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Farm Jenny receives first patent for livestock sensor tech

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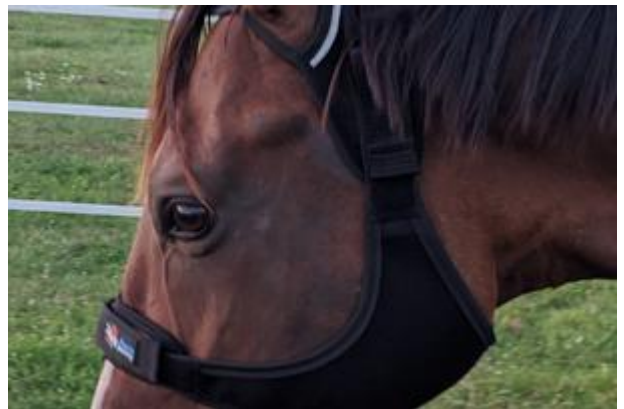
Pittsburgh-based agriculture technology startup Farm Jenny received its first patent this month.

Farm Jenny creates wearable sensor technologies for farm animals, as well as connected sensors throughout a farm, to provide insights into animal health and alerts to changing conditions, to farmers.

The first patent is for “a method for provisioning an animal sensor using an RFID-enabled mounting device,” according to co-founders Tammy and Robert Crouthamel.

Tammy said that when the Covid-19 pandemic hit, Farm Jenny was not able to attend the horse and trade shows where it met a majority of its customers. She said she always knew that once Farm Jenny gained traction in the horse market, which its earliest products were targeted toward, it would create products for other species. With a lull in customer onboarding due to the pandemic, Tammy said the startup used the time to accelerate that process and adapt its tech for use with cattle, sheep and other livestock.

This patent is on Farm Jenny’s sensor technology that allows farmers with small operations to easily use the products without the help of technology specialists. Farmers can put the wearable sensors on various farm animals, and the sensor can then detect



FARMJENNYLLC

Farm Jenny Equine Sensor
Headband

the type of animal and monitor the certain activities and motions unique to monitoring the health of that animal.

Tammy said this keeps the cost down for customers and makes the tech more accessible to farmers with several species on their farms.

“We are able to provide them something they can deploy across all of their animals,” Tammy said.

John Monocello, of GTC Law Group, served as the patent lawyer for Farm Jenny in this transaction. He said the patent contains a lot of other information and material that the startup can use toward future growth plans via a continuation process.

“We can reach back in the well and go for more claims, and we will get more patents and see that come out hopefully this year,” Monocello said.

For example, Robert said the company has another utility patent pending currently on equine headbands designed to comfortably and safely hold the sensors on horses in place.

Farm Jenny is also working on a water level indicator product, which can identify how much water each farm animal drinks, that it plans to commercialize in the spring. Robert said it’s a way for the company to connect with customers using something of smaller scale before moving toward full integration.

“We can work our way into that, and we believe that the market is ready,” Robert said. “Home technology has matured enough that people are comfortable buying things to automate their home, and we believe that small farms are on the verge of being ready for that kind of product.”

Farm Jenny has plenty of ideas to expand uses cases for its tech.

“We can exploit more and more of that space that we have already staked out with this family of patents,” Robert said.

Monocello said the cost of patents is variable, but a flat \$15,000 is typical. He said this patent cost Farm Jenny more upfront than typical patents, but he said that as the startup progresses it can leverage that patent to reduce its intellectual property creation

costs. As it files more patent applications through the continuation process, they will become much less expensive than this first one.

Farm Jenny raised about \$600,000 so far, and Tammy said the company invested a “heavy portion” of that toward patents.

“Our investors understand that value and were willing to invest in Farm Jenny early on,” Tammy said. “Part of the reason was that they know what our plan was for intellectual property and they understand how that would provide value for them later down the road. They understand it’s not a shorter game. It’s a longer game.”

Farm Jenny has four employees.

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Reporter

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