

▶▶▶ **FIRST PRINCIPALS INC. (FPI)** draws on its unique combination of technology know-how, expertise in market and industry analysis, and technical and competitive intelligence research, to create products and services customized to your needs. We rely on cost-effective methods to turn underperforming intellectual property into revenue without the direct cost to the client of full-time, in-house staff. Our tools and techniques are supported by an unparalleled level of execution and attention to detail.

We offer three major services - available individually, or as part of a comprehensive, integrated program:

▶ **IP MANAGEMENT**

Patents

Many organizations need assistance in gaining better control over their owned or managed patent portfolios. Our IP Management services provide organizations of all types with a better understanding of their technology.

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

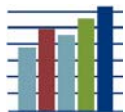
▶ **TECHNOLOGY TRANSFER SERVICES**



We utilize sophisticated information gathering techniques to compile a concise overview of the industry and markets for each technology group. We identify and query potential contacts on their level of interest in subject technologies, provide insightful materials which spotlight your technologies, negotiate suitable terms, and follow through on all aspects of successful licensing.

- ◆ Patent licensing
- ◆ Technology assessment
- ◆ Commercialization
- ◆ Capital Development

▶ **INFORMATION SERVICES**



Information management is the process of finding, monitoring, assessing, and packaging information into useable knowledge – a critical component of getting the most value out of your intellectual capital in the U.S. and abroad. We'll create the best product for your needs: from a one-page competitor profile or market overview to a comprehensive "intelligence mining program".

- ◆ Competitive analysis
- ◆ Technology monitoring
- ◆ Industry analysis and market research

▶▶▶ **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 216-514-8520.