

ONSCREEN

AGETECH IP CASE STUDY

When the invention is everything the user never has to do

INTRODUCTION

ONSCREEN turns the screen an older adult already uses — the television — into a video calling, telehealth, and companionship device. A family member calls from a phone. If the TV is off, it turns itself on. If a show is playing, the set switches over, announces who is calling, counts down thirty seconds, and answers. When the call ends, the TV returns to whatever was on before. The person receiving the call does not press anything.

Founded in Orange County during the pandemic by Costin Tuculescu, Andrew Blue, and Jerry Norton, the company has grown from a single set-top device into a four-product platform: JoyTV for the television, JoyTablet for iPads and Android tablets, JoyCalls for older adults with only a landline or flip phone, and JoyLiving Enterprise for senior living communities. Running across all of them is Joy, a proactive AI companion that checks in on a schedule, prompts medication, converses, and escalates to caregivers when a check-in is missed. ONSCREEN won the AARP AgeTech After Dark pitch competition at CES 2024, completed the AARP AgeTech Collaborative accelerator, and won the CTA Foundation Health Innovation Challenge in 2025.

BACKGROUND

ONSCREEN's product looks simple, and that is precisely the intellectual property problem. Everything the company has invented is invisible in the finished experience.

Consider what has to happen for a television to answer a call by itself. The device must detect the set's power state and wake it. It must capture what the viewer was watching, switch the input, present an identified incoming call, run a countdown timed for someone who may need to put down a cup of tea, connect the session, and then restore the previous source and power state afterwards — across televisions from a dozen manufacturers with inconsistent control behavior. Add far-field microphone arrays tuned for a room rather than a handset, a wide-angle camera framing someone who cannot be asked to sit centered, and a remote reduced to color-coded buttons.

“Everything we've built is designed to disappear. That's the product — and it's also exactly why it needs to be patented. PatentPC did what our prior law firm could not do!”

COSTIN TUCULESCU, CO-FOUNDER & CEO, ONSCREEN, INC.

LEADERSHIP



COSTIN TUCULESCU

Co-founder & Chief Executive Officer, ONSCREEN, Inc.

Costin Tuculescu has spent more than twenty years building video communication products. He founded AnyMeeting, grew it into a market leader in small-business video conferencing, and managed its sale to Intermedia in 2017, after which he led video collaboration initiatives there.

He co-founded ONSCREEN during the pandemic with Andrew Blue and Jerry Norton after watching older adults get cut off because they could not manage a smartphone or tablet, and became its chief executive in 2022. He is an active angel investor and mentor in the Orange County and Los Angeles technology community.

SOLUTION

Onscreen benefits from PatentPC because the firm excels at protecting real-time, sensor-driven platforms where data flows, inference engines, and user-interaction models must be captured as patentable structures—not just features. Onscreen’s value comes from transforming live operational data into actionable visual intelligence for teams, and PatentPC is uniquely skilled at drafting claims that secure these system-level interactions. Instead of narrow UI patents, PatentPC builds protection around the underlying orchestration: how data is ingested, normalized, visualized, and acted upon. This gives Onscreen a durable moat that competitors cannot easily bypass with superficial interface changes.

Beyond technical protection, PatentPC strengthens Onscreen’s enterprise positioning. Large organizations adopt visualization platforms when they trust the underlying IP, reliability, and long-term defensibility. PatentPC’s prosecution style—clear, robust, and aligned with USPTO and international standards—helps Onscreen present itself as a category-defining solution rather than a commodity dashboard tool. The resulting portfolio supports enterprise sales, partnership negotiations, and investor confidence, ensuring Onscreen’s innovations are not only protected but strategically amplified. For our company selling a nineteen-dollar-a-month subscription, a filing programme has to have fee predictability and quality outcome, or it does not happen at all. PatentPC worked with Onscreen to:

- Claim the automation, not the appliance — the state capture and restore sequence, the identified-caller countdown, and the automatic input and power handling that let a television answer with no user action, which is the mechanism a competitor must reproduce.
- Cover the modality bridge — a companion that maintains continuity of context and care state across a television, a tablet, and a plain telephone line, which is what separates the platform from a single-device product.
- Draft AI claims that survive examination — proactive scheduling, wellbeing assessment, caregiver summarisation, and missed-check-in escalation claimed as a concrete monitoring and

communication system producing a specific technical result, not as an abstract method of organising human activity.

- File ahead of the demonstration calendar — applications on record before CES, accelerator demo days, webinars, and press releases, all of which a consumer AgeTech company does several times a year.
- Protect the enterprise layer — the API and device-management platform sold into senior living and value-based care, where a defensible position materially changes contract and partnership leverage.
- Trademarks alongside patents — clearance and registration for ONSCREEN, Joy, JoyTV, JoyCalls, JoyTablet, and JoyLiving, with continuity documented across the Spark and Moment rebrands so priority is not lost in the renaming.

RESULTS

Since transferring the work from another law firm to PatentPC, ONSCREEN received its first patent in June 2026. This was done by holding interviews with the USPTO patent examiner and cutting through the issues, resulting in fast allowance with broad claim scope. This contrasted with other firms approach of paper only responses to rejections without interviews. By working with experienced attorneys backed by a technology stack, it received applications with more technical depth on a far shorter cycle.

“If you want patents that don’t just protect your ideas but elevate your entire business strategy, you choose PatentPC.”

COSTIN TUCULESCU, CO-FOUNDER & CEO, ONSCREEN, INC.

If your product makes it look easy, file before you show it.

PatentPC pairs experienced patent attorneys with practice automation across consumer hardware, real-time communications, and conversational AI — so an early-stage team can file at the pace it ships. Talk to us about an invention audit ahead of your next launch.

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