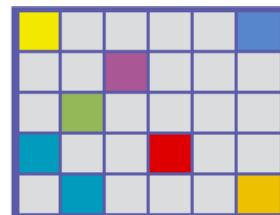

PATENT PRO: PATENT PORTFOLIO REVIEW AND OPTIMIZATION SERVICE

▶ **FIRST PRINCIPALS, INC.** has developed an innovative new service to help technology owners and administrators gain better control over their patent portfolios: Patent Portfolio Review and Optimization Service.

▶ THE NEED FOR ORGANIZATION AND CONTROL

In our experience, many organizations need assistance in gaining better control over their owned or managed patent portfolios. Patent PRO provides organizations of all types with a better understanding of the technology in their portfolio. Each engagement results in a clear, concise and actionable report on the state of any technology portfolio. In addition, upon completion of the engagement, we provide our clients with a versatile database representation of their technology portfolio. The database can be adapted by the client for many uses, including:



- ◆ **Fee payment recommendations**
- ◆ **Technology/product linking**
- ◆ **Technology transfer/licensing**

▶ PATENT PRO SERVICE FEATURES

- ◆ **Overview of Worldwide Patent Portfolio**
FPI will evaluate all patents in the client's worldwide portfolio. An experienced professional will review the legal strength and breadth of claims for each patent. The patents will be grouped according to technology with commentary provided for each group. Finally, FPI will create a detailed table of each patent's characteristics - strength, breadth, technology field, citation data, and portfolio fit.
- ◆ **Detailed Evaluation of FY Maintenance Class, including Renewal Recommendations**
On the basis of the PRO legal and marketing analyses, FPI will recommend to the client whether or not to renew each patent in a year's maintenance class. Patents with dubious commercial potential, weak technical content, or legal problems will be identified, resulting in substantial renewal cost savings for companies with large patent portfolios.
- ◆ **Citation Analysis**
FPI provides an analysis of your portfolio and its individual components utilizing a statistically verified citation-based computer model. The analysis determines the licensing potential of individual properties, providing an indicator of overall portfolio value compared against other portfolios of relevance. This analysis is invaluable in cross license negotiations and also allows easy identification of valuable items within a large portfolio.
- ◆ **Technology-Product linking**
When requested, FPI, with the aid of assigned staff from the client will identify the specific product or product lines to which each of the patents in the portfolio apply. Final cross-referenced listings will be provided:
 - ◆ A listing by patent of the products to which each patent applies.
 - ◆ A listing by product of the patents which apply to an individual product or product line.
- ◆ **Competitive Landscape Analysis**
FPI develops an overview of competing patents in the client's product areas, and provides details of specific patent families that represent competition, threat, or opportunity. This competitive IP landscape can be used to guide improvements in the client's own portfolio, or to develop strategies to work around blocking patents.
- ◆ **Patent VALUATION**
FPI's valuation process creates a logical basis on which we support the Discounted Cash Flow Net Present Value of a technology opportunity protected by intellectual property. FPI's valuations are used in capital development, debt financing, asset management, and in intellectual property donations.

▶ FIND OUT MORE

Comprehensive. Accurate. Relevant. Timely. These are the benchmarks of our products and services. First Principals teams up with our clients to maximize the value of their technology assets. We offer per hour, per project, and retainer-based terms, tailored to be convenient and commensurate with your company's needs. Visit our web site at www.firstprincipals.com, or call us at 216-881-8520.