

## Patent Licensing and Enforcement on a Contingency Basis

General Patent Corporation (GPC) is a leading intellectual property (IP) boutique focusing on patent licensing and enforcement. Our mission is to secure equitable reward for the use of our client's intellectual property. Founded in 1987, GPC has specialized in licensing and enforcing patents longer than any other organization. In addition to offering assertive IP licensing on a contingency basis, General Patent offers a comprehensive package of IP consulting services.

General Patent assists inventors, small businesses, universities and other owners of patents, trademarks, copyrights and other forms of intellectual property with enforcement of their IP rights on a 100% contingency basis. This means that GPC bears all the expenses of an IP enforcement campaign, and is paid based on the results it produces for its client, earning an agreed-to share of all settlements, licensing fees and other revenue it generates for the IP owner.

## GPC Suite of Services

What differentiates General Patent is the comprehensive package of services it offers its clients. Not all clients require or use all of these services.

- Evaluate the viability of the infringement claim, including its validity and financial return
- Identify all potential infringers
- Minimize the patent owner's liability through a unique business model
- Select a law firm or firms to litigate the claim
- Supervise and coordinate the work of the law firm(s)
- Provide strategic direction and assist with key decisions such as venue selection and litigation priorities
- Manage patent reexamination(s), if appropriate
- Supervise patent continuation(s), if appropriate
- Underwrite all litigation expenses:
  - Filing fees
  - Travel costs
  - Written and, possibly, video depositions
  - Expert witnesses
  - Trial demonstratives
  - Jury consultants
  - Mock jury trials
  - Reexaminations and/or continuations
- Supervise settlement negotiations
- Handle all licensing negotiations
- Monitor all royalty payments
- Maintain the patent(s) or other IP

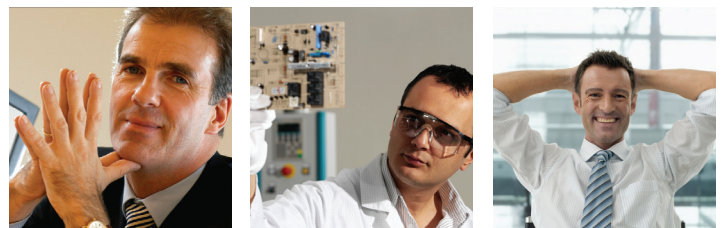
## General Patent IP Consulting Services

- IP strategy development and implementation
- IP valuation
- IP portfolio audit and management
- Portfolio triage and mining
- Technology transfer

## We're Here to Serve You

If you believe your patent or other IP has been infringed, General Patent offers a no-risk analysis of your claim. It costs nothing to have GPC consider your claim to determine its viability for an assertive licensing campaign. General Patent also provide consulting services for all forms of intellectual property.

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## The GPC group of companies

IP Holdings LLC ([www.ip-holdings.com](http://www.ip-holdings.com)), an IP-centric merchant bank that provides financing for patent litigation and operates an idea incubator, is one of the GPC Group of Companies and GPC's financial affiliate.