CyberHoot

Laugh. Learn. Hoot Up!

What does the HootPhish patent actually cover?

Customer FAQ · U.S. Patent No. 12,756,737 B2, "Positive Reinforcement Phishing Identification Simulations," granted Oct. 6, 2026

The short answer: HootPhish is the phishing test that introduces itself. CyberHoot's patent covers a way to train people to spot phishing without tricking anyone. Training runs on a browser-based page separate from the inbox, users know up front it is practice, they judge each warning sign themselves, and they get instant feedback on every one.

1 What are the four core elements?

The patent's main claim covers a platform that:

- presents simulation assignments in a **browser-based interface independent of the user's inbox**;
- **discloses before starting** that each assignment is a non-deceptive instructional exercise;
- prompts users to **independently evaluate** discrete phishing indicators as safe or suspicious; and
- delivers **real-time feedback** on each indicator.

2 What else does the patent cover?

The remaining claims add details such as:

- an assignment email and one popup per indicator
- "Help Me" tips and realistic lookalike domains
- instant score, pass/fail and results screen
- retakes with reshuffled content
- positive reinforcement on passing
- ranks, avatars and difficulty that adjusts automatically
- admin tracking and delivery without email filter workarounds

3 How is this different from a typical phishing test?

A typical test sends a disguised email to the inbox and records who clicks. HootPhish invites users to a training page, tells them up front it is practice, and teaches them to evaluate each warning sign with instant feedback. HootPhish says hello first, and passing earns a congratulations, not a punishment video.

4 What does it mean for my team?

Users learn without feeling tricked, so they stay engaged. Admins see who completed and passed each assignment and which warning signs trip people up most. Difficulty adjusts automatically as users improve.

5 Does it work?

After nine months of CyberHoot training, a $4B financial management firm saw 0% of employees click in an independent phish test. The same attack had a 30% click rate at a client without the training. These results reflect CyberHoot training overall.

6 Is it fun for users?

Yes. Users earn congratulations for passing, level up avatars, climb ranks and collect flock points. Patented positivity, with a little hooting.

See HootPhish in action

Find out how non-deceptive training works for your team or your clients.

Book a Demo