

Mitigating risk. Protecting assets. Informing decisions.

PATENT RENEWALS Realizing Value





MANAGING AND PROTECTING PATENT PORTFOLIOS FOR MORE THAN 40 YEARS



Responsible for 60 percent of international patent renewals, CPA Global is the world's leading intellectual property (IP) management specialist. We provide comprehensive portfolio management services across the entire intellectual property lifecycle to help clients manage their valuable IP rights, including patents, designs and trademarks.

OUR PROUD HERITAGE OF PROVIDING QUALITY SERVICE STRETCHES BACK MORE THAN FOUR DECADES.

WE UNDERSTAND YOUR WORLD.



Economic cycles, tighter budgets and cost control measures, competitor product launches and market trends are just a few of the factors that can impact the way a company manages its patent portfolio. Taking all these items and more into consideration, today's patent portfolio manager often has to make difficult decisions in regard to which patents to renew and which to abandon. At times, these choices have to be made with very limited or

out-of-date information. Understanding all of the nuances of this challenging environment, CPA Global Patent Renewals Service combines powerful decision support analytics with 40 years of experience managing renewal payments to give clients better visibility into their patent portfolios. Our Patent Maintenance and Patent Annuity Management services are designed to both mitigate your risk and protect your valuable IP assets.

1. MITIGATING YOUR RISK

CPA Global Patent Renewals is much more than an annuity payment service. We also understand and take seriously the inherent risk in assuming responsibility for patent maintenance. Our risk management strategy is unparalleled in the industry. The risk to our clients' portfolios is mitigated through the following:

- ISO 9001 certified – the internationally recognized standard for quality management systems.
- Automatic data verification in high-risk jurisdictions.
- Operational compliance and business continuity programs supporting our patent payment service.
- Industry-leading levels of professional indemnity insurance.

- No limitation or exclusion of liability.
- Worldwide license for the WhitServe patents, ensuring continued freedom to operate.
- Unique capacity to obtain restoration of patents and re-registration of patents in the event of a lapsed case.

2. PROTECTING YOUR IP ASSETS

CPA Global's all-inclusive patent management solution includes tracking, managing, making patent maintenance payments, and providing clients with valuable portfolio insight. Our standard renewals service features include:

- Maintaining patent case data on our payment system alongside detailed current country laws and regulations.

- Generating and sending payment deadline reminders, and verifying the accuracy of bibliographic patent data.
- Providing access to online management tools where you can track and monitor payment activity and run budget/cost forecast reports.
- Managing complex international currency transactions and funding the payment of official fees.
- Allowing clients to reassess their abandonment decisions and avoid accidental loss or missed monetization opportunities.
- Business continuity processes that enable the transfer and continuation of service through multiple global operations centers.
- Access to the *Insight* decision support tool.



EVERYTHING YOU NEED TO MAKE INFORMED PORTFOLIO AND ANNUITY PAYMENT DECISIONS

TO MANAGE AND STRENGTHEN ITS PATENT PORTFOLIO a company not only needs to be aware of the value of its own intellectual property, but also that of its competitors. Companies also need to be aware of potential infringements so that they can prepare for either an offensive or defensive patent litigation.

Without this comprehensive and detailed analysis, companies find it difficult to make educated decisions about how to best protect and leverage their IP.

Providing Enhanced Visibility into Patent Portfolios

CPA Global is the only patent renewals service provider that provides clients with enhanced visibility into their IP portfolios and a working knowledge of the assets contained within those portfolios.

This additional perspective enables CPA Global clients to:

- Protect current and future key assets to safeguard their competitive position.
- View a detailed technology breakdown of both their IP portfolio and new patents.
- Identify and score their portfolio's "quality IP."

- Understand the strengths of their patents against other patents in their industry or sector.
- Determine which patents to sell, maintain, abandon, protect or enhance.
- View the geographic coverage of their IP portfolio and new patents.
- Determine which patents are business-critical.
- Identify areas of the portfolio to strengthen through filing, acquisition, or in-licensing.
- Determine an approach for underperforming assets to reduce costs or generate unrealized revenue.

DID YOU KNOW?

CPA Direct allows clients to access and manage their patent portfolios — including instructions — in real time, 24 hours a day.

The Patent Renewals process always starts with one simple question: What do you really have in your patent portfolio? Only when you understand the true value of your IP assets can you make informed renewals decisions.

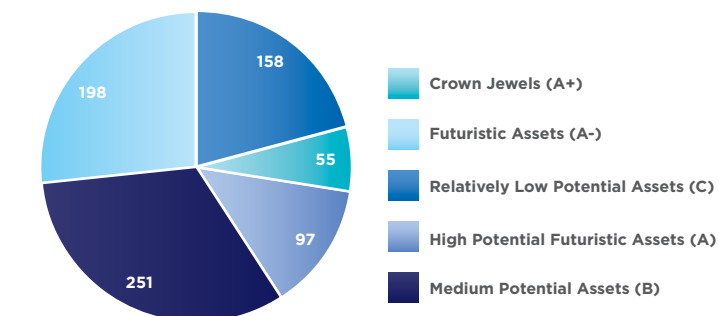


WELCOME TO INSIGHT

CPA Global's Exclusive Renewals Decision Support Service

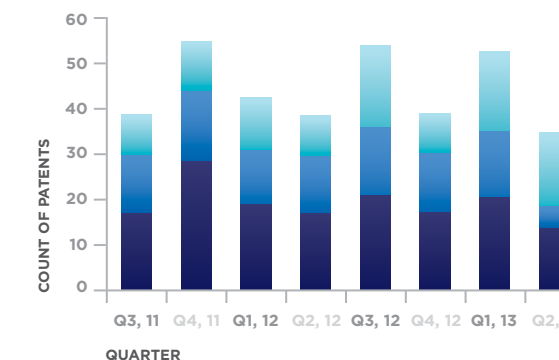
A unique annual support service available to clients with a portfolio of more than 250 patents managed by CPA Global, *Insight* utilizes a set of custom analysis tools to provide additional and enhanced visibility into a company's patent portfolio. This service, exclusive to CPA Global, provides IP managers with information to make more informed portfolio and annuity payment decisions.

- Benchmark your patent portfolio against key competitors.
- Comparison of the strength of your patents with other patents in your industry or sector.
- Recommendation for which patents to sell, hold, abandon, protect or enhance.
- Protection against unintentional abandonment of critical patents.
- Assessment of a portfolio's "quality IP."



Above: *Insight's* Patent Quality Matrix segregates a portfolio into five key sections based on the statistical strength of its patents.

Below: Clients can view reports that highlight the volume of upcoming patent renewals and their corresponding payments.



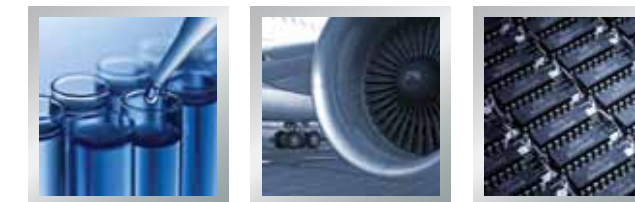
YOUR KEY CUSTOM ANALYSIS TOOLS

INSIGHT'S DECISION SUPPORT TOOLS
ANSWER IMPORTANT QUESTIONS
ABOUT YOUR PORTFOLIO AND ADDRESS
3 KEY STRATEGIC QUESTIONS:

- 1 WHAT DO I HAVE?
- 2 WHAT IS ITS VALUE?
- 3 HOW DO I MAXIMIZE VALUE?

"CPA GLOBAL'S PATENT ANALYSIS
TOOLS EMPOWER OUR COMPANY
TO BETTER ALIGN OUR STRATEGIC
BUSINESS OBJECTIVES WITH HOW WE
MANAGE OUR PATENT PORTFOLIO."

— **KENNETH PIEST**, VICE PRESIDENT, INTELLECTUAL PROPERTY
AMICUS THERAPEUTICS



1. CITATION-AGE MATRIX

The Competitive Citation-Age Matrix is used to segment a portfolio and provide an indication of potential strength or value. The matrix is based on three parameters:

- **Overall Citations:** Indicating potential importance of patents.
- **Self Citations:** Indicating potential significance of patents as core or non-core to the company.
- **Patent Age:** Indicating any futuristic or already consumed potential of patents.

2. PATENT QUALITY INDEX*

Similar to the Citation-Age Matrix, the Patent Quality Index is based on statistical scores of patents derived from a comprehensive patent-pending statistical scoring methodology using more than 25 parameters.

3. PORTFOLIO SHAPE ASSESSMENT

Decisions about how to manage a patent portfolio, including which patents to

retain and potential monetization opportunity, are often made just on the strategic importance of an individual patent. This one-dimensional decision-making strategy does not take into account the strength and quality of patents, which are key indicators to potential economic value. When patent scoring techniques are introduced into patent portfolio management, this second dimension enables more informed decisions which can be used to identify high scoring and potentially high-value patents to retain or monetize.

The SHAPE Assessment enables clients to:

- Identify opportunities to leverage or strengthen a portfolio.
- Reduce patent maintenance costs through the identification of opportunities to abandon unproductive low-value patents.
- Explore patent monetization opportunities through the licensing or sale of unwanted but nevertheless valuable patent assets.

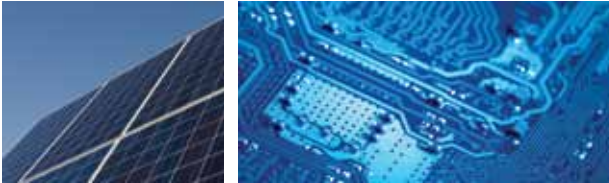
*Statistical assessment of US only cases.

DEDICATED SUPPORT

CPA GLOBAL HAS AN EXTENSIVE CUSTOMER SERVICE team that provides dedicated support throughout the renewals take-on process. Our highly structured system ensures that all payments are successfully completed, mitigating the risk of accidental loss of rights.

DID YOU KNOW?

CPA Global makes 1.4 million renewal payments per year. We maintain almost one-third of all patents globally and provide extensive support and service for all our clients.



- **Multiple Language/Time Zone Support**
Provided by Client Service Centers in the United Kingdom, United States, Germany, France, Australia, South Korea and Hong Kong.
- **Regional support**
For customers with portfolios managed across multiple jurisdictions.
- **Closely Managed Agent Relationships**
Provides greater responsiveness, control and cost management.
- **Dedicated Project Management**
Delivered by a team with many years' experience of providing support and technical leadership during the critical data take-on process.
- **Welcome Pack**
Provides answers to frequently asked questions and sample documentation.
- **E-billing Options**
Available in the currency of your choice.



WITH OUR EXTENSIVE EXPERIENCE AND COMMITMENT TO INVESTING IN THE LATEST TECHNOLOGICAL INFRASTRUCTURE, CPA GLOBAL IS UNIQUELY POSITIONED TO HELP YOU MITIGATE RISK, PROTECT YOUR ASSETS AND REALIZE VALUE FROM YOUR PATENT PORTFOLIO.

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