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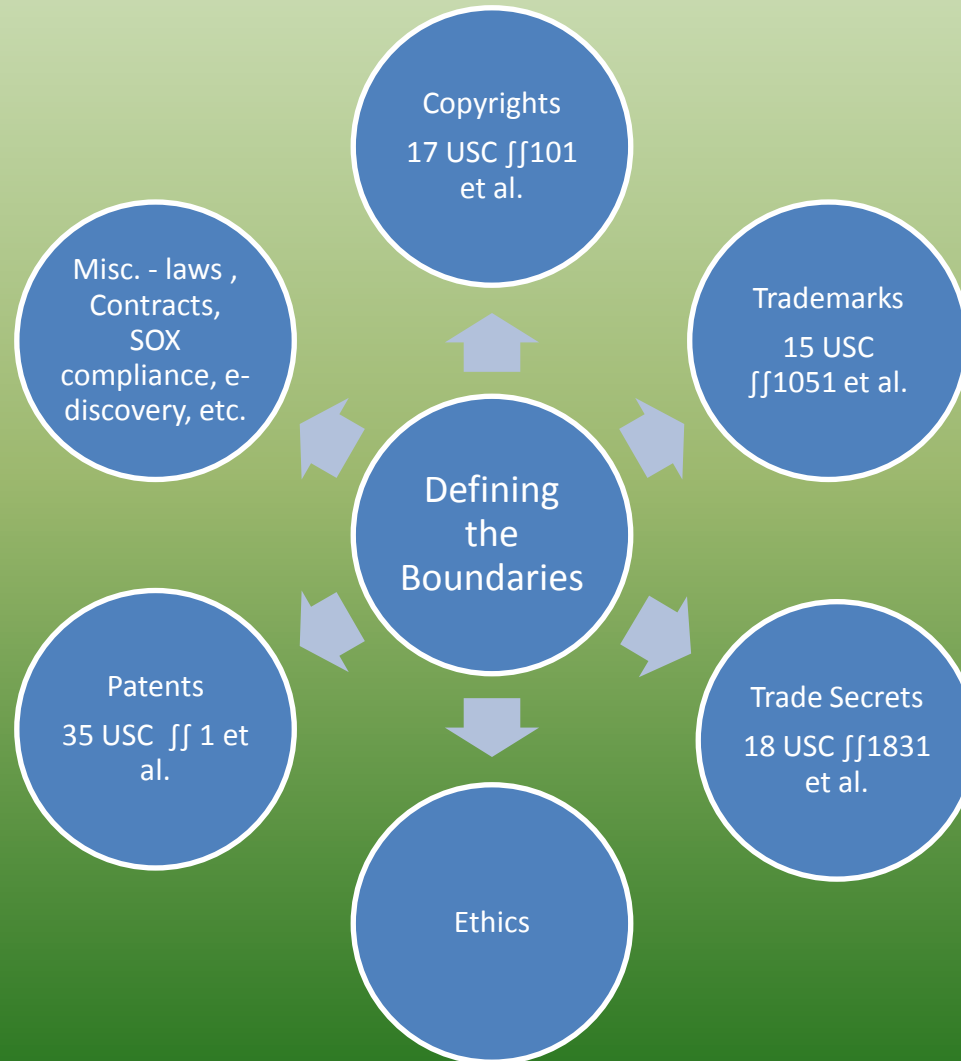
Intellectual Property Management Strategy (IPM Strategy)

This presentation introduces concepts to assess and improve a company's Intellectual Property management status quo.

What we'll cover today:

- Why assess your current IPM plan?
motivators
- What should an IPM plan encompass?
brief introduction to assessment and an IPMS matrix
- How to Implement?
working example

IPM Strategy – Why have a Plan



IPM Strategy - Why formalize a Plan

Why not just wing it?

Its worked so far ...

Motivators:

- Potential lost opportunities
- Need for consistency across entire organization
- Potential civil and criminal liability
- Fiduciary duty

A defined strategy necessitates assessing corporate objectives – one size does not fit all

IPM Strategy – Why assess your Plan?

Additional Motivators:

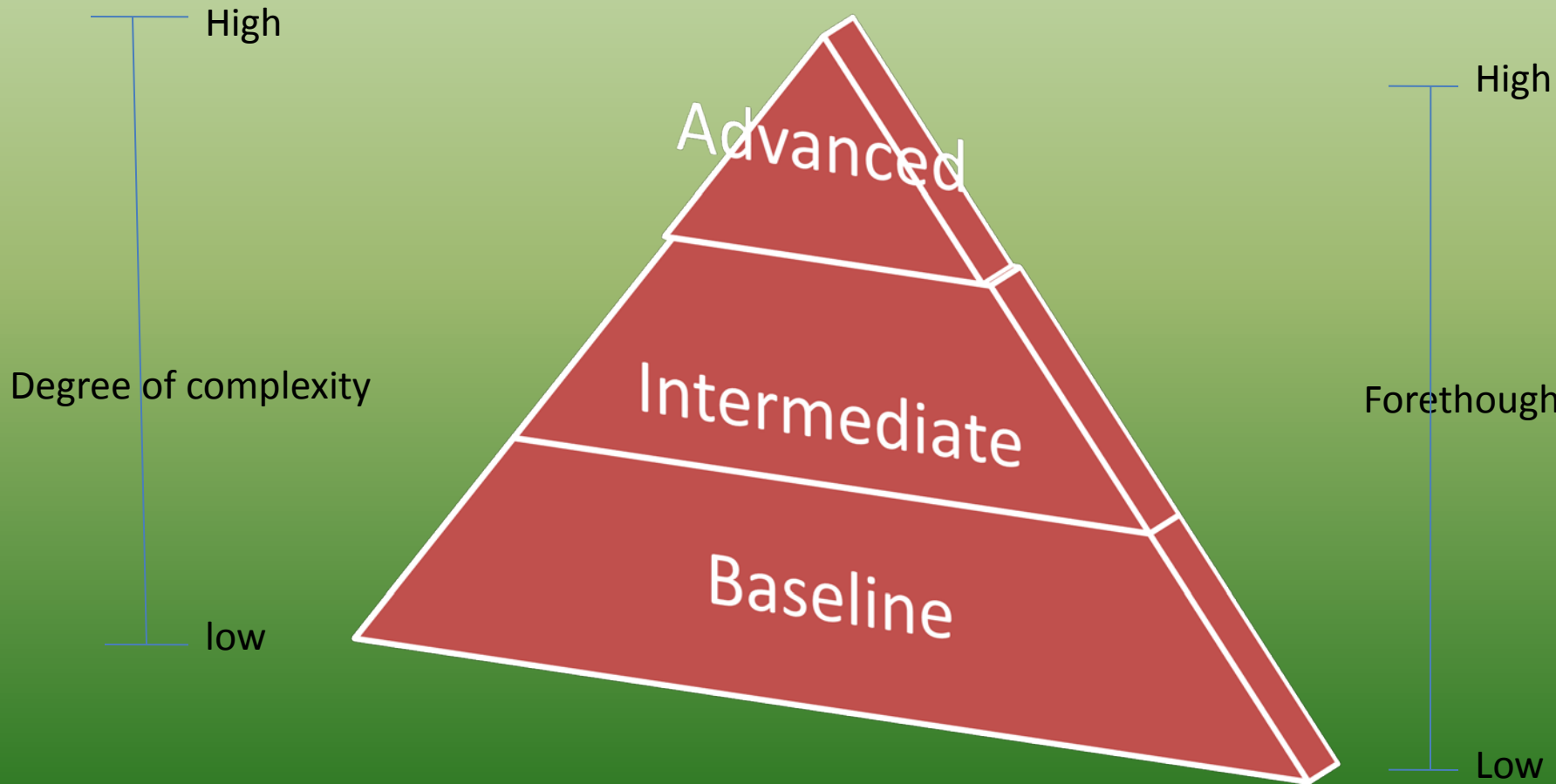
Increased coordination, communication and consistency (C³) across all areas of influence leads to:

- realized opportunities (outbound licenses, acquired targets)
- reduced unnecessary liabilities
- avoiding failed projects (ie – unavailable test equipment)

Likely “areas of influence” include:

- R&D
- Operations
- Sales
- Marketing
- Finance
- IT
- Others

IPM Strategy – What should the Plan include?



No written Plan: high risk, low benefit

IPM Strategy - What should a Plan include?

Brief overview of Dietz Law Office, LLC proprietary strategy assessment questionnaire and matrix (*attachment*)

Baseline Plan should:

- coordinate all aspects of IP into a written plan – patents, copyrights, trademarks, trade secrets, unfair competition
- unify all organizations
- contemplate and avoid lost opportunities
- eliminate civil and criminal liability
- update and maintain plan

Query: is current status quo of Company a sufficient Minimal Approach

IPM Strategy – Working Example

Step 1 - Empowerment

Step 2 - Assembling the team – defining roles and scope

Step 3 – Identify current baseline (status quo) – use, with consent, Dietz Law Office, LLC proprietary Questionnaire and Matrix

Step 4 - Establish Plan – according to Matrix

Step 5 – Implement

Step 6 - Monitor

Obstacles to success

- There must be commitment at the top – not just lip service
- There may be a need to relinquish control by some
- Win over the skeptics