

Lighthouse™

An Intellectual Property Corporate Portal



Knowledge-base, Advocacy and Discipline, Helps Drive Intellectual Property Asset Management Successes

Organizations continue to be plagued by the lack of Intellectual Property business understanding. Intangibles are a serious business asset, which are leveraged in many business contexts. Lack of communications about the IP strategy, methods, tools, and techniques polarize the key groups from critical alignment required to maximize the values of research & development investments.

Advocacy requires better communication, understanding and coordination with business drivers and research and development strategies. Leading companies have established Intellectual Property resource centers, which are the beacon to gain advocacy from business and research and development.

PetrashWilliamson's **Lighthouse™** Intellectual Property Asset Management (IPAM) Portal incorporates the foundation and key components of a best practice intranet IP "Center of Excellence" system. It has helped organizations implement a better intellectual property asset culture.

Lighthouse enables you to gain discipline, provide guidance, increase quality and reduce costs. It guides development through the details of the IP process. Enabling the organization to reduce processing costs and increase the quality of the invention disclosures and subsequent patents. In addition, Lighthouse provides the business with an understanding of the companies intangible assets and strategy.

Build an IPAM "Center of Excellence"

Lighthouse™ is a user friendly communication system that enables organizations to create a focal point for IPAM best practices, methods, processes, forms and tools that employees can self navigate in order to more effectively develop and manage patents, trade secrets, agreements, trade marks and other intellectual assets. Lighthouse™ is designed as a turnkey system, which can be easily adapted to your environment, terminology and processes.

Lighthouse™ Comprehensive, yet Easy to Navigate

The system, designed to be easily navigated without having any depth of understanding of IPAM. It cross-references subjects for intuitive navigation.

*If we only knew
what we know.*

*It is critical to get
the right
information to the
right person at the
right time.*

Lighthouse's easy navigation should not be mistaken for light coverage. It is very comprehensive including process maps and methods; standard forms and agreements; training documents; subject matter expert contacts; Q&A's; strategy and tactics; terms and definitions; and links to other IPAM resources. This tool has proven to help change IPAM culture from reactive to proactive in Fortune 500 companies.

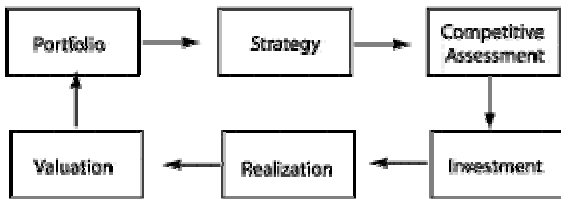
This approach was developed over a period of ten years and based on Gordon Petrash and his associates' knowledge and experiences. This includes their successful engagements with the leading Fortune 500 companies.

Gain Operational Efficiencies

Lighthouse™ provides an organization the opportunity to accelerate and more effectively implement its IPAM initiative. It can also act as a catalyst for implementation. The Intranet IPAM "Center of Excellence" is supported by a "Six Step" PetrashWilliamson's holistic approach to IPAM. Lighthouse enables companies to communicate information that can be leveraged throughout the IPAM process.

*Consistency,
discipline, and user
friendly*

PetrashWilliamson "Six Step" Process



The Six Step proven method is being utilized by a diverse group of corporations successfully. It represents the key IPAM processes.

Lighthouse Features

- Complete IPAM "Six Stage" Methodology
- Detailed Procedures, Techniques, Forms, Terms, Roles and responsibilities and Valuation Techniques
- Process Flow charts for IPAM process and sub-processes
- Includes Patents, Trade Secrets, Agreements, Trademarks, Trade-dress, copyrights and Know How
- Browser-based interface with centralized repository
- Yellow Pages Directory of Subjects and Key Contacts
- Technology Quality Assessment
- Interfaces to Compass, Best Practices Library
- Self directed training
- Processes Supported:
 - Asset Management - IPAM Model and Sub-processes
 - Strategy
 - Competitive Asset
 - Invention Approval and Submission
 - Agreements
 - Royalties and Licensing
 - Technology Release
 - Patent Classification

*" The "new economy" is looking battered, but the questions it has raised over intellectual property have moved to center stage—and will stay there"
The Economist*

- Agreement and Agreement Approval Forms Examples:
 - Agreements
 - Non-Exclusive License
 - Non-analysis Agreement
 - Secrecy Agreement
 - Secrecy Both Parties Obligated Two-way Exchange of Information First Extension
 - Secrecy Joint Development to be Disclosed to Third Party Agreement
 - Research Agreement
 - License Agreement
 - Software License on Both Parties Agreement
 - Know-How License Agreement
 - Compound Screening - Both Obligated Agreement
 - Immunity from Suit Agreement
 - Consulting Agreement
 - Forms
 - Invention Disclosure
 - 482 Royalty Tax Determination
 - Technology Release
 - Invention Disclosure Transmittal
 - Technology Determination Worksheet
 - Patent Evaluation Form

Lighthouse Benefits

Lighthouse™ is a flexible solution that adapts easily to your information management architecture. Lighthouse can stand-alone or can be easily integrated into a company wide system.

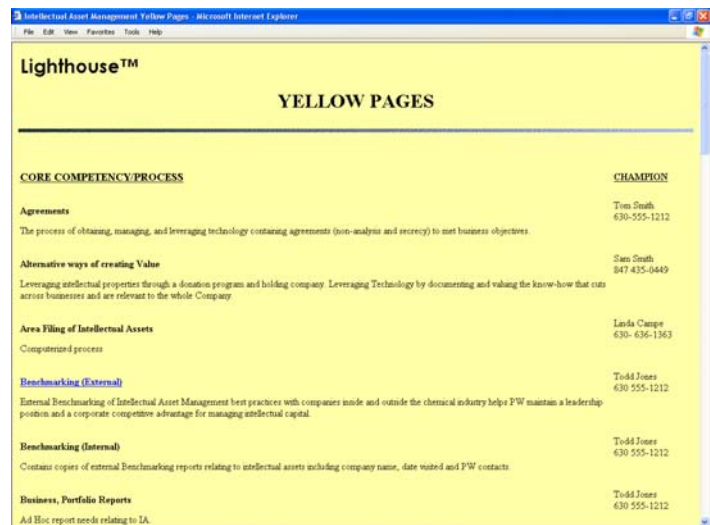
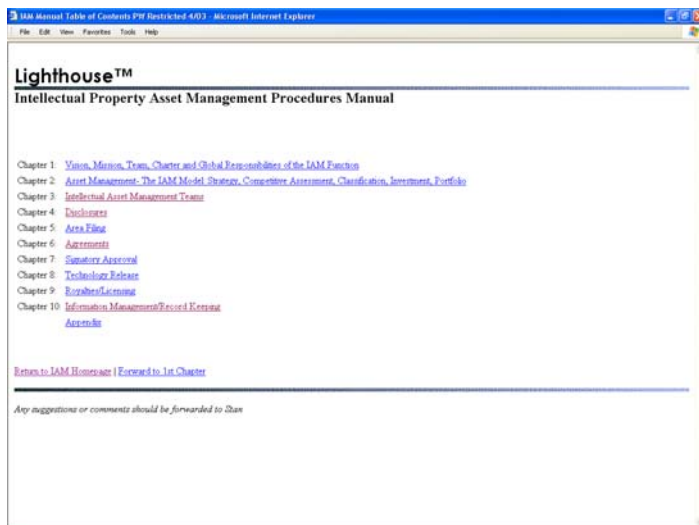
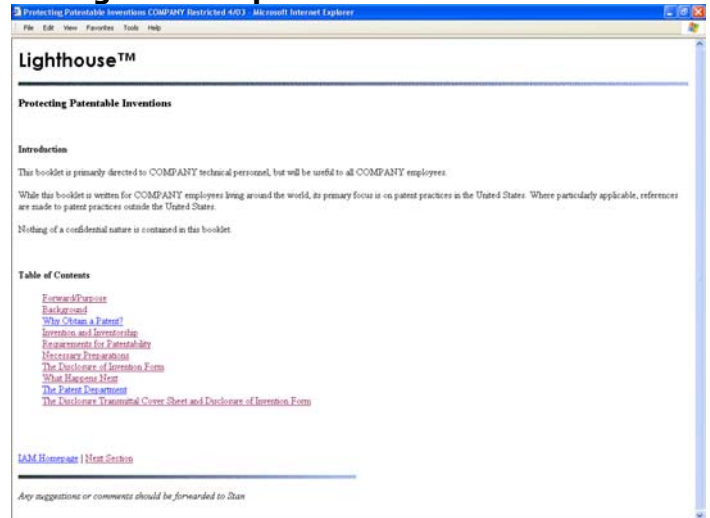
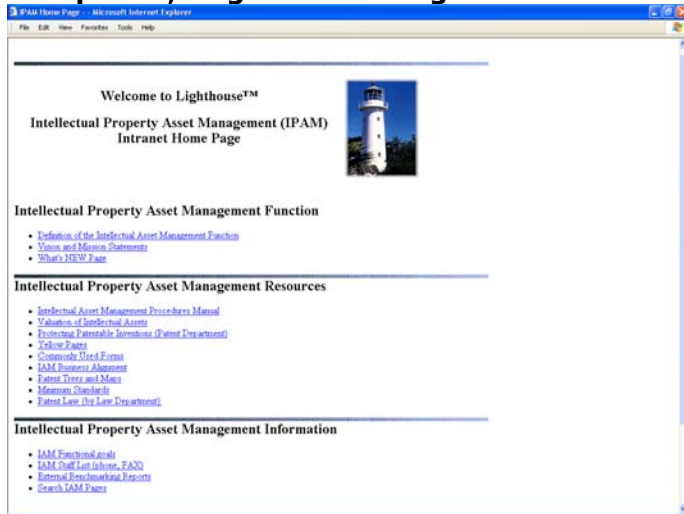
- Reduce operational costs
- Increase ROI from patent initiatives
- Increase quality of invention disclosures
- Focal Point for creditable IPAM information
- Builds organizational competency
- Assert a disciplined and consistent approach
- Can act as a catalyst for IPAM initiative
- Tested methodology and architecture already built
- Can be installed and operating within weeks
- Maximize IP Portfolio value

"Intellectual Capital is at least as important as our financial capital in providing truly sustainable earnings"

Your company's IP is its most important competitive asset. However, without a foundation of high quality processes, you're vulnerable to drift off-course. Contact PetrashWilliamson to arrange a demonstration.

Screens

Index for the Center of Excellence communications focal point. **Self directed, consistent, disciplined, to gain faster organizational understanding and acceptance.**



Other Products:

- **Compass**

"IPAM Consultant in a Box", IPAM Best Practices Library includes proven methods, techniques and tools.

- **Cargo**

Portfolio Inventory tool and methodology, enables you to organize, classify and visualize your intellectual property portfolio.

- **Chart**

"Charting the Course", As-is and To-be mapping. Reduce your time and cost, take a best practice map and modify to meet your needs.

PetrashWilliamson

PetrashWilliamson is a leading intellectual property asset management best practices advisory. The company's solutions empower business professionals to leverage successful experiences of many companies and years of applied intellectual property asset management. PetrashWilliamson's proven sources enable you to increase quality and reduce time and costs to leverage the untapped value of your portfolios into new sources of revenue and profitability.

PetrashWilliamson

Intellectual Property Asset Management Best Practices Advisory

Visualize • Measure • Manage

Web: www.IPAMBestPractices.com

Email: Info@IPAMBestPractices.com

Telephone: 630-416-7459

723 Gateshead Drive

Naperville, IL 60565

© 2003 PetrashWilliamson Inc., All rights reserved. Cargo, Lighthouse, Chart, and Cargo are trademarks of PetrashWilliamson Inc. All other trademarks are properties of their respective companies. Due to continuing product development, product specifications and capabilities are subject to change without notice.

-