

U.S. Patent Office Grants New Patent Claims for Versus Systems' In-Game Rewards Platform

New Patented Claims Cover Location-Based Prizing and Real-World Rewards in Interactive Media

Los Angeles, California--(Newsfile Corp. - September 24, 2020) -**Versus Systems, Inc. (CSE: VS) (OTCQB: VRSSF) (FSE: BMVA) ("Versus" or the "Company")** announces that, pursuant to a Versus filing made in 2015, the U.S. Patent and Trademark Office (USPTO) has allowed 23 new claims associated with a patent filing titled "MANAGING REWARDS IN INTERACTIVE MEDIA ACROSS GEOGRAPHICAL LOCATIONS."

The patented claims protect, among other things, systems and methods for including a participant's current geography in the prizing calculus. Along with other characteristics, a participant's location at a specific time (in a stadium, at a concert, on a bike ride, within proximity to a specific vendor) may impact which prizes are available to that participant. Prize providers on the Versus platform may use this patented functionality to create campaigns specific to certain locations, and certain events, while also allowing different prizes to be offered and won by participants who are playing or watching Versus-enabled content in different locations.

As with other recent granted patents, these claims include explicit coverage for mobile, console, and PC games like those available on HP OMEN. They also account for apps, AR/VR applications, and other forms of interactive media. Developers and publishers that partner with Versus will have access to the full suite of protected claims and patents that Versus has been granted, addressing legal and regulatory compliance dynamically across federal, state, and local law - allowing content partners to place prizes in-game, or in-app for their players to earn as they play.

In addition to these new claims granted by the USPTO, as well as their other issued patents, Versus has filed a number of other claims related to their platform that are currently pending in the United States, and in other Patent Cooperation Treaty countries. Versus actively develops new technologies for prizing and rewards inside interactive media and files for intellectual property protection accordingly.

About Versus Systems Inc.

Versus Systems, Inc. has developed a proprietary in-game prizing and promotions engine that allows game publishers and developers to offer real-world in-game rewards across various platforms including mobile, console, PC games, and streaming media. Brands pay to place products in-game via Winfinite, and gamers choose which prizes they want before competing to win the rewards. For more information, please visit www.versussystems.com.

For more information on Versus Systems' new platform, WINFINITE, visit

www.versussystems.com or visit Versus Systems official [YouTube channel](#).

For Versus Systems, contact:

Cody Slach, Sean McGowan

Gateway Investor Relations

949-574-3860

VS@gatewayir.com

or

press@versussystems.com

Disclaimer for Forward-Looking Information

This news release contains certain forward-looking information and forward-looking statements within the meaning of the applicable Canadian securities legislation. All statements, other than statements of historical fact, are forward looking statements and are based on expectations, estimates and projections as at the date of this news release. Any statement that involves discussions with respect to predictions, expectations, beliefs, plans, projections, objectives, assumptions, future events or performance (often but not always using phrases such as "expects", or "does not expect", "is expected", "anticipates" or "does not anticipate", "plans", "budget", "scheduled", "forecasts", "estimates", "believes" or "intends" or variations of such words and phrases or stating that certain actions, events or results "may" or "could", "would", "might" or "will" be taken to occur or be achieved) are not statements of historical fact and may be forward looking statements. In this news release, forward-looking statements relate, among other things, to: the proposed use of proceeds from the Offering. These forward-looking statements are based on reasonable assumptions and estimates of management of the Company at the time such statements were made. Actual future results may differ materially as forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to materially differ from any future results, performance or achievements expressed or implied by such forward-looking statements. Although the forward-looking statements contained in this news release are based upon what management of the Company believes, or believed at the time, to be reasonable assumptions, the Company cannot assure shareholders that actual results will be consistent with such forward-looking statements, as there may be other factors that cause results not to be as anticipated, estimated or intended. Accordingly, readers should not place undue reliance on forward-looking statements and information. There can be no assurance that forward-looking information, or the material factors or assumptions used to develop such forward-looking information, will prove to be accurate. The Company does not undertake any obligations to release publicly any revisions for updating any voluntary forward-looking statements, except as required by applicable law.

The Canadian Securities Exchange does not accept responsibility for the adequacy or accuracy of this press release.



To view the source version of this press release, please visit

<https://www.newsfilecorp.com/release/64544>

