

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property
Organization
International Bureau

(43) International Publication Date
09 November 2023 (09.11.2023)



(10) International Publication Number
WO 2023/215566 A1

(51) International Patent Classification:
G06F 3/01 (2006.01)

(21) International Application Number:
PCT/US2023/021170

(22) International Filing Date:
05 May 2023 (05.05.2023)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:
63/338,779 05 May 2022 (05.05.2022) US

(71) Applicant: **UNIVERSAL CITY STUDIOS LLC**
[US/US]; 100 Universal City Plaza, Universal City, California 91608 (US).

(72) Inventor: **BOYLES, Jeffrey**; 1000 Universal Studios Plaza, 1000 Universal Studios Plaza, Florida 32819 (US).

(74) Agent: **POWELL, W. Allen** et al.; P.O. Box 692289, Houston, Texas 77269 (US).

(81) Designated States (unless otherwise indicated, for every kind of national protection available): AE, AG, AL, AM, AO, AT, AU, AZ, BA, BB, BG, BH, BN, BR, BW, BY, BZ, CA, CH, CL, CN, CO, CR, CU, CV, CZ, DE, DJ, DK, DM, DO, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GT, HN, HR, HU, ID, IL, IN, IQ, IR, IS, IT, JM, JO, JP, KE, KG, KH, KN, KP, KR, KW, KZ, LA, LC, LK, LR, LS, LU, LY, MA, MD, MG, MK, MN, MU, MW, MX, MY, MZ, NA, NG, NI, NO, NZ, OM, PA, PE, PG, PH, PL, PT, QA, RO, RS, RU, RW, SA, SC, SD, SE, SG, SK, SL, ST, SV, SY, TH, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, WS, ZA, ZM, ZW.

(84) Designated States (unless otherwise indicated, for every kind of regional protection available): ARIPO (BW, CV, GH, GM, KE, LR, LS, MW, MZ, NA, RW, SC, SD, SL, ST, SZ, TZ, UG, ZM, ZW), Eurasian (AM, AZ, BY, KG, KZ, RU, TJ, TM), European (AL, AT, BE, BG, CH, CY, CZ,

(54) Title: AUGMENTED REALITY TATTOO

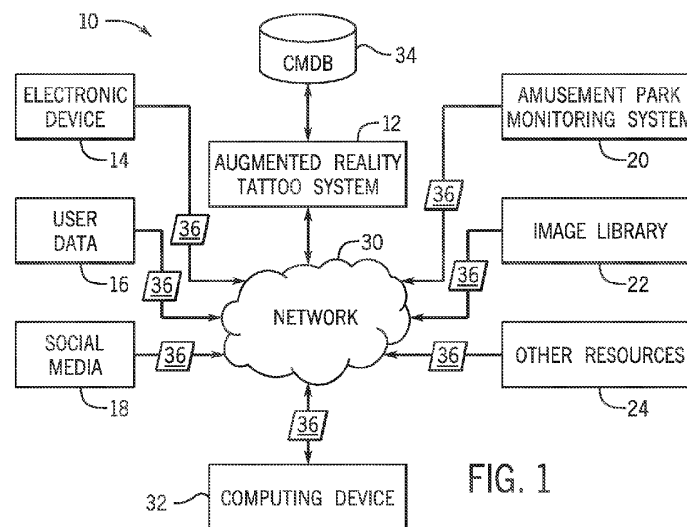


FIG. 1

(57) Abstract: A system 10 includes one or more processors 42 and memory 44 storing instructions that, when executed by the one or more processors 42, are configured to cause the one or more processors 42 to receive an image of a temporary tattoo 100 incorporating machine-readable imagery and read the machine-readable imagery from the image of the temporary tattoo 100. The instructions, when executed, are further configured to cause the one or more processors 42 to instruct an augmented reality application to augment the image of the temporary tattoo 100 into an animated version of the temporary tattoo 100 based on data associated with the machine-readable imagery and instruct display of the animated version of the temporary tattoo 100.

[Continued on next page]

DE, DK, EE, ES, FI, FR, GB, GR, HR, HU, IE, IS, IT, LT,
LU, LV, MC, ME, MK, MT, NL, NO, PL, PT, RO, RS, SE,
SI, SK, SM, TR), OAPI (BF, BJ, CF, CG, CI, CM, GA, GN,
GQ, GW, KM, ML, MR, NE, SN, TD, TG).

Declarations under Rule 4.17:

- *as to applicant's entitlement to apply for and be granted a patent (Rule 4.17(ii))*
- *as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii))*

Published:

- *with international search report (Art. 21(3))*