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(54) **SYSTEM FOR VIRTUALLY SHARING CUSTOMIZED CLOTHING**

(71) Applicant: **Ohzone, Inc.**, Santa Clara, CA (US)

(72) Inventors: **Kevin P Acken**, Mountain View, CA (US); **Warangkana Tepmongkol**, Santa Clara, CA (US); **Juncheng Han**, Mountain View, CA (US); **Pete George Markiewicz**, Glendale, CA (US); **Danielle Ussery**, Inglewood, CA (US); **Ashleigh Paynter**, Los Angeles, CA (US)

(73) Assignee: **Ohzone, Inc.**, Santa Clara, CA (US)

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G06Q 10/08 (2012.01)
(Continued)

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CPC ***G06Q 30/0643*** (2013.01); ***G06Q 10/087*** (2013.01); ***G06Q 30/0635*** (2013.01)

(58) **Field of Classification Search**
CPC G06Q 30/0601–0645; G06Q 30/0643; G06Q 30/0623; G06Q 30/0635; G06Q 10/087
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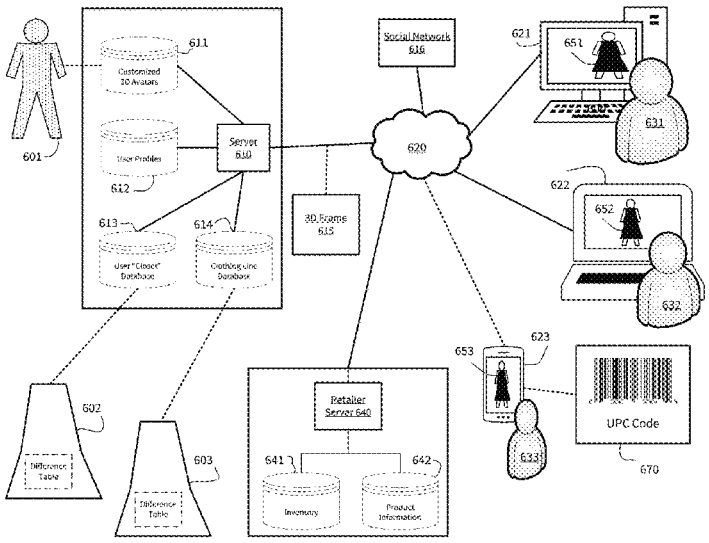
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Primary Examiner — Allison G Wood
(74) *Attorney, Agent, or Firm* — Witkowski Law

(57) **ABSTRACT**

A system for sharing at least one selected wearable with at least one selected user on a network, the system including a server configured to receive requests to share selected wearables from one of a plurality of client devices and communicate to the at least one selected user, the server comprising: a first database configured to store a plurality of avatars; and at least one database configured to store a plurality of wearable models; a plurality of client devices communicatively coupled to the server, each of the client devices having a processor configured to: receive an avatar and the model of the wearable for an associated user; morph the clothing to fit the personalized data for each of the at least one target user in response to the sharing request; and render the image of the clothed body for each of the at least one target.

10 Claims, 3 Drawing Sheets



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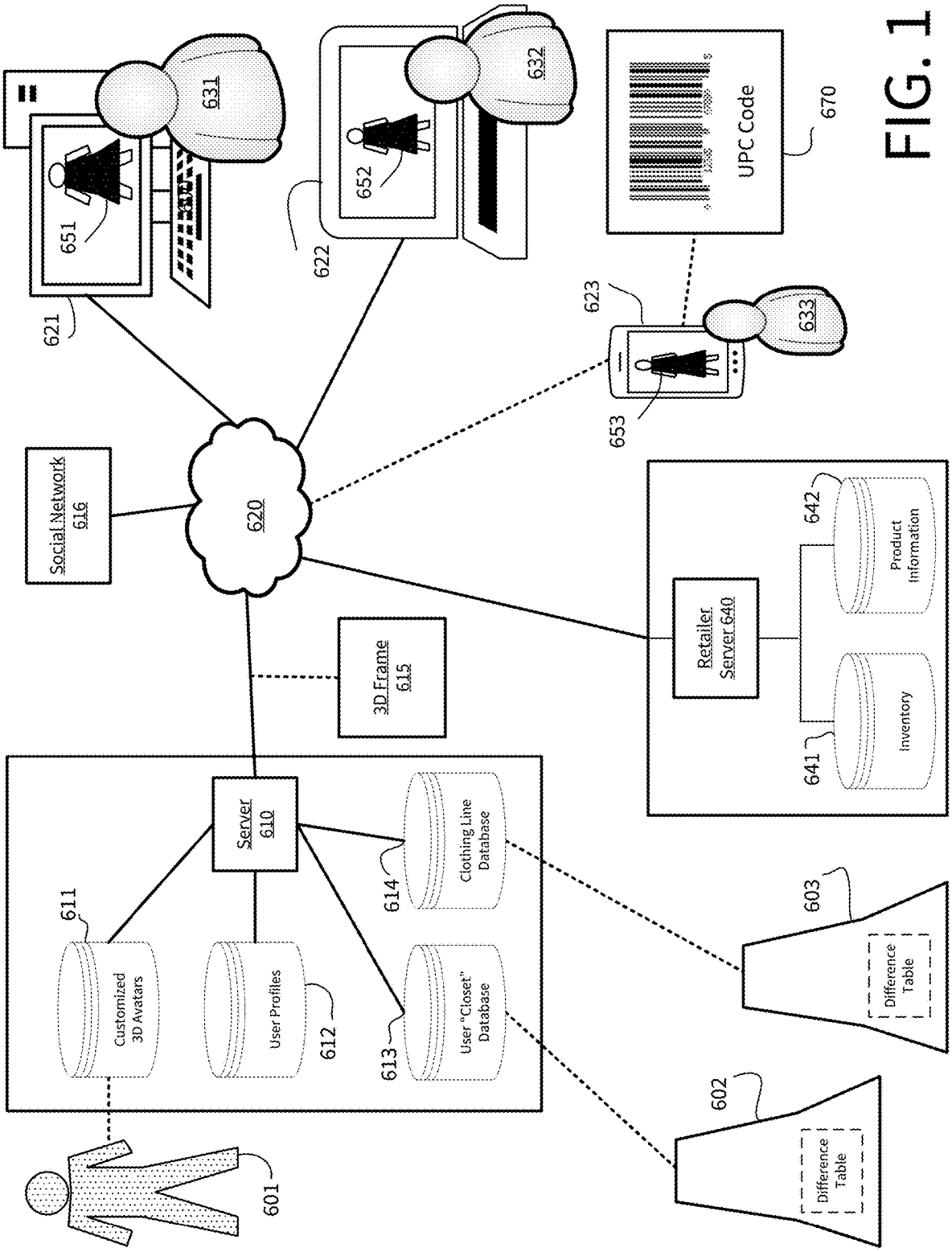

631
651
621
632
652
622
UPC Code
670
623
633
653
Social Network 616
620
3D Frame 615
Retailer Server 640
642
Product Information
641
Inventory
Server 610
611
Customized 3D Avatars
User Profiles
612
613
User "Closet" Database
614
Clothing Line Database
603
Difference Table
602
Difference Table
601

FIG. 1

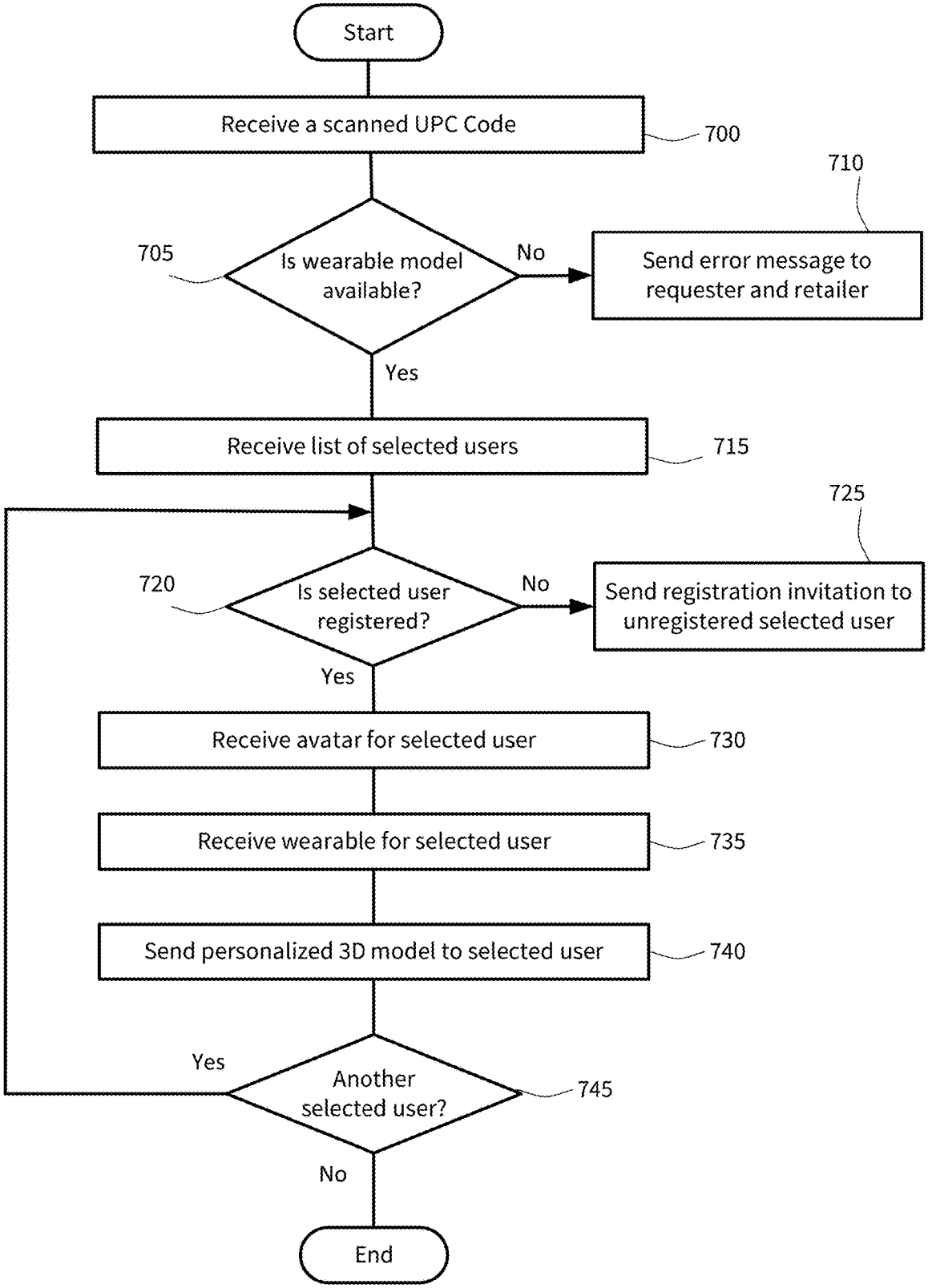

Start
Receive a scanned UPC Code
700
710
705
Is wearable model available?
No
Send error message to requester and retailer
Yes
Receive list of selected users
715
725
720
Is selected user registered?
No
Send registration invitation to unregistered selected user
Yes
Receive avatar for selected user
730
Receive wearable for selected user
735
Send personalized 3D model to selected user
740
Yes
Another selected user?
745
No
End

FIG. 2

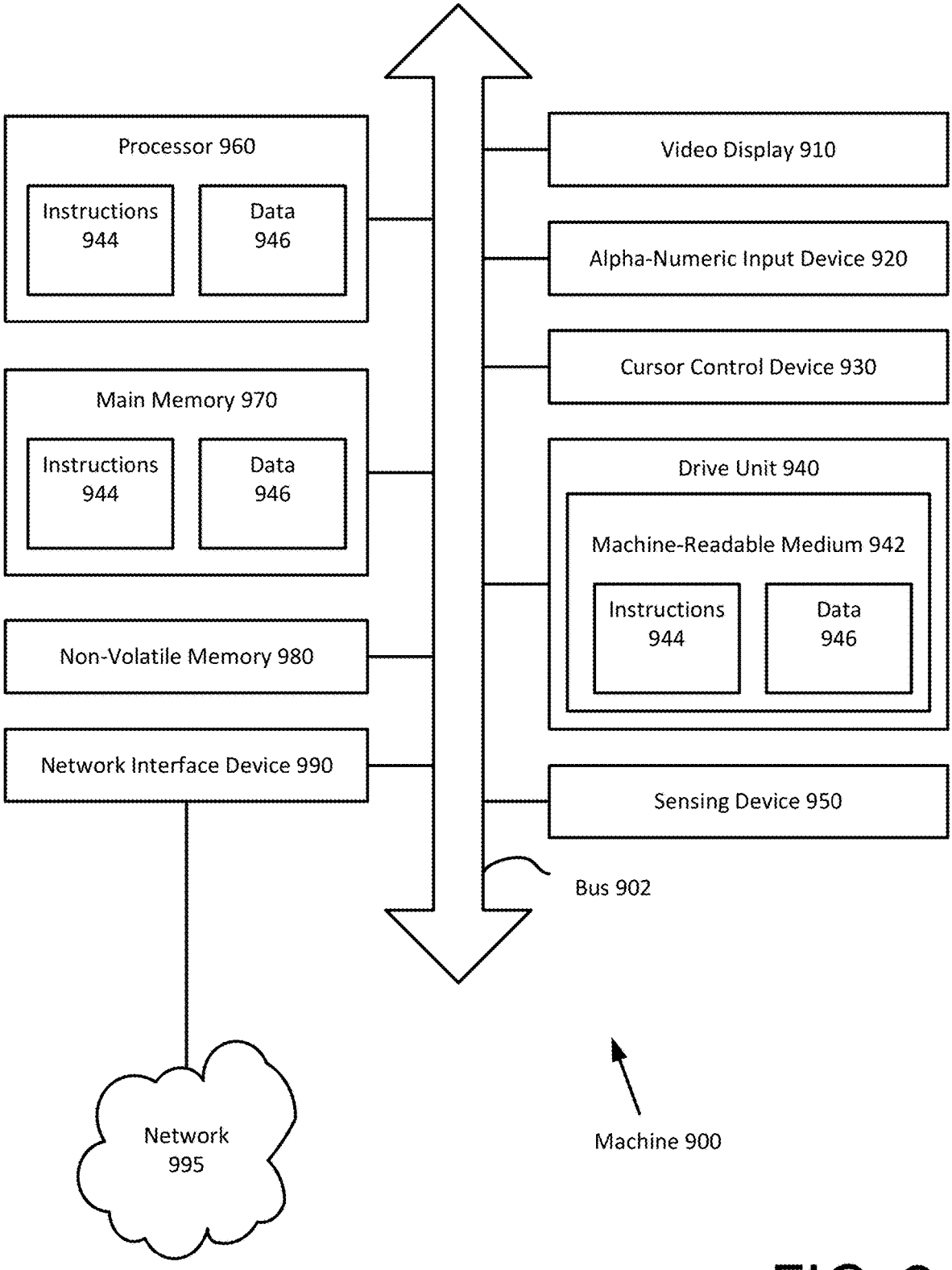

Processor 960
Instructions 944
Data 946
Main Memory 970
Instructions 944
Data 946
Non-Volatile Memory 980
Network Interface Device 990
Network 995
Video Display 910
Alpha-Numeric Input Device 920
Cursor Control Device 930
Drive Unit 940
Machine-Readable Medium 942
Instructions 944
Data 946
Sensing Device 950
Bus 902
Machine 900

FIG. 3

SYSTEM FOR VIRTUALLY SHARING CUSTOMIZED CLOTHING

CROSS-REFERENCE TO RELATED APPLICATIONS

This U.S. non-provisional application claims the benefit of U.S. provisional application No. 62/296,008, filed on Feb. 16, 2016, the contents of which are expressly incorporated by reference herein. This U.S. non-provisional application is related to the following commonly-owned U.S. patent applications, which are hereby expressly incorporated by reference in their respective entireties:

(1) U.S. Pat. No. 10,127,717, entitled "System for 3D Clothing Model Creation", issued on Nov. 13, 2018, which claims the benefit of U.S. provisional application No. 62/296,001, filed on Feb. 16, 2016;

(2) U.S. Pat. No. 10,373,386, entitled "System and Method for Virtually Trying-On Clothing", issued on Aug. 6, 2019, which claims the benefit of U.S. application No. 62/296,005, filed on Feb. 16, 2016; and

(3) U.S. patent publication 2017/0293941, entitled "System and Method for Targeted Personalized Ads", published on Oct. 12, 2017, which claims the benefit of U.S. provisional application No. 62/296,013, filed on Feb. 16, 2016.

BACKGROUND

Technical Field

This disclosure relates generally to the field of representing a graphical object display modeling using mathematical algorithms. More particularly, the disclosure relates to virtually sharing clothing and other wearables so that it can be virtually tried-on by the recipients.

Background Art

DESCRIPTION

One of the basic needs of human beings is clothing. In 2016, annual apparel sales were expected to exceed $1.4 trillion globally, and more than $300 billion in the United States. In 2015, apparel became the highest selling category in online retail within the United States, reaching about $75 billion in annual sales.

There are advantages in selling and purchasing clothing online. From the customers point of view, the time and effort to travel to the store may be avoided. They may purchase the clothing directly on their computer wherever they happen to be. From the retailer's point of view, the need for brick and mortar stores may be avoided altogether or reduced in number, thereby potentially saving retail store rents. The self-service nature of online sales may reduce the need for retail sales staff, and the associated costs.

There may also be disadvantages in selling and purchasing clothing online. In contrast to a customer who visits a brick-and-mortar retail store, an online customer cannot physically try on clothing before purchase. The lack of pre-sales fitting may increase the return rate because customers find that they are not satisfied with the fit or look of the clothing when they receive the order. The extra shipping and handling cost and effort of returned items can discourage purchases in the online sales channel, increase wear on unsold merchandise, and reduce profits.

E-commerce websites often display images of clothing dressed on mannequins or human models so that potential customers can visualize the clothes as they would be worn.

These images are often generated by the manufacturer or the retailer to promote the product. These photographed professional models that may not represent the body type of the typical customer. However, many retailers also take photos of so-called plus-sized models and others that may represent more typical customers. These efforts may help potential customers better visualize the clothing on themselves.

When a potential customer visits a retail store, they typically have the option to try on in-stock clothing. They can verify which size of any such garments fit them and can see how the selected garment looks on them. They can try on clothing and get immediate feedback from the friends or family who visit the store with them. However, online purchases are fulfilled through centralized warehouses that may provide an advantage in terms of consolidated inventory. Consolidated inventory may allow a wider range of stocking units (SKUs) and sizes than can cost-effectively be maintained in inventory in each of numerous smaller retail stores.

Clothing retailers often provide generous return policies for clothing that is purchased online. This may encourage consumers to make online purchases of clothing despite the lack of a pre-sales fitting process.

SUMMARY

When shopping for articles of clothing and other wearables online, the shopper may see an item that they may not want for themselves but want to suggest for a family member or friend. If they were shopping together in the physical store the shopper might bring it over to their friend for them to consider it and possibly try it on.

When shopping for clothing and apparel online, sharing what one person is viewing with their friends is cumbersome, often consisting of copying and pasting web links including 2-D images of the item via social network channels. Also, many commercial websites use client-side customization that results in a sent web link not showing the same view as what is on the sender's screen. Thus, if the receiver is interested in the shared link they may have to manually customize the item.

Innovative subject matter includes a system for virtually sharing clothing and other wearables so that it can be virtually tried-on by the recipient(s) and viewed by others.

The system employs a server that maintains both an avatar database for avatars created for registered users and a clothing model database having 3-D models of articles of clothing or other wearables.

A manufacturer or retailer, or someone acting on their behalf, creates three-dimensional models of their product line of wearables.

In a preferred embodiment, the wearables are modeled using difference tables as disclosed in U.S. Pat. No. 10,127,717, entitled "System for 3D Virtual Model Creation".

Potential customers register a profile and create a personalized avatar. In a preferred embodiment, the personalized avatar is created and rendered with selected articles of clothing and other wearables as disclosed in U.S. non-provisional application entitled "System for Virtually Trying On Clothing", Ser. No. 15/436,514, filed on Feb. 17, 2017.

However, the invention may be performed using other methodologies to create avatars and wearable models, and apply selected wearable models to the avatar.

In some embodiments, a user of the system can request to share an article of clothing to at least one other user of the system.

One part of the request is to identify the product to be shared. The wearable may be identified and the share request initiated by clicking a link embedded in the product page of an e-commerce site. In a preferred embodiment, the share request can be initiated by scanning the Universal Product Code (UPC) of the wearable to be shared. The UPC code on a wearable might be scanned by the shopper if they encounter a wearable that they want to share in a retail establishment.

Another part of the share request is to identify the recipients. These may be selected from a list of connected friends as part of a built in social network on the system. It may also be selected from email addresses, and third-party social networks like Facebook. If the user is not registered in the system, they will receive a message by email or social network message indicating that the friend has shared a clothing suggestion with them and inviting them to register in the system to virtually try it on. This clothing item may be shared with multiple connections at once.

For each recipient, the server also acts to provide consumers with real-time clothing and apparel information, including a text description, 2D pictures of the items, and 3D models of the items that allow the user to visualize the item on their 3D virtual model. A system user would browse for clothing by searching the server clothing database. Clothing items would be size-selected based on the user's 3D model.

If the user decides to share the clothing item with friends who are in the same system, the share request is sent back to the server indicating which clothing item the user wished to share to which other users to share the item with.

When the server received the share item request, for each user the item will be shared with, the server loads that user's 3D model and measurements from the User 3D Model Database, and load the clothing item information, including available sizes, from the Clothing 3D Model Database and/or the Retailer Server database. The server would fit the clothing item onto that user, predicting the best fit size of the item. The server then sends a virtual display of the item with the selected size to the user receiving the shared item. If the server finds that no available size fits the user, then the clothing item information is still sent to the user indicating that the user's size is not available.

DESCRIPTION OF THE DRAWINGS

FIG. **1** illustrates one embodiment of the system for virtually sharing clothing and other wearables with others.

FIG. **2** is a flowchart of one embodiment of a process for virtually sharing clothing and other wearables with others.

FIG. **3** is a diagrammatic representation of an embodiment of a machine **900**, within which a set of instructions for causing the machine to perform one or more of the methods discussed herein.

DETAILED DESCRIPTION

Various examples of embodiments will be described below with reference to the drawings. The following exemplary embodiments are illustrative and are not to be construed as limiting.

FIG. **1** illustrates one embodiment of the system for virtually sharing clothing and other wearables with others.

A server **610** is coupled to the Internet **620** to communicate with various client devices such as a desktop **621** operated by a user **631**, a laptop **622** operated by a user **632** and a smart phone **623** operated by a user **633**.

The server **610** also communicates with a retailer server **640**. The retailer server **640** communicates with an inventory database **641** and product information database **642** to provide product information and inventor status to the server **610** and in some cases as part of a website or customer portal accessible directly by the user **631**, the user **632** and/or the user **633** as well as other people connected via the Internet **620**.

The server communicates with a customized 3-D avatars database **611**, the user profile database **612**, a clothing line database **614** and the user "closet" database **613**.

The user profiles database **612** includes registration information for the registered users, including the user **631**, the user **632** and the user **633**. It may also include social network information including connections between the registered users and connections to a social network **616**.

The customized 3-D avatars database **611** includes an avatar **601** personalized for each of the registered users. In some embodiments, the avatar **601** is generated using 3-D depth scanning or 2-D image interpretation of the registered user's body. In other embodiments, the avatar **601** is generated based on body measurements such as bust size, waist size, hip size and inseam length. In a preferred embodiment, the avatar **601** is created according to the disclosure in U.S. Pat. No. 10,127,717, entitled "System for 3D Virtual Model Creation". Other methods of generating an avatar may be used.

The clothing line database **614** includes models of various stock keeping units (SKUs) or articles of clothing or other wearables. In a preferred embodiment, the models of the wearables are created according to the disclosure in U.S. Pat. No. 10,373,386, entitled "System and Method for Virtually Trying-On Clothing".

The user "closet" database **613** includes models of various articles of clothing or other wearables such as wearable model **602** that are registered as owned by the client and is figuratively if not literally in their closet. In a preferred embodiment, the wearables created according to the disclosure in U.S. Pat. No. 10,373,386, entitled "System and Method for Virtually Trying-On Clothing". In some embodiments, the user "closet" database **613** includes a list of SKU s that are owned by each user, and the associated wearable model **603** is accessed by looking up that SKU in the clothing line database **614**.

In some embodiments, the user "closet" database allows for the user to submit their own models of wearables that may not be included in the clothing line database **614**. A user may want to do this for wearables they own which may be from a manufacturer or retailer that has not uploaded official models to the clothing line database **614**. In some embodiments, a user may grant other users permission to access and try-on wearables they have stored in the user "closet" database **613**. This might be useful for friends that may borrow clothes from each other.

In some embodiments, clothing models may be submitted by having third-party services scan the wearables using the same or similar techniques as the manufacturers or retailers. For example, users may bring their wardrobe into the third-party service to have the wearables scanned and the associated models uploaded to the user "closet" database **613** associated with their profile.

A user might not only be interested in how the shared wearable looks by itself, but rather how it looks when worn with other specified wearables. For example, if a blouse is shared with a user, that user may want to virtually try it on with particular pants they select from their closet, or particular pants that they are considering purchasing for use

with the shared wearable. Users can virtually try-on the shared wearable in combination with wearables on their wish-list that are represented in the clothing line database **614**, or items in their wardrobe that may also be in the clothing line database **614** or the user closet database **613**. Thus, the sharing of the wearables not only helps sales of the wearable, but may also encourage sales of related clothing items.

In a preferred embodiment, the user **633** initiates a sharing request by using a camera on their smartphone **623** to scan a UPC code **670** of the wearable to be shared. This UPC code is relayed by a smartphone app, for example, to the server **610** to identify the wearable to be shared. The unique numeric code extracted from the graphical version of the UPC Code **670** is used to determine if a model for the wearable exists in the clothing line database **614**. If it doesn't, an error message may be displayed. The user may be offered the option of more conventional product sharing of links to the product page of the selected wearable on the retailer server **640**. The product code scanning feature could work with alternative barcode technologies, such as QR codes, or graphical coding standards that might be an alternative or replacement to UPC codes.

In a preferred embodiment, the server **610** sends to each of the users selected for sharing, the avatar **601** specific to that registered user, and the wearable model **603** selected for sharing to each of the users selected to receive the shared wearable. For example, if the user **633** sends the wearable **603** to the user **631** and the user **632**, they each receive a 3D frame **615**. The 3D frame includes the avatar **601** which has been personalized to them and the wearable model **603** that is sized for their personal avatar **601**.

Each client device may access the server **610** by logging in through a browser or a software application on their device, for example. A share request may be sent through an email to the selected users inviting them to access their account through the browser or application. A share request may cause a notification to be displayed by a software application on their device that is in communication with the server **610**. In some embodiments, the email or notification display includes a link that when clicked initiates the process of receiving the personalized 3D frame **615** sent by the server **615**. In some embodiments, the personalized 3D frame **615** is embedded in the email message.

As a result of the customized sharing, the user **631**, who is larger, would have a 3D model **651** displayed on their desktop computer **621** that represents their larger body with a larger size of the shared wearable **603**. This user may also request through the user interface that the 3D model **651** be displayed using the shared wearable in combination with other wearables in the clothing line database **614** or wearables in the user "closet" database **613** that are available to that user.

The user **631**, who is medium sized, would have a 3D model **652** displayed on their notebook computer **622** that represents their medium-sized body with a medium-sized version of the shared wearable **603**. The user **632** may also request that the 3D model **652** be displayed using the shared wearable in combination with other wearables in their clothing line database **614** or the user "closet" database **613** that are available to that user. The selections of wearables to be displayed in combination with the shared wearable would be made independently of the same types of choices made by the user **631**.

Similarly, the user **633** may view the shared wearable **603** on their own computer. The user **633**, who is small sized, would have a 3D model **653** displayed on their smartphone **623** that represents their small-sized body with a small-sized version of the shared wearable **603**. The user **632** may also request that the 3D model **652** be displayed using the shared wearable in combination with other wearables in their clothing line database **614** or the user "closet" database **613** that are available to that user. The selections of wearables to be displayed in combination with the shared wearable would be made independently of the same types of choices made by the other users.

One of the advantages of the use of difference tables is that it allows for fast, efficient rendering of various combinations of selected wearables on devices that may have relatively limited processing power and battery life, such as smartphone and tablets.

In some embodiments, the sharing of a wearable shares a personalized 2D rendering of a personalized 3D model.

FIG. **2** is a flowchart of one embodiment of the wearable sharing process described with reference to the system of FIG. **1**.

The user **633** may see an article of clothing or other wearable in a retail store and think it would be perfect for his or her friends, the user **631** and the user **632**.

The user **633** initiates a sharing process by starting an application on their smart phone **623**. They identify the wearable that they want to share. In a preferred embodiment, they scan a UPC code **670** using a camera on their smart phone **623**. In some embodiments, they can click a link on a website product page at the retailer server **640** that interacts with a local application on their device to initiate the sharing process and pass a product identifier to the application. It will be apparent to one skilled in the art that other codes and product identifying techniques may be used.

In this example, the user **633** scans the UPC Code **670** to identify the wearable **603** which is stored in the clothing line database **614**.

The application is connected to the server **610** to relay the sharing request.

In step **700**, the server **610** receives the scanned UPC code, SKU or other product identifying information.

In step **705**, the server **610** queries the clothing line database **614** with the UPC code, SKU or other product identifying information to determine whether a wearable model **603** exists for that particular wearable. If not, step **710** is performed. Otherwise, step **715** is performed.

In step **710**, an error message is sent to the requester to indicate that a model for the wearable does not exist. An error message or accounting may be sent to the manufacturer or retailer as to how many such requests were prevented for each particular wearable to motivate manufacturers to generate and upload models of their wearables into the product line database **614**, and also use such frequency by wearable information to prioritize which wearables might be scanned into the system.

In step **715**, the server **610** receives the list of selected users.

The server may receive the list of selected users as identified by the requester by reference through their smartphone app, for example, to registered profiles in the user profiles database **612**. The server may receive some of the selected users by reference to email addresses, social media user names (e.g., facebook account), or other identifying information that may be matched to user profiles in the user profile database **612** if it associates the user profile with that email address or social media profile.

The application on the client device may provide a list of potential users for sharing from their network of visible user as indicated in the user profiles database **612**. The recipients

may be selected from any registered user in the user profiles database **612**. In other embodiments, the recipients may be selected from those who are directly connected to the user **633**. In yet other embodiments, the recipients may be limited to those within 3 degrees of the user **633** in the social network maintained in the user profiles **612**. It will be apparent that any number of privacy control options may be used to restrict visibility and sharing.

Note that the user **633** does not have to know anything about the sizes of the recipients. The user **633** just specifies the wearable **603** and the recipients and the server **610** sends out separate personalized information to each of the recipients for rendering an image of that recipient wearing an appropriately sized wearable.

In this example, the user **633** requests to share the wearable **603** with the user **631** and the user **622**.

In step **720**, it is determined whether the selected user is registered in the user profile database **612**. If not, step **725** is performed. Otherwise, step **730** is performed.

In step **725**, an email message or social media message is sent to the unregistered selected user using the email address or social media profile used to specify that selected user. The message might notify them that a specific friend or other person they know thinks a particular clothing item would look good on them and suggest that they could virtually try it on if they become a registered user. It might offer an image of the 2D wearable and other product information from the retailer server **640** as part of the invitation.

In step **730**, the avatar for the selected user is received. The avatar is loaded by accessing the avatar in the customized 3D avatar database **611** that is associated with the registered selected user's profile.

In step **735**, the model for the shared wearable customized for the registered selected user is received from the clothing line database **614**. In some embodiment, the selected user may specify other wearables to be used in conjunction with the shared wearable. In the case the server receives additional wearable(s) from the user "closet" database **613** and/or additional wearables from the product line database **614**.

In a preferred embodiment, the wearable model includes a difference table. However, other wearable models may be used.

In step **740**, the server sends the personalized avatar **601** and the personalized wearables to the selected user in a 3D frame **615**.

For each of the recipients, the server **610** accesses the avatar **601** that is personalized, customized, or at least have some characteristics based on the identity of the recipient. The server sizes the wearable **603**, according to the avatar **601** for the recipient. The server then renders a 3D frame **615** of the avatar **601** wearing the wearable **603**.

The users may receive the notification of the shared wearable by email or notification from a local application connected to the server **610**. By clicking on a link in the email, or opening a browser or other application connected to the server **610**, the user would access a rendering of the 3D frame **615** including a rendering of their avatar **601** wearing the wearable **603** sized to fit their avatar **601**.

The user **631** has a larger body, so they may require a larger size wearable. The rendering of the virtual try-on of the wearable **603** on their computer **621** includes an avatar **651** that is larger and wears a larger size wearable **603**.

The user **632** has a medium-size body, so they may require a medium size wearable **603**. The rendering of the virtual try-on of the wearable **603** on their laptop **622** includes an avatar **652** that is medium size and wears a medium size wearable **603**.

The user **633** can virtually try-on the same wearable **603** on their smartphone **623**. The user **632** has a small-size body, so they may require a small size wearable **603**. The rendering of the virtual try-on of the wearable **603** on their smartphone **623** includes an avatar **653** that is small size and wears a small size wearable **603**.

In step **745**, the server **610** determines whether there another selected user in the list of users to receive the shared wearable. If there is, the next selected user is processed at step **720**. Otherwise, this illustrated portion of the sharing process is completed.

In some embodiments, the server **610** also communicates with the retail server **640** to retrieve product information including inventory levels for the wearable **603** in the recipient's size for local retail stores within a certain distance of the recipient, or in-stock at selected online retailers. In some embodiments, the proximity of a particular retail stored may be measured from the home and/or work location of the user based on addresses stored in their registered user profile. In some embodiments, the proximity of local retail stores may be measured from the recipients location based on the global positioning system or other geolocation capability of their smartphone **623** or other mobile device. This is sent with the 3D frame **615** to facilitate purchase if the user likes what they see in the 3D rendering.

In one scenario, a recipient of a shared virtual wearable **603** may be somewhere away from their home or work location, perhaps in a coffee shop. They may virtually try-on the shared wearable on the smartphone display and be interested enough to want to physically try on the wearable. If the user is provided with the closest retail stores that report the wearable in their size is in stock, that may be enough encouragement to make the trip to the retail store. That is one step closer to making the sale. If the more traditional ways of sharing links to online product pages were used, the recipient may be less likely to take the next step in the purchase process because they are less able to visualize the look of the product with a website photo and they are less confident the local store may have it in stock.

FIG. **3** is a diagrammatic representation of an embodiment of a machine **900**, within which a set of instructions for causing the machine to perform one or more of the methods discussed herein. The machine may be connected (e.g., networked) to other machines. In a networked deployment, the machine may operate in the capacity of a server or a client machine in a client-server network environment, or as a peer machine in a peer-to-peer (or distributed) network environment. In one embodiment, the machine communicates with a server to facilitate operations of the server and/or to access the operation of the server. In some embodiments, the machine may act as a server for some functions and a client for other functions.

In some embodiments, the machine **900** is the system **150** according to an embodiment as described herein or a component of such systems, such as one or more processors that make up the system **150**. In other embodiments, the machine **900** is the database system **110** according to an embodiment as described herein.

The machine **900** includes a processor **960** (e.g., a central processing unit (CPU), a graphics processing unit (GPU) or both), a main memory **970** and a nonvolatile memory **980**, which communicate with each other via a bus **902**. In some embodiments, the machine **900** may be a cluster of computers or comprise multiple processors or multiple processor

cores. In one embodiment, the machine **900** also includes a video display **910**, an alphanumeric input device **920** (e.g., a keyboard), a cursor control device **930** (e.g., a mouse), a drive unit **940** (e.g., solid state drive (SSD), hard disk drive, Digital Versatile Disk (DVD) drive, or flash drive), a sensing device **950** (e.g., a speaker) and a network interface device **990**.

In some embodiments, the machine **900** is includes the sensing device **104**.

In some embodiments, the video display **910** includes a touch-sensitive screen for user input. In some embodiments, the touch-sensitive screen is used instead of a keyboard and mouse. The drive unit **940** includes a machine readable medium **942** on which is stored one or more sets of instructions **944** (e.g. software) embodying any one or more of the methods or functions of the inventive subject matter.

The instructions **944** may also reside, completely or partially, on machine-readable media within the main memory **940** and within machine-readable media within the processor **960** during execution thereof by the machine **900**. The instructions **944** may also be transmitted or received over a network **995** via the network interface device **990**. In some embodiments, the main memory **970** and the machine-readable medium **942** also includes a data **946** including the scan information or the point clouds.

While the machine-readable medium **942** is shown in an exemplary embodiment to be a single medium, the term "machine-readable medium" should be taken to include a single medium or multiple media (e.g., a centralized or distributed database, and/or associated caches and servers) that store the one or more sets of instructions and/or data. The term "machine readable medium" shall also be taken to include any non-transitory medium that is capable of storing, encoding or carrying a set of instructions for execution by the machine and that cause the machine to perform any one or more of the methods or functions of the inventive subject matter. The term "machine-readable medium" shall accordingly be taken to include, but not be limited to, solid-state memories, optical and magnetic media, and other non-transitory tangible media.

In general, the methods executed to implement the embodiments of the disclosure, may be implemented as part of an operating system or a specific application, component, program, object, module or sequence of instructions referred to as "programs." For example, one or more programs may be used to execute specific processes according to the inventive subject matter. The programs typically comprise one or more instructions set at various times in various memory and storage devices in the machine, and that, when read and executed by one or more processors, cause the machine to perform operations to execute methods, functions and other elements of the inventive subject matter.

Moreover, while embodiments have been described in the context of machines, those skilled in the art will appreciate that the various embodiments are capable of being distributed as a program product in a variety of forms, and that the disclosure applies equally regardless of the particular type of machine or computer-readable media used to actually effect the distribution. Examples of machine-readable media include, but are not limited to, recordable type media such as volatile and non-volatile memory devices, solid state drives (SSDs), flash memory devices, floppy and other removable disks, hard disk drives, and optical disks such as Compact Disk Read-Only Memory (CD-ROMS) and Digital Versatile Disks (DVDs), among others.

What is claimed is:

1. A system for sharing at least one selected wearable with at least one selected user on a network in response to a sharing request, the system comprising:

a server configured to receive requests to share selected wearables from one of a plurality of client devices and communicate to the at least one selected user, the server comprising:

a first database configured to store a plurality of avatars each comprising a point cloud; and

at least one database configured to store a plurality of wearable models, each of the wearable models comprising a difference table, each difference table comprising a plurality of differences, each difference representing a distance between a point in a point cloud for the wearable and an underlying point in the point cloud for any of the plurality of avatars according to a predetermined relationship;

a plurality of client devices communicatively coupled to the server, each of the client devices having a processor configured to:

receive an avatar for an associated user and a model of the wearable;

morph the model of the wearable to fit the avatar for the associated user, comprising the step of adding the differences in the difference table to corresponding points of the point cloud for the avatar; and

render an image of the avatar for the associated user wearing the model of the wearable.

2. The system of claim **1** wherein the model of the wearable is morphed to fit the avatar for the associated user for each of the at least one selected user in response to the sharing request.

3. The system of claim **2** wherein at least one client device is communicatively coupled to a retailer server to receive information about inventory status of a selected wearable of a size at a plurality of retail locations.

4. The system of claim **2** wherein the server is configured to receive an order for a wearable from one of the at least one selected user.

5. The system of claim **1** wherein the server is configured to receive a code for a wearable from a device and generate a request to share a model of the wearable with the at least one selected user on the network.

6. The system of claim **1** wherein the device is communicatively coupled to the retailer server to receive product information about wearables.

7. The system of claim **1** wherein the avatar comprises a point cloud representing a human body.

8. The system of claim **1** wherein the avatar is a point cloud representing one of a torso, arm, leg, hand and head.

9. The system of claim **1** wherein the predetermined relationship is defined by each of a plurality of vectors extending from a centroid of an underlying avatar, the vectors passing through corresponding points of the surface of the avatar and the wearable separated by a distance in the difference table corresponding to that vector.

10. The system of claim **1** wherein the predetermined relationship is defined by a lookup table having a plurality of entries, an entry for each point in the point cloud of the avatar identifying a corresponding point on the wearable, the corresponding points separated by a distance in the difference table corresponding to that entry.

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