health or other attribute or event) and identify any type of pet, livestock or animal in the event of the animal, or pet becoming lost, stolen or in the case where reporting of the discovery, behaviour, health or other attribute or event of an animal, pet, or livestock is being monitored and tracked, allowing said reporting to occur either passively or actively.

2. The rescue system as described in claim 1, said rescue system comprising a dual ID activation system whereby an activation key must first be entered, followed by the UID# of the pet, found on the tag or unit; and whereby at least one pet can be added to said rescue system per user profile with no limit to the number of pets that can be added.

3. The rescue system as described in claim 1, wherein said software will provide an immediate notification once the pet's tag or unit has been scanned or connected to by way of, at least, but not limited to, a QR code, NFC RFID or by Bluetooth™. This notification may provide at least a phrase explaining that the tag has been scanned, or connected to.

4. The rescue system as described in claim 1, wherein said tag or unit will be in the form of at least a rectangular shaped tag with a minimum of a QR code etched onto one of the surfaces and will include a UID# on that same side.

5. The rescue system as described in claim 1, wherein said tag or unit will comprise at least a cylindrical shaped Bluetooth™ device with a UID# etched onto one of the surfaces.

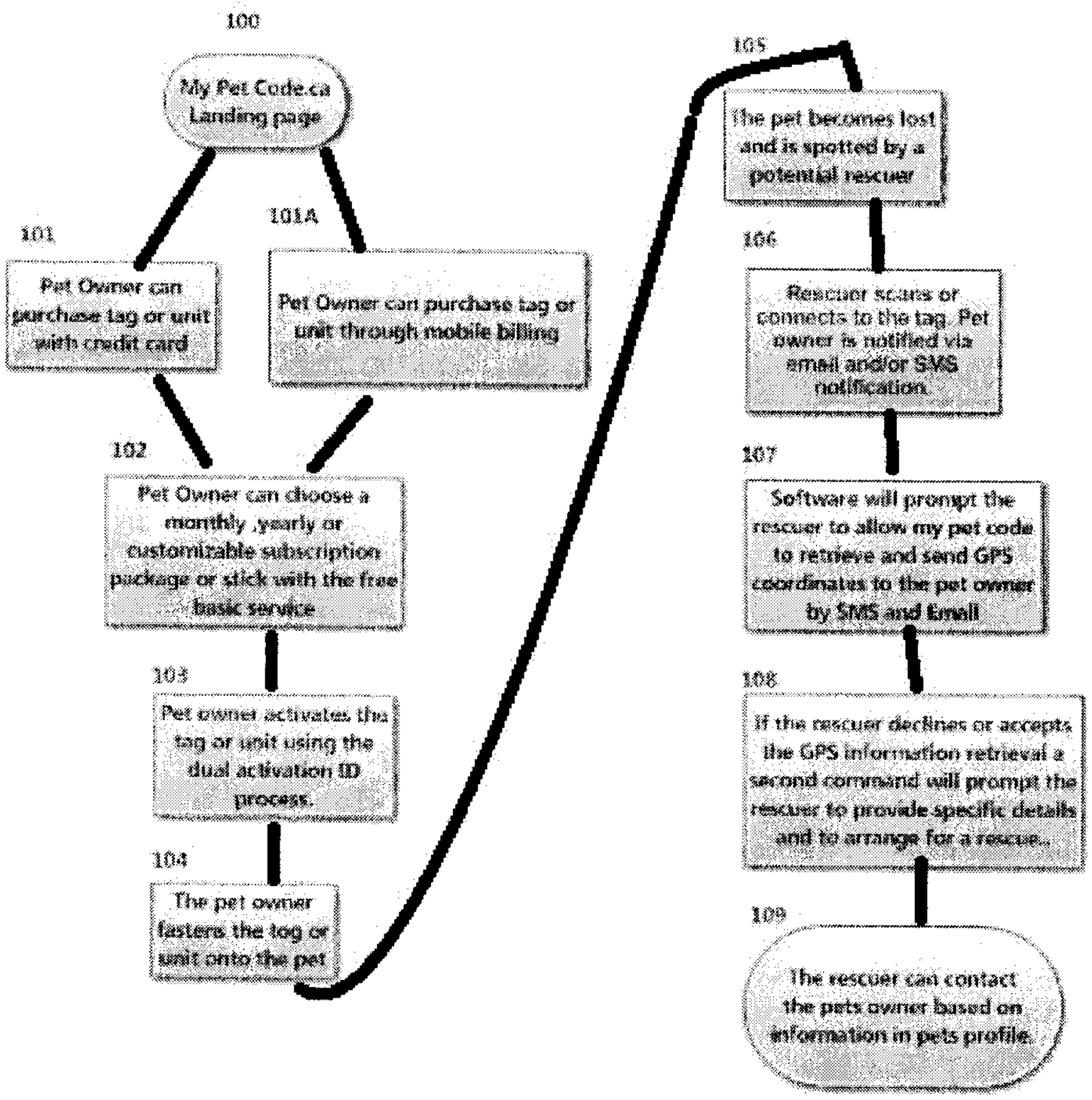
6. The rescue system as described in claim 1, wherein said tag or unit will comprise at least a flat circular shaped NFC RFID chip embedded to a tag unit with a UID# etched onto one of the surfaces.

7. The rescue system as described in claim 1, wherein said tag or unit will comprise at least a cylindrical shaped NFC RFID implantable chip, which can be implanted under the skin of the pet.

8. The rescue system as described in claim 1, wherein said report can be activated passively by a rescuer using a Bluetooth™ enabled handheld device. The Bluetooth™ connection can be scanned and then paired to, thus activating the pet's tag or unit and accessing the rescue system from a safe distance of up to (but not limited to), 45m (150 ft) away from the pet.

9. The rescue system as described in claim 1, wherein said software will allow the pet owner to customize their feature package by turning features on and off, such features as: email notification, SMS text message notification, GPS notification, the rescuer generated content notification, and the rescue group notification. These features are activated when the tag body unit has been scanned or connected to by way of, but not limited to, a QR code scanner, a NFC scanner or a Bluetooth™ scanning device.

10. The rescue system as described in claim 1, wherein said rescue system includes a toll-free telephone number inscribed on one of the tag or unit surfaces, that when this number is dialed it will prompt the rescuer to enter in the tag or unit UID# and will subsequently dial up to, but not limited to, 5 telephone numbers in order to connect the pet owner and the rescuer in real-time by telephone.


100
My Pet Code.ca Landing page
101
Pet Owner can purchase tag or unit with credit card
101A
Pet Owner can purchase tag or unit through mobile billing
102
Pet Owner can choose a monthly ,yearly or customizable subscription package or stick with the free basic service
103
Pet owner activates the tag or unit using the dual activation ID process.
104
The pet owner fastens the tag or unit onto the pet
105
The pet becomes lost and is spotted by a potential rescuer
106
Rescuer scans or connects to the tag. Pet owner is notified via email and/or SMS notification
107
Software will prompt the rescuer to allow my pet code to retrieve and send GPS coordinates to the pet owner by SMS and Email
108
If the rescuer declines or accepts the GPS information retrieval a second command will prompt the rescuer to provide specific details and to arrange for a rescue..
109
The rescuer can contact the pets owner based on information in pets profile.

Tjsh

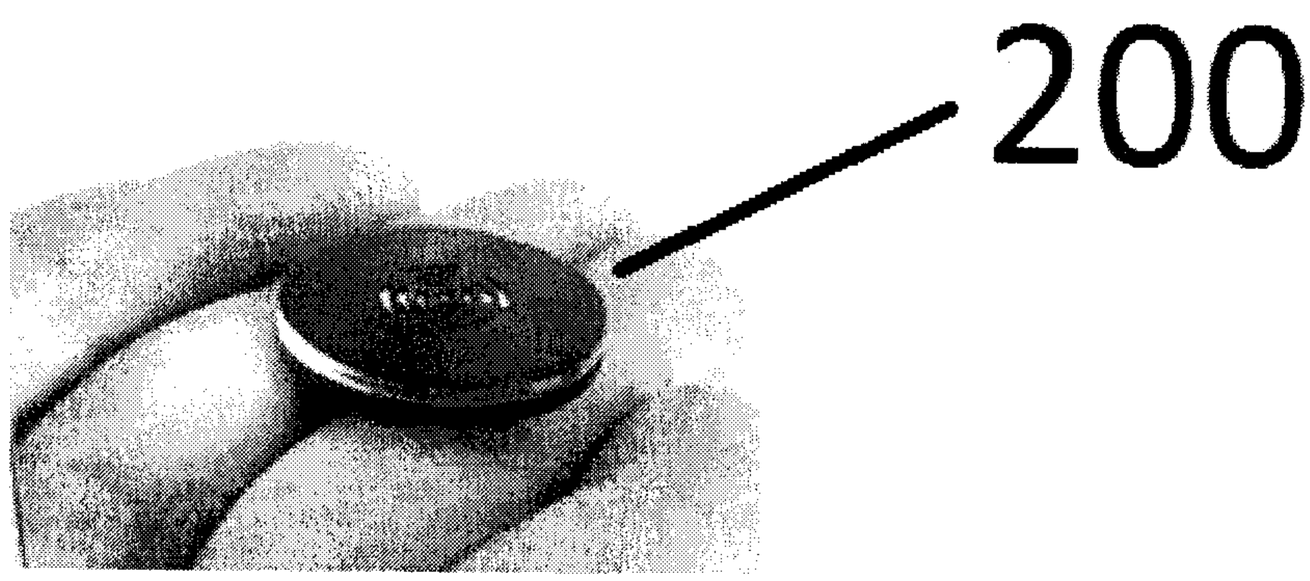


FIG. 2


300
TO REPORT AS LOST
SCAN, VISIT SITE OR CALL
WWW.MYPETCODE.CA
1-888-299-7197
301
302
303

FIG.3

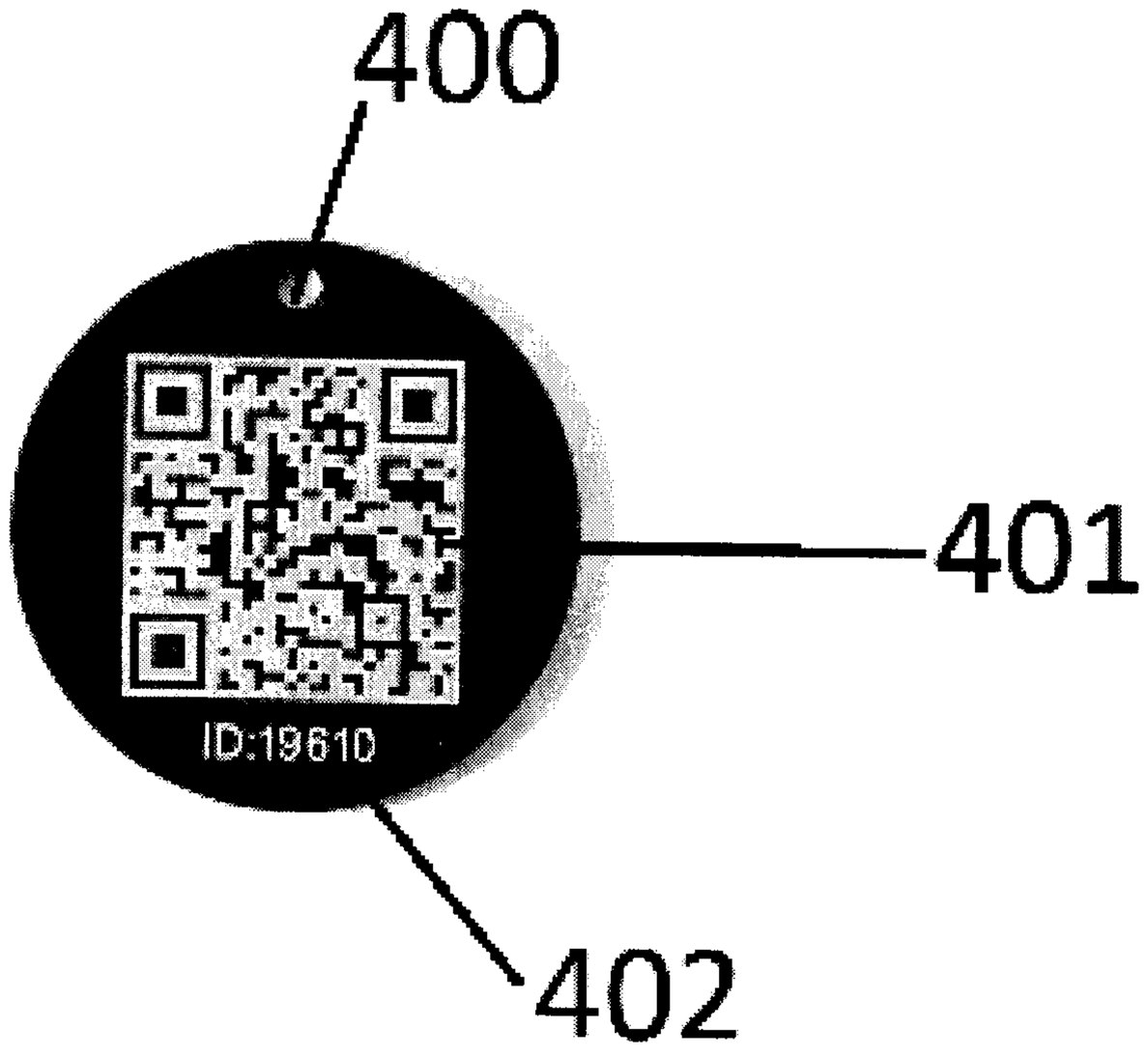


FIG. 4

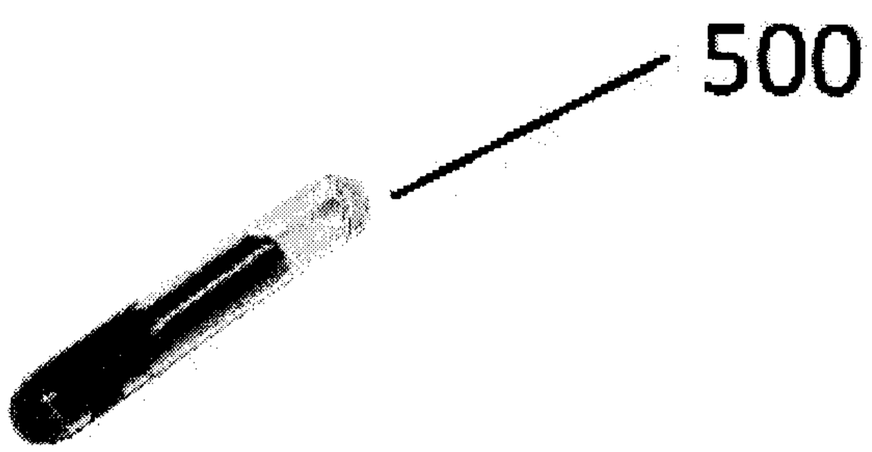


FIG. 5

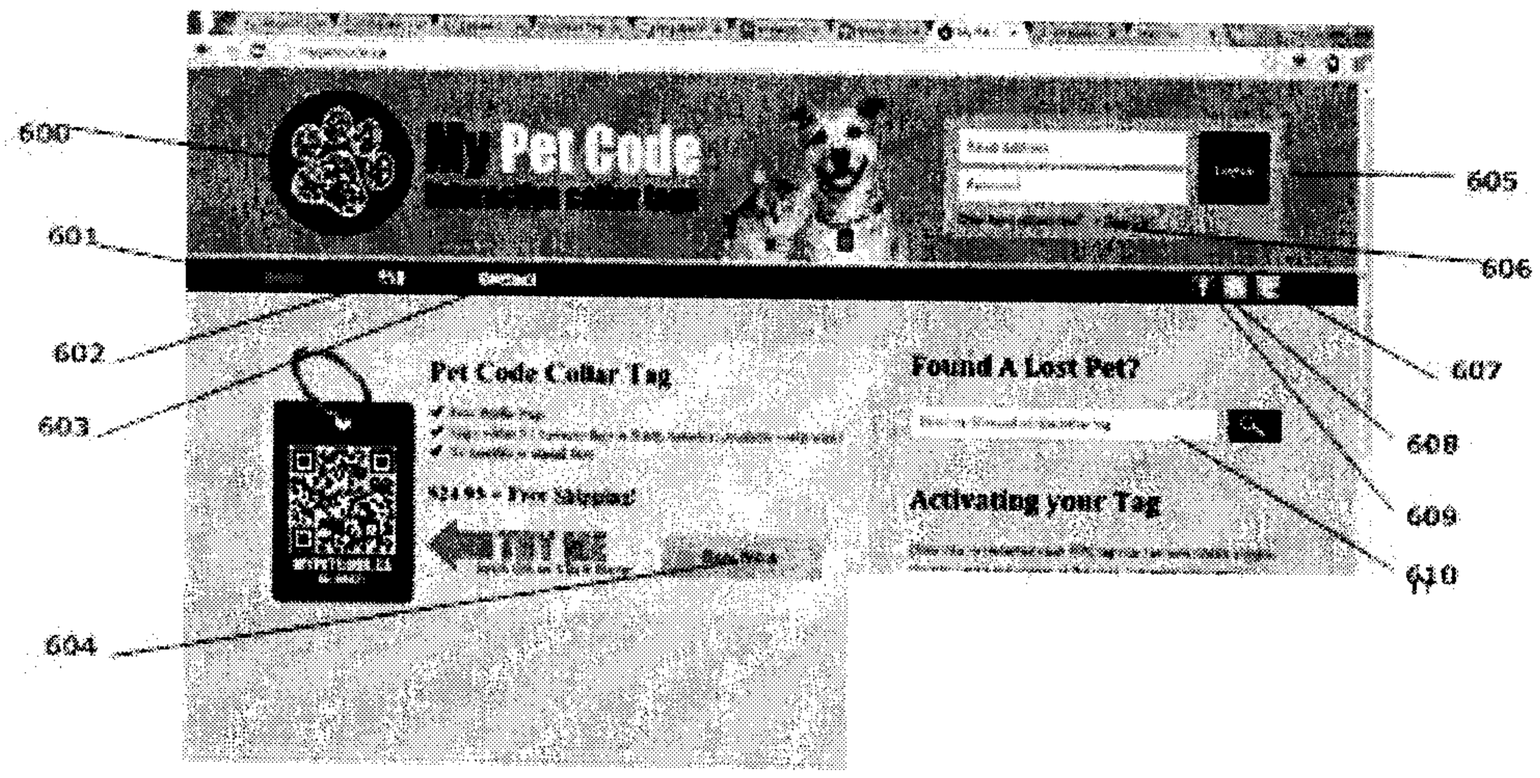
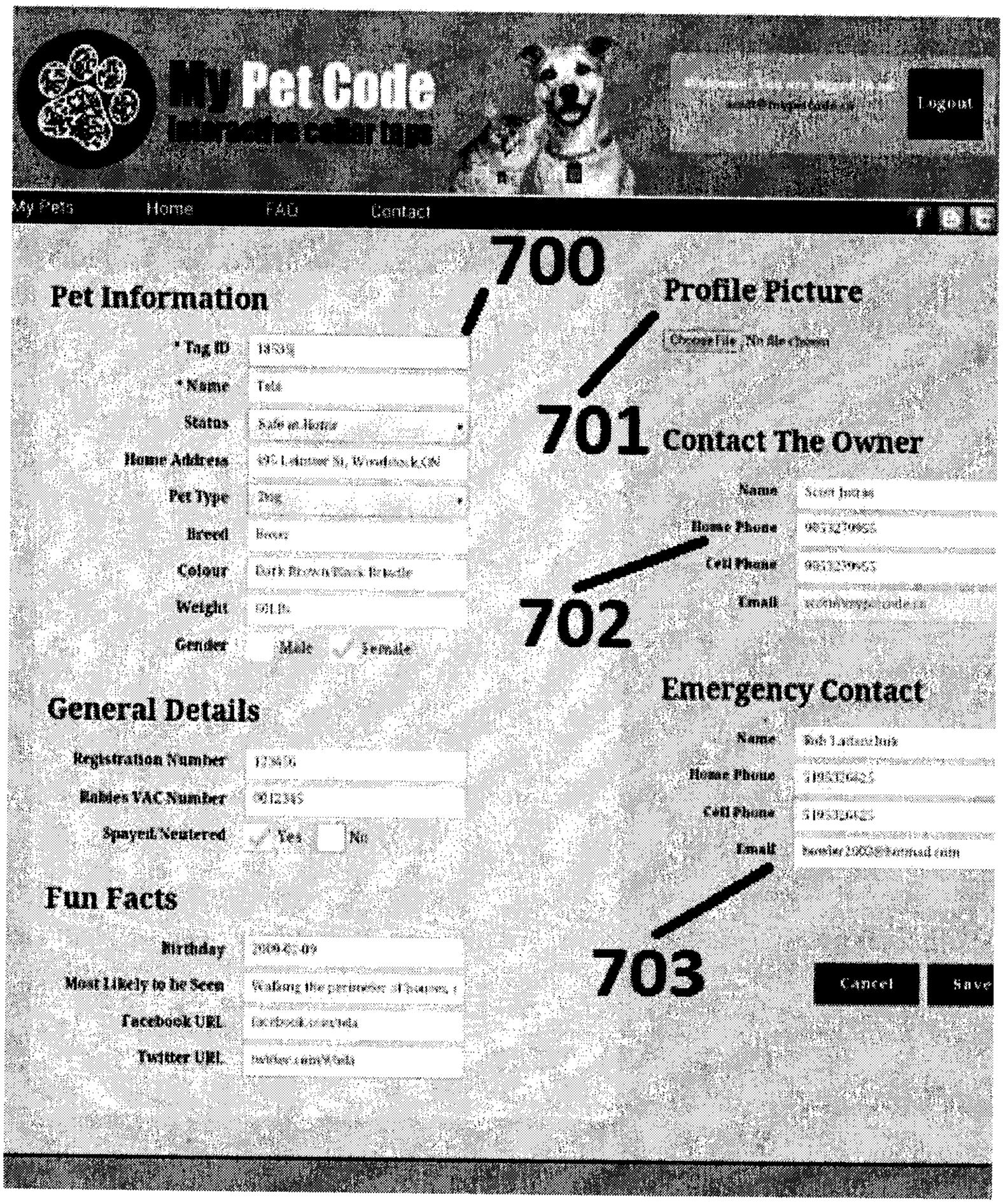

600
601
602
603
604
605
606
607
608
609
610
My Pet Code
Pet Code Collar Tag
Found A Lost Pet?
Activating your Tag

FIG 6


My Pet Code
Logout
My Pets
Home
FAQ
Contact
700
Pet Information
* Tag ID
* Name
Tala
Status
Home Address
Pet Type
Dog
Breed
Colour
Weight
Gender
Male
Female
General Details
Registration Number
Rabies VAC Number
Spayed/Neutered
Yes
No
Fun Facts
Birthday
Most Likely to be Seen
Facebook URL
Twitter URL
701
Profile Picture
Choose File
No file chosen
Contact The Owner
Name
Home Phone
Cell Phone
Email
702
Emergency Contact
Name
Home Phone
Cell Phone
Email
703
Cancel
Save