

IS YOUR
INTELLECTUAL
PROPERTY
ACTUALLY
**UNTAPPED
ASSETS?**



An aerial, high-angle photograph of a large, open pedestrian plaza. The plaza is paved with light-colored tiles and is filled with many people walking in various directions. In the upper left corner, there is a curved architectural structure with a glass and metal facade. A large, thick black square frame is superimposed on the lower center of the image, creating a 'cutout' effect where the people and ground inside the frame are missing. The text 'TO YOU: A NEW REVENUE STREAM' is positioned to the left of this frame, and 'TO ANOTHER COMPANY: THE MISSING PIECE' is positioned to the right.

**TO YOU:
A NEW REVENUE
STREAM**

**TO ANOTHER
COMPANY:
THE MISSING
PIECE**



WELCOME TO THE MARKETPLACE OF IDEAS: **THE IP ZONE®**

Learn how to drive more value from your IP

What if we made intellectual property transparent to enable new collaborations, uncover new revenue streams and identify new business opportunities? And what if it were all available as an easy-to-access online platform? That's the idea behind The IP Zone, the leading integrated marketplace for intellectual property. By providing a state-of-the-art workflow environment, commercialization tools, best-in-class consulting services and a proprietary IP Channel Guide, industry-leading companies now have a secure, open marketplace and access to new and untapped sources of information from other industry-leading companies.

Recently, a small start-up company from Denmark came to The IP Zone with a radical new idea for distributed commerce. They wanted to make images on web pages everywhere (not just on retail sites) clickable and linked, so readers could instantly purchase items they saw and liked. In The IP Zone, the start-up was connected to a centuries-old payments company that had a vast history of innovation and a virtual treasure trove of intellectual property. Together with a global consulting powerhouse and another start-up from the US, the team is creating a game-changing e-commerce payments platform that's making this vision a reality. This is the type of innovative collaboration you will find in The IP Zone.

The IP Zone is designed to bring buyers and sellers of intellectual property together in a transparent way. Ideas that were once sitting on shelves in dark rooms, on hard drives and in boxes can now fuel a constant flow that can create value for both parties. The time for tightly guarding every unused asset is over. It's time to create new streams of revenue and share ideas like never before. Join us in The IP Zone to see what your intellectual property can do for your business.

IMAGINE WHAT YOU COULD DO IF YOU COULD ACCESS **SOMEONE ELSE'S KNOW-HOW**

Thinkers, innovators and explorers go to work every day at companies across the globe. They solve problems and create products that didn't exist before. And the world's greatest companies embrace the fact that with great success often come brilliant failures. What if you could tap into those learnings and repurpose their failures for your success?

That's where The IP Zone comes in. As the leading marketplace for intellectual property, we connect your company with corporations everywhere to share the most valuable asset of all – knowledge. The IP Zone opens up a world of answers from a world of otherwise dormant ideas.

The pharmaceutical industry is known to be extremely protective of its intellectual property. But what would happen if different drug companies could build on each other's know-how, instead of working in silos and starting from scratch? In November 2008, a maker of an erectile dysfunction medication took a brave step and licensed a molecule to another company to help create a vital drug that treats pulmonary arterial hypertension (PAH), a form of high blood pressure. While this courageous act helped improve the quality of life for patients, it also helped the company's bottom line, thanks to a \$150 million up-front payment.

TO THEM:
BUSINESS AS USUAL

TO YOU:
**A BREAKTHROUGH
PROCESS**



THE IP ZONE: **OPENING UP MINDS, COMPANIES AND NEW MARKETPLACES**

Join us in unleashing the power of your important discoveries that can help drive organic growth, advance knowledge and improve people's lives everywhere.

Together we can become more nimble, reduce R&D investment and decrease the time it takes to innovate. In short, we can learn from each other. Take the case of two life sciences companies. By combining the financial resources of one with some already impressive Phase II research results of the other, they were able to make real progress in the young fields of stem cell research and regenerative medicine—helping both humanity and their bottom lines.

By bringing together qualified partners who wish to pursue new opportunities, collaborate in unprecedented ways and open their companies up to a vast ocean of new ideas, The IP Zone is helping to create entirely new marketplaces across industries—and around the world.

Welcome to The IP Zone.

THE TOOLS TO HELP YOU **DISCOVER YOUR UNTAPPED ASSETS**

IP IDENTIFICATION

We enable clients to find IP faster and more effectively through a variety of proprietary social network and analysis tools, such as a semantic-based search engine.

IP WORK FLOW

Our Virtual Intellectual Property Exchange (VIPEX®) provides a central management solution for IP that is clear, orderly, accurate and prioritized. It effectively manages deals with stepwise, standardized processes and best-deal practices. This proprietary process also enables the fair valuation of IP assets.

IP EXCHANGE

We are an exchange, facilitating connections to carefully vetted service providers (attorneys, brokers, insurers, IP valuation and analytics firms). Through the IP Channel Guide, a specially designed patent-pending interface, buyers and sellers can efficiently navigate and identify relevant providers from the tens of thousands listed.

IP INFORMATION

We connect to 3rd-party IP news and information sites, providing knowledge and insight into successful IP deals and transactions. Our goal is to provide the preeminent centralized industry content portal.

IP CONSULTING

We help clients identify their IP needs—moving innovation forward, streamlining processes, discovering new opportunities and alliances, and adding the necessary commercialization perspective.

IP EDUCATION

We develop cutting-edge education for Senior Executives and IP Managers and give you access to global IP industry thought leaders. The IP Zone advances best practices and publishes valuation and deal information.

TO YOU:
PROTOTYPE FAILURE
#JJ4/00118

TO A NEW MARKETPLACE:
THE ANSWER





THE IP ZONESM

WHERE IDEAS ARE TRANSACTED

GLOBAL FORTUNE 1000 BUYERS AND SELLERS

START-UPS

UNIVERSITIES AND RESEARCH INSTITUTES

VENTURE/PRIVATE EQUITY FIRMS

INVESTORS

JOIN US AND FIND OUT MORE ABOUT THE MARKETPLACE FOR IDEAS.

VISIT THE IP ZONE AT IPZONE.COM