

How Inflexion Point Maps Strategy.

Inflexion Point helps build an IP portfolio to protect your technology assets

Finding IP to protect your business strategy is a multi-disciplined endeavor that requires more than just a sharp legal mind: it requires highly integrated expertise in legal, business and technical fields. Even in the most IP-enlightened companies, achieving the necessary goal is usually hampered by one or more of the following:

- *Lack of management bandwidth:* the executive team that runs the company wants to focus on business issues and doesn't want to worry about IP.
- *Lack of available technical expertise:* corporations have their best engineers working in R&D and on product development, and don't want to "waste" these valuable resources on "IP problems."
- *Lack of IP experience and insulation:* company personnel usually haven't spent their careers creating and searching for or selling patents. Searching for IP under the corporate name can be an invitation for inflated prices or a warning to competitors. Letting IP owners know you are looking for their IP has the drawback of identifying you as a possible infringer.
- *Lack of motivated personnel:* although intellectually understanding IP is important, many employees emotionally consider it a complex and arcane field better left to "someone else"—or avoided entirely.

IP Help Is Here

Inflexion Point Strategy, is a portable, customizable, and highly motivated IP resource that can be seamlessly integrated into your organization and right-sized at will.

A major part of any solution is properly defining the need at the beginning. Many companies have spent millions of dollars solving the wrong problem, chasing the wrong opportunity, or pursuing the wrong corporate goal.

That's why we start off by mapping out your problem/opportunity in detail with your



visionaries and key IP thinkers. At the end of the process, we both know what you want, and we have enough to come back with a plan and a proposal for accomplishing your goals.

We use both "top down" and "bottom up" strategies for finding the IP you need to build a shield around your technology position. "Top down" refers to patents that are available for sale from brokers, other corporations, universities, and individual inventors. The problem here is to filter what's available in order to fit your technology needs. "Bottom up" refers to searching for patents in the technology areas required, and then filtering through them to find patent owners that might be induced to sell.

We then implement the approved plan and report to you periodically using our mapping and tracking tools. You can recalibrate the effort as results flow from the project, and as management evaluates the business alternatives stemming from these results.

We are an outside IP resource dedicated to

your agenda and no one else's. We don't have any company career or political aspirations, and any new IP we help you create belongs to you. Best of all, our work won't detract from your own company's engineering efforts.

IP Strategy Mapping:

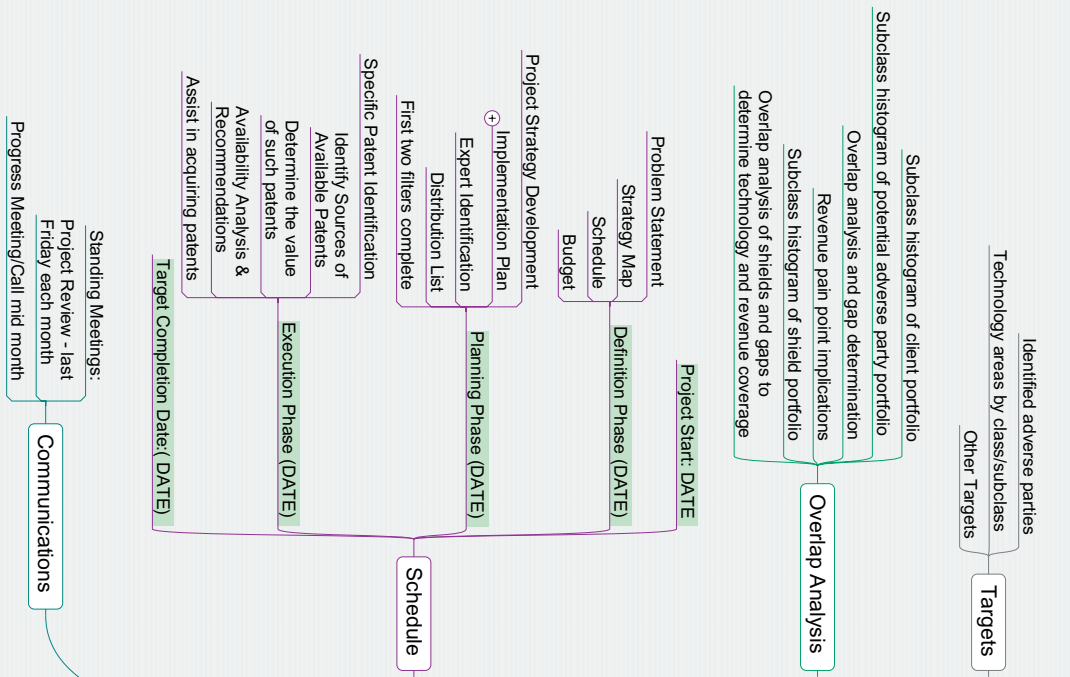
Strategy Mapping is based on the concept of radiant thinking. It challenges traditional linear methods of strategy development. Inflexion Point uses radiant thinking to allow your team and our team to work together on developing strategy and tactics that are critical to your future. Program benefits include:

- Stimulates "out of the box" thinking.
- Enhances the ability of your team to reach a common understanding.
- Streamlines the approach to building a coordinated action plan that all parties accept.

The definition phase breaks down into:

- **Pre-meeting analysis:** We spend 4–8 hours with your key thinkers developing an understanding of IP issues and an outline for the working session.
- **Half-Day Working Session:** The working session is conducted with your key IP thinkers—a major element of the process. A complete strategy map will be developed around the meeting agenda topics.
- **Post-meeting summary:** We provide a comprehensive summary report and conduct a review meeting with your team to go over the findings from the working session. The next step is a plan and proposal from us on how we can help you achieve your long term goals.

Inflexion Point Buy-Side Project Overview



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