IRON MAN TECHNOLOGY:

IS MICROSOFT MAKING IT A REALITY?

Microsoft was recently granted a patent for a holographic interface. Similar to Iron Man Tony Stark’s JARVIS, this system would allow users to view and interact with graphic projections overlaid onto real-world objects by simply donning a pair of computer-enabled spectacles. This technology has a multitude of uses ranging from gaming devices to detection of and reaction to user’s stress levels. In realization, this technology is known as HoloLens, and has been presented as the next big frontier in technology.

Microsoft’s utility patent on this technology confers to them “the right to exclude others from making, using, offering for sale, or selling the invention” in the United States. Accordingly, Microsoft will have 20 years of protection from the patent’s earliest filing date before this technology enters the public domain for all to access. The patent further grants the company an option of never bringing HoloLens technology to market while retaining the right to license its technology for others to pursue.

Not long ago, Google unveiled a related concept featuring augmented reality through the use of Google Glass. It has yet to be seen whether Google’s foray into this arena will ever gain traction. On the other hand, Apple has several patents in this realm and recently acquired the augmented reality company Metaio. This acquisition makes it probable the tech giant also has some plans in the works. Perhaps if Apple or Google announces plans to release a similar holographic interface, Microsoft will have more incentive to make use of its patented technology and release HoloLens to consumers. Until then, we’ll have to wait to find out if this type of wearable tech will change the way we see and experience the world around us.

Share your opinion on this trademark law issue with us. And, as always, if you have any patent, trademark, copyright, or other intellectual property related questions, don’t hesitate to contact us by calling: (310) 276-6664.