

ipal

Innovationen Patente Lizenzen

Overview ipal

July, 2004

ipal performs outstanding technology transfer for universities and research institutes... to the benefit of all parties

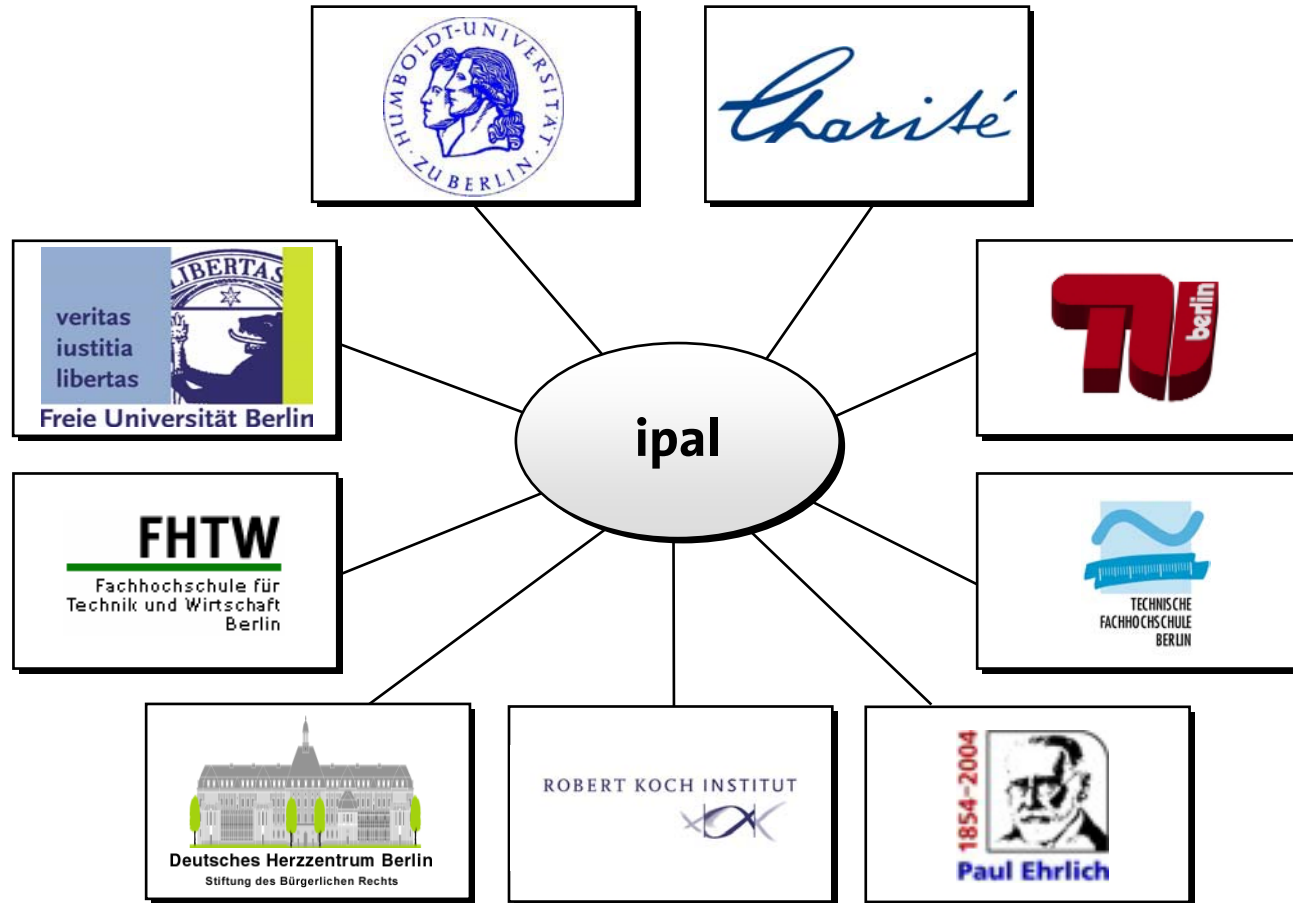
ipal generates values by commercializing research results and inventions.

ipal

- **advises academic research institutes of Berlin, on how to improve commercial potentials of research projects**
- **manages on an exclusive base the intellectual property assets of the universities**
- **analyses the commercial value of inventions**
- **identifies optimal licensing partners for inventions world-wide**
- **gives licenses to industrial partners**
- **deposits IP-rights into start-ups and receives shares in return**
- **monitors IP-rights and license agreements**
- **builds long-term partnerships between academic research institutes and industrial partners**

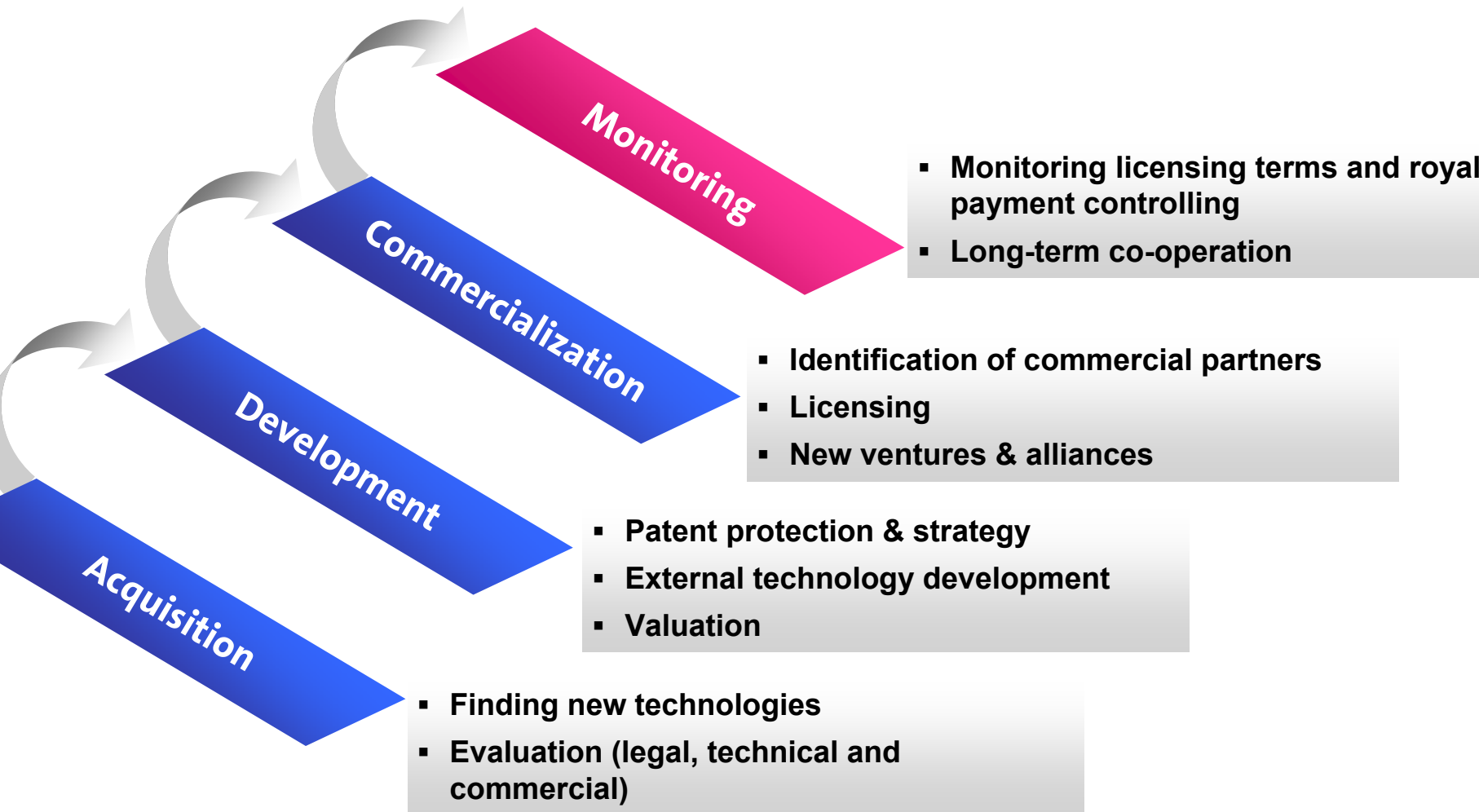
Technology transfer for over 11.000 scientists and
20.000 students

ipal commercializes for Berlin universities on an exclusive base

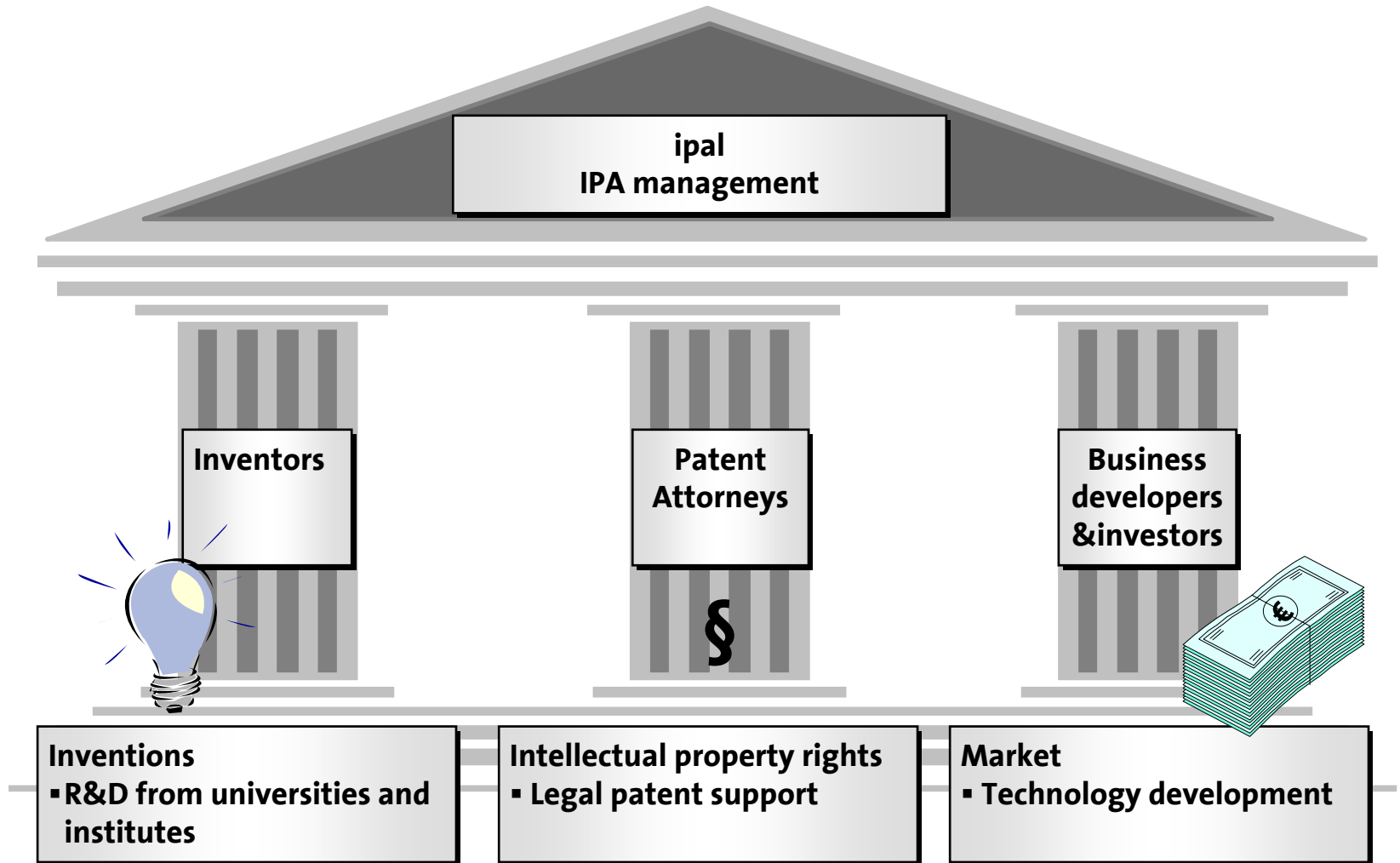


At ipal we create and deliver value step by step

our route to commercializing IP



ipal successfully develops IPA teaming up... with inventors, patent attorneys and business managers



and enhances the attractiveness of IPA for commercial partners

three clusters of reasons beneficial to commercial value

Competitiveness

Use of ideal
commercialization time

Pre-selection

Taking on the financial risk
for IP protection from the
inventors

IPR situation

International patent
protection

Broad scope of protection

Patent strategy with focus
on commercial value

Clear ownership of IPR

Clear status on IPR

Market orientation

Professional marketing

Market-analysis

Valuation

Build on international
contacts to industry

ipal develops IPA from universities to make it commercially viable!

We focus on the value proposition of the IPA

overview on valuation and licensing terms

We focus on the product value proposition

- **Segmentation of the market**
- **Estimate value by using various valuation methods**
- **Tailor licensing terms to prospective customer need**

We try to acquire a thorough understanding of prospective licensee beyond pure product and R&D profile

- **Organizational structure and key personnel**
- **Project budgets and process**

At ipal we thoroughly devise our sales approach rather than pursuing opportunistic options

- **Market intelligence**
- **Parallelize timelines to have all available options ready**

Diversity of sales channels secure commercialization success of IPA

Overview sales channels

