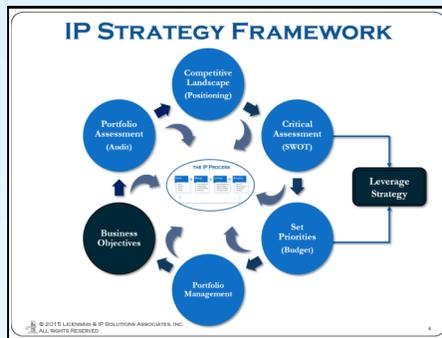


LICENSING & IP SOLUTIONS ASSOCIATES, INC.

Licensing & IP Solutions Associates, Inc. is a boutique strategy firm that helps companies put in place Intellectual Property Strategy Programs that support and enhance their primary business objectives. LIPSA works with you to develop an overall 'Cradle-to-Grave' program that proactively aligns IP creation & harvesting with your Research & Product Development programs, Merger & Acquisition activities or Licensing Operations. LIPSA offers nearly three decades of experience in IP strategy and business development and where needed or desired, will take a hands-on approach to aligning your IP activities if your company is faced with a lack of resources, expertise or focus.

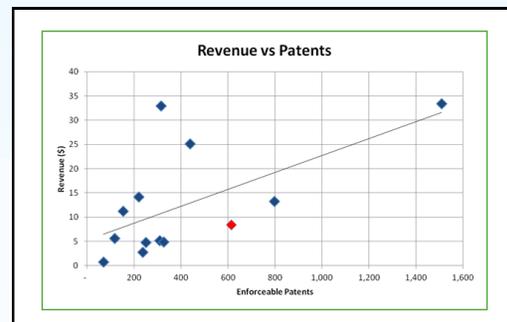
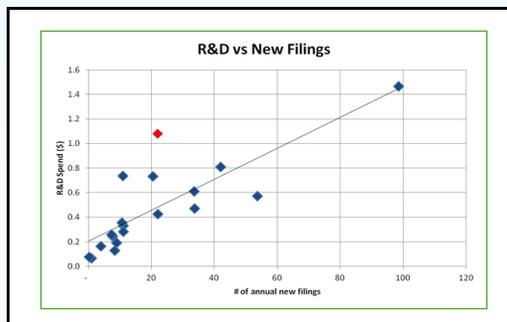
You wouldn't know it from the nightly news, but there is a lot more to realizing the value of intellectual property than suing someone in the District Court of East Texas. Over the past century, the North American economy has transitioned from manufacturing to service to knowledge creation. Shareholders have watched as the value of their companies shifted from hard assets to intangible properties like know-how, trade secrets, patents, trademarks and copyrights. Shareholder activities at AOL, Kodak and Motorola are clear examples that maintaining the status quo of passive IP management is no longer acceptable. They expect their management teams to take intellectual property into account during annual planning and budgeting cycles as well as include IP considerations into routine business operations.

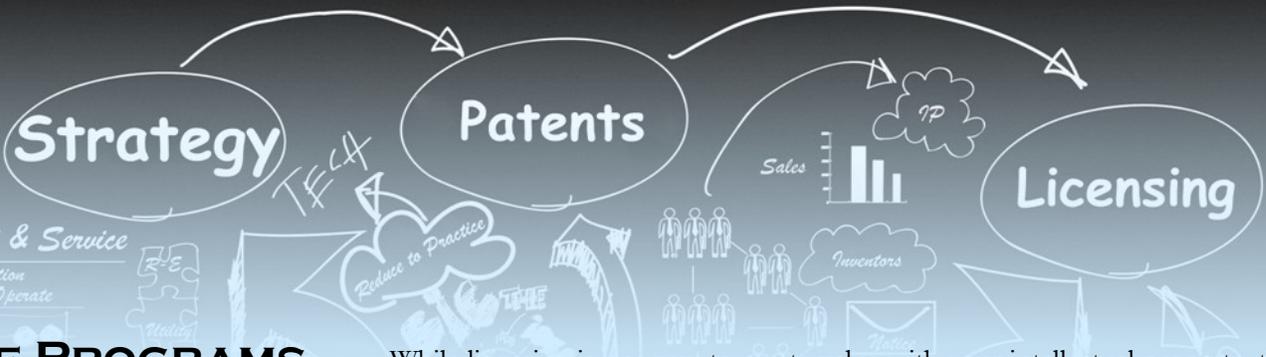
LIPSA will help you answer the critical questions needed for an effective IP Strategy Program:



- What IP assets do I have?
- Am I getting good value from my IP investments?
- How am I positioned in the marketplace?
- Do I have enough (or the right) IP to support my business?
- What options do I have to create value or competitive advantage?
- What internal changes must I make to stay on target?

'More' is not always the right answer. Through benchmarking of competitors and consideration of market trends, LIPSA can help tailor your investments in IP so that they are right-sized for your business and external risks.





CORE PROGRAMS

Portfolio Assessment

- Portfolio Tuning & Growth
- Portfolio Efficiency
- Third Party Potential
- Foreign Operations Alignment

Competitive Analysis

- Company Positioning
- Early Warnings
- Leverage Opportunities
- Investment Priorities

Value Extraction

- Licensing
- Asset Sales
- Cost Elimination
- New Partnerships

Knowledge Management

- Systems Audit & Enhancement
- Committee Operation
- Training & Mentor Programs
- Rewards & Recognition

While licensing is one way to create value with your intellectual property, there are many other ways to leverage your assets. Developing the right IP programs and integrating them into your business processes can result in new approaches to the market, new partnership opportunities and improved resilience to competitive activity. There are countless examples of companies ignoring shifts in market dynamics and subsequently becoming a chapter in North American business history. Over the last decade, strategic management and the tactical use of intellectual property has emerged as an essential tool to keep companies at the forefront of their industries.

Your business is built to solve customer problems and field products that meet market needs. Staying informed, anticipating changes in the market, making the right IP investments and adjustments before competitors or disruptive technologies catch you by surprise are essential in remaining relevant to your markets.

“Innovation protected by IP rights is key to creating new jobs and growing exports. Innovation has a positive pervasive effect on the entire economy, and its benefits flow both upstream and downstream to every sector of the U.S. economy. Intellectual property is not just the final product of workers and companies—every job in some way, produces, supplies, consumes, or relies on innovation, creativity, and commercial distinctiveness. Protecting our ideas and IP promotes innovative, open, and competitive markets, and helps ensure that the U.S. private sector remains America’s innovation engine.”

- IP and the US Economy: Industries in Focus
U.S. Department of Commerce
March 2012



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