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U.S. Patent Office grants Artificial Intelligence startup CREOpint IP to help stop the spread of fake news on social media

American-European Entrepreneurs unveil licensable intellectual property for Big Tech and others to regain trust, improve health and save democracy.

July 11, 2019: SAN FRANCISCO AND PARIS – CREOpint is delivering on its vision to provide licensed customizable real-time intelligence channels that filter the rampant online toxicity that plagues grow-at-all-costs platforms including Facebook and YouTube.

“Fictitious information and deepfake videos are specifically designed to create confusion. The lines between fake or fact are constantly undermined, resulting in an alarming growth in corporate reputation damage as well as societal and political destabilization,” said Jean-Claude Goldenstein, founder & CEO of CREOpint.

Global industry leaders have contributed to the refinement and validation of CREOpint solutions over the last decade. During the late 2008 Lehman bankruptcy, the company began helping executives who could not afford to not easily access what was essential to mitigate reputational damage.

CREO.pt/GrantedPatent provides the foundation for AI to rank sources by relevance and influence and augment a human expert network enabling proprietary dynamic veracity signals. Users will enjoy their own controls to customize online intelligence about predetermined personalities, topics, events and/or brands, including filtering out disinformation before it spreads like wildfire.

“CREOpoint is one of the few companies providing patented solutions for filtering out undesirable or misleading social media information” said Schwegman IP Attorney Michael Dunnam, former chair of the Electronic and Computer Law Committee of the American Intellectual Property Law Association.

“There has been little patent activity in this space, which suggests that R&D is surprisingly limited. Pioneering and focused companies like CREOpoint can lead the way by providing information overload controls which allow users to contain the spread of misinformation and disinformation.”

Goldenstein founded and funded CREOpoint with support from an eclectic team of lifelong friends leaders in media, tech, financial and professional services. The genesis of CREOpoint’s latest IP efforts was the recognition that humanity can’t reliably know what’s real, placing truth and democracy at risk.

Even though they have trillions of dollars in combined market caps, a small number of giant American digital media companies have received fewer than a dozen U.S. patents related to containing the daily wildfire of "fake news" and time-wasting digital addiction. That includes Apple, Facebook, Google, IBM, Microsoft, Snap and Twitter.

Calling innovators to the rescue to save trust

Given the exploding powers of weaponized private data on a darker web, we at CREOpint are compelled to defend society's collective moral compass by listening and gathering other concerned citizens and ethical technologists. CREOpint seeks to partner with people who see the power of our inventions to improve people's lives, mitigate reputational damage and brand safety risks. To learn more contact info@creopint.com.

Additional resources

1. ["Real time customizable intelligence channels" \(US Patent 10,223,465\)](#)
2. [Disinformation solution and continuation application \(US 16/268,329 pending\)](#)
3. [Companies who have used CREOpint solutions](#)
4. [CREOpint business model summary](#)
5. [Co-inventors of CREOpint IP](#)
6. [Additional expert resources](#)

About CREOpint, Inc.

CREOpint is a tech pioneer at the intersection of trust, social networking platforms and AI, with patented intelligence technology that extends to contain the spread of disinformation. Bringing human-rights values from France, tech savviness from Estonia and Silicon Valley confidence from the U.S., CREOpint was founded and funded by lifelong friends, all executives from technology, accounting, media, law, real estate and psychology. CREOpint is actively seeking strategic partnerships where

like-minded decision makers can work quickly to realize the full potential of the company's inventions at scale. [Learn more about CREOpint.](#)

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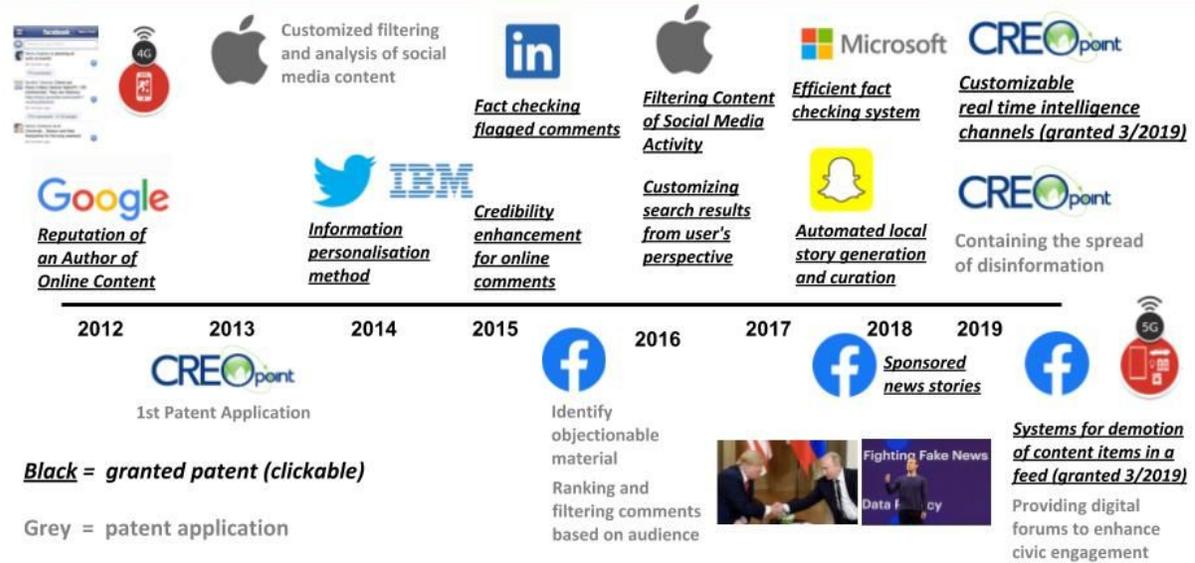
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Containing fake news and filtering time-wasting social media: surprisingly a small number of American Big Tech have received fewer than a dozen U.S. patents



Source: July 11, 2019 Schwegman Lundberg & Woessner (please email Schwegman IP Attorney mdunnam@slwip.com) further to US patent searches by Alston & Bird philippe.bennett@alston.com and CREOpoint CEO jcgoldenstein@creopoint.com



Click CREO.pt/USDisinfoIPJuly112019 to access the above interactive chart with U.S. patents.

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I. “Real time customizable intelligence channels” (US Patent 10,223,465)

a. Overview Solution 1: Intelligence

Burnt out by “information overload” 24/7 and wish you could **control your news feed** to see just what you need, when you need it and nothing else? CREOpint invented on demand customizable channels for real time intelligence about **predetermined personalities, topics, events and/or brands.**

Intelligent algorithms simplify the curation of traditional and social **media for people for whom the noise or stakes are high, or who value speed, relevance, personalization and/or control.**

CREOpint has **deep knowledge** in that space. The company filed for its first patent application and launched its first solution **in March 2013. Years before 2016, [The Wall Street Journal highlighted CREOpint’s ability to provide the benefit for executives to “be able to see only real estate related news about Donald Trump](#)** without the hundreds of articles and tweets a day about politics, his NBC Apprentice Show or Trump’s Beauty Pageant”.

We use **Natural Language Processing** to dedup old “news”/repetition (and pop filter bubbles such as “The Pope endorsed Trump”), demote extraneous results and content from less influential sources such as bots, and remove expletives, hate & other harmful speech. We also provide users with controls to get just what they want, when they want it and nothing else.

No tracking is used or required for behavioral ads consistent with CREOpoint privacy values inspired by our founders from France (birthplace of the UN Universal Declaration of Human Rights) and Estonia (where people have the highest trust in their government).

b. Patent Solution 1: “Customizable real time intelligence channels”

After six unique years of relevant experience growing slowly (the company is self funded) and refining algorithms (e.g., for paying clients who needed to cut out among others some Trump-related “fake news”), **the USPTO granted CREOpoint a 2019 patent for enhanced social media filtering technologies and user controls. Click CREO.pt/GrantedPatent.**

It covers 23 claims such as AI-powered machine intelligence to:

- Develop and highlight **customizable intelligence channels.**
- Fine tune hard-to-find traditional and social media **sources with the highest relevance and influence.**
- Cut out duplicative search results (e.g., “old news” identified with **Natural Language Processing**) **which bursts filter bubble and decrease fake news propagation.** As an example it is not sufficient for a source to be relevant (e.g. a bot claiming the Pope endorsed Trump) to make it through the influence & relevance filter; the source must also be influential.
- Demote extraneous results and content from less influential sources like bots, while blocking expletives, hate & other harmful speech to ensure **brand safety.**
- Remove **irrelevant search results** from ambiguous terms (e.g. by disambiguating Apple the company or the fruit?).

For illustration click <http://mycreopoint.com/channels/facebook-governance>

Complemented by human curation which allows clients to:

- Select source types and credibility level
- Ban specific sources across specific channel or entire system
- Remove specific news items even on the go via CREOpint white labeled crisis mobile app
- Have further controls to get just what they want, when they want it and nothing else. No tracking is wanted or required for behavioral ads

Click CREO.pt/GrantedPatent to access CREOpint's patent and the 23 granted claims that matter. Note that for reader convenience, the less important Sections with References Cited, Figures, Descriptions of Embodiments have been moved from the beginning to after the claims section.

II. Disinformation solution and continuation application (US 16/268,329 patent pending)

a. Overview Solution 2: Containing the spread of disinformation

Helping people make informed decisions when it matters gave us a unique perspective and a **platform to see first-hand that there had to be better ways to quickly discriminate fake from fact and inform people quickly of damaging disinformation.**

We now also uniquely assist brands in a race against time: Containing a spark of a lie spreading disinformation like wildfire

A company could add as much as 20% of value or **lose up to 30% depending on its reputation risk preparedness and management**. According to an Aon study of 125 reputational events, their impact on stock prices has doubled since the introduction of social media.

CREOpoint is focused on offering brands and their advisors simple actionable insights with the right mix of proprietary:

- a. **“Logic” (CREOpoint AI/Natural Language Processing) and**
- b. **“Magic” from brains (crowdsourced veracity signals from trusted experts).”**

This is essential as social networks and society are increasingly challenged. As Yann LeCun, [Facebook’s chief AI scientist reminded us](#) **“The hardest problem to tackle: False news. [AI is nowhere near being able to solve that problem.](#)”**

Consider the following growing challenges involving **constant and smarter attacks by organizations and states with deep pockets:**

1. **Too many malicious actors:** “Whack-a-mole” “arsonists” can’t all be found and banned as they infect semi-closed networks and conspiracy-attentive communities. Millions of new bots proliferate. Even sources rated as reliable can make mistakes.
2. **Alarms are unreliable:** Currently, content flagging is unreliable. How would AI authoritatively recognize sarcasm about a rumor, say that Sheryl Sandberg is about to quit her position as Facebook key #2?
3. **The crowd is not wise:** Retweets and shares by careless passers-by on Facebook or WhatsApp repeat the spark of a rumor and therefore believed.
4. **Carelessness:** Adding fuel to the fire plus wind and smoke, some overworked journalists and influencers who fall for disinformation amplify it further.

Ironically Facebook stock would bear the brunt of the Sandberg rumor, and could further plunge. Conflicting reports in traditional media might then make the smoke even more dense.

5. **Volume matters:** The giant echo chamber (with billions of other viral posts, messages, and even more threatening deepfake videos) makes a roaring sound so deafening that “alarms” earmarking a post for possible take down may not even be heard by exhausted and underpaid content moderators.
6. **Too little too late** for the “fire fighters” of disinformation: The few thousand frustrated fact-checking moderators contracted by tech giants lack the agility and resources to respond effectively before a disinformation conflagration has virally proliferated. Conflicting reports in traditional media then make the smoke even more dense, and now the public can’t tell if it is “fake or fact?”

b. Patent pending Solution 2: “Customizable real time intelligence channels to contain the spread of disinformation” (consider an option on an application being fast tracked)

It’s a race against time. CREOpoint can get you ready.

It may take 18 months for a patent application to be in the public domain. You will find that our disinformation solutions are significantly different from what social and major media platforms have tried. They are **grounded in the science of ending the propagation of such events as flaws in aircraft structures, pandemics and containing wildfires.** We offer smart and coordinated preparation and technology to be in a position to put out “fake news” before it’s too late.

Just as we see vendors and carts **quickly pop up** to sell umbrellas in major cities when it starts raining, imagine that together we manage to have **preselected and preconfigured the right experts to be on call to opine** as “fire extinguishers” in the

right places when your **brand is starting to get burnt by a spark of a lie**. We quickly **put it out thanks to a proprietary dynamic veracity signals**, which could have avoided for example Tesla stock losing 3% as recently [reported by NBC](#).

Not too hot, not too cold, just right. How it works:

Patented interface with unique contextual & personalizable user controls: "No too hot not too cold, just right"

**Green toggle = most trusted CREOexperts.
Red = fake news**

78

86

82

Unique new CREOpoint user interface allows user to select whether sources should be:

- 1) **Top CREOpoint trusted experts.**
- 2) **Friends.**
- 3) **Usually reliable sources who fell for disinformation.**
- 4) **The worst sources of fake news themselves.**

III. Companies who have used CREOpoint solutions include:

1. LVMH (Louis Vuitton Moet Hennessy)
2. Transport leader SNCF (e.g., you know their TGVs and Eurostar)
3. Ernst & Young
4. General Electric
5. BNP Paribas
6. KPMG
7. L’Oreal

8. Simon Property's Klepierre
9. Roederer
10. CBRE

Note most CREOpint work is confidential due to crisis situations, key accounts & competitive intelligence, "test & learn" open innovation initiatives or ephemeral apps for VIPs.

IV. CREOpint business model summary

CREOpint's deep domain knowledge and IP have **broad and deep relevance and value as a sword, shield and barter asset.**

We are offering licensing and consultation services for a fee to motivated leaders who can quickly work with us to:

1. Drive innovation, sustainable differentiation and ethical experiences
2. Realize the full potential of our inventions at scale
3. Expedite speed-to-market while mitigating development risks

The licensing and consultation services include non-exclusive licensing rights to CREOpint's issued and pending patents and, under the appropriate circumstances, a joint-venture agreement to further exploit CREOpint's technology.

b. Royalty free use

Depending on the project and our availability, similar to some Microsoft and Tesla patents, **CREOpint IP may be available to license for royalty-free use by NGOs,**

foundations, not-for-profits, and universities for strictly non-commercial uses through 2030.

c. Window of opportunity

American companies with IP in this space are Apple, CREOpaint, Facebook, Google, IBM, LinkedIn, Snap, and Twitter. What are other leaders including Amazon, Baidu, Bytedance, Huawei, Netflix, Samsung, Tencent and others doing?

Meanwhile as seen in the recent acquisition by Facebook of Bloomsbury AI and by Twitter of Fabula, this **space is also consolidating.**

There is a window of opportunity for **social networks, search, software, hardware, financial, government services and media & entertainment companies, impacted brands, reputation management and their other professional services firms.**

V. Co-inventors of CREOpaint IP

a. Core team

Leadership in SF and NY, an office across from Notre Dame, smart engineers in Estonia, the ability to [quickly respond to NBC](#) about a Tesla combusting right in front of a CCTV camera in garage in Shanghai:

Jean-Claude Goldenstein, San Francisco and Paris: Entrepreneur with 25 years experience in engineering, product and management for Fortune 500, large consulting firms and startups. Last 10 years focused on leadership in social media/noise filtering. Early student of trust, reliability and integrity as an Aerospace Engineer at United Technologies in Southern CA, improving engine performance and cutting noise. After stints in Paris, Brussels and New York founding and growing Ernst & Young consulting, and other data-related initiatives, JC founded CREOpint with an early focus on trust in social media during the Lehman crisis. M.Sc. Aerospace Systems Engineering and M.B.A.

Jim Searing, New York: One of the founders of CREOpint; former Senior Partner, Ernst & Young Director of Strategy and Corporate Development and Director of Strategic Services Development. Joined with CREOpint team because facts, business confidence, and intelligence matters. Retired CPA; Seton Hall University BS, Accounting, Business.

Ed Finn, New York: One of the founders of CREOpint and acting COO; at Schiff Hardin & Waite, Ed focused his practice on complex litigation and regulatory matters. In 1999, Ed left Schiff Hardin to join NAI Global, the leading commercial real estate network, where he was employed for fifteen years as corporate secretary, General Counsel and Chief Operating Officer, until after the sale of the Company. University of Chicago, J.D. Northwestern University School of Law.

Kaimar Koemets, Tartu Estonia: 15 years of experience in developing and managing various IT, research and digital marketing projects. 5 years of unique experience executing on the curation and development of hundreds of custom channels and solutions. Previously worked closely also in Tartu with **Janno Järv**, CREOpint VP System Architecture & Development who led a cross border team of half a dozen entrepreneurial CREOpint software developers & testers with a track record in Ukraine, Russia and France.

b. Support from an Advisory Board with years of experience working for leaders across industry sectors and key countries, including Airbus, Alcan, Alphaserve Technologies, Apple, BNP Paribas, Boeing, Burson Marsteller, Dassault Systemes, Francis Lefevre, General Foods, Kodak, The European Union, The Financial Times, The United Nations, Hearst, Intelia OÜ, Kurzweil Applied Intelligence, McKinsey & Company, Melcion, NAI Global, Nielsen, Office Depot, Orange, Replace Group, Schrodgers, United Technologies, U.S. News & World Report, W.P. Carey and WPP Kantar.

VI. Additional expert resources

a. From Schwegman, a 140 IP lawyer boutique firm, that represents several of the 7 companies on the above IP comparison chart including CREOpoint.

1. Michael Dunnam, CREOpoint IP attorney at Schwegman Lundberg & Woessner (mdunnam@slwip.com, T +1-612-371-2189, M +1-267-449-3930 EST).
2. Russ Slifer (reachable through his partner M. Dunnam) who served as the Deputy Under Secretary of Commerce for Intellectual Property and Deputy Director of the United States Patent and Trademark Office under the Obama Administration.
3. Mark Stignani, Chairman of Schwegman Analytics Practice and former Assistant General Counsel for Thomson Reuters can also be reached through Michael for relevant commentary.

b. About IP wars

Philippe Bennett, a leading patent litigation advisor at Alston & Bird who reviewed the U.S. solution providers in the space and their IP (philippe.bennett@alston.com, T +1 212.210.9559 M +1-917 238 7992 EST).

c. About the tech ecosystem or for other questions

Please contact info@creopoint.com also if you need sources for external commentary.