



eTryOn - Virtual try-ons of garments enabling novel human fashion interactions

Project Title: eTryOn - Virtual try-ons of garments enabling novel human fashion interactions
Contract No: 951908 - eTryOn
Instrument: Innovation Action
Thematic Priority: H2020 ICT-55-2020
Start of project: 1 October 2020
Duration: 24 months

Deliverable No: D8.7 **IPR Plan (Updated)**

Due date of deliverable: 31.03.2022
Actual submission date: 20.04.2022
Version: 5
Main Authors: Jim Downing (Metail)



Project funded by the European Community under the H2020 Programme for Research and Innovation.



Deliverable title	IPR Plan (updated)
Deliverable number	D8.7
Deliverable version	Final
Contractual date of delivery	31.03.2022
Actual date of delivery	20.04.2022
Deliverable filename	eTryOn_D8.7
Type of deliverable	IPR Plan
Dissemination level	CO
Number of pages	25
Workpackage	WP8
Task(s)	T8.7
Partner responsible	Metail
Author(s)	Jim Downing (Metail)
Editor	Jim Downing (Metail)
Reviewer(s)	Jamie Sutherland (We Are Unfolded)

Abstract	This deliverable is an updated version of the guidelines for the IPR strategy for all eTryOn activities that was initially presented on D8.3. The IP assets generated to date in the eTryOn project are presented, along with intended distribution and IPR protections.
Keywords	IPR, intellectual property, IP assets

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Deliverable history

Version	Date	Reason	Revised by
1	2022-03-16	Adapted from D8.3	Jim Downing
2	2022-03-20	CERTH modifications	Tasos Chalikias
3	2022-03-26	We Are Unfolded review, Quantacorp review	Jamie Sutherland , Thomas de Wilde
4	2022-03-29	Odlo revisions	Michaela Jauk
5	2022-04-19	Metall revisions	Jim Downing

List of abbreviations and Acronyms

Abbreviation	Meaning
KPI	Key Performance Indicator
QC	QuantaCorp
STAR	Sparse Trained Articulated human body Regressor
MLZ	Mallzee
PII	Personally Identifiable Information
API	Application Programming Interface
IP	Intellectual Property
IPR	Intellectual Property Rights

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1 Executive summary

This deliverable is an updated version of the guidelines for the IPR strategy for all eTryOn activities that was initially presented on D8.3. This updated version incorporates the new guidelines that have arisen along with the applications development, updating all relevant IP assets and also enlarging the list with additional required for the needs of the development phase and the pilots.

This plan describes the current state of IP generation on the eTryOn project and the intended distribution and IPR protections for each asset. The majority of the IP generated to date has been in the form of documents and software. Where the software has been developed completely de novo, the consortium members generally prefer public distribution under a commercially-friendly open source license. In many situations, the software builds on one of the commercial partners' background IP, and in those situations the software is most usually kept as closed distribution (within the consortium as described in the consortium agreement) under a proprietary license.

There are a couple of methods we have generated. Most are not sufficiently novel to be awarded patent protection, and in these cases we have published. Metail has filed a patent application to cover the cloth simulation optimisation and machine learning of draping methods, and will progress this application.

2 Introduction

The purpose of this IPR plan is to

1. Clarify the project IP background and rights
2. Identify IP assets (other than know-how) created as the project foreground and for each: -
 - a. Clarify ownership
 - b. Describe intended protections and rights

In the following Sections, we first outline the IPR strategy followed by eTryOn, while defining the key terminology. Afterwards, we present the list of IP assets, as solicited by all consortium members. All eTryOn partners involved in tasks that may result in the generation of IP are required to consider their own work within each WP and fill-in the corresponding tables. More specifically, all partners are asked to answer the following two questions relating to their IP: a) what IP have they already generated within eTryOn tasks so far, and b) what IP they anticipate generating during the duration of the project. The answers received by all partners are summarized in the tables below that will be regularly updated during the project lifetime. In this way, by maintaining and updating these tables, eTryOn may track important IP and prepare for its protection and exploitation.

3 IPR strategy

The following key items are considered as part of eTryOn's framework for the management of knowledge and the protection of the results: a) Access rights (to Background and results), b) Results ownership (i.e. Joint ownership, Transfer of results), c) Protection of results, and d) Relation to exploitation and dissemination.

eTryOn's Grant Agreement includes one full Section of IP-related issues that need to be taken into account during the development of the project. In particular, the relevant excerpts are in Chapter 4 – "Rights and obligations of the Parties"; Section 3 – "Rights and obligations related to Background and Results" (Articles 24 – 31); General principle: Article 23(a) – "Management of Intellectual Property".

eTryOn's Consortium Agreement specifies and agrees on relevant IP issues that were taken into consideration at the proposal stage. More specifically, eTryOn's Consortium Agreement devotes two Sections on IPR – related issues: a) Section 8: Results, and b) Section 9: Access Rights. The following sections elaborate on the eTryOn partners' obligations derived from the aforementioned excerpts.

3.1 Types of knowledge

In eTryOn's DoA, the following types of knowledge were specified:

Foreground: The project results and their protection policies, related to copyright; design rights; patent rights; plant variety rights; or similar forms of protection;

Background: We define as Background information and software which is held by Parties prior to their accession to the Grant Agreement, as well as copyrights or other IPRs pertaining to such information, the application for which has been filed before their accession to the Grant Agreement, and which is needed to carry out the Project or for using the Foreground. Each Party shall remain the owner of its own background. Participants will define a list of background assets that is excluded from obligations to grant access rights to other partners.

3.2 Access Rights

The treatment of Access Rights is foreseen in: a) Grant Agreement - Articles 25 and 31, and b) Consortium agreement - Section 9.

Based on these articles, during the implementation of the project, all partners need to give access rights to their Background and Results being created in order for other partners to carry out their work on the project and/or exploit their results.

The Grant Agreement model that has been adopted in H2020 obliges the beneficiaries to “identify and agree” upon the Background Knowledge that is available before entering the project, in order to be able to give access to it.

Following this rule, all partners in eTryOn consortium have already identified their background knowledge in “Attachment 1” of the Consortium agreement. Thus, any other piece of knowledge or information that has not been included in this Attachment 1 cannot be considered as background. However, partners may further add their own background to the list in Attachment 1 by written notice to the other partners, upon approval of the Project Management Board.

The access rights on background knowledge (including conditions and scope of access) are distinguished between access for the implementation of the project and access for the exploitation of the owned project results, as depicted in Table 1.

Table 1: Access rights in eTryOn project PURPOSE Access to BACKGROUND

PURPOSE	ACCESS TO BACKGROUND
Implementation of the project	Royalty-free
Exploitation of the owned project results	For internal academic, research, demonstration and education purposes are deemed granted royalty-free, non-exclusive as long as IPR lasts, by and to all parties
	For any other purposes, access shall be granted on Fair and Reasonable conditions

3.3 Results ownership

The ownership of the generated Results is addressed in: a) Grant Agreement - Article 26 “Ownership of results”, and b) Consortium Agreement - Section 8: Results.

The general rule derived from the relevant excerpts is that results belong to the beneficiary that generated them. All consortium members also verified this principle as part of the Consortium Agreement. Nevertheless, it is important to clarify that

3.4 Joint ownership

In general, the results of the project belong to the partner that generated them. Given the collaborative nature of eTryOn, however, some results can be jointly developed by several partners. In such cases the so –called “joint ownership” might arise. This is the case for most of the foreground generated in WP7, for instance (See Section 10).

As stated in the Grant Agreement – Article 26.2, two or more beneficiaries own results jointly if: (a) they have jointly generated them, and (b) it is not possible to: (i) establish the respective contribution of each beneficiary, or (ii) separate them for the purpose of applying for, obtaining or maintaining their protection.

Article 26.2 of the Grant Agreement introduces a contractual obligation to agree in writing on the allocation and terms of execution for the joint ownership.

eTryOn partners realize that joint ownership is relevant in the context of any results with commercially valuable IP. For this reason, it is strongly recommended for interested parties to establish a further joint ownership agreement, to properly capture the value and agree on issues, such as: a) division of the ownership, b) protection of the joint results, including issues related to the cost of protection or to the sharing of revenues or profits, c) exploitation and dissemination of the joint results. In this case, there will be a need for detailed agreements on the division of protection related cost, countries to be covered etc., which will typically be covered by a separate Joint Ownership agreement on a case by case basis. This will override the Consortium Agreement and allow for adequate provisions of each individual case.

If a joint ownership agreement is not reached, the following will apply as specified in the DoA: a) In the case of “Joint Foreground”, each of the joint owners shall be entitled to use their jointly owned Foreground on a royalty-free basis, and without requiring the prior consent of the other joint owner(s), and b) each of the joint owners shall be entitled to grant non-exclusive licenses to third parties, without any right to sub-license, subject to the following conditions: (i) at least 45 days prior notice must be given to the other joint owner(s); and (ii) fair and reasonable compensation must be provided to the other joint owner(s).

3.5 Transfer of results

The transfer of the project results is foreseen in: a) Grant Agreement – Article 30: Transfer and licensing the results, and b) Consortium Agreement – Section 8: Results.

eTryOn partners, as any other partner participating in H2020 projects, may transfer ownership of their results. This rule is linked with the joint ownership rule, since any joint owner will have the chance to transfer the ownership of results to one of the joint owners or even third parties.

According to the Grant Agreement, a beneficiary that intends to transfer ownership of results must give at least 45 days advance notice to the other beneficiaries that still have (or still may request) access rights to the results. This notification must include sufficient information on the new owner to enable any beneficiary concerned to assess the effects on its access rights.

Any other beneficiary may object within 30 days of receiving notification, if it can show that the transfer would adversely affect its access rights. In this case, the transfer may not take place until agreement has been reached between the beneficiaries concerned.

3.6 Granting licenses

All eTryOn Partners may grant licenses to their results. However, they must ensure that access rights can be exercised and that any additional exploitation obligations are complied with. Exclusive licenses for results may be granted only if all the other beneficiaries concerned have waived their access rights.

3.7 Protecting results

Protection of the results is addressed in the Grant Agreement Article 27 – “Protection of results. The article specifies that:

Each beneficiary must examine the possibility of protecting its results and must adequately protect them — for an appropriate period and with appropriate territorial coverage —if: (a) the results can reasonably be expected to be commercially or industrially exploited and (b) protecting them is possible, reasonable and justified (given the circumstances).

When deciding on the protection of the generated results, the beneficiary must consider its own legitimate interests and the legitimate interests (especially commercial) of the other beneficiaries. Article 27 implies that the consortium is required to consider the possibility of providing for an adequate protection of the results that can reasonably be expected to be commercially or industrially exploited. Although IP protection is vital for a prospective commercial or industrial exploitation, it is not mandatory.

In order to secure an efficient exploitation of the project outcomes, the consortium has to choose the kind of IP protection. The most suitable form of IP protection, as well as the duration and geographical coverage will depend on the results at stake but also on the Business Plan for their exploitation and legitimate interests of the consortium partners. In protecting its results, the consortium can use any of the instruments mentioned in Section 3.12.

3.8 Exploitation of results

Provisions addressing the exploitation of the generated results are included in the Grant Agreement – Article 28 – “Exploitation of results”. The general rule that derives from these clauses is that the consortium must take the measures aiming to ensure the exploitation of their results. All consortium partners must be proactive and take specific measures to ensure that the results are used to the extent possible and justified, up to four years after the beginning of the project. The exploitation of results in eTryOn is part of the activities foreseen in WP7 and described in the corresponding deliverables including the eTryOn “Exploitation Plan” (D7.2 and D7.4 due in M14 and M24 respectively).

3.9 Dissemination of results

Provisions addressing the dissemination of the generated results are enshrined in: a) Grant Agreement – Article 29 – “Dissemination of results”, and b) Consortium Agreement – Section 10 – “Non-disclosure of information” and Section 8.4 – “Dissemination”.

Dissemination refers to the public disclosure of results by any appropriate means, except those resulting from protecting or exploiting the results. Examples of dissemination activities include scientific publications, general information on websites, participation in

conferences or trade fairs. The consortium has the obligation to disseminate as soon as possible, unless it goes against legitimate interests of any partner.

No dissemination may take place if: a) the results need to be protected as a trade secret (i.e. confidential know-how), and b) dissemination conflicts with any other contractual obligations such as personal data protection.

The dissemination of results in eTryOn is part of the activities foreseen in WP7, and described in the deliverables D7.2 and D7.3 (submitted in M6 and to be submitted in M14).

3.10 Publication Notification Procedure

eTryOn's DoA explains that the consortium has taken an active approach to the open access policy in Horizon 2020 by establishing and promoting measures for open access publications. eTryOn partners are given the freedom to choose any of the two main open access publishing modalities: a) "**Gold**" model in either full or hybrid open access journals, or b) "**Green**" model through self-archiving journal articles in open access repositories. In the latter model, researchers will be offered the option of publishing in journals contained/registered in the Registry of Open Access Repositories (ROAR).

Prior to any dissemination, however, all other partners should be consulted in order for them to exercise their right to object in the case where such publication could cause significant harm to their background or results. In order to satisfy both academic partners' needs to publish and enterprise partners' needs to protect IP before public disclosure, eTryOn follows the notification procedure specified in the Grant Agreement Article 29.1 – Obligation to disseminate results.

A beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of — unless agreed otherwise — at least 45 days, together with sufficient information on the results it will disseminate.

Any other beneficiary may object within — unless agreed otherwise — 30 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests.

3.11 Open Source Distribution of eTryOn IP

A Gitlab project (<https://gitlab.com/etryon/>) has been set up to deposit the software developed within the eTryOn project. The consortium partners responsible for developing the eTryOn modules use the repository for the management of the developed source code. eTryOn software components are progressively being uploaded into the Gitlab project by partners. Several software modules are already available at this point. As highlighted in Section 3.10, all publications related to eTryOn will also be uploaded to open repositories.

All the repositories in Gitlab are accessible by consortium partners. Some of the repositories will be opened to the public and made available under an Open Source license over the coming months.

3.12 Instruments for protecting results

The standard forms of protection relevant for eTryOn are a) copyright, b) patents, c) trademarks and d) trade-secrets. Distinction is made between intellectual property rights

(IPRs) such as patents, copyright and trademarks, and trade secrets since trade secrets are generally not recognized as IPRs. Overall, IPRs confer exclusivity to their holders to prevent third parties from using a protected work for a limited period of time on a given territory. The following section provides a brief explanation of each form of protection.

Copyrights confer exclusivity to authors of works considered original. The protection does not extend to ideas, procedures, methods of operation or mathematical concepts as such. The list of works which may benefit from copyright protection is rather extensive. It includes books, music, paintings, sculpture, films, computer programs, software, databases, maps, etc. The requirement of originality essentially means that a work must reflect the author's personality, i.e. whether he/she has been able to express his/her own creativity by making free choices. It also implies an intellectual effort from the author. Contrary to patents and trademarks, copyright protection is automatic and not granted by a particular governmental institution. It should be kept in mind that copyright law is not harmonized, which means that the principle of territoriality applies. As a result, protection in one region or country does not automatically extend to the rest of the world. In Europe, copyright protection lasts for the lifetime of the author of the work, plus an additional 70 years after the death of the author.

Patents confer exclusivity to right holders on inventions (i.e. products or processes), in all fields of technology, which are new, inventive and are capable of industrial application. Patent holders may prevent third parties not having their consent from the acts of making, using, offering for sale, selling, or importing a protected invention. Patents must be applied for and are granted by national or regional patent offices (e.g. the European Patent Office (EPO)). The application for a patent at a national or regional office means that the geographical scope of protection of the invention will differ. Application for a European Patent at the EPO still requires validation at national offices to actually benefit from the protection. A patent applicant must disclose the invention to the Office in a manner sufficiently clear and complete for the invention to be carried out by a person skilled in the art (in so-called "patent claims"). The term of a patent is of 20 years from the date of filing of the application.

Trademarks confer exclusive protection to any sign, or any combination of signs, capable of distinguishing the goods and services of one undertaking from those of other undertakings. The list of signs which may benefit from trademark protection is rather extensive. It includes words, personal names, letters, numerals, figurative elements and combinations of colours as well as any combination of such signs. Trademark owners may prevent third parties not having their consent from using, in the course of trade, identical or similar signs for goods or services which are identical or similar to those registered for a trademark, when such use would result in a likelihood of confusion. Similar to patents, trademarks must generally be registered at national or regional offices (e.g. the European Intellectual Property Office - ex-OHIM). The application for a trademark at a national or regional office means that the geographical scope of protection of the sign will differ. Trademark protection lasts for as long as the trademark is used and registration fees are paid at the office.

The notion of **trade secret** includes information which (1) is secret in the sense that it is not generally known among or readily accessible to persons within the circles that normally deal with the kind of information in question, (2) has commercial value because it is secret and (3) has been subject to reasonable steps under the circumstances, by the person lawfully in control of the information, to keep it secret. Trade secrets encompass two broad types of information, i.e. information of technical nature (e.g. drawings, formulas, genetic material...) and information of commercial nature (e.g. customer lists,

cost and price lists, market analysis...). Contrary to IPRs, trade secret protection does not grant exclusive prerogatives to trade secret holders. The latter are nonetheless allowed to take action against unlawful acquisition, use and disclosure of trade secrets.

4 WP1 Generate photorealistic personal 3D avatars through smartphones

4.1 Background

4.1.1 Identified in Consortium Agreement Attachment 1

Partner	Description	Specific limitations and / or conditions for implementation	Specific limitations and / or conditions for Exploitation
QuantaCorp	Body Measurement: A method of generating three dimensional body data of a subject based on one or more images. US8842906B2, EP2856426B1 (DE, FR, GB, IT, SP, CH and others), IL235860A, JP6368709B2, CN104508704B,	Platform for implementation and devices intended to be used will be disclosed prior to implementation, captured images will be stored and used for research during the project time.	Licenses issued as a result of an access request under the terms of this agreement and the grant agreement shall, at QC's option, be limited in time to a maximum term of 2 years following the end of the action.
Metail	Body modelling: Patents in family "System and method for image processing and generating a body model" US2011/0096183, EP326132 (under examination), EP2478695 (GB, FR, DE).		Licenses issued as a result of an access request under the terms of this agreement and the grant agreement shall, at Metail's option, be limited in time to a maximum term of 2 years following the end of the action.

4.1.2 Others used in project

Partner	Description	Notes
Metail	Existing software components for fitting body meshes to avatar scans and body meshes (e.g. for different topologies)	Software libraries, used in creation of eTryOn-specific components (listed below)
QuantaCorp	The QuantaCorp portal is used to manage the eTryOn project within the QuantaCorp system. It allows users to add size passports (body)	Accessible to all partners for the duration of the project.

	which are a requirement to take a scan.	
QuantaCorp	The existing QuantaCorp mobile app is used to create 3D models from a captured front and side picture for a given size passport.	Scan capabilities are extracted and put into the eTryOn-specific software development kit.
QuantaCorp	QuantaData Data Set: a data set containing 3D models, pictures of front and side, metadata, garment sizing data for a fixed set of garments and manual measurements.	Data set used for eTryOn-specific improvements to QC's segmentation ML model.

4.2 Foreground

Partner(s)	IP asset	IP type (Copyright in software / other copyright / database / dataset, method)	Ownership, protection, license
QuantaCorp	STAR-based body reconstruction: development of a matching algorithm to determine shape and pose parameters of the STAR model based on black and white silhouettes.	Method, Copyrights in software	QuantaCorp Closed source code License to consortium members as per Consortium Agreement
QuantaCorp	Mobile SDKs in Objective-C and Javascript: the SDK is built to easily implement the scan capability of the Workwear app into third party applications.	Copyrights in software	QuantaCorp. Closed source code License to consortium members as per Consortium Agreement.
Metail	Components to convert QuantaCorp avatar to Metail avatar, Unity avatar, VStitcher avatar	Copyrights in software	Metail. Closed source code. License to consortium members as per Consortium Agreement.
Odlo	Data set containing 3D models, pictures of front and side, and metadata, all captured with QC's Workwear app or SDK during the project.	Dataset	License to consortium members as per Consortium Agreement
QuantaCorp	STAR morphing algorithm to refine the STAR model with body measurements.	Method, Copyrights in software	QuantaCorp Closed source code License to consortium members as per Consortium Agreement

QuantaCorp	Improved foreground / background segmentation of captured front and side pose images. Images are manually segmented into black and white silhouettes of the body and are used to train machine learning models for automated segmentation. Training images are sourced from the QuantaData data set.	Copyrights in software	QuantaCorp Closed source code License to consortium members as per Consortium Agreement
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5 WP2 Simulation algorithms for avatar-garment interactions

5.1 Background

5.1.1 Identified in Consortium Agreement Attachment 1

Partner	Description	Specific limitations and / or conditions for implementation	Specific limitations and / or conditions for Exploitation
Metail	Composed Photography: Patent "System and method for image processing and generating a body model" - US2017/410243		Licenses issued as a result of an access request under the terms of this agreement and the grant agreement shall, at Metail's option, be limited in time to a maximum term of 2 years following the end of the action.
Metail	Image enhancement: Patent family "System and method for automatically enhancing the photorealism of a digital image." Pending. Applications GB1905659.7, PCT/GB2019/051135		Licenses issued as a result of an access request under the terms of this agreement and the grant agreement shall, at Metail's option, be limited in time to a maximum term of 2 years following the end of the action.
Metail	Fast 3D method: Patent "Method & Apparatus of generating an image file of a		Licenses issued as a result of an access request under the

	3D garment on a 3D model". Issued. US20180197331A1		terms of this agreement and the grant agreement shall, at Metal's option, be limited in time to a maximum term of 2 years following the end of the action.
Metal	AR/VR prototypes developed over the last 4 years		

5.1.2 Others used in project

Partner	Description	Notes
Metal	Software using 3rd party algorithms for pose prediction in images, either under OS or license that covers use in eTryOn.	
Metal	Image composition algorithms and approaches from EcoShot product and Composed Photography service.	

5.2 Foreground

Partner(s)	IP asset	IP type (Copyright in software / other copyright database, method)	Ownership, protection, license
Metal	Approach for transferring skinning of bodies to dressed garments	Method, copyrights in software	Method has been published. Implementation considered straightforward.
Metal	Methods for optimising realtime cloth sim to better approximate a high fidelity physics based simulation	Method Copyrights in software	Metal has filed a patent application in this area, which will be published in April 2023. Software: proprietary source.
Metal	Neural dynamics - realtime ML prediction of crease and drape from high fidelity physics based simulation training data.	Method Copyrights in software	Method: Explore whether solutions have required enough novelty to patent

			towards end of project. Software: proprietary source.
Metail	Automation of Browzwear's VStitcher software, and headless operation.	Copyright software in	Proprietary source code.
Metail	Further refinements and improvements to photo-3D composition approaches.	Method, copyright in software	Method: Explore whether solutions have required enough novelty to patent towards end of project. Source code proprietary. Method as trade secret.

6 WP3 Fashion emergent trend detection, user profiling and fashion recommendation

6.1 Background

6.1.1 Identified in Consortium Agreement Attachment 1

Partner(s)	Description	Specific limitations and / or conditions for implementation	Specific limitations and / or conditions for Exploitation
Mallzee	Subset of historical MLZ user preference data.	Data must be anonymised prior to transfer to ensure no PII and must not be used for any commercial purposes.	Commercial licenses can be issued for further exploitation at MLZ's option.

6.2 Foreground

Partner(s)	IP asset	IP type (Copyright in software / other copyright / database right, method)	Ownership, protection, license
Mallzee	Recommendations API	Copyright software in	Licenses issued as a result of an access request under the terms of this agreement and the grant

			<p>agreement shall, at Mallzee's option</p> <p>Commercial licenses can be issued for further exploitation at MLZ's option.</p>
Mallzee	Visual Classification API	Copyright software in	<p>Licenses issued as a result of an access request under the terms of this agreement and the grant agreement shall, at Mallzee's option</p> <p>Commercial licenses can be issued for further exploitation at MLZ's option.</p>
Mallzee	User preference data set	Dataset	<p>Licenses issued as a result of an access request under the terms of this agreement and the grant agreement shall, at Mallzee's option.</p> <p>Commercial licenses can be issued for further exploitation at MLZ's option.</p>
Mallzee	Annotated garments dataset	Dataset	<p>Licenses issued as a result of an access request under the terms of this agreement and the grant agreement shall, at Mallzee's option</p> <p>Commercial licenses can be issued for further exploitation at MLZ's option.</p>
CERTH, Mallzee	Deep learning framework for garment detection, category classification and attribute classification from fashion	Method, copyright in software	<p>Method published as academic paper. Free to use for non-commercial</p>

	images in the wild		purposes, commercial licenses can be issued for further exploitation.
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7 WP4 System architecture & Integration

7.1 Background

7.1.1 Identified in Consortium Agreement Attachment 1

Partner	Description	Specific limitations and / or conditions for implementation	Specific limitations and / or conditions for Exploitation
Odlo	Access to the online store / webshop if needed for Ecomm fashion app	Access given only during the project time	

7.1.2 Other background used in project

Partner	Description	Notes
QuantaCorp	The public REST API gives access to QuantaCorp's core technologies using HTTP requests.	Used in creation of the eTryOn-specific software development kit.

7.2 Foreground

Partner	IP asset	IP type (Copyright in software / other copyright / database right, method)	Ownership, protection, license
Joint between all partners	Architectural design of eTryOn, diagrams and documentation.	Document copyrights.	Openly published.
Metail	Middleware components (cloud functions) for all 3 use cases (Metail)	Copyright software in	Open Source license
CERTH	Middleware components (cloud functions) for all 3 use cases (CERTH)	Copyright software in	Open Source license

QuantaCorp	Improved microservice architecture. QuantaCorp increased the granularity of the services and transitioned to a serverless architecture where asynchronous scans make use of AWS Lambda functions.	Copyrights in software	QuantaCorp Closed source code License to consortium members as per Consortium Agreement
QuantaCorp	Public API changes for eTryOn including but not limited to the addition of the <code>async_scan</code> resource and the addition of callbacks to a scan for integration purposes.	Copyrights in software	QuantaCorp Closed source code License to consortium members as per Consortium Agreement

8 WP5 Future interaction paradigms

8.1 Background

8.1.1 Identified in Consortium Agreement Attachment 1

Partner	Description	Specific limitations and / or conditions for implementation	Specific limitations and / or conditions for Exploitation
CERTH	Story Telling Engine: a VR authoring tool for Archaeologists and related scientists that allows to make VR games with 3D scanned data	None	None
CERTH	Virtual Labs authoring tool: An authoring tool for Educators that allows to make VR games related to Chemistry and Wind Energy	None	None
Metal	Virtual Fitting Room: Patent family "Computer implemented methods and systems for generating virtual body models for garment fit visualisation" GB2488237, GB2523029, US 2016-0180419A1	None	Licenses issued as a result of an access request under the terms of this agreement and the grant agreement shall, at Metal's option, be limited in time to a maximum term of 2 years following the end of the action.

8.2 Foreground

Partner	IP asset	IP type (Copyright in software / other copyright / database right, method)	Ownership, protection, license
Metail	Admin CLIs for DressMeUp, MagicMirror	Copyright in software	Open Source license
CERTH	Snapchat filter	Software	Software code, Apache 2.0
CERTH	VR Designer desktop app	Software	Software code, Apache 2.0
CERTH	The Magic Mirror mobile app	Software	Software code, Apache 2.0
CERTH	The DressMeUp Web app	Software	Software code, Apache 2.0

9 WP6 User requirements and eTryOn pilots

9.1 Background

9.1.1 Identified in Consortium Agreement Attachment 1

Partner	Description	Specific limitations and / or conditions for implementation	Specific limitations and / or conditions for Exploitation
Odlo	Virtual created 3D garments of the actual launched seasonal collection will be used (this means seasonal color information, artworks, pattern, digitized fabrics, trims will be used)	3D garments are Odlo's property / copyrights and only allowed to use during the project time	No 3D garments should get public before official product launch. As we will use SS23 collection for pilots, they can only appear publicly after 12.5.2022
Odlo	3D garments under development (means garments which are still under construction) can only be used internally	3D garments which are not officially launched cannot be shared outside of the project group, also not during project time	Public appearance of garments from any other collection, must be consulted beforehand. Product launch has to be defined and respected.
Odlo	Insights on Odlo design and development process, related to the creative fashion app for Designers	Our internal design and development process is Odlo's property and cannot be shared outside of the project group	

9.2 Foreground

No foreground generated to date. Data related to the user requirements, the answers to the questionnaires and their analysis have been included in D6.1 and are openly available to the public.

10 WP7 Dissemination and Exploitation

10.1 Background

10.1.1 Identified in Consortium Agreement Attachment 1

Partner	Description	Specific limitations and / or conditions for implementation	Specific limitations and / or conditions for Exploitation
Mallzee	Product future testing of garments on MLZ consumer app.	Products must be approved by MLZ prior to publication on the	Commercial licenses can be issued for further exploitation at

		platform. Limit on the number of products to be tested per campaign and overall to be confirmed.	MLZ's option.
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10.2 Foreground

Partner	IP asset	IP type (Copyright in software / other copyright / database right, method)	Ownership, protection, license
Metail CERTH Mallzee QuantaCorp Odlo	Value Proposition Canvases for all 3 use cases	Other copyright	Not ready for publication yet, will agree licensing among consortium once ready.
Metail CERTH Mallzee QuantaCorp Odlo	Lean Canvases for all 3 use cases	Other copyright	Not ready for publication yet, will agree licensing among consortium once ready.
Metail	Apparel specific augmented and virtual reality market size estimates	Dataset	Not ready for publication yet.

11 WP8 Management

There are no IPR issues pertaining to work package 8.

12 WP9 Ethics requirements

There are no IPR issues pertaining to work package 9.