

*Wealth of Ideas*SM



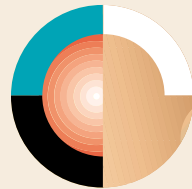
INTELLECTUAL PROPERTY MANAGEMENT • INTERNATIONAL TECHNOLOGY TRANSFER • PATENT ENFORCEMENT

TABLE OF CONTENTS

- Q** How can a company extract maximum value from its Intellectual Property? Intellectual Property Management **page 2**
- Q** How can a manufacturing enterprise supplement its R&D efforts to fill a pipeline with new products? Technology Transfer **page 5**
- Q** What can independent inventors, small and foreign companies do to enforce their IP rights in the US? Patent Enforcement **page 6**
- Q** Why choose GPC? Expertise, Focus & Experience **page 9**

Intellectual Property...

Today's Most Important Asset



In today's knowledge-based economy, Intellectual Property (IP) is the single most important asset of an enterprise. Intangible assets represent almost 75% of the total market value of the S&P 500 companies, according to The

Brookings Institution.

That's double what it was ten years ago.

During this past decade of IP value-building, many Intellectual Property owners—businesses, universities, inventors—have taken advantage of developments in information technology and

communications to increase their worth. But extracting value from intangible IP assets is a complex challenge. The speed, quantity and quality of innovation have transformed IP-based businesses into modern day prospectors in a global gold rush. Patents and other IP rights are the new nuggets, and businesses,

large and small, are rushing to stake their claims by filing more patent applications than ever before. But there is much more to realizing value than obtaining a patent.

General Patent Corporation is an Intellectual Property management firm for the knowledge-based economy. We offer a full range of IP services, including portfolio management, domestic and international technology transfer, patent licensing and enforcement, and competitive intelligence.

Because we understand the value of IP assets in the context of a constantly evolving market, we assist IP owners of all sizes and backgrounds in maximizing their worth.

Whether it's managing a corporate IP portfolio, matching up inventors with manufacturers or enforcing patents, GPC has the expertise to help companies, institutions and small inventors strike gold.

WHO NEEDS GPC'S SERVICES?



Corporations
Universities
Inventors
Venture Capitalists
Investment Bankers
Financial Analysts
IP Law Firms



Q *How can a company get maximum value from its Intellectual Property?*

An IP portfolio audit will identify core, non-core and obsolete technologies. We advise and work with you on protecting and enforcing core assets, leveraging non-core assets through licensing, joint ventures and strategic alliances and abandoning useless and obsolete patents.

“Nearly 40% of the market valuation of the average company is missing from its balance sheet.”

— Baruch Lev,
Stern School of Business,
New York University

A pioneer in the IP field, GPC serves as your full IP partner and manages the entire process for you or works with your own corporate staff, providing selected services. Either way, with GPC as your IP expert, we assist in license drafting, negotiations and administration, and we establish a system to monitor competitors in other countries and much more.

HOW GPC HELPS THE FINANCIAL WORLD

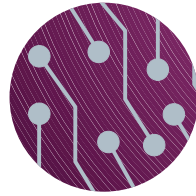
PORTFOLIO AUDIT AND PORTFOLIO VALUATION

In today's knowledge economy, the value of a new company is no longer a function of the quantity of its bricks and mortar. Often, its main assets consist of extensive Intellectual Property. Communicating fair value of IP to investors, analysts, shareholders and potential corporate suitors is crucial for the realization of a company's potential.

Standardized accounting techniques do not allow adequate reflection of IP assets on the balance sheet. The result: Intellectual property is often a company's most undervalued business asset.

GPC uses recognized, established quantitative means to assess a patent portfolio. We work with

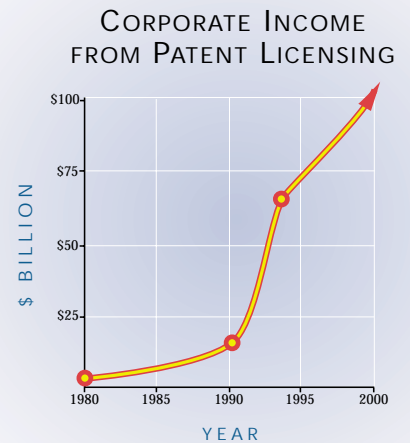
A By using portfolio management techniques that allow systematic analysis to extract hidden value from intangible assets.



We help you with:

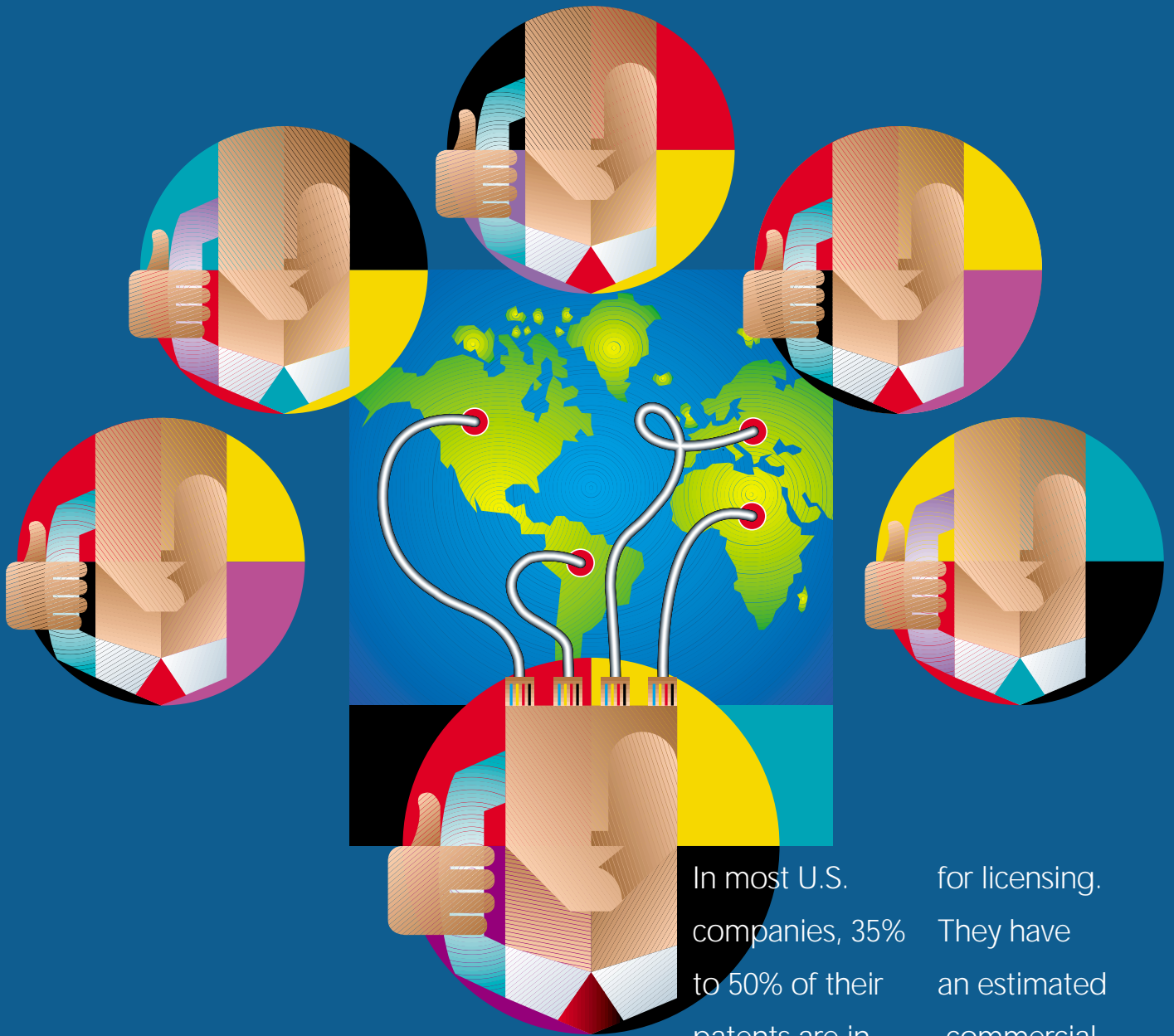
- ▶ IP Strategy Development
- ▶ Portfolio Audit
- ▶ Portfolio Mining
- ▶ Portfolio Valuation
- ▶ Protecting and Enforcing Core Assets
- ▶ Leveraging Non-Core IP through Licensing
- ▶ Joint Ventures and Strategic Alliances

You'll be surprised at how much you can improve your bottom line and maximize shareholder value just by assessing and properly managing your Intellectual Property. U.S. corporate income from patent licensing today exceeds \$100 billion. Ten years ago, it was just \$15 billion. Wouldn't you like to be among those mining some of that gold?



public or private companies, venture capital firms, investment bankers and financial analysts to assure that IP is properly valued and adequately reflected in a company's market valuation. For companies seeking public financing or venture capital, we provide IP appraisals that help a company realize its full value.

GPC's valuation services assist in IPOs, mergers, acquisitions, divestitures, corporate reorganizations, public and private equity financings and securitizations with IP assets pledged as collateral and capital restructurings.



In most U.S. companies, 35% to 50% of their patents are in technologies outside their core businesses.

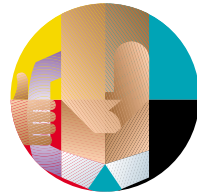
These technologies offer prime opportunities

for licensing. They have an estimated commercial potential of \$120 billion.



TECHNOLOGY TRANSFER

Q *How can a manufacturing enterprise supplement its R&D efforts to fill a pipeline with new and improved products, while minimizing costs and technological risk?*



A By acquiring or licensing technology or forming an alliance with research and academic institutions in the U.S. and around the world.

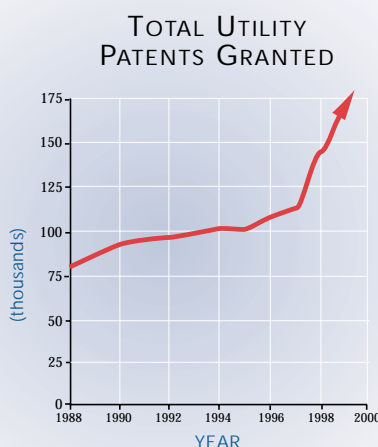
R&D conducted in foreign countries provides immediate access to a very inexpensive pool of new products and technologies. But it takes an expert in international technology transfer, like GPC, to guide you. Over the past ten years, we have brought technology from such IP-rich locales as Israel, the former Soviet Union and Eastern Europe. Our multilingual professionals have extensive knowledge of local IP and commercial law, technology, the local business environment and cultures. Our affiliate company, General Patent Corporation International, maintains offices in Russia, Hungary and Israel.

Over 30% of gross revenues of Pharmaceutical Companies come from products licensed from academic and research institutions.

We work with you to find the best technology to fill your new product pipeline whether it's through acquisition, licensing, joint venture or multinational strategic alliance. As part of our service, we identify strategic acquisition candidates, research potential collaborators and help enterprises outsource R&D projects. GPC also helps define acquisition criteria for new products.

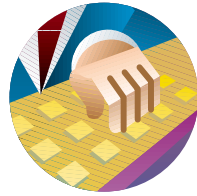
But what if you're on the other end of the transaction? Suppose you're a university looking to commercialize Intellectual Property and establish R&D partnerships. Look no farther.

GPC knows how significant new technology is as a revenue source for universities and small R&D companies. For them, finding the right partner for R&D partnerships and structuring joint ventures and strategic alliances with industry is critical.





Q *What can independent inventors, small and foreign companies do to enforce their IP rights in the US?*



A Talk to us about our success record. GPC is a leading expert in the field and has successfully helped clients receive multi-million dollar settlements and royalties.

The average cost of patent infringement litigation exceeds \$1.5 million. As business people, we know that lawsuits aren't always the answer. Regardless of the solution, GPC aggressively enforces

Patent rights are a commodity that can be bought, sold, "borrowed" (i.e., licensed) and financially leveraged.

Intellectual Property rights in the U.S. and around the world. Our process includes identifying infringers, devising a strategy, initiating contact with the infringing parties, working with your counsel or retaining reputable litigation counsel, financing and managing litigation, if necessary, and negotiating settlements and license agreements.

As a result of some of GPC's work, licensees include major corporations such as IBM, Motorola, 3Com, Xircom and Conexant.

The significance of enforcing patents is not just a matter of pride. Since 1980, U.S patent-related revenues have soared from \$3 billion to more than \$100 billion.



Patents are
the currency
of the
knowledge-
based
economy





Q Why choose GPC?



A For our experience, our knowledge, our expertise, our ability to help you maximize the worth of your enterprise.

When you engage any type of expert to help you enhance your bottom line, you want the best in the business. The selection of a firm to manage IP, like the selection of any other service provider, should include a consideration of both technical expertise and the ability to meet the needs of the individual client. In the Intellectual Property field, we are a recognized pioneer. Our firm, which was founded in 1989, was among the first to specialize in this emerging field. Our clients will tell you that we have contributed significantly to realizing the value of their assets.

IP management is our only business. We are specialists. We focus all of our resources on it. Our team includes experts in IP law, finance, business and technology. They offer practical experience in a broad range of industrial and research fields, including the computer industry, physics, electronics, mechanical engineering and biotech. We have managed IP departments and R&D processes for major corporations. We have litigated major patent infringement cases. We know our business from the ground up. But first and foremost, we are business people: We understand risk management and the meaning of the bottom line.

Partner with a leader.

*"We create wealth
from your wealth
of ideas"*

— Dr. Alexander Poltorak,
Chairman and CEO,
General Patent
Corporation



General Patent Corporation

Montebello Park

75 Montebello Road, Suffern, New York 10901-3740 USA

www.patentclaim.com

tel: 914-368-4000 fax: 914-368-8770

e-mail: info@gpci.com