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Unified Content Management™

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Paradigm

A typical example or pattern of something; a model.

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Paradigm Shift

As defined by Thomas Kuhn circa 1962:

a paradigm shift is a change in the basic assumptions, or paradigms, within the ruling theory of science.

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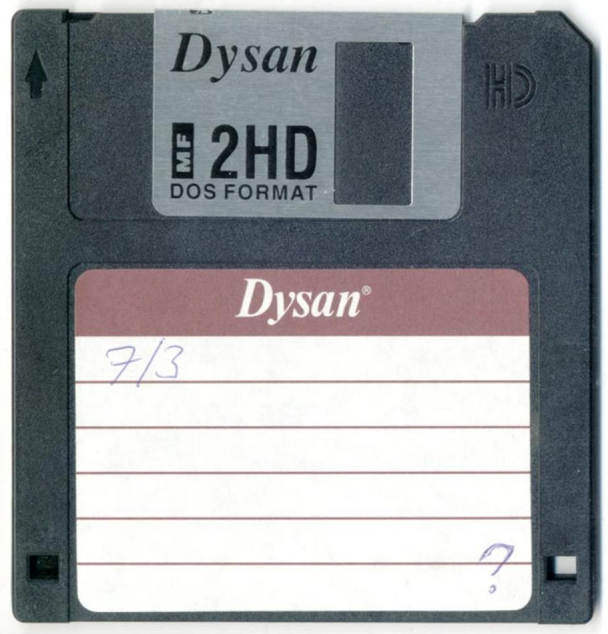
Do you know what this is?

How about this? (it's not the save icon)



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What does that remind you of?

Ancient Technology !!!

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What Would You Think…

…if we told you that the technology used to stored a majority of the information on computers today was invented back when floppies were considered to be high-tech?

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Computers operate on two types of data:

- Structured data
- Unstructured data

Structured data is typically stored in relational databases. Structured data is very much like the information you would keep in a spreadsheet.

Unstructured data doesn't fit neatly in a relational database. It's that 'stuff' that we sort-of keep organized in the file system or on shared drives.

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If you think it's difficult for you to organize all of your files, consider what it's like for companies and other organizations?

> *"Content has become so voluminous and diverse in its forms and how it comes into the enterprise, that pretty much every organization experiences some level of content related dysfunction."* ***Darin Stewart, Research Director, Gartner(*)***

> *"...you had one system to manage structured content and another to manage unstructured data. Companies have attempted to integrate their systems only to discover that it was too complex, difficult or impossible — and the cost was astronomical."* ***Jennifer Goldsmith, SVP, Veeva Software(*)***

https://www.cmswire.com/information-management/is-enterprise-content-management-as-we-know-it-done/

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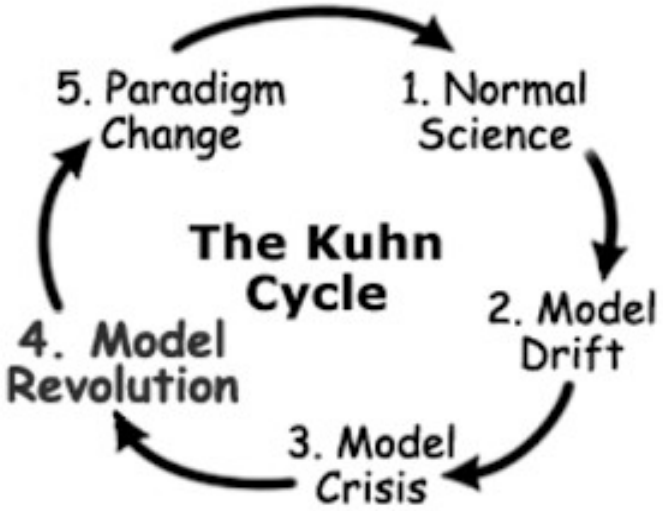
The *Kuhn Cycle*, named for its inventor Thomas Kuhn circa 1962, describes the processes and factors that bring about a paradigm change:

First you have normal science, then drift sets in and a point of crisis is reached. This leaves the paradigm open to revolution which, once realized, results in a paradigm shift.



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AsterionDB has achieved what others thought was either ***impossible*** or so difficult as to be impractical or exorbitantly expensive.

We are able to store ***any type*** of file directly in an Oracle database.

We have combined the storage and logical processing of structured and unstructured data in one container.

Just 4 programs and a half megabyte of software – it's so small it could fit on one of those floppies!!!

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Essentially, what we are able to do is move your important files into the database. We can stream the file out (e.g. videos, PDFs) directly from the database using our patented streaming technology – *DbStreamer*®

In addition we can integrate all of your existing file based programs allowing them to access their data directly from the database as if it were a file. For example, we can store a spreadsheet in the database and allow you to access and edit it with a program without having to export the spreadsheet to a file. This is implemented using our patented file-system gateway technology - *DbObscura*®

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The benefits of combining structured and unstructured data within one container are manifold. Take **security** as an example.

We can store all of your PDFs in the database. There are no more PDFs in your directories. When a hacker, virus or ransom ware gets on your system and goes looking for files in your directories to steal or infect **they find nothing**!!!

Furthermore, the *AsterionDB* architecture is resilient enough to detect the types of operations infiltrators employ and trigger an alert.

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The net result is we remove the roadmap used by hackers and the like, we **stop the propagation of viruses and ransom ware.** We also drive down the threshold between intrusion and detection.

Yes, that's a BIG DEAL!!!

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Using a little known feature of the Oracle API, we are able to achieve unprecedented data ingestion speeds. Our baseline tests show ingestion rates topping out in excess of 60 megabytes per second using low-end hardware in the Oracle Cloud. The average rate of ingestion is over 40 megabytes per second.

From a programmer's perspective there is no better way of integrating structured and unstructured data requirements. Having all of the data an application needs within one container makes the programming, auditing, security and backup tasks so much easier!!!

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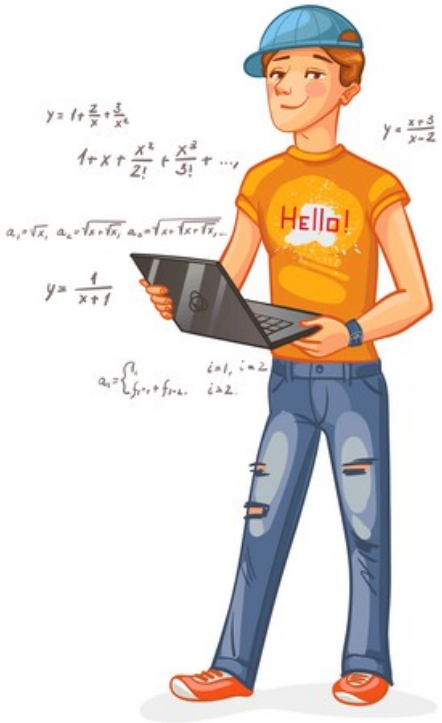
Many programs that operate upon files can be used without modification. Those applications that do require modification will employ a ‘typical pattern’ meaning that once you modify one program it’s usually the same process for all other programs.



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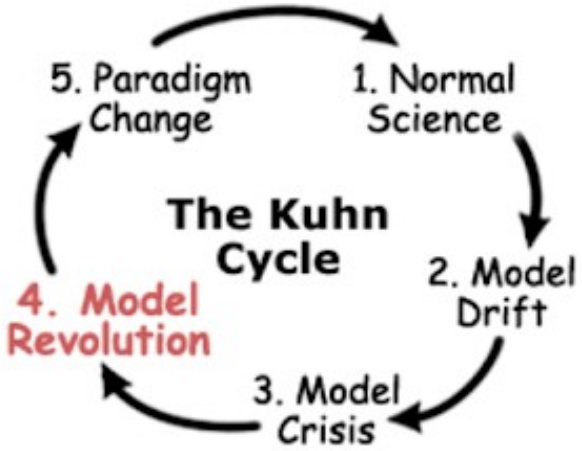
This is a profound ***paradigm shift***. *AsterionDB*'s technology fulfills the 4th stage of the Kuhn cycle, model revolution. By retaining all that was 'good' about the old model we are able to embrace a new paradigm with a **minimal amount** of effort and complexity.

AsterionDB is replacing a 50 year old technology – the traditional hierarchical file system. We are showing the way to a new architecture that, by it's very nature, is more secure, efficient and capable. At a fundamental level, we have forever altered how data will be stored on computers.



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Every vertical market is a potential customer of *AsterionDB*. The utilization of both structured and unstructured data is universal.

AsterionDB is a horizontally aligned platform company. We have technology that everybody can use. Our patents sit low on the technology ladder. For what they do there are not very many ways to accomplish the task.

We have **unique patented capabilities** that are driving the need for continued innovation.

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NOTICE OF ALLOWANCE AND FEE(S) DUE

13464 7590 05/30/2018

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UNITED STATES OF AMERICA

EXAMINER	
BROWN, SHEREE N	
ART UNIT	PAPER NUMBER
3649	

DATE MAILED: 05/30/2018

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
14/809,456	07/27/2015	Steve Guilford		9114

TITLE OF INVENTION: Systems, Apparatus, and Methods for Accessing Data from a Database as a File

APPLN. TYPE	ENTITY STATUS	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	MICRO	$250	$0.00	$0.00	$250	08/30/2018

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED. THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED. SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE DOES NOT REFLECT A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE IN THIS APPLICATION. IF AN ISSUE FEE HAS PREVIOUSLY BEEN PAID IN THIS APPLICATION (AS SHOWN ABOVE), THE RETURN OF PART B OF THIS FORM WILL BE CONSIDERED A REQUEST TO REAPPLY THE PREVIOUSLY PAID ISSUE FEE TOWARD THE ISSUE FEE NOW DUE.

HOW TO REPLY TO THIS NOTICE:

I. Review the ENTITY STATUS shown above. If the ENTITY STATUS is shown as SMALL or MICRO, verify whether entitlement to that entity status still applies.

If the ENTITY STATUS is the same as shown above, pay the TOTAL FEE(S) DUE shown above.

If the ENTITY STATUS is changed from that shown above, on PART B - FEE(S) TRANSMITTAL, complete section number 5 titled "Change in Entity Status (from status indicated above)".

For purposes of this notice, small entity fees are 1/2 the amount of undiscounted fees, and micro entity fees are 1/2 the amount of small entity fees.

II. PART B - FEE(S) TRANSMITTAL, or its equivalent, must be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed and an extra copy of the form should be submitted. If an equivalent of Part B is filed, a request to reapply a previously paid issue fee must be clearly made, and delays in processing may occur due to the difficulty in recognizing the paper as an equivalent of Part B.

III. All communications regarding this application must give the application number. Please direct all communications prior to issuance to Mail Stop ISSUE FEE unless advised to the contrary.

IMPORTANT REMINDER: Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.

PTOL-85 (Rev. 02/11)

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For comparative purposes, *AsterionDB* has technology that allows us to compete against companies and services such as Dropbox and Microsoft Sharepoint. We also bring streaming capabilities to Oracle Cloud allowing it to match up against Amazon and Google in the media streaming and content delivery marketplace.

In addition, the *AsterionDB* Database Vault exhibits Hadoop like qualities by enabling distributed storing and processing of ‘big data’.

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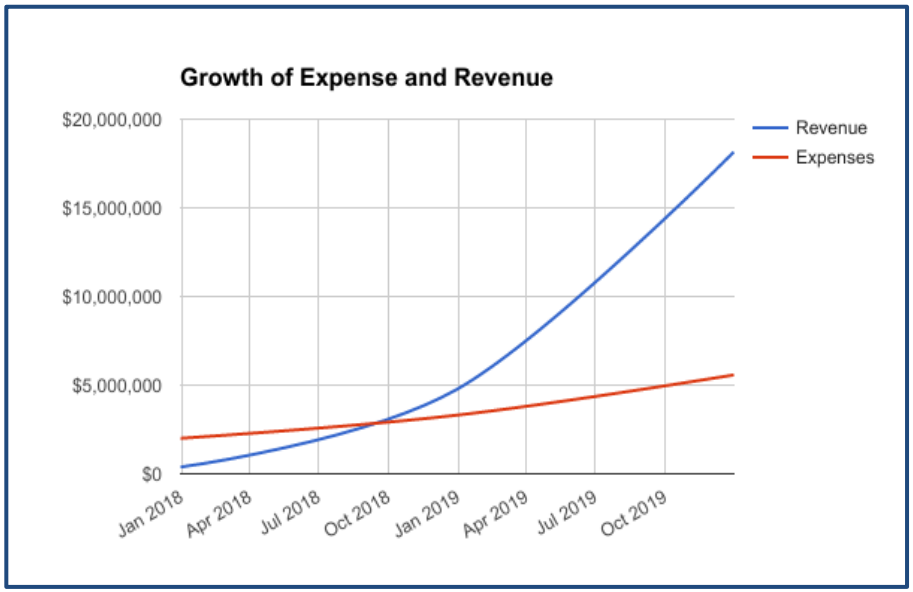
The total addressable market sizes available to AsterionDB are in the Billions!!!

The Enterprise Content Marketplace alone is estimated to be worth $6B a year with a yearly growth rate of nearly 10%.

We have an entirely new, highly optimized architecture that exhibits qualities and capabilities that other platforms can not match. The result is a distinct competitive advantage that will disruptively drive entire platform realignments.



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AsterionDB is looking forward to a beneficial strategic marketing relationship with Oracle Corp. We have been working with the Oracle Cloud division to prepare ourselves for inclusion in their online marketplace.

The representatives working with us recognize that we have unique technology that allows the Oracle Cloud platform to differentiate itself from its competition. They have expressed a desire to have AsterionDB participate in joint marketing and sales activities. AsterionDB could be a strategic advantage that allows the Oracle Cloud to gain market share.

We began developing and deploying on the Oracle Cloud Infrastructure in March of 2017.

ORACLE®
CLOUD

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AsterionDB will soon be ‘production ready’. Our go-to market plan is based upon an initial product roll-out for a small group of early adopting clients and users.

Our initial adopting customer is a software services company that caters to the media and entertainment industry. They provide software that manages rights licensing for content. They also help production companies manage the voluminous amount of unstructured content generated. Our customer is looking for an ECM like solution that provides tightly integrated document management capabilities.

Another initial adopting customer is an accountancy. They are looking for a better way to organize and share sensitive financial documents, both in-house and in the cloud.

We will also have a number of individual ‘subscription’ based users that will use the system for its file-sharing and streaming capabilities.

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A Technology Paradigm Shift Like No Other

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