

# ImagineAR Files Patent Infringement Lawsuit Against Niantic, Publisher of the Pokemon GO Mobile Game

Vancouver, British Columbia--(Newsfile Corp. - November 14, 2024) - [ImagineAR Inc.](#) (CSE: IP) (OTCQB: IPNFF), is announcing that it has filed a lawsuit against Niantic, Inc. (Niantic) in the United States District Court for the District of Delaware for infringement of certain ImagineAR patents related to augmented reality (AR) and virtual technology. The complaint accuses multiple Niantic products of infringement, including Niantic's Pokémon GO AR mobile game.

"We have invested years of research and substantial resources in developing our platform technology," explained Alen Paul Silverrsteien, CEO of ImagineAR. "Protecting our intellectual property is vital not just for the continued growth of our company, but for the broader innovation ecosystem. We will take all necessary legal action to ensure that our hard-earned innovations are not exploited without authorization. The decision was made to look to the U.S. court system to ensure that ImagineAR is fairly compensated for the use of its technology."

ImagineAR is a pioneering force in the AR industry. Since its inception, ImagineAR's staff of engineers have designed and developed innovative ideas in the AR and digital space. These technology innovations represent a significant investment for ImagineAR and are protected by a substantial number of patents, patent applications, and trade secrets.

At this time, ImagineAR will not be providing further comment regarding this legal action while litigation is pending. The company will provide public updates as appropriate.

[Pdf of Complaint](#)

## About ImagineAR

[Imagine AR](#) Inc. (CSE: IP) (OTC: IPNFF) has developed an "AR-as-a-Service" platform that enables sports teams and organizations of any size to create and implement their own AR campaigns with no programming or technology experience. Every organization, from professional sports franchises to small retailers, can develop interactive AR campaigns that blend the real and digital worlds using ImagineAR. Customers simply point their mobile device at logos, signs, buildings, products, landmarks and more to instantly engage with videos, information, advertisements, coupons, 3D holograms and any interactive content, all hosted in the cloud and managed using a menu-driven portal. Integrated real-time analytics means that all customer interaction is tracked and measured in real-time. The ImagineAR mobile app is available in the IOS and Android mobile app stores. The platform is available as a native mode SDK.

For more information or to explore working with ImagineAR, please email: [info@imaginear.com](mailto:info@imaginear.com) or visit [www.imagineAR.com](http://www.imagineAR.com).

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ON BEHALF OF THE BOARD

Alen Paul Silverrsteien

President & CEO

[info@imaginear.com](mailto:info@imaginear.com)

Main Phone Number: (814) 636-0022

The CSE has not reviewed and does not accept responsibility for the adequacy or accuracy of this release.

## Forward-Looking Information and Statements

This press release contains certain "forward-looking information" within the meaning of applicable Canadian securities legislation and may also contain statements that may constitute "forward-looking statements" within the meaning of the safe harbor provisions of the United States Private Securities Litigation Reform Act of 1995. Such forward-looking information and forward-looking statements are not representative of historical facts or information or current condition, but instead represent only the Company's beliefs regarding future events, plans or objectives, many of which, by their nature, are inherently uncertain and outside of the Company's control. Generally, such forward-looking information or forward-looking statements can be identified by the use of forward-looking terminology such as "plans", "expects" or "does not expect", "is expected", "budget", "scheduled", "estimates", "forecasts", "intends", "anticipates" or "does not anticipate", or "believes", or variations of such words and phrases or may contain statements that certain actions, events or results "may", "could", "would", "might" or "will be taken", "will continue", "will occur" or "will be achieved". The forward-looking information and forward-looking statements contained herein may include, but is not limited to, information concerning the ability of the Company to generate revenues, roll out new programs and to successfully achieve business objectives, and expectations for other economic, business, and/or competitive factors.

By identifying such information and statements in this manner, the Company is alerting the reader that such information and statements are subject to known and unknown risks, uncertainties and other factors that may cause the actual results, level of activity, performance or achievements of the Company to be materially different from those expressed or implied by such information and statements. In addition, in connection with the forward-looking information and forward-looking statements contained in this press release, the Company has made certain assumptions. Among the key factors that could cause actual results to differ materially from those projected in the forward-looking information and statements are the following: changes in general economic, business and political conditions, including changes in the financial markets; changes in applicable laws; compliance with extensive government regulation. Should one or more of these risks, uncertainties or other factors materialize, or should assumptions underlying the forward-looking information or statements prove incorrect, actual results may vary materially from those described herein as intended, planned, anticipated, believed, estimated or expected.

Although the Company believes that the assumptions and factors used in preparing, and the expectations contained in, the forward-looking information and statements are reasonable, undue reliance should not be placed on such information and statements, and no assurance or guarantee can be given that such forward-looking information and statements will prove to be accurate, as actual results and future events could differ materially from those anticipated in such information and statements. The forward-looking information and forward-looking statements contained in this press release are made as of the date of this press release, and the Company does not undertake to update any forward-looking information and/or forward-looking statements that are contained or referenced herein, except in accordance with applicable securities laws. All subsequent written and oral forward-looking information and statements attributable to the Company or persons acting on its behalf is expressly qualified in its entirety by this notice.



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