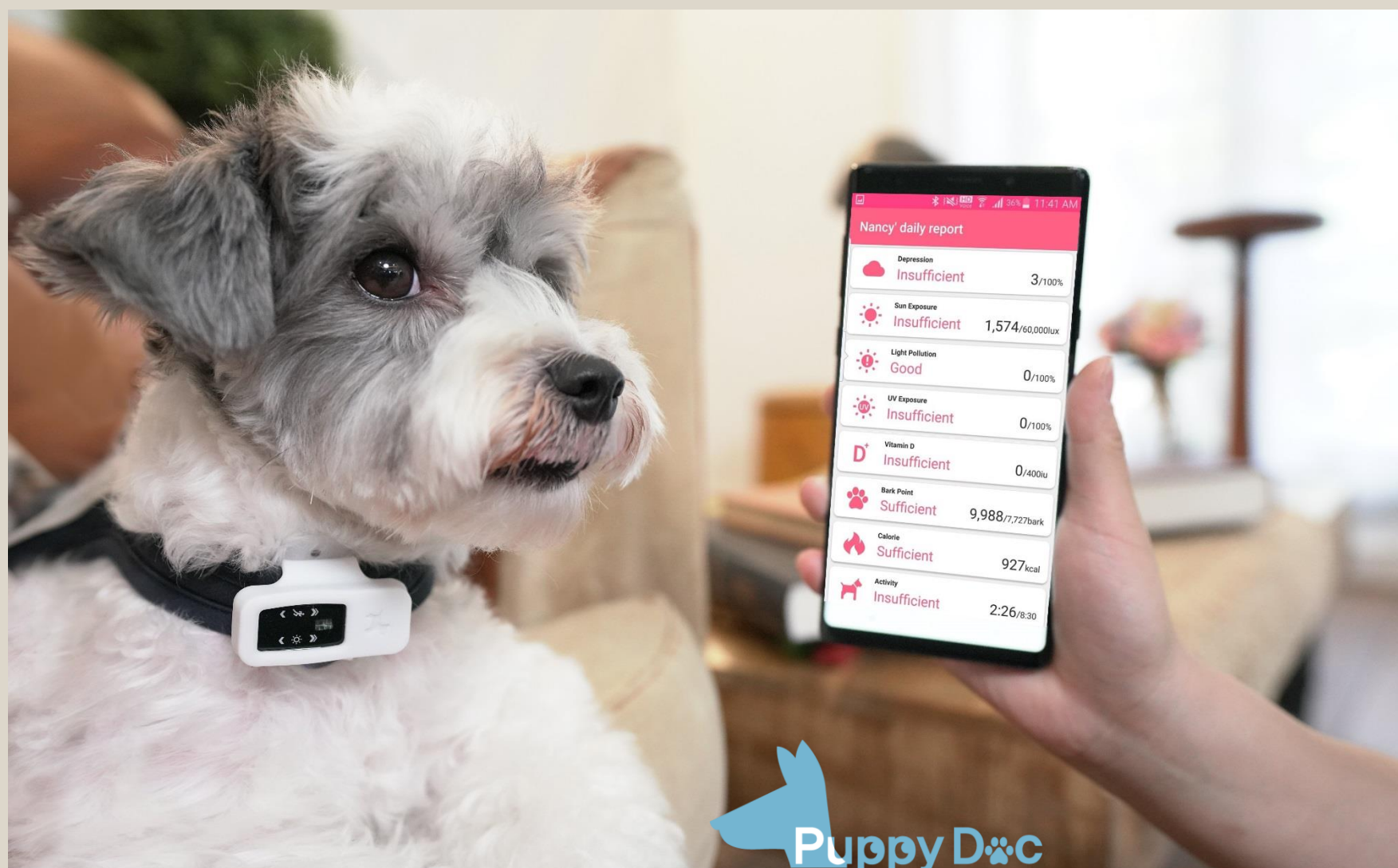


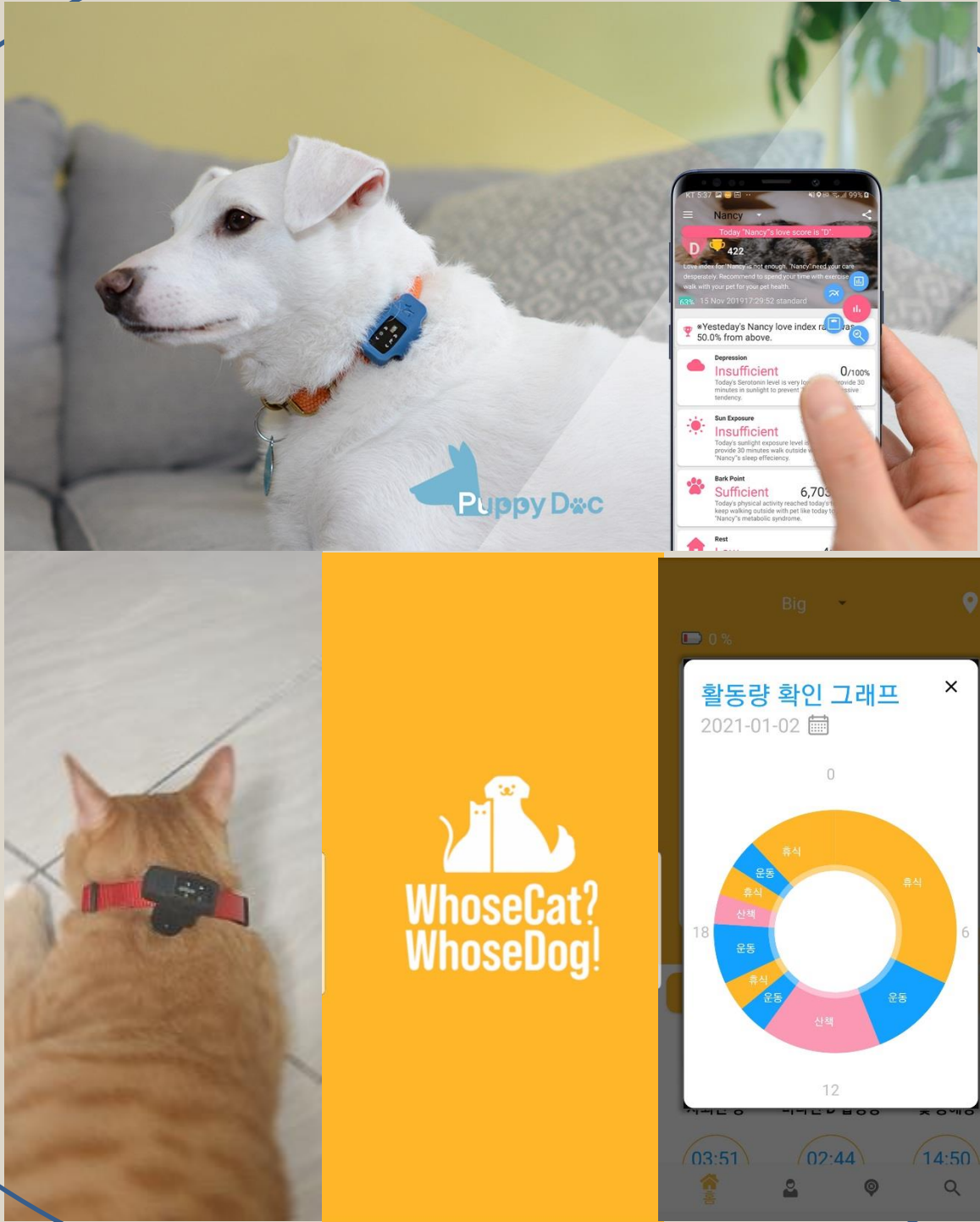


# PuppyDoc | Dog's Activity & Sun exposure Tracker



# PuppyDoc for Dog

## Wearable for Dog



# Dog's Activity level & Sun exposure, why are they important?

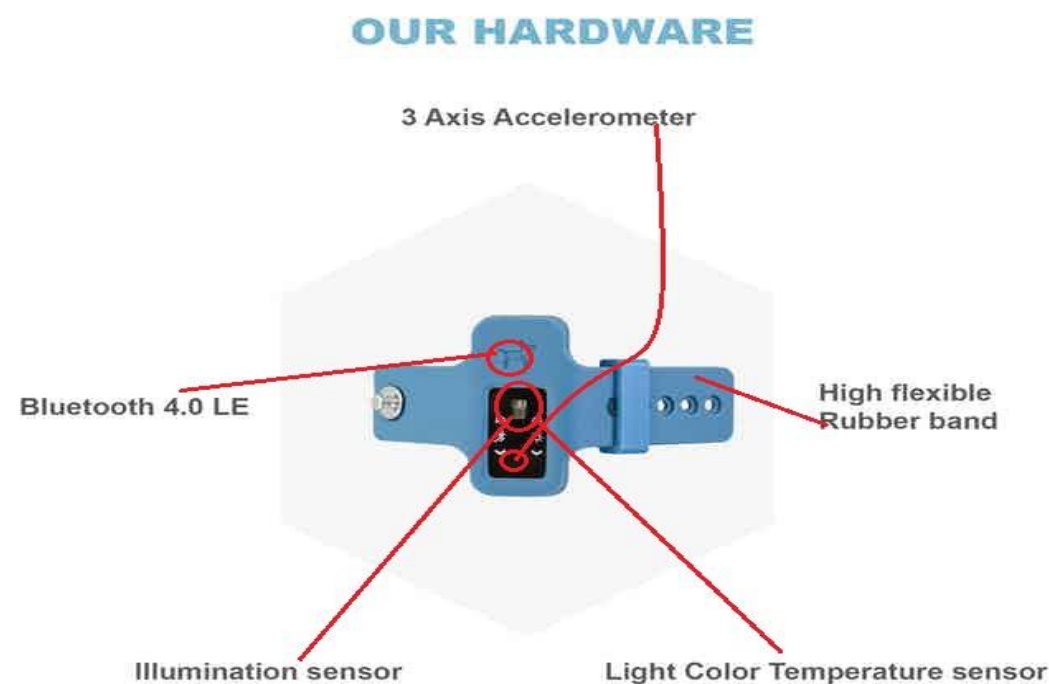
- Dogs get Vitamin D from the sunlight like human.
- Vitamin D from the sunlight helps prevent 50 to 80 percent of all cancers.
- Sunlight has a good effect on relieving joint pain in elderly dogs.
- Sunlight creates melatonin that regulates the sleep-wake cycle.
- Sunlight plays an important role in your pet's mental health.



# PuppyDoc, Pet Care Solution for Dogs

- All-day sun exposure, uv exposure & activity level monitoring.
- Auto set fitness goals applying AI by breed, gender, age & weight.
- Tells the best way to manage dog's health by sun exposure & activity.
- Tells where your dog has been and what they've been up to.

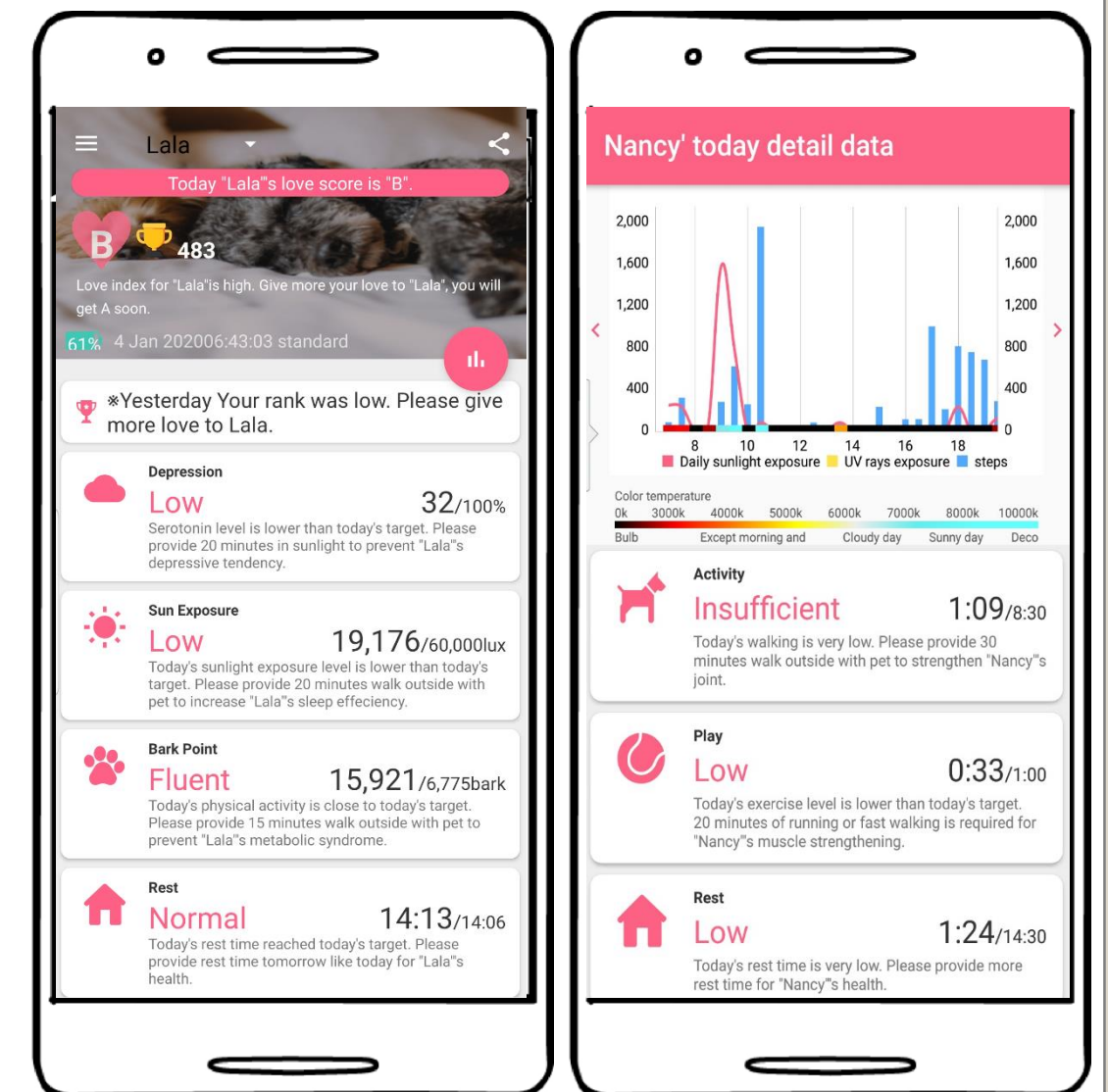
## Hardware Wearable Band Type



- Wearing to your dog's harness or neckband.
- Sensing data: sunlight, UV, light pollution, exercise, walking, rest, steps



## Software(iOS/Android) Pet Care Solution/Location Search



# How can you take good care of your dog?

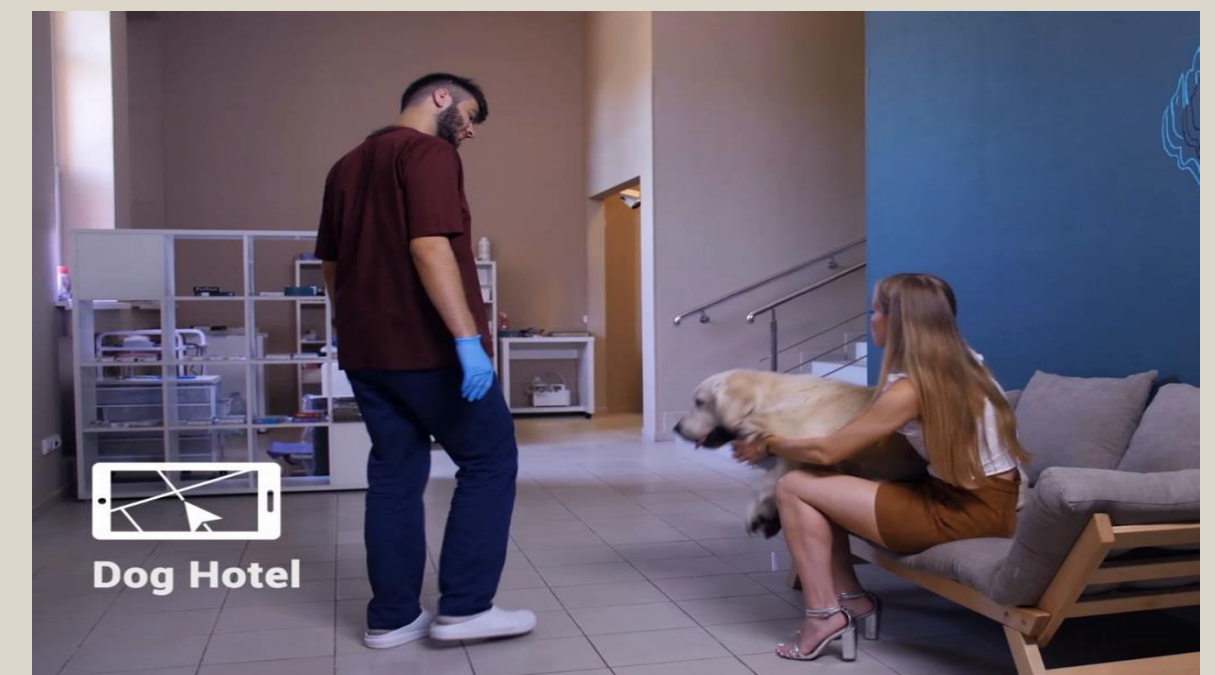
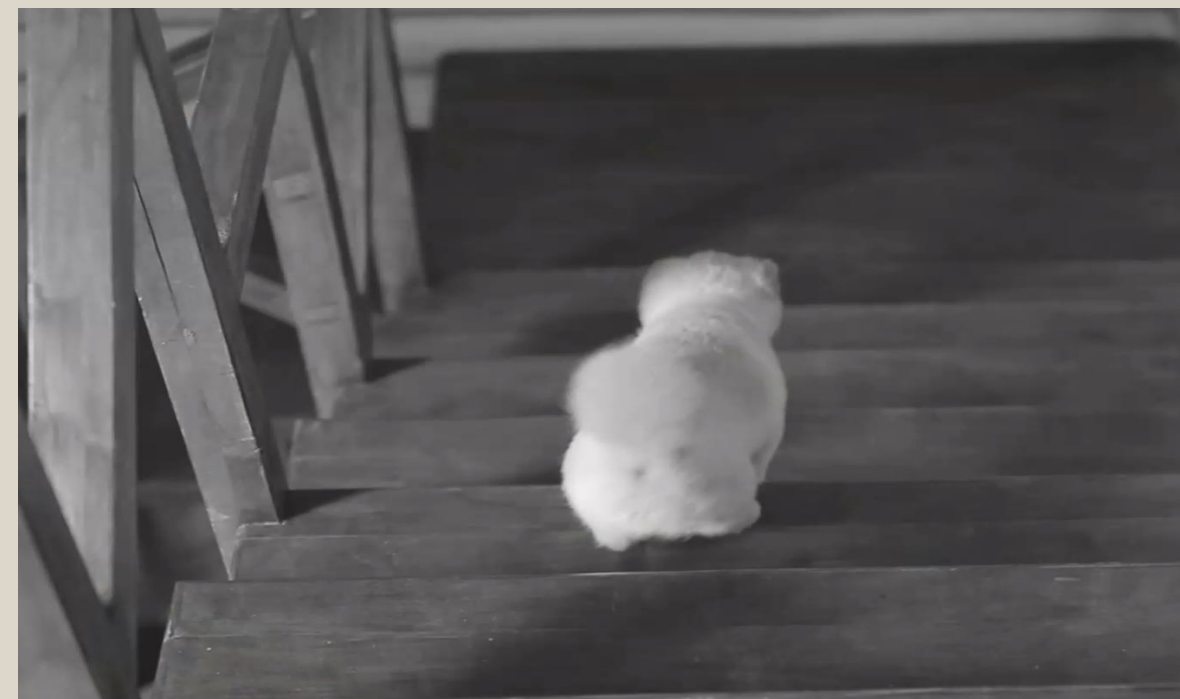
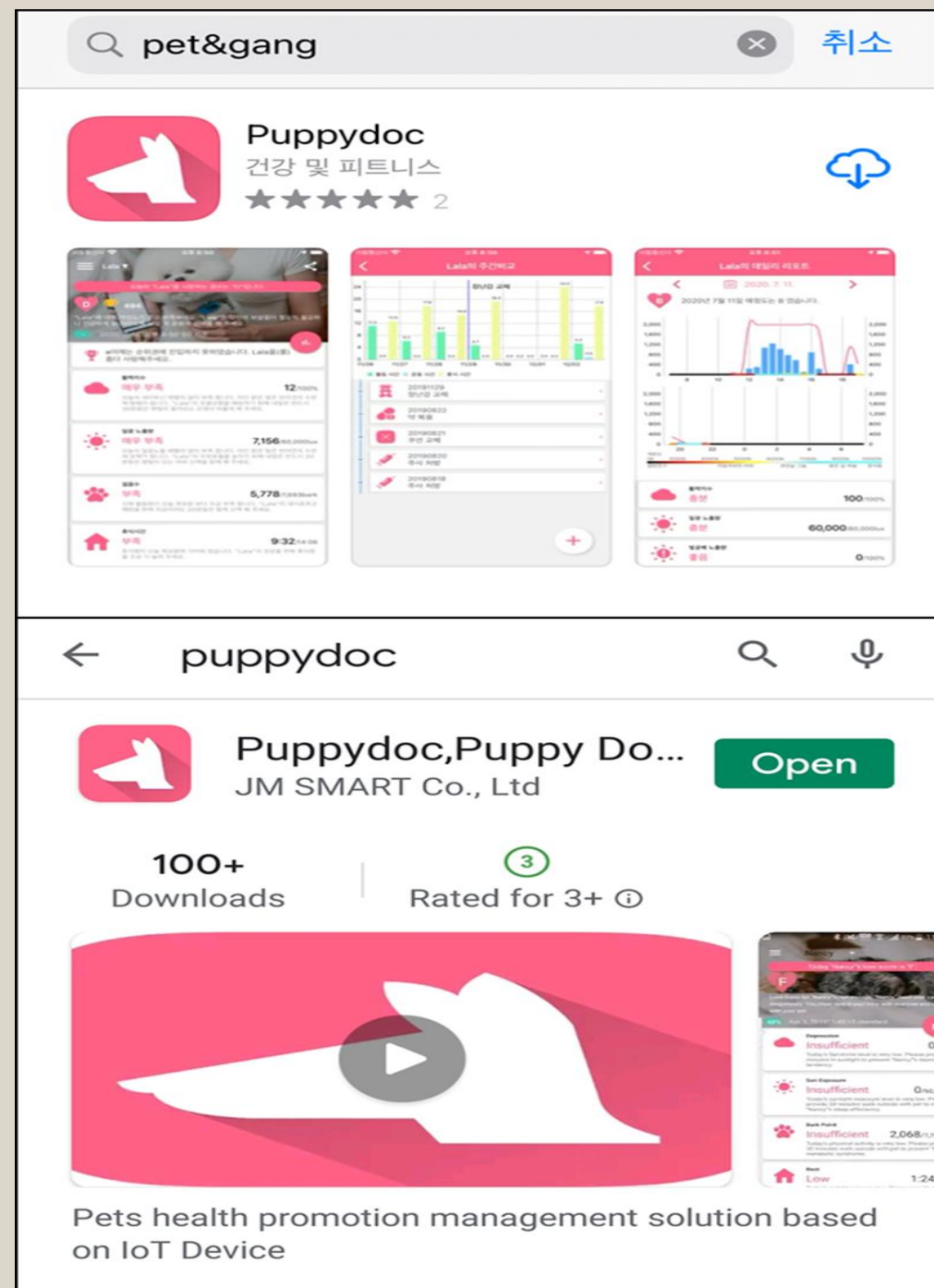
How do you know what your dog does when alone?

How do you know if you are providing your dog with effective sunlight exposure, exercise, walking, rest, and more?



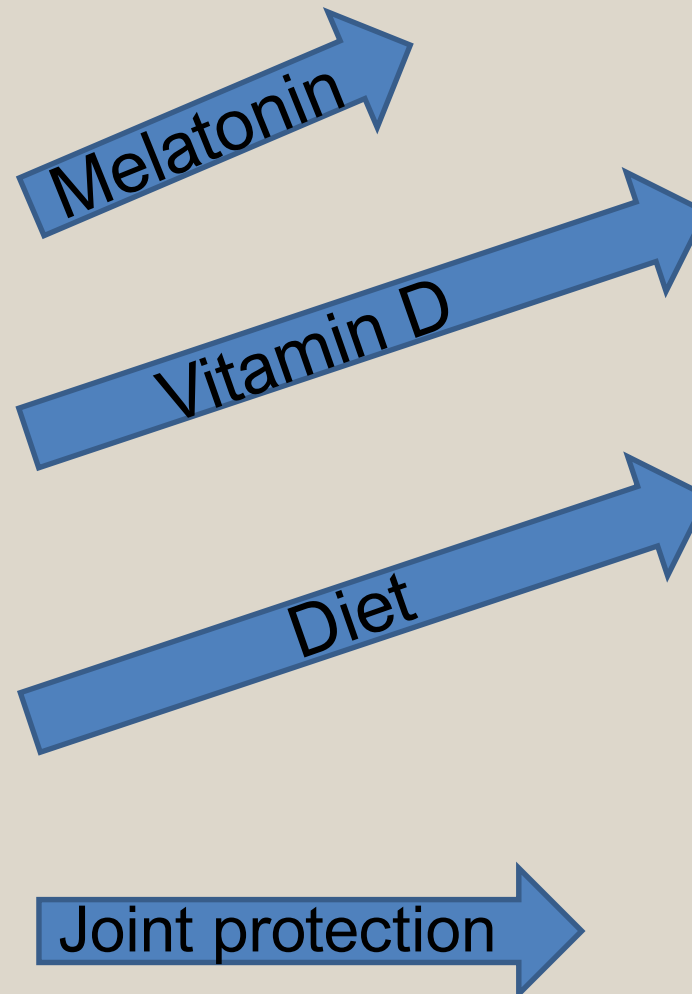
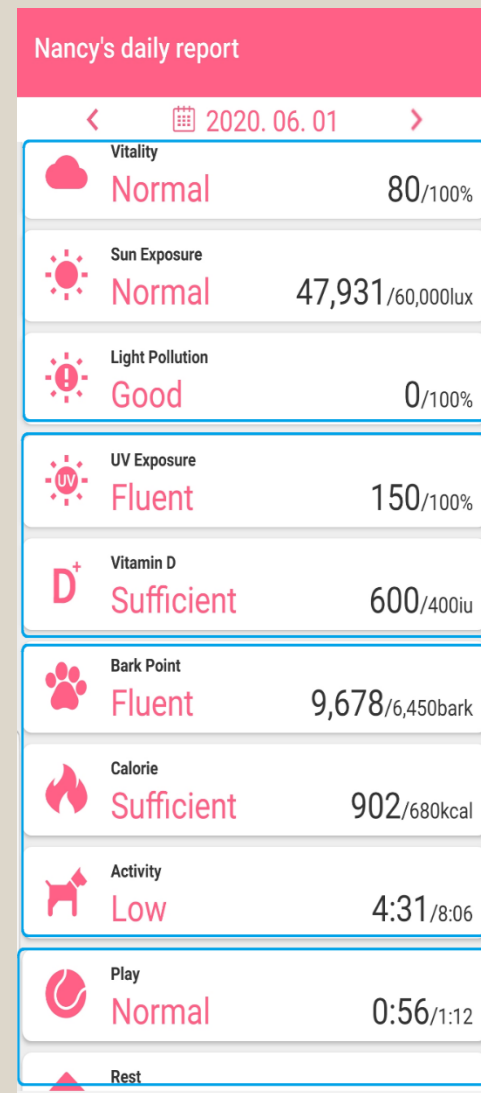
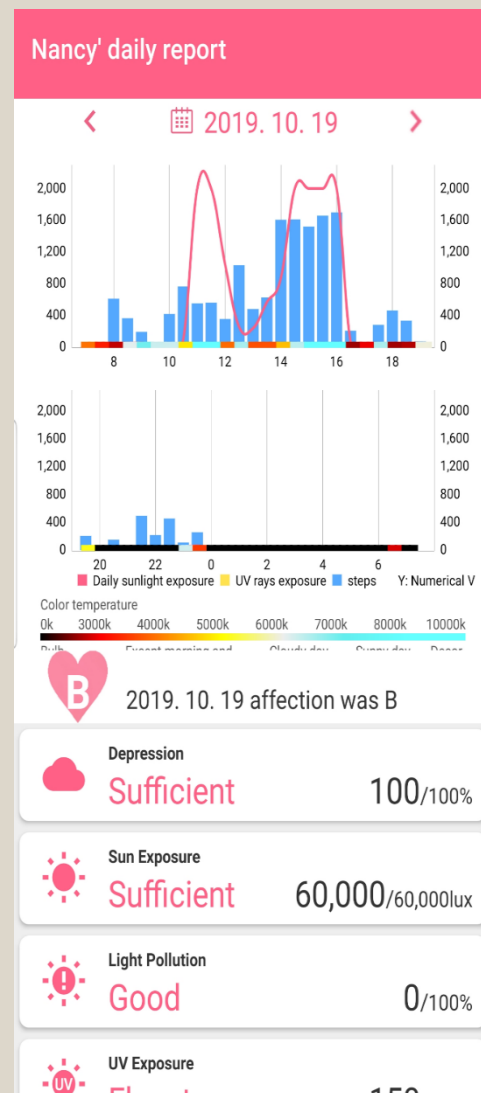
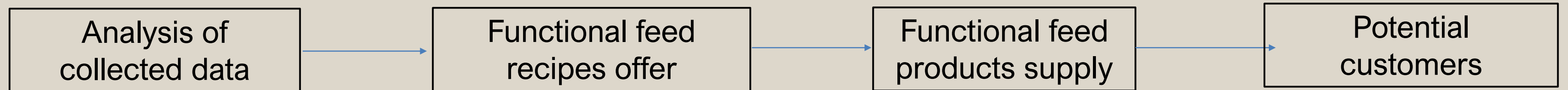
# PuppyDoc Application Service

- Tells how dog has been while you are away.
- Informs on whether you are providing effective sunlight & activities for dog.
- Checking if dog-walker has walked with your dog.
- Tracking if your dog is close to you.



# (1/5) Subscription service of functional feed based on data

- Subscription service that provides customized functional feed for dogs.
- Development of functional feed products by activity level, sun & UV exposure of dogs.



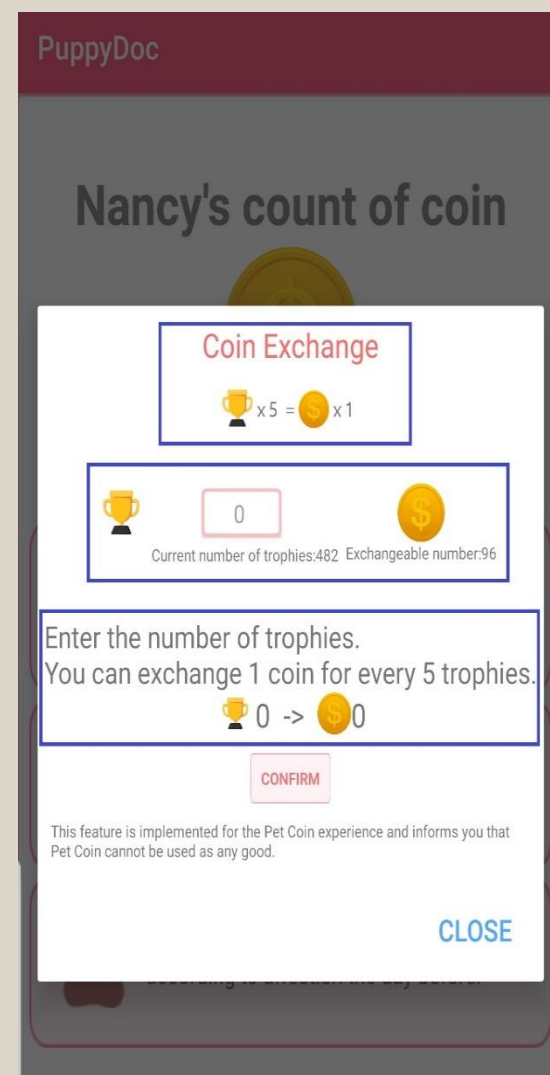
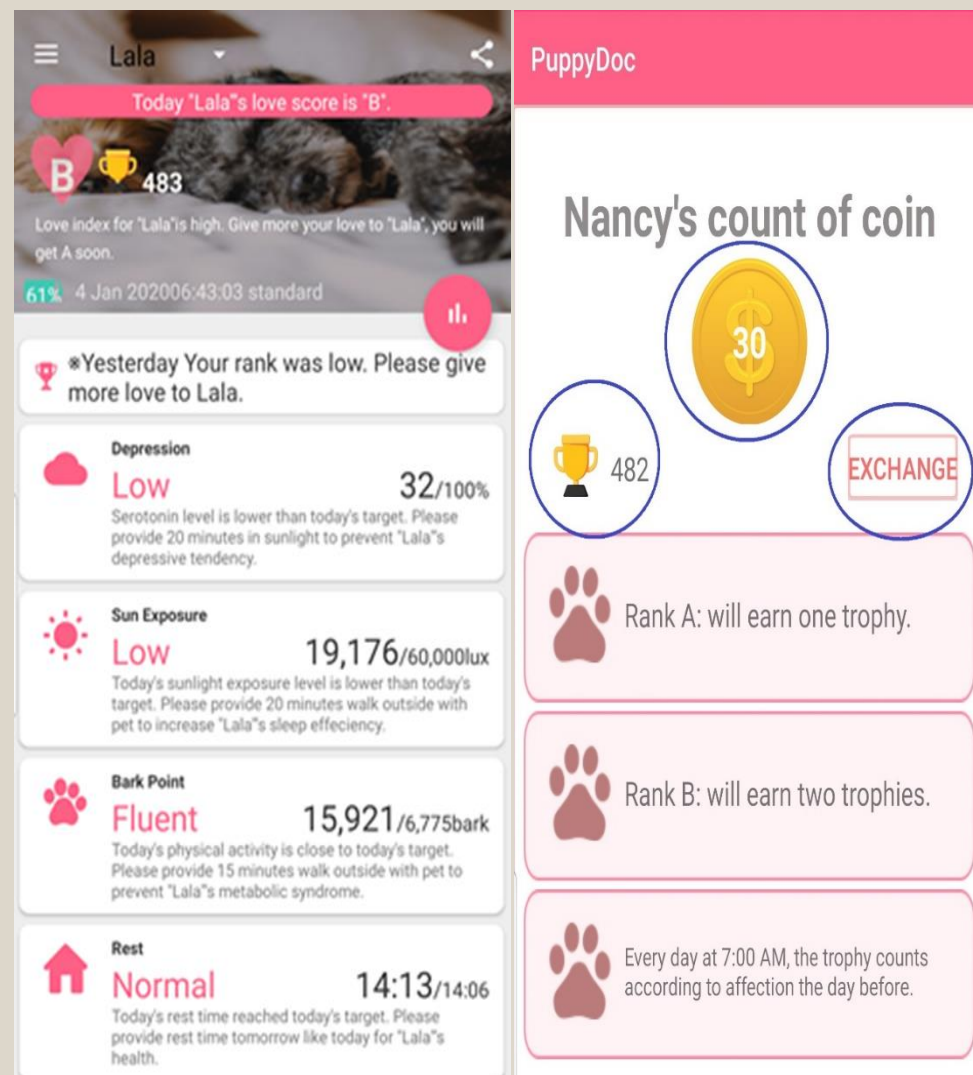
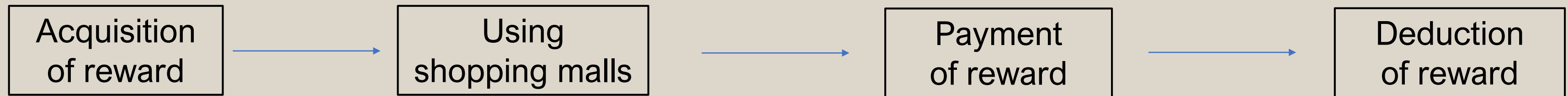
MARS

ROYAL CANIN®

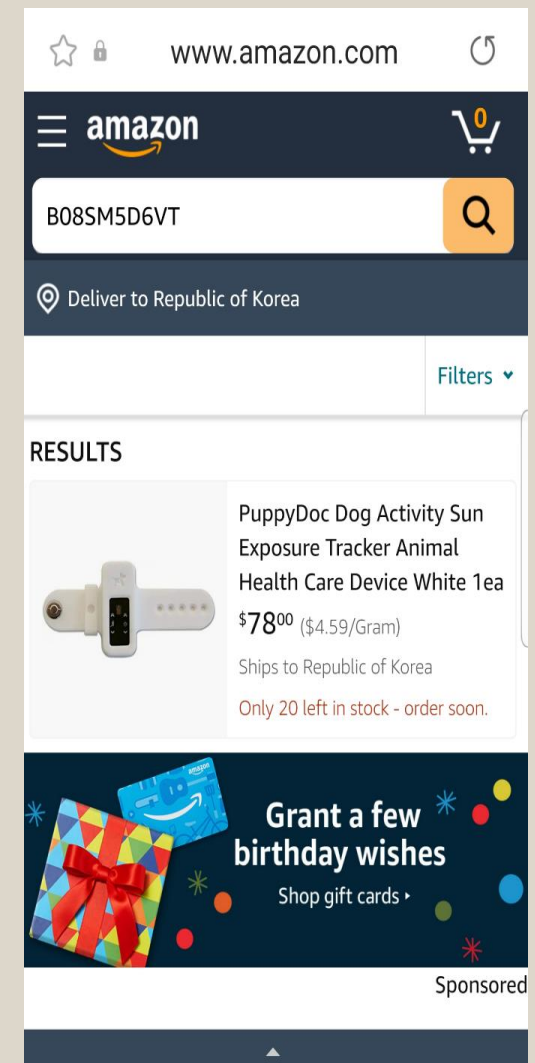


## (2/5) Using online pet shopping malls with rewards

- Affiliate the pet shopping mall to purchasing products and using services by a reward of PuppyDoc.
- Rewards: 10 items managed by PuppyDoc Differential payment according to the rate of achievement of the daily goal

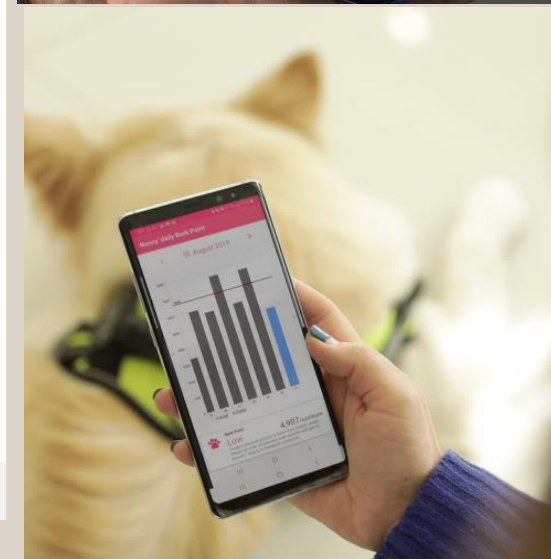
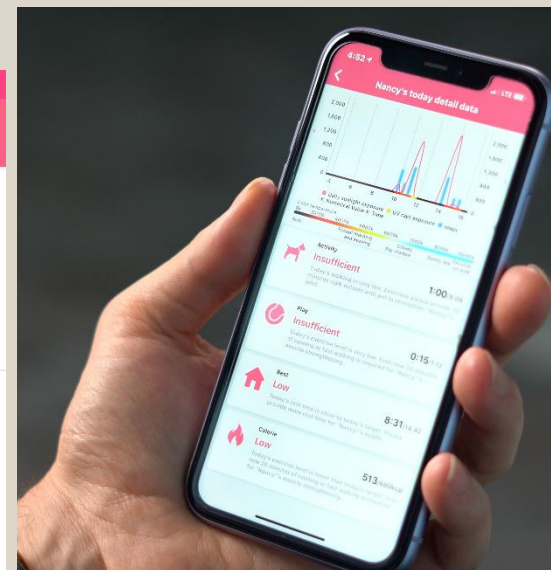
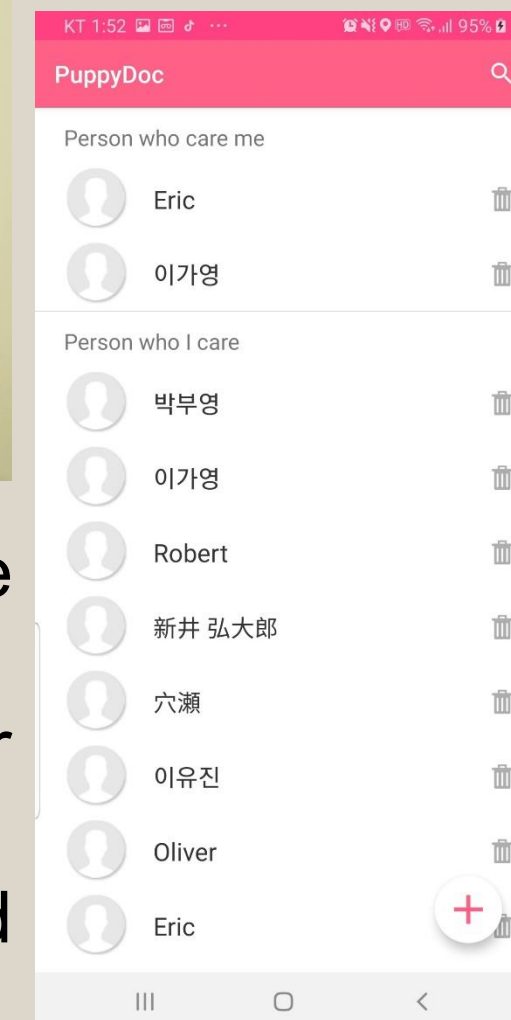
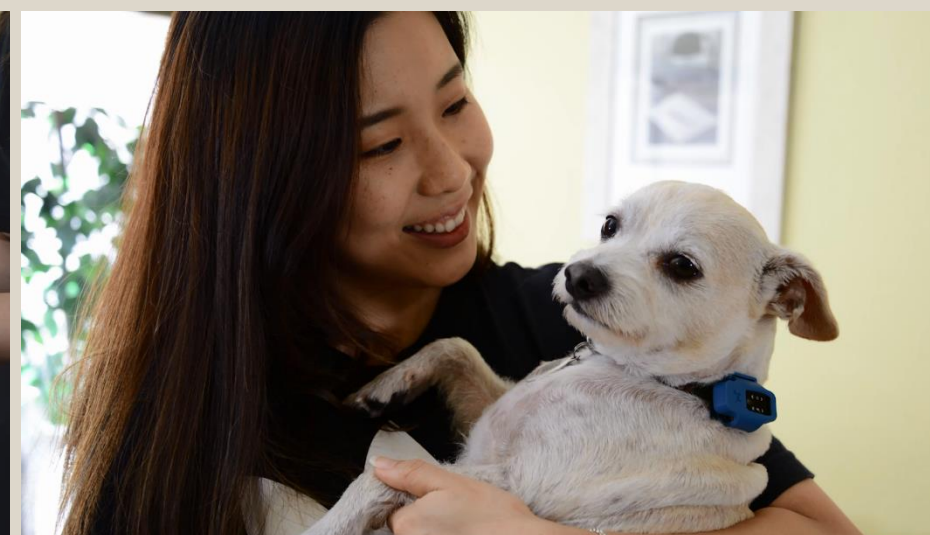
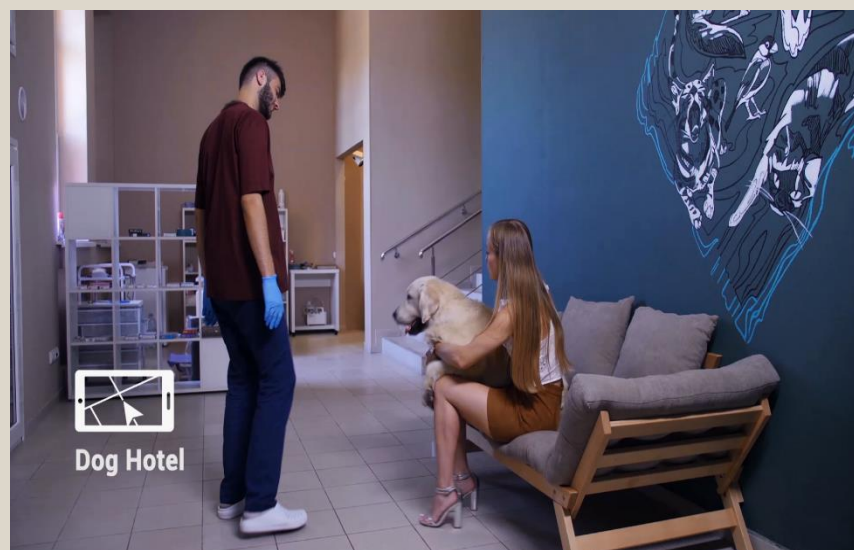
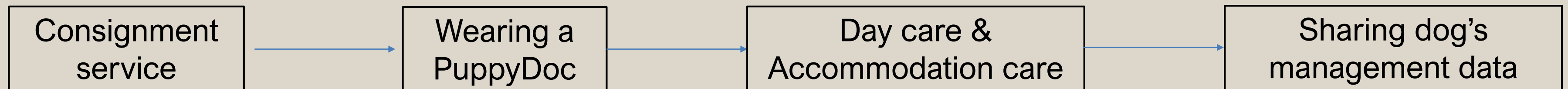


- Diversification of pet online platform services
- Establishment of dog's health management activities such as sun exposure, walking, exercising & etc
- Acquisition of big data about the behavior patterns of dogs and their guardians



## (3/5) Sharing pet care activity when using consignment facilities

- Safety service that shares your dog's care data, when you use consignment services such as day care or lodging care.
- It is provided through PuppyDoc's multi-user function.



- Differentiated premium care service unique to consignment facilities which have Puppydoc
- Development of customized care service tailored to your dog's dispositions or tendencies
- Collection of big data on dog's dispositions according to breed, gender, age, and weight

## (4/5) Wearable rental service for pet's theme parks.

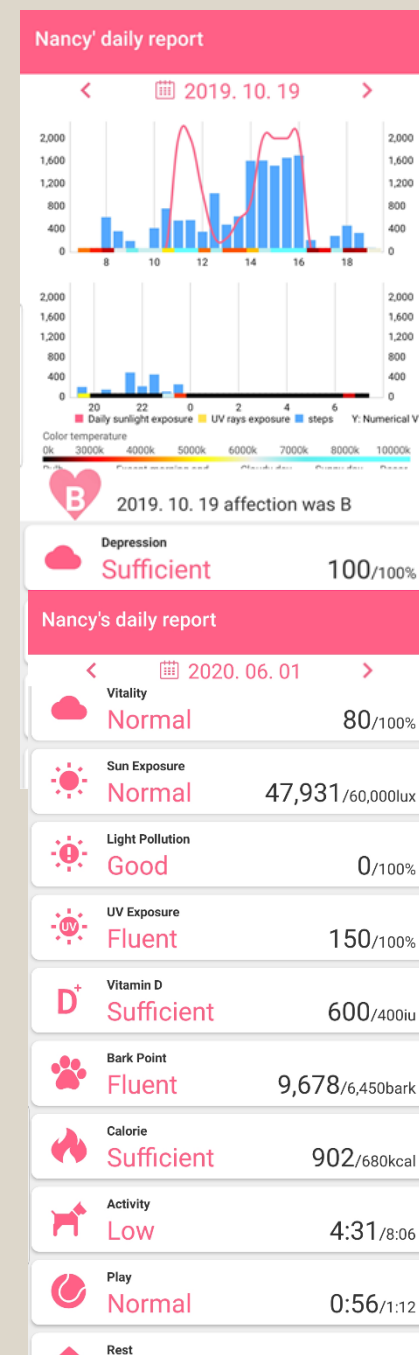
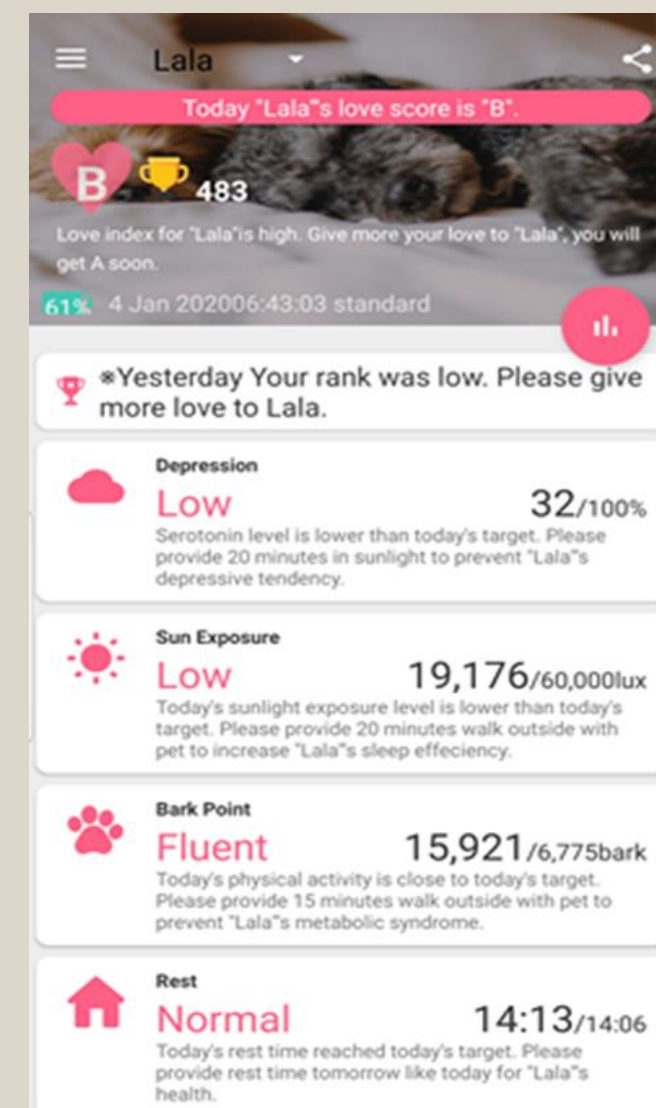
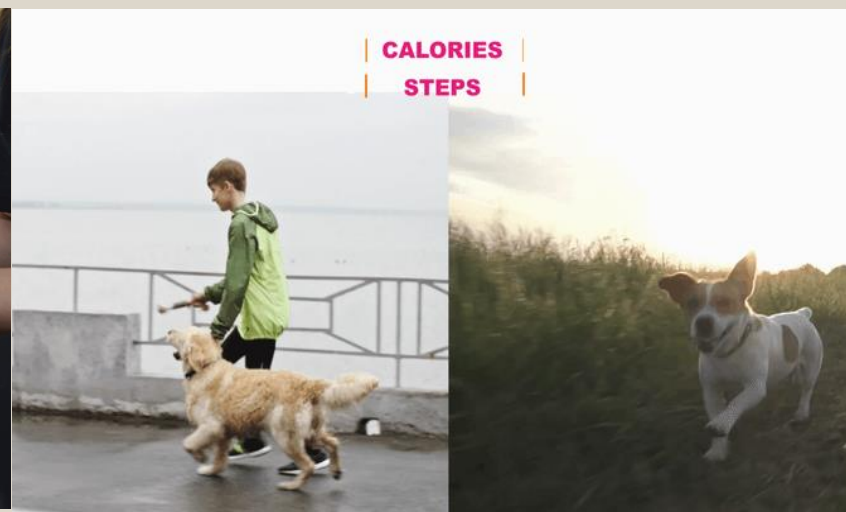
- Informing amount of exercise, steps, calories burned, sunlight at visiting the theme park.

Puppydoc  
at info-desk.

Rental and  
wear

Play at a  
theme park

Provision of  
digital data



- By analyzing the average activity data of dogs, the data for operating the theme parks is obtained.
- Dissemination of systematic dog health management methods based on data
- Collection of big data on dog's activity level by breed, gender, age, and weight.
- By providing users of theme parks with their dog's activity data, it is possible to impress them with the benefits of using theme parks.

# (5/5) Post-Adoption management of abandoned dogs

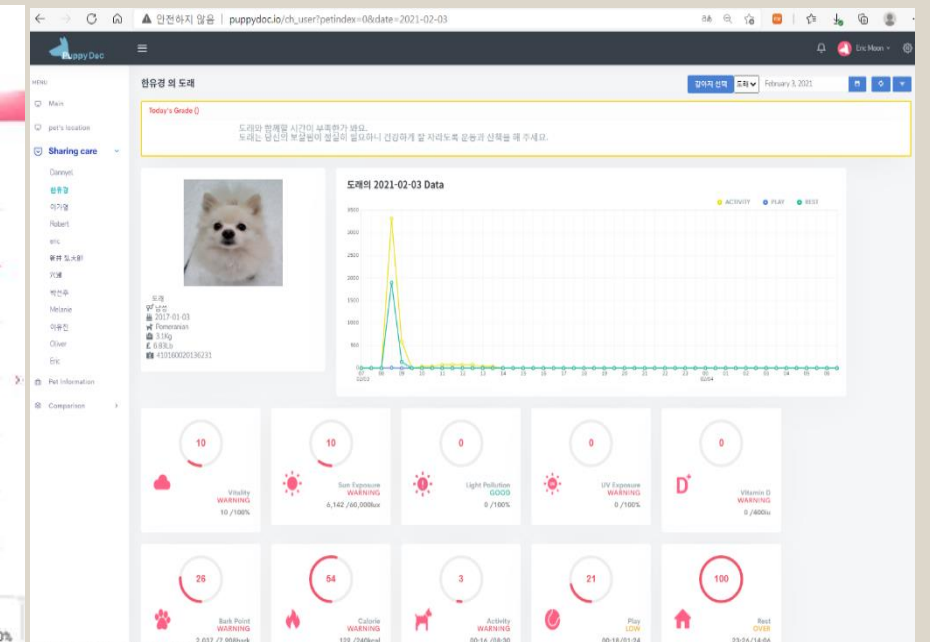
- A monitoring service that helps families who adopt abandoned dogs take good care of their dogs.(web version).

Approval for  
adoption

Wearing of  
PuppyDoc

Monitoring dog  
management data

Advising  
dog's activities



- Prevention of adoption destruction and re-abandonment by monitoring the adoptive families' dog management behaviors
- Establishment of healthy companion life with dogs by advising health promotion activities for dogs
- Database construction to introduce companion family that fits the dog's dispositions
- Settlement of sound adoption systems for abandoned dogs

# Certifications & Patents

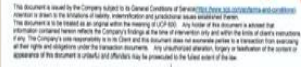
442B-190E-CC48391	
방송통신기자재등의 적합등록 필증 Registration of Broadcasting and Communication Equipments	
상호 또는 성명 Trade Name or Registrar	제이엠스마트주식회사
기자재명칭(제품명칭) Equipment Name	특정소출력 무선기기(무선데이터통신시스템용 무선기기)
기기부호/추가기기부호 Equipment code Additional Equipment code	LARN5
기본모델명 Basic Model Number	PuppyDoc
파생모델명 Derive Model Number	
등록번호 Registration No	R-R-JMs-PuppyDoc
제조자/제조국가 Manufacturer Country of Origin	제이엠스마트주식회사 / 한국
등록연월일 Date of Registration	2020-10-30
기타 Others	
위 기자재는 「전기법」 제58조의2 제3항에 따라 등록되었음을 증명합니다. It is verified that foregoing equipment has been registered under the Clause 3, Article 58-2 of Radio Waves Act.	
2020년 10월 30일(Monday) 30일(Day)	
국립전파연구원장 Director General of National Radio Research Agency	
※ 저당등록 방송통신기자재는 반드시 「국립전파연구소」 중 특허관리부로부터 발급합니다. 허용이 과태료 처분 및 등록이 취소될 수 있습니다.	



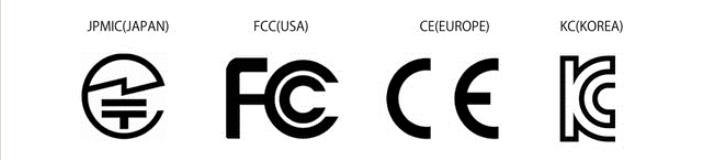
TCB	GRANT OF EQUIPMENT AUTHORIZATION	TCB
Certification Issued Under the Authority of the Federal Communications Commission		
By:		
SGS North America, Inc. 620 Old Peachtree Road NW Suite 100 Suwanee, GA 30024		Date of Grant: 10/07/2020 Application Dated: 10/07/2020
JM smart Inc G-well Tower 2nd FL, 448, Bongseunsa-ro, Gangnam-gu Seoul, South Korea		
Attention: Eric Moon		
NOT TRANSFERABLE		
EQUIPMENT AUTHORIZATION is hereby issued to the named GRANTEE, and is VALID ONLY for the equipment identified herein for use under the Commission's Rules and Regulations listed below.		
FCC IDENTIFIER: 2AXRE-PUPPYDOC		
Name of Grantee: JM smart Inc		
Equipment Class: Digital Transmission System		
Notes: PuppyDoc		
Grant Notes	FCC Rule Parts	Frequency Range (MHz)
	15C	2402.0 ~ 2480.0
		Output Watts
		0.000079
	Frequency Tolerance	Emission Designator
Power listed is conducted. The antenna(s) used for this transmitter must not be co-located or operating in conjunction with any other antenna or transmitter, except in accordance with FCC multi-transmitter product procedures. Only the antenna described in this filing may be used. Users and installers must be provided with antenna installation instructions and transmitter operating conditions for satisfying RF exposure compliance.		



SGS	
工事設計認証書 Certification on Type Certificate	
特定無線設備の種類 Classification of the specified radio equipment	証明規則第2条第1項第19号に掲げる無線設備 2.4GHz帯高周波化小電力データ通信システム Radio Equipment Specified in Article 2, paragraph (1), item 19 of Law power data communications system in the 2.4GHz band
電波の型式、周波数及び空中線電力 Type of emission, frequency and antenna power	FID 2402~2480MHz(200kHz Separation 40W) 0.0001W FID 2402-2480MHz(200kHz Separation 40W) 0.0001W
型式又は名称 Model name	PuppyDoc
認証を受けた者 Certification holder	JM smart Inc.
製造者名 Manufacturer	JM smart Inc.
工事設計認証番号 Certification type certification number	006-000894
工事設計認証年月日 Certified date	2020年8月14日 14th August 2020
上記のとおり電波法第38条の24の規定に基づく工事設計認証を行ったものであることを証する。 This radio equipment is certified in accordance with the provisions of Article 38-24 of the Radio Law.	
2020年8月14日 14th August 2020	
SGS ジャパン株式会社 SGS Japan Inc.	
SGS	



CE
DECLARATION OF CONFORMITY
We, JM Smart, INC., G-well Tower 2nd FL, Bongseunsa-ro 448, Gangnam-gu, Seoul, Korea
declare under our sole responsibility that the product : Product : PuppyDoc Model/Type : PuppyDoc Serial No. :
to which this declaration relates is in conformity with the following standards or other normative documents: EN 301 489-1(2020) Safety of machinery - Basic concepts, general principles for design Part 1 : Basic terminology, methodology EN 301 489-17(2020) Safety of machinery - Basic concepts, general principles for design Part 1:Technical principles and specifications EN 300 328 V2.2.2 (2020) Safety requirements for fixed power systems and their components Pneumatic EN 50663 : 2017 (2020) Safety of machinery Principles for risk assessment (Annex A) EN 62368-1(2020) Specification for limits and methods of measurements of radio disturbance characteristics of industrial, scientific and medical(ISM) radio-frequency equipment EN 61000-3-2(2014)(2020) Electromagnetic compatibility(EMC) EN 61000-3-2(2012)(2020) Electromagnetic compatibility. Generic immunity standards
following the provisions of Directives : 98/07/EC Directive 98/07/EC of the European Parliament and of the Council of 22 November 2020 on the approximation of the laws of the Member States relating to machinery Council Directive 73/23/EEC of 19 February 1973 on the harmonization of the laws of Member States relating to electrical equipment designed for use within certain voltage limits 89/336/EEC Council Directive 89/336/EEC of 3 May 1989 on the approximation of the laws of the Member States relating to electromagnetic compatibility
Seoul, Korea, November 22, 2020 President IL YONG MIN



Name	Number
FCC	2AXRE-PUPPYDOC
CE	DoC
RoHS	DoC
JPMIC	JP MIC 006-000894
KC	R-R-JMs-PuppyDoc

Name	Number
IP(PCT)	1
Trademark in USA	1
Patents in Korea	2
Trademark in Korea	3

특허증 CERTIFICATE OF PATENT	
특허 Patent Number	제 10-2036372 호
출원번호 Application Number	제 10-2017-0073009 호
출원일 Filing Date	2017년 06월 12일
등록일 Registration Date	2019년 10월 18일
발명의 명칭 수업 교육 시스템 및 방법	
특허권자 Patentee	등록사항만에 기재
발명자 Inventor	등록사항만에 기재
위의 발명은 「특허법」에 따라 특허등록원부에 등록되었음을 증명합니다. This is to certify that, in accordance with the Patent Act, a patent for the invention has been registered at the Korean Intellectual Property Office.	
특허청 Korean Intellectual Property Office	2019년 10월 18일 특허청장 COMMISSIONER KOREAN INTELLECTUAL PROPERTY OFFICE 박원주

특허증 CERTIFICATE OF PATENT	
특허 Patent Number	제 10-1765659 호
출원번호 Application Number	제 10-2015-0099867 호
출원일 Filing Date	2015년 07월 14일
등록일 Registration Date	2017년 08월 01일
발명의 명칭 수업 관리 체계 및 방법	
특허권자 Patentee	등록사항만에 기재
발명자 Inventor	등록사항만에 기재
위의 발명은 「특허법」에 따라 특허등록원부에 등록되었음을 증명합니다. This is to certify that, in accordance with the Patent Act, a patent for the invention has been registered at the Korean Intellectual Property Office.	
특허청 Korean Intellectual Property Office	2017년 08월 01일 특허청장 COMMISSIONER KOREAN INTELLECTUAL PROPERTY OFFICE 성문모

PCT 출원서 (권리식 형태가 원본)	
0 61 62 63	국제관청 등록 국제출원번호 국제출원일자 국제관청 명칭 및 "PCT" 국제출원
64 65 66 67	서지 PCT/RO/01 - PCT 출원서 4-1 주체에 기재된 바와 같이 작성되었다. 상장 이제 서명일은 본 국제 출원서가 최대할증조치에 의해 처리될 것을 알고 있습니다. 출원인이 지정한 국제관청 출원인 또는 대리인의 서명용조치 1 발행의 명칭
II II-1 II-2 II-4a II-4c II-5a II-5b II-6 II-7 II-8 II-9 II-10 II-10a II-11	출원인 이 사장은 주국 지정국에 관한 출원인 Name: 주소 Address: 국적 거주국 권한번호 팩스번호 이메일 주소 이메일 사용동의 국립전파, 국제전자기권, 국제사무국, 국제특허청(이하 "국립전파")의 주소를 사용하여 이 국제출원서를 발행한 발행인 통지서를 첨부할 것 에 동의한다. 출원인 코드
PCT-SAFE 비전 3.51.083.259 MT/POP 20180701/0.20.5.24 대한민국 특허청 (RO/KR) OP20200001 등록제인 기한 만료등록 관리시스템 및 그것을 이용한 관리방법 오직 출원인 (applicant only) 모든 지정국 (all designated States) 제이엠스마트 주식회사 JM SMART CO., LTD. 대한민국 06153 서울시 강남구 봉은사로 448, 2층 2nd Floor, 448, Bongseunsa-ro Gangnam-gu Seoul 06153 Republic of Korea 대한민국 KR 대한민국 KR 82-2-871-9995 82-2-871-9985 thpat@thpat.com 오직 전자식 형태의 통지서만 송부 (서면 통지서는 미발송) 1-2014-008663-3	

9. Provide feedback. How can we improve your filing experience? <a href="#">Let us know in this brief survey.</a>	
The information submitted in the application appears below:	
PCT-1476 Approved for use through 04/30/2023. 048-000-1029 U.S. Department of Commerce (U.S. 324247488) OF COMMERCE Under the Patent Reform Act of 2011, no person is required to register a collection of information unless it contains a valid OMB control number. Trademark Service Mark Application, Principal Register The table below presents the data as entered.	
Input Field	Entered
SERIAL NUMBER	90657628
MARK INFORMATION	
*MARK	mark.jpg
STANDARD CHARACTERS	YES
USPTO-GENERATED IMAGE	YES
LITERAL ELEMENT	PuppyDoc
MARK STATEMENT	The mark consists of standard characters, without claim to particular font style, size, or color.
APPLICANT INFORMATION	
*OWNER OF MARK	JM SMART INC
INTERNAL ADDRESS	2nd Floor
*MAILING ADDRESS	448, Bongseunsa-ro, Gangnam-gu
*CITY	Seoul
*COUNTRY/REGION/JURISDICTION/U.S. TERRITORY	Korea, South
*ZIP/POSTAL CODE (Required for U.S. and certain international addresses)	06153
*EMAIL ADDRESS	thpat@thpat.com
LEGAL ENTITY INFORMATION	
TYPE	corporation
STATE/COUNTRY/REGION/JURISDICTION/U.S. TERRITORY OF INCORPORATION	Korea, South
GOODS AND/OR SERVICES AND BASIS INFORMATION	
INTERNATIONAL CLASS	009

# Achievement

Sales amount \$200,000

Amazon  
Launchpad

Kick Starter  
Crowdfunding

Makuake  
Crowdfunding

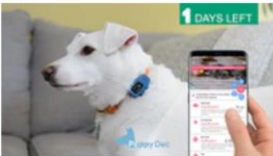
Signed sales  
contract with KT

Open Markets of  
Korea

KICKSTARTER

CONGRATULATIONS!

You did it. You and 199 backers  
are making this happen.



PuppyDoc | Dog Activity & Sun Exposure Tracker

by JMs mart

Visit project

199 backers \$52,290 pledged

Aug 20, 2020 funded

Makuake

ホーム 活レボ 応援

AI 飼育始めます。

あなたの愛犬の健康を全て丸見えに！？ペットケアIoTデバイス「PuppyDoc」

260% Success!

応援購入総額 1,302,496円

サポーター 74人 残り 終了

\$50,000

順位	登録番号 (事業者番号)	参事氏名	製品名
1		(有)ス**レイ	セリグリップ、スマート セット
2		ウ**	ヘルプ スマート ウェル
3	120-8**572	株式会社(有)	パピドック(PuppyDoc)
4		(有)ス**レイ	モザ スマート
5		(有)ス**レイ	マルチ スマート
6		ス**	ハイテク スマート ケー
7		ス**	スマート スマート ケー
8		ス**	スマート スマート ケー
9		(有)ス**レイ	スマート スマート ケー
10		(有)ス**レイ	スマート スマート ケー
11		ス**	スマート スマート ケー
12		(有)ス**レイ	スマート スマート ケー
13		ス**	スマート スマート ケー

パピドック(PuppyDoc)

89,000円

パピドック(PuppyDoc)

81,880円

パピドック(PuppyDoc)

89,000円

パピドック(PuppyDoc)

89,000円

パピドック(PuppyDoc)

89,000円

amazon

PuppyDoc Dog Activity Sun Exposure Tracker Animal Health Care Device Pink 1ea

Currently unavailable.

PuppyDoc Dog Activity Sun Exposure Tracker Animal Health Care Device White 1ea

Currently unavailable.

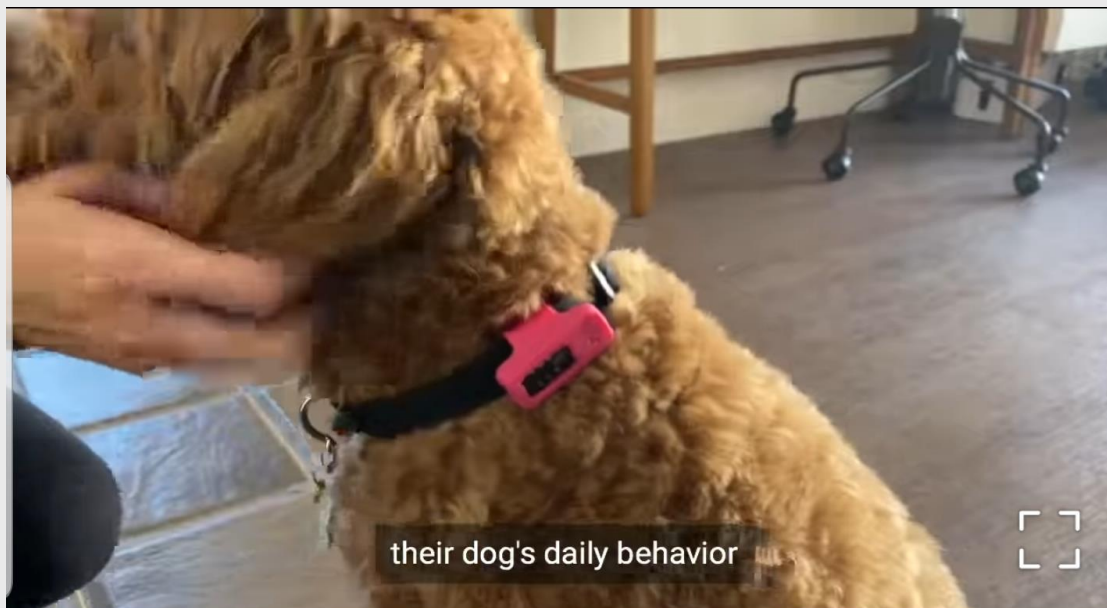
PuppyDoc Dog Activity Sun Exposure Tracker Animal Health Care Device Blue 1ea

Price: \$78.00 (\$4.59 / Gram) + No Import Fees Deposit & \$6.67 Shipping to Republic of Korea Details

# Marketing

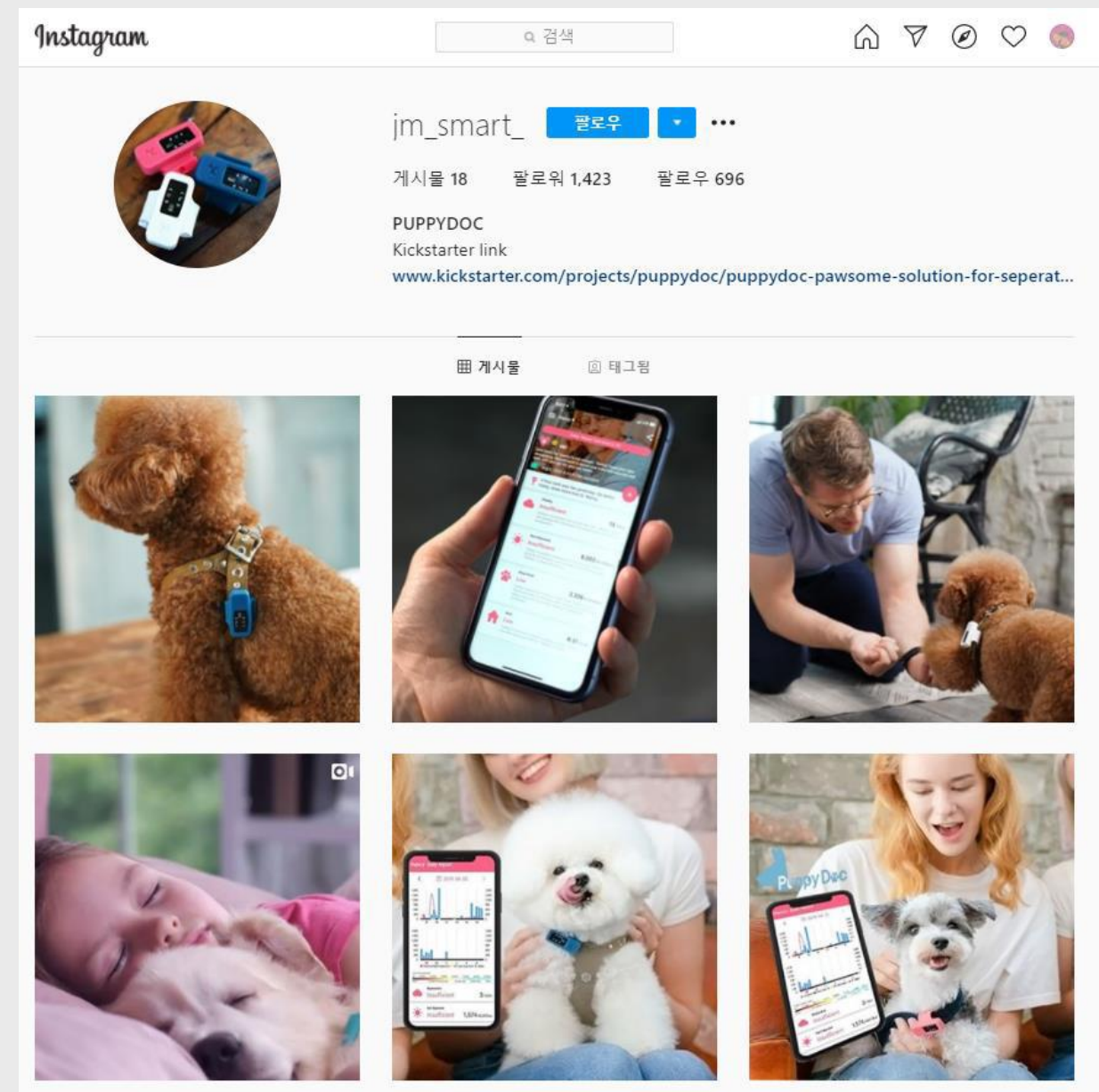
## Youtube

Channel Counts	View
12	500,000



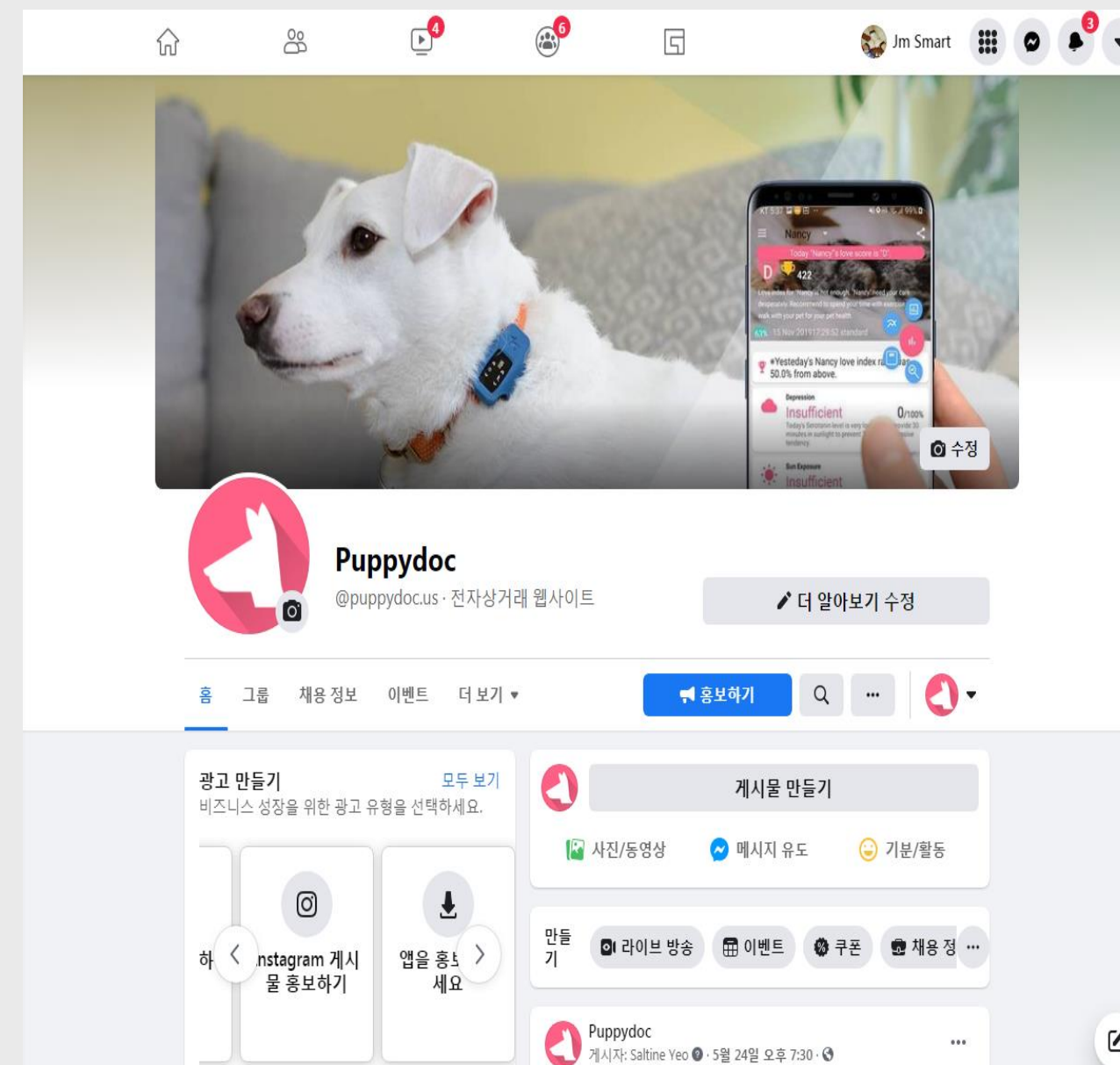
## Instagram

Influencer	View
10	700,000



## facebook

Influencer	follower
2	25,000



# Marketing

## Press Release by PuppyDoc

CES 2020: Pet tec...  
From reviewjournal.com – d

The PuppyDoc IoT platform from JM Smart uses a device that attaches to dog collars to monitor sunlight exposure, light pollution, UV levels, vitamin D, melatonin as well as activity and rest time. An updated version will be shown at CES, and should be available through Indigogo and Kickstarter in February for \$50. After crowdfunding, the consumer price will be set to \$95.

Travel tech




THE PUPPY DOC:

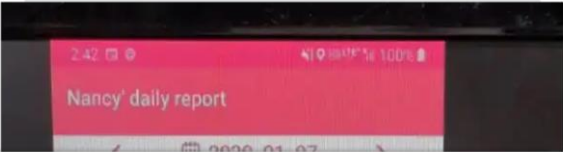
It is the FitBit for dogs. A tracker attached to the collar tracks sleep quality, sun exposure, activity levels, rest-time, depression levels and barking.

JM Smart – the Korean-based company behind ‘Puppy Doc’ also plans to add location services to the tech in the near future.

The data is collected into an app and can be analysed by the fur-parent anywhere in the world – peace of mind when the pet is at the vet or being looked after by a pet sitter.



The puppy doc. Photo: Tanya French



24-7  
pressrelease

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All Press Releases for July 07, 2020

JM smart, The World's First to Develop Pet Health Promoting Device 'PuppyDoc'

Beta test completed, planning on revealing it on the crowdfunding platform Kickstarter

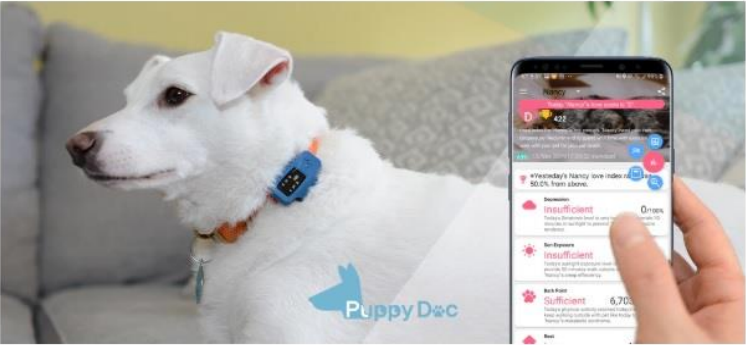
Tweet 5

in Share 0

Share 41

Pin 0

Email



Contact Information

David Dunn

JM Smart

San Diego, CA



United States

Voice: 1 914-875-0140

E-Mail: Email Us Here

Website: Visit Our Website

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SAN DIEGO, CA, July 07, 2020 /24-7PressRelease/ -- JM smart, a startup located in San Diego, California, is currently a topic of conversation due to its development of the health checkup device 'PuppyDoc' for our dog companions.

As PuppyDoc is a Bluetooth connecting smart device for improving dogs' health, it includes location tracking, measurement of sunlight and activity, calculation of burned calories and other diverse functions optimized for dog management.

Measuring the amount of sunlight, which is one of the smart functions for enhancing dog's health, includes the feature that analyzes and checks the UV ray value and light pollution exposure within the device. This function examines the amount of

and sends the data to the application which allows people to check it in real time. It

Las Vegas Journal Review(2020.01,06)  
The Daily Telegraph(2020.01,09)

21-NBC WFMJ-TV (Youngstown, OH) - [View Link](#)  
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Daily Herald - [View Link](#)  
International Business Times - [View Link](#)  
LA News Journal - [View Link](#)  
London News Journal - [View Link](#)  
Shanghai Mirror - [View Link](#)

# Company History



10. 2019 Registered the patent for "sleep education system and method" (10-2017-0073009)  
 09. 2019 Tumblbug crowdfunding exceeded the goal by 141%  
 08. 2019 Launched 'Bingo', a pet dog health promotion IoT Service  
 01.2019 Participated in CES2019 exhibition with a booth (Las Vegas)  
 06. 2018 Participated in Cebit 2018 exhibition in Hannover, Germany  
 05. 2018 Released "Skin Loop" for skin aging care & insomnia self-care wearable device  
 04. 2017 Registered the patent for "Sleep management device and method" (10-2015-0099867)

04. 2021 Arirang TV Biz Tech pettech product broadcast (PuppyDoc)  
 04. 2021 Signed a \$50,000 supply contract with KT for "PuppyDoc", which was selected as a useful product by KT  
 03. 2021 Puppydoc achieved 247% target in Makuake crowdfunding, Japan  
 02. 2021 launched "PuppyDoc" in Amazon Launchpad  
 01. 2021 Participated in CES2021 exhibition online



2012

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2016



2017

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2019

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2020

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2021

04. 2016 Launched "SleepDoc" for insomnia self-care wearable device  
 11. 2015 Exceeded for WADIZ crowd funding by 442%  
 11. 2015 KC Certified (MISP-CRM-JMs-SleepDoc)  
 06. 2014. Conducted research on improvement applications to sleep apnea and insomnia  
 12. 2013 Recognized as a company affiliated R&D center  
 01. 2013 Developed Mobile Healthcare Service for Galaxy Tab10.1 and exported to USA.  
 05. 2012. Was established

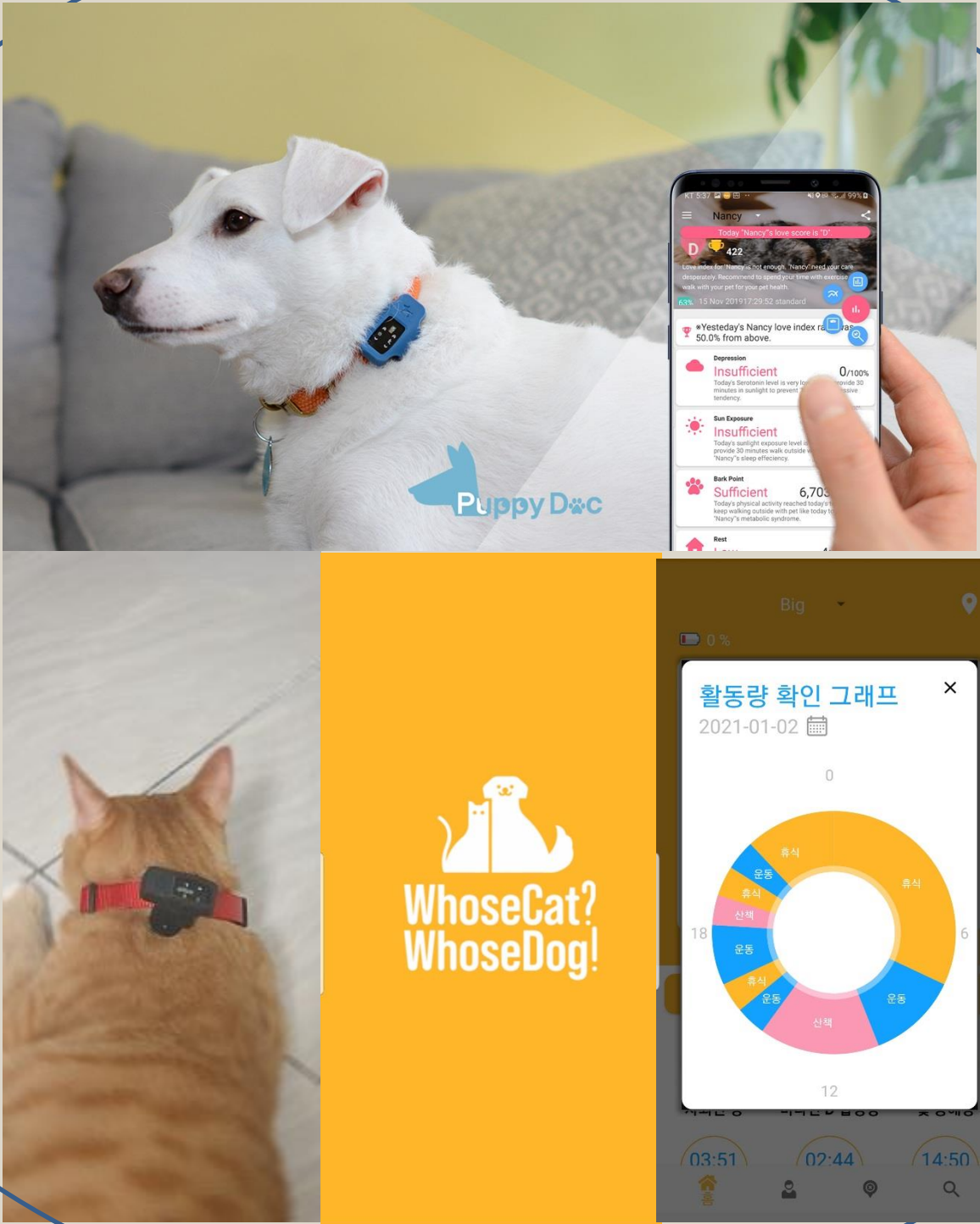
10. 2020 CE & RoHS Certification  
 10. 2020 FCC Certification (2AXRE-PUPPYDOC)  
 09. 2020 KC Certification (R-R-JMs-PuppyDoc)  
 08. 2020 JPMIC Certification (006-000894)  
 08. 2020 Achieved over 1,305% of our target amount in Kickstarter crowdfunding with "PuppyDoc"  
 06. 2020 Signed exclusive sales and supply contract in Japan for Puppudoc  
 06. 2020 Certified as a venture enterprise  
 05. 2020 Applied for the international patent for "Blockchain-based companion animal management system and Management method" (PCTKR2020006595)  
 01. 2020 Participated in CES2020 exhibition with a booth (Las Vegas)

# Products

## Wearable for Human



## Wearable for Pet





Thank you for your interest in  Puppy Dog

Home page : [www.jmsmart.co.kr](http://www.jmsmart.co.kr)

Email : [jmsmart@jmsmart.co.kr](mailto:jmsmart@jmsmart.co.kr)