

# Protecting Designs Internationally

## A BENEFICIARY'S PERSPECTIVE

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Legal Counsel

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igloocompany



## ABOUT US

igloocompany is a leading provider of secure access management platform for smart infrastructure and properties .

Launched in 2016,our products are sold 100+ countries worldwide .

The company has raised USD32 million in funding from strong financial investors and strategic partners in the Asia Pacific region .

We currently have 125employees sharing our vision globally .

Notable investors:



PINE VENTURE PARTNERS





## OUR LOCATIONS

AUSTIN, TX, USA  
Sales, Marketing

LONDON, UK  
Sales, Marketing

LISBON, PORTUGAL  
Sales, Marketing

MUMBAI, INDIA  
Sales, Marketing

SEOUL, S. KOREA  
Operations

HCMC, VIETNAM  
Sales, Marketing

SHENZHEN, CHINA  
Operations, R&D

CEBU, PHILIPPINES  
Customer Service

SINGAPORE, HQ

BALI, INDONESIA  
Software Engineering

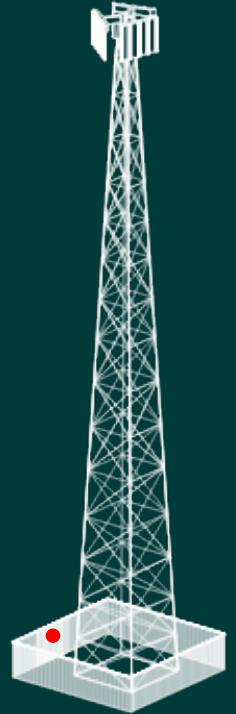
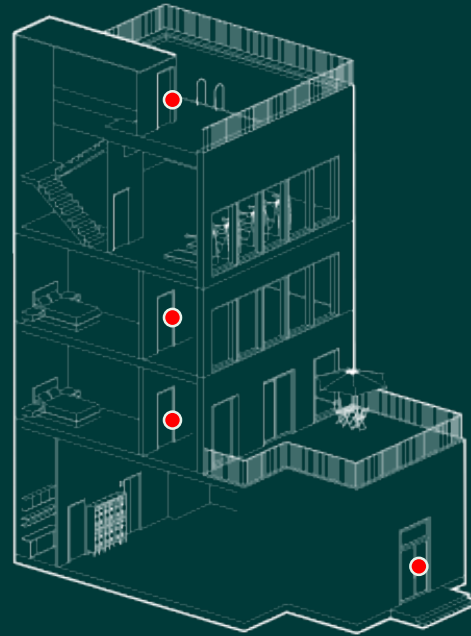
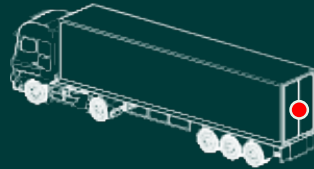
MELBOURNE, AUSTRALIA  
Sales, Marketing



## WHAT WE DO

We facilitate secured access for the sharing economy .

We offer a world-class ecosystem of products with a robust identity and credentials management platform to enable businesses to scale in a safe and secure manner .





## ECOSYSTEM

We adopt a 3 - tier framework to build a world class smart access ecosystem, and we do this through seamless integration of Services, Software and Hardware.



### HARDWARE

#### iglooDevice

In-house designed hardware in collaboration with best-in-class industry partners.

#### iglooReady

We are hardware agnostic. iglooReady invites brands to tap into our access ecosystem's software & service tiers.



### SOFTWARE SUITE

#### iglooPlatform

A suite of integrated software solutions to help customers authenticate and authorise access to spaces and assets.



### SERVICES

#### iglooConnect

A Service Marketplace for seamless integration with enterprise partners in property management, vacation rental, asset management & other lifestyle service enablers.



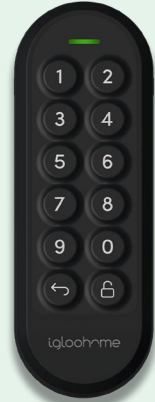
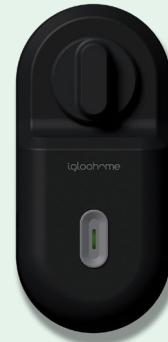
HARDWARE



iglooDevice | iglooReady

We develop and design our own core technology platform for identity and credentials management.

We partner 3<sup>rd</sup> party manufacturers to extend our ecosystem of products.





iglooDevice

■ HARDWARE DESIGN AWARDS & ACCOLADES



red dot award 2021  
winner





iglooDevice



HARDWARE CORE CAPABILITIES



ALGOPIN™



BIOMETRICS



SmartThings



Works with  
Apple HomeKit



Google Home







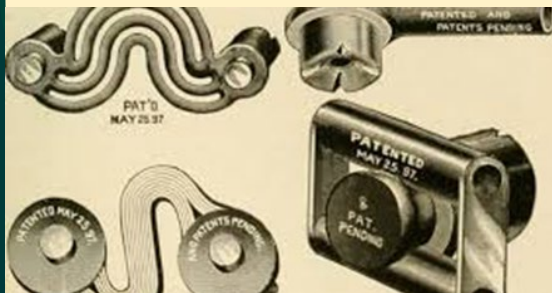
## OUR IP PORTFOLIO

### Patent

**4** granted across various countries and regions.

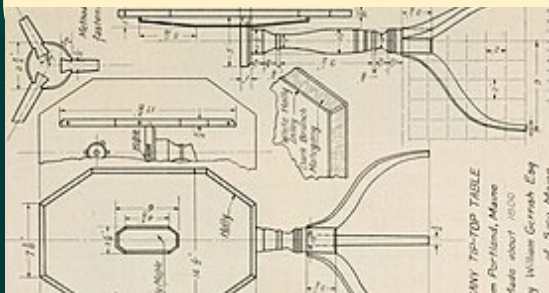
**5** applications currently under examination.

**6** utility model applications granted in China.



### Registered Design

**21** registered across various countries and regions (i.e. Australia, Brazil, Canada, China, EU, Japan, India, Indonesia, Israel, UK, US, Vietnam).



### Trademark

**16** registered across various countries and regions.

**3** applications currently pending.





### BENEFITS

- Develop brand identity, increase brand value
- Increase pool of intangible assets
- Facilitate commercialisation of products, complement marketing efforts
- Preserve company's rights against potential infringers
- Encourage innovation in the company

### LIMITATIONS

- Limited resources (manpower, time, finances) to make applications
- No immediate benefit to the company
- Enforcement action against infringers might be limited
- Limited remedies available against IP trolls



## HAGUE SYSTEM | USER EXPERIENCE

### Benefits

- Convenient
- Fast
- Cost-efficient

### Limitations

- Major countries like Australia, Brazil, India, Indonesia not party to the system.
- May still need to fulfil certain formality requirements at the individual national office level during application.
- May have to manage and respond to objections at the national office level.
- Requires an understanding and knowledge of national law in each of the member countries.

**THANK  
YOU!**

