Ronald E. Tobb, MBA

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Expert in Age Verification and ID Scanning Technologies

Minor Decliner LLC, Maryland, 2016- Present, Founder, CEO and Chief Technologist

Minor Decliners' mission is to provide the most robust, advanced, and easy-to-use age verification systems and technology.

Background

Minor Decliner was founded in 2016 by Ron Tobb. Ron's daughter, Danielle was an underage investigator for a local police department. Her job was to attempt to purchase cigarettes or alcohol with her authentic under 18 ID. She was shocked to find that 20-30% of the time people sold to her because they could not do the math and figure out how old she was. After watching this for several months, Ron took action to help solve this problem. Being an engineer, he understood the best way to prevent an error is to stop it at the source. That's why he created Minor Decliner. After doing research, he discovered this is a chronic problem in the industry and became motivated to provide solutions to prevent sales to minors.

As the Chief Technologist at Minor Decliner, Mr. Tobb is the technical innovator, propelling Minor Decliners leadership in Age Verification technologies. His broad expertise in age verification, Age gating methods and implementations, and ID scanning technologies is demonstrated by extensive partnerships, endorsements, ongoing technology leadership and integrations, and a proven capability and track record in IP and product innovation.

National Partnerships / Endorsements

- Technical Partner and Advisor – National Association of Convenience Stores – TRUAGE program
- Technical Partner and Advisor – JUUL Enhanced Access Control Program
- Preferred Vendor – Asian American Technical Advisory Council (AATAC)
- Advisor and Presenter – Western Petroleum Marketers Association and Nevada Petroleum Marketers and Convenience Store Association
- Preferred Vendor - New Jersey Gasoline-C-Store-Automotive Association
- Preferred Vendor – Ohio Bar Owners Association
- Minor Decliner showcased at the 2021 National Association of Convenience Store (NACS) annual show.
- Best New Product Finalist – 2021 – Convenience Store Products
- Best New Product Finalist – 2022 – Convenience Store Products
- Best New Product Winner – 2016 – Convenience Store Products
- Best Cannabis Industry ID Scanning Solutions Provider - North America – 2021 - Global Health & Pharma
- Lead use case for ID scanning using the new California Department of Motor Vehicle Mobile Driver's license program – 2023

Expert Witness Projects

- Expert Witness for Plaintiffs for a case involving an underage purchase of an age restricted item using a fake ID – reviewed point of sale age gating operation, procedures, videos, and training, and available fake id detection technology – Deposed 4/2025, with expected Trial in 8/2025. Project started in late 2023 and is ongoing.
- Consulted for Plaintiffs for a case involving an underage purchase of an age restricted item using a fake ID – reviewed point of sale age gating operation, ID scanning technology used, and available fake id detection technology – 3/2024

Technology leadership and Integrations

Technology Leadership in TRUAGE program - Minor Decliner was:

- 1st to implement the TruAge protocol in our platform,
- 1st for field testing and deployment
- 1st to be mobile.
- 1st to implement universal connection to point of sale systems.
- 1st to read QR ID tokens for the protocol.

World Class Integrations

- Intellicheck protocol for Fake ID Detection
- Keesing Docuchecker for online ID Checking guide for US IDs.
- Honeywell Swiftdecoder for robust ID reading and passport decoding
- YOTI age estimation protocol for AI Age estimation using the face.
- Certification for JUULs Enhanced Access Control protocol

Intellectual Property and Product Innovations

- Patent Application Publication 17/523,881 AGE VERIFICATION SYSTEM, METHOD AND APPARATUS
- Registered Trademark - MinorDecliner

Product Innovations – Complete suite of age verification products:

- Countertop / Portable / Mobile / Contactless
- Door Entry systems
- Access Control for Gaming Room
- Access control for Beer coolers
- Point of Sale Connected systems.
- Fake ID Scanners
- Passport Scanning

Education

MBA - Master of Business Administration, Loyola College, Baltimore, MD
BSIE - Bachelor of Science in Industrial Engineering, General Motors Institute, Flint, MI