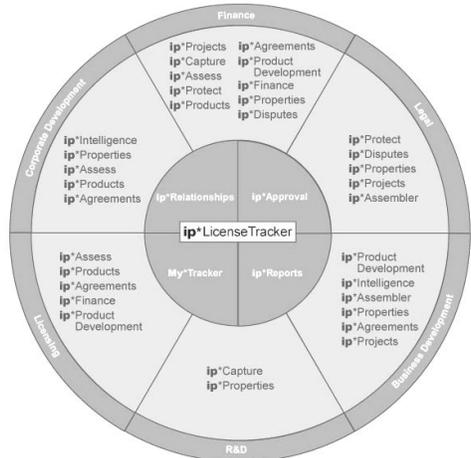


ip*LicenseTracker version 5™

Enterprise class solution for managing intellectual capital

ip*LicenseTracker™, is the enterprise-class solution for managing licensing, co-development, co-marketing and other collaborative alliances by focusing on Intellectual Capital Management (ICM), the cornerstone of your strategic alliances.



*ip*LicenseTracker has been developed as a web-based, enterprise-level, scalable system for managing intellectual property.*

By honing in on intellectual capital management, you can better understand the value of these assets to your organization and make the right decisions at the right time in managing strategic partnerships. With ip*LicenseTracker you will be able to maximize your revenues, optimize your intellectual capital portfolio and build more effective business partnerships by employing improved royalty accounting processes and proactive obligation management all while improving your operational efficiencies.

*Built on Microsoft development and web technologies, ip*LicenseTracker is the most advanced enterprise system for managing intellectual property available.*

ID	STATUS	COMPANY NAME	PROPERTY TYPE	EXPIRES	RELATIONSHIP	USE IN BUSINESS	STATUS
28	First Quarter	Base Company	Trademark	--	This is the name of our new shoe line.	--	Pending
29	JAMM Switch	Base Company	Patent	--	How I can control everything with this news ?	--	YES
30	Intel	Dave's New Company	Copyrights	--	New Recipe Design	--	NO
31	Pass	Base Company	Trademark	--	Press to write with	--	YES
32	How to sharpen pencils	Craky Olway	Trade Secrets	--	How to sharpen pencils	--	NO
33	Highway	Patent.com	Patent	--	How to up methods	2005	NO
34	123 Janet	3	Patent	--	123 patent	--	NO
35	Adding new material	Base Company	Materials	--	New Property type	--	YES
36	Flag Trademark	Base Company	Trademark	--	Label materials	--	Pending
37	Intel	Base Company	Trademark	--	Intel Trademark	--	NO
38	Intel	Base Company	Materials	--	Intel	--	NO
39	Intel	Base Company	Materials	--	Intel	--	NO
40	Intel	Base Company	Materials	--	Intel	--	NO
41	Intel	Base Company	Materials	--	Intel	--	NO
42	Intel	Base Company	Materials	--	Intel	--	NO
43	Intel	Base Company	Materials	--	Intel	--	NO
44	Intel	Base Company	Materials	--	Intel	--	NO

In today's competitive environment, there is increasing pressure to bring new innovations to market faster. To meet this challenge many organizations like yours are leveraging strategic partnerships around intellectual capital such as know how, trade secrets, patents, data, copyrights and trademarks. Employing partner expertise from discovery through to marketing and sales can bring significant impact to the success of your product development strategy. But how can you best manage these crucial partnerships to ensure you are getting the most value from your product portfolio? As partnering increases there is a growing need to manage the financial and other contractual obligations that you face. How can you continue to meet these obligations and ensure you are making accurate and timely decisions regarding these agreements?

Features and Benefits

Manage crucial partnerships to ensure you are getting the most value from your product portfolio:

- Optimize revenues collected and reduce costs by ensuring accurate, complete and timely royalty management
- Ensure that all licensing obligations are fulfilled, minimizing risks and penalties
- Make timely and informed decisions regarding complex agreement options
- Minimize legal conflicts by tracking contract dependencies
- Optimize portfolio value by cataloging and analyzing intellectual capital
- Develop best practices for contract creation and negotiation, alleviating bottlenecks
- Perform competitive analysis and effectively deploying products and intellectual capital to maximize return
- Track all aspects of intellectual capital from conception to retirement.



Manage Obligations

When it comes to managing intellectual capital alliances, it is imperative that you and your business partners meet your contractual obligations. Missing an important obligation could amount to significant penalty fees or even termination of pivotal agreements. With ip*LicenseTracker Landmarks, you can proactively track all of the important milestones, events and decision points associated with an agreement. To ensure that such contractual obligations are met, automated notifications can be sent via e-mail or viewed in each users My*Tracker In Box. Landmarks may represent events such as the completion of Phase III studies, the end of an agreement option period, or the regulatory approval of a compound – the passing of each of these landmarks may result in a series of unique effects and activities such as a milestone payment, activation of royalty collection periods, or submittal of documentation to the licensor. ip*LicenseTracker Landmarks and Effects allow you to automatically manage complex conditions and activities around pivotal events and milestones to ensure that the right decisions are made at the right time.

Maximize Revenues

It has been estimated that inaccuracies in royalty accounting can range from 8% - 45% per agreement (Deloitte & Touche). This margin of error can have a significant impact on your bottom line. Within ip*LicenseTracker, you can automate the calculation of even the most

complex multi-tiered royalty arrangements to ensure accuracy in both the collection and distribution of royalty revenues. What's more, ip*LicenseTracker provides integration with your internal accounts receivable and accounts payable processes to ensure optimum cash flow every time.

Optimize Your Intellectual Capital Portfolio

While managing royalty collections for each agreement, ip*LicenseTracker allows you to manage your revenues by focusing on intellectual capital. Royalties are automatically allocated to intellectual property via user defined royalty schemes to give you complete visibility to the profitability of each intellectual asset. This information is invaluable when making decisions regarding patent maintenance and identifying additional opportunities for your properties. In addition to financial reporting, ip*LicenseTracker allows you to track crucial information about each property such as regional registrations and existing agreements. You can also categorize and classify properties to better manage your intellectual capital inventory.

ip*LicenseTracker puts the power of information at your fingertips so you can make optimal decisions in the management of your intellectual capital portfolio. Via ad hoc search features you can quickly understand the contractual and financial landscape of a particular property. At a higher level, broader initiatives around intellectual capital and agreements can be managed by organizing them into projects. This

provides aggregate reporting and tracking features to understand the progress of initiatives within your organization. Powerful contact management features are also employed to manage the business relationships and individuals involved with each initiative. Through the use of message boards, reports, and a single point of access to relevant information project teams can seamlessly share critical knowledge and increase their productivity.

Ensure Contractual Compliance

A licensing mistake such as violation of an exclusivity arrangement can have a significant impact on your organization. With hundreds or thousands of agreements in place, how can you ensure you aren't exposing yourself to legal risk? ip*LicenseTracker provides real time access to your rights and restrictions for each property. The user can quickly understand if a property is subject to contractual restrictions such as exclusivities and sublicensing rights. This allows the user to avoid contractual conflicts, and to avoid double licensing of the same intellectual capital. Additionally, ip*LicenseTracker provides point of need notification of conflicts at the time of agreement creation to further ensure compliance.

Employ Best Practices

The ability to standardize and reuse information wherever possible can have a great impact on increasing efficiency and consistency within your organization. ip*LicenseTracker provides the ability to create a standard library of agreement terms and agreement templates that can help to enforce corporate standards. What's more – when entering new arrangements with business partners, you have instant access to existing agreements to identify lessons learned in previous negotiations and reuse agreement components.

ip*network, Inc. is the premier provider of enterprise software solutions for technology commercialization management to Global 2000 companies in the Life Sciences, Electronics/Communications and other high technology industries. Founded in 1999, the company's solutions enable organizations to realize maximum value from their relationships and intellectual capital by effectively managing the commercialization life cycle. For more information visit the company's website at www.ipnetwork.com.

