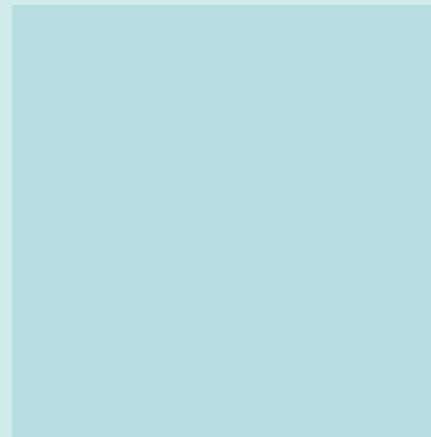
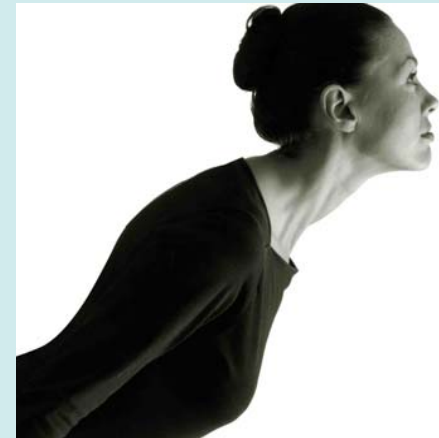
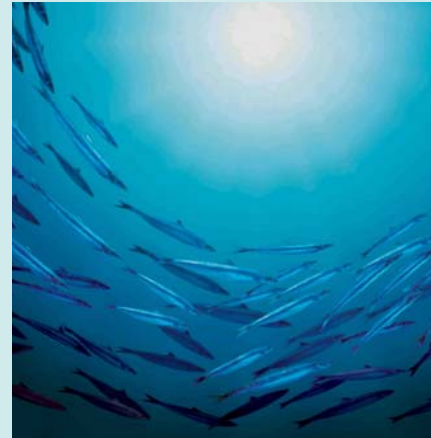




Creating Value Through IP

September 7, 2003

Jason Resnick



Broader IP Asset Management objectives



- Answers in the following areas:
 - ✓ Risk management
 - ✓ Licensing
 - ✓ Product strategy
 - ✓ Competitor assessment
 - ✓ Cost management
 - ✓ Acquisitions

Key issue:

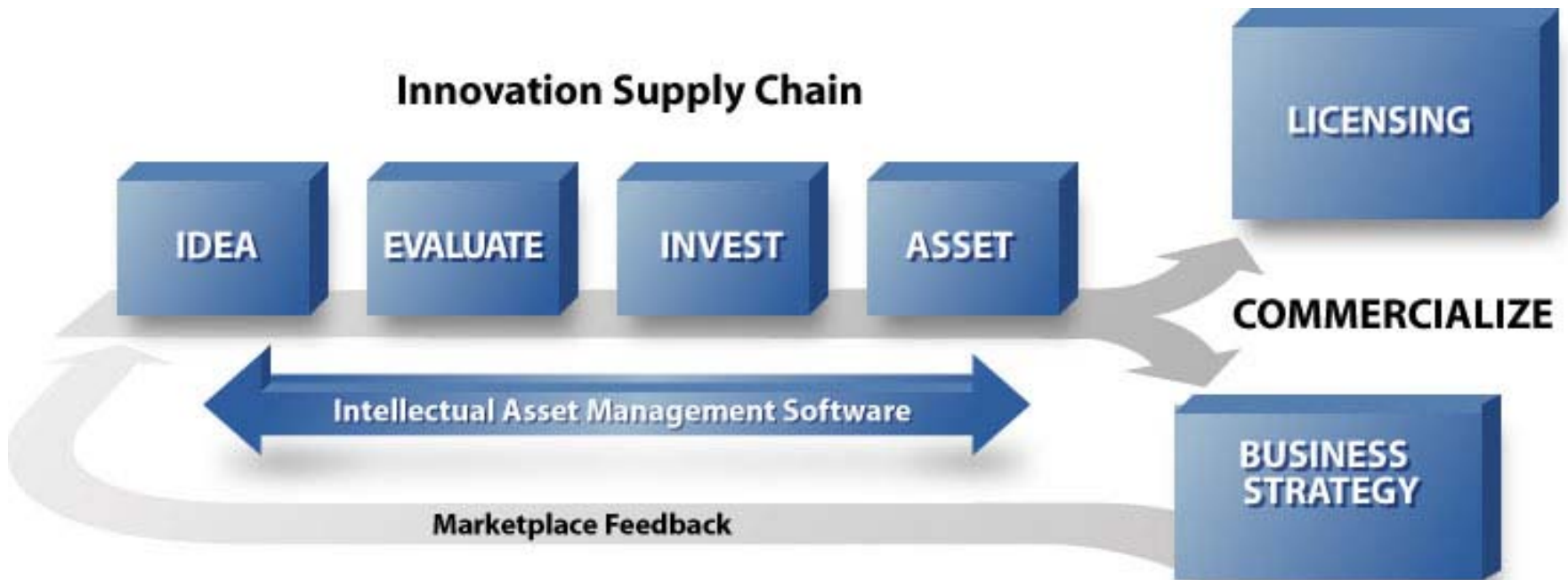


How do we link strategic and financial variables?

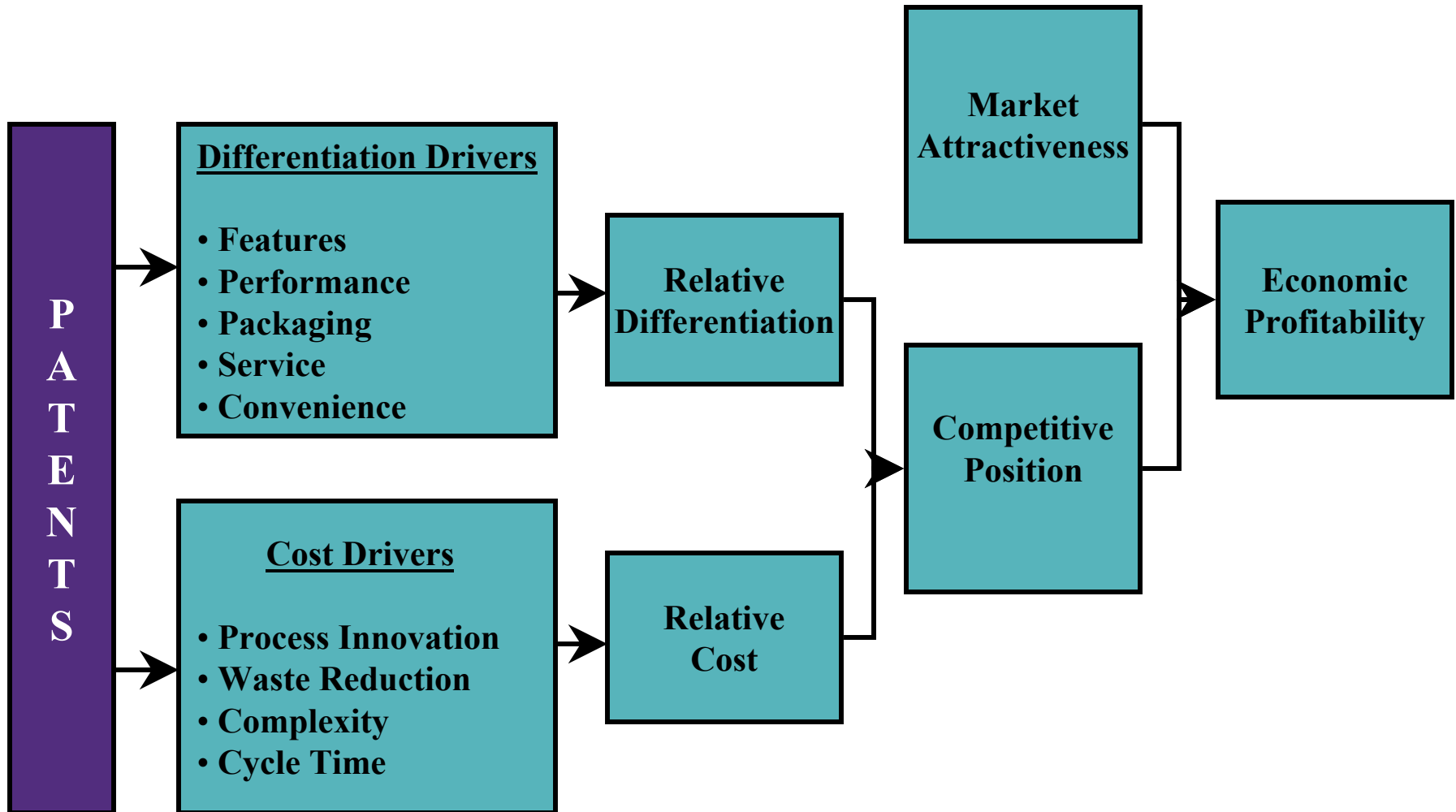
IP, Business Strategy & Value Creation



Innovation Supply Chain



Economic Profitability Factors

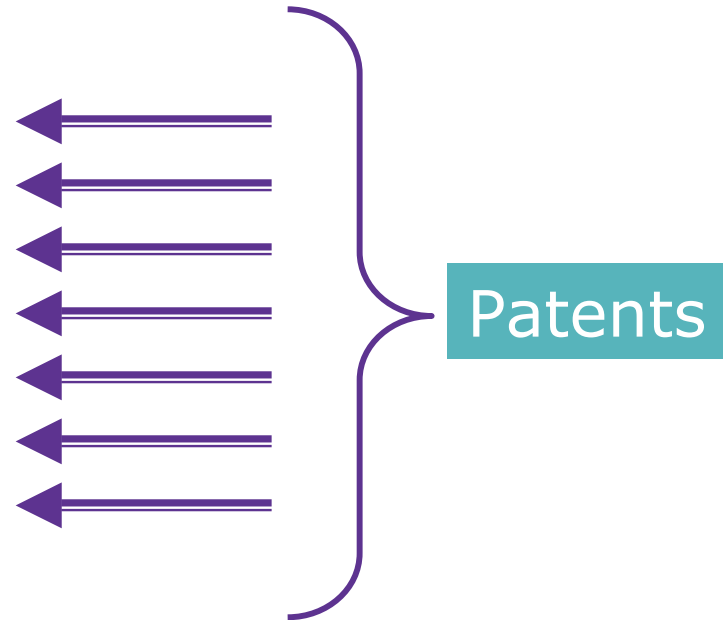


How do the product line/ business unit patents affect differentiation?



Differentiation Drivers

- Product Feature 1
- Product Feature 2
- Product Feature 3
- Process Feature 1
- Composition Feature
- Method

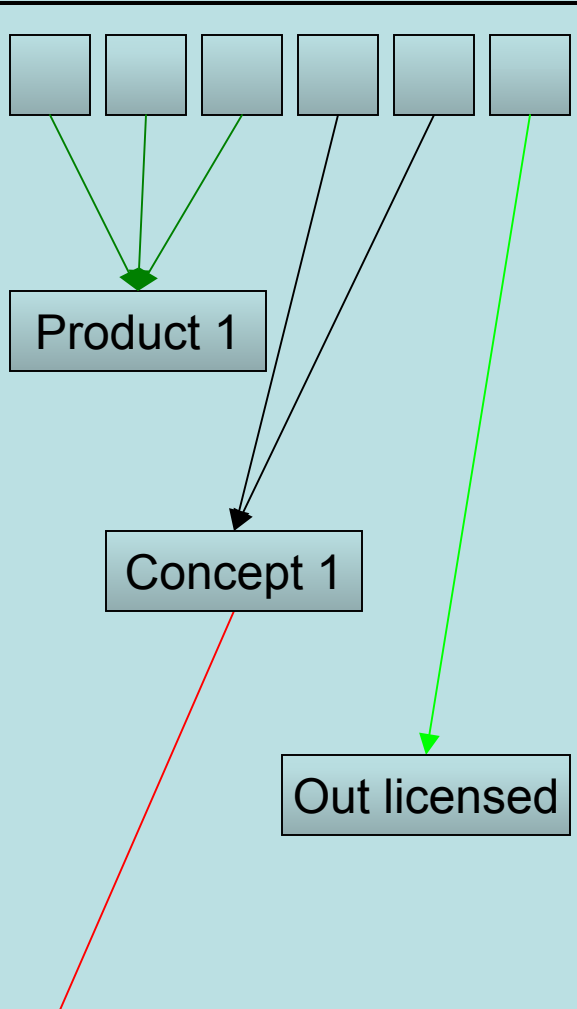


Product Assessment Summary

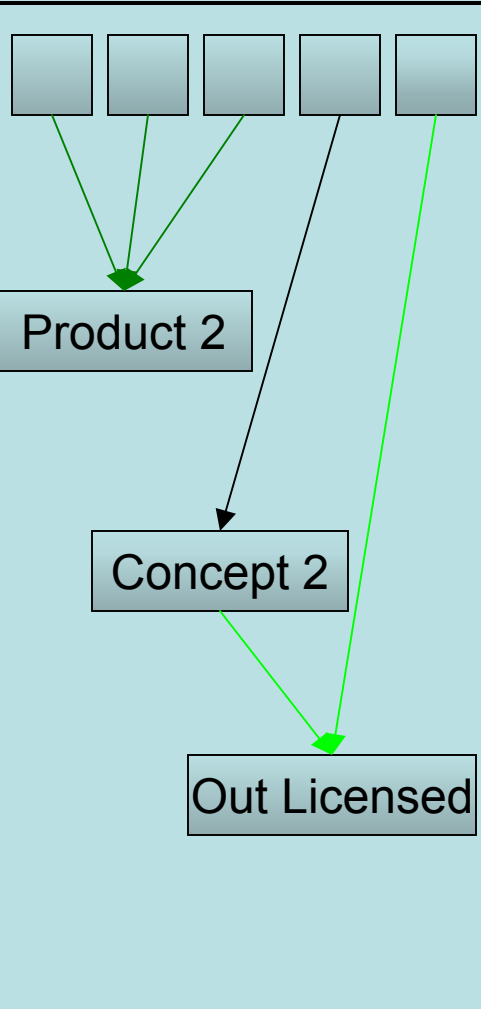


	Competitive Position Benefits					
	<u>Economic Profitability</u>	<u>Features</u>	<u>Patents</u>	<u>Annual Renewal Cost</u>	<u>Differentiation</u>	<u>Costs</u>
Product A	\$15MM	Product Feature 1	US xxx1	\$2,500	Yes	No
			US xxx2	\$2,200	Yes	Yes
	GB xxx1	\$700	No	No		
	JP xxx1	\$1,800	Yes	No		
		<u>\$9,700</u>				
	Product Feature 2	US xxx1	\$2,400	Yes	Yes	
		US xxx2	\$3,100	Yes	No	
		US xxx3	\$2,200	Yes	No	
		US xxx4	\$2,200	No	Yes	
		JP xxx1	\$1,600	No	Yes	
		JP xxx2	\$2,400	Yes	No	
		<u>\$13,900</u>				

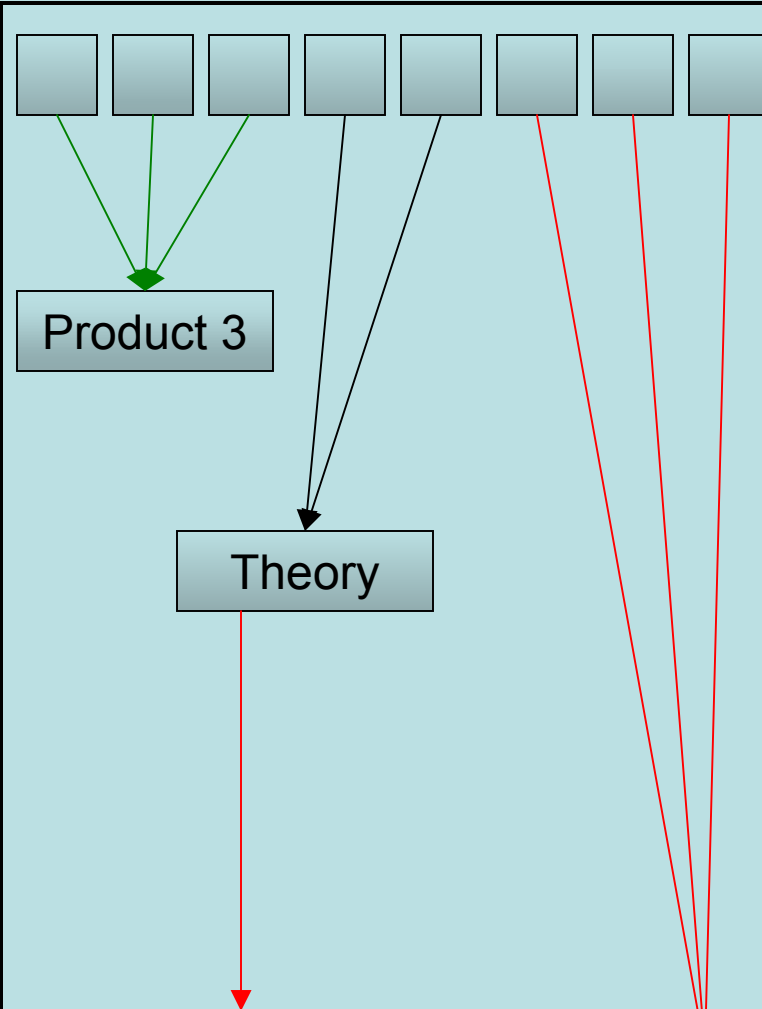
Patent Portfolio



Business Unit 1



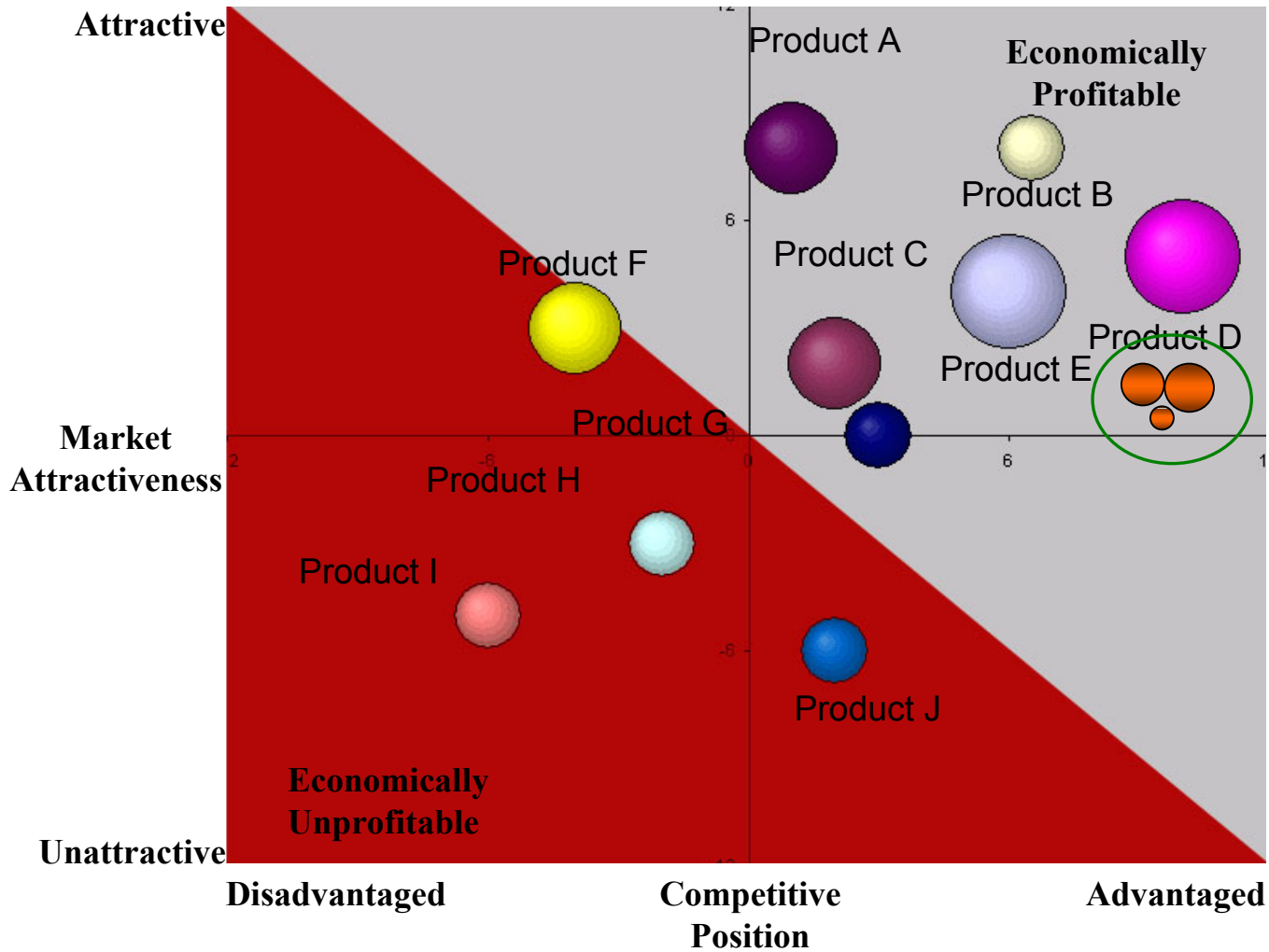
Business Unit 2



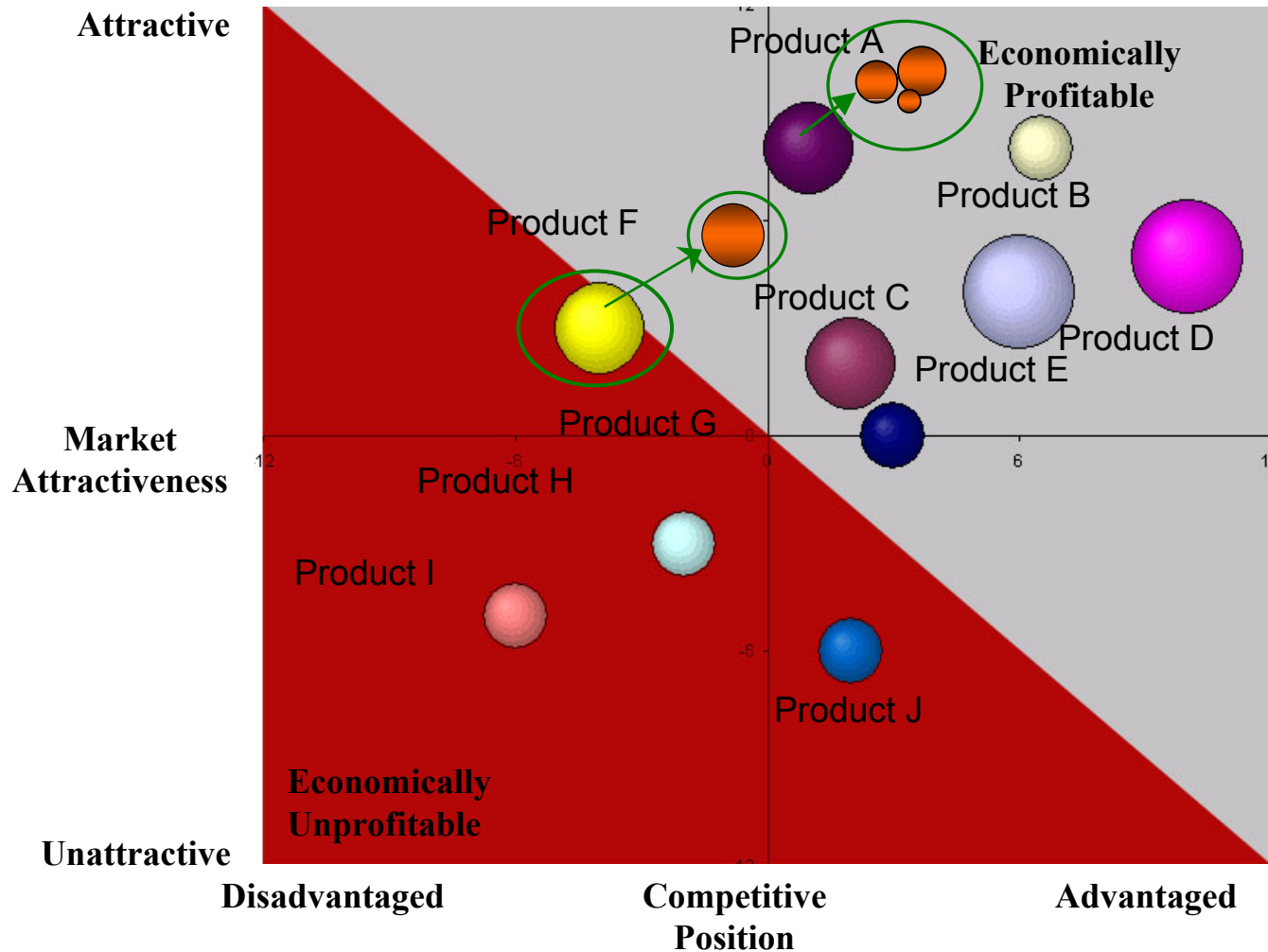
Business Unit 3

No Commercialization, monetization.

Product Position



Product Enhancement



Benefits to merging Business and IP



- Shorten time to market
 - Decrease product and research lifecycle
- Increase Productivity and economic effectiveness
 - ROI
- Vastly improve knowledge of CI
 - Gain strategic insight of market and its players
 - Explore unforeseen relationships and opportunities
- Streamline/Merge business and IP strategy
 - What is financially and patentably obtainable
- Track and optimize R&D
 - Determine areas of future worthiness for investment
 - Redirect current assets and avoid lingering in dead markets

Conclusion



- Questions?