

Wise Up Trademark Class Descriptions

Class 09- Computer and Software Products

Main Components of Our Technology:

- Storing, processing, organizing, maintaining, and displaying data relating to product information.
- Facilitating customer engagement and purchase decisions with retail products and service providers by creating product information and promotions that are encoded into QR Codes and placed on product labels or retail signage
- Web and App platforms used by consumers to decode QR codes on product packages or retail signage
- Blockchain traceability application

Details

1. **Web Based Platform** (Computer software and applications including cloud databases for product page design, creation, and data storage)

a. **Front-end** (serviced through our website www.wiseupfood.com)

- Web-based platform displaying indexed and searchable product information pages;
- Web-based platform displaying dynamic product information pages that are linked to a quick response code or other symbology placed on product packaging or other visual media;
- Web-based platform featuring software that enables online users to create personal profiles and to save, download, transfer and share information among multiple Websites.
- Product specific info displayed:
 - Cooking or informational videos
 - Recipes
 - Nutrition
 - Coupons and promotions
 - Source and sustainability
 - Traceability of product

b. **Back-end** (Computer software and applications for cloud computing databases, analytics, and QR code design, encoding, and decoding)

- Computer software and applications for cloud computing and electronic data storage used to create product specific databases featuring user-defined or specified product information, including audio, video, photographic images, text, graphics and data.
- (QR Code generator) Web and application-based software – used to design and encode custom machine-readable patterns and symbols (such as quick response codes), resulting in a scannable symbology linked to a cloud-based database
- Computer software and applications to collect and analyze product page analytics and reports showing consumer engagement, interest, and other market information relating to our client's product pages generated on our site
- Computer software for developing, building, and operating block-chain applications