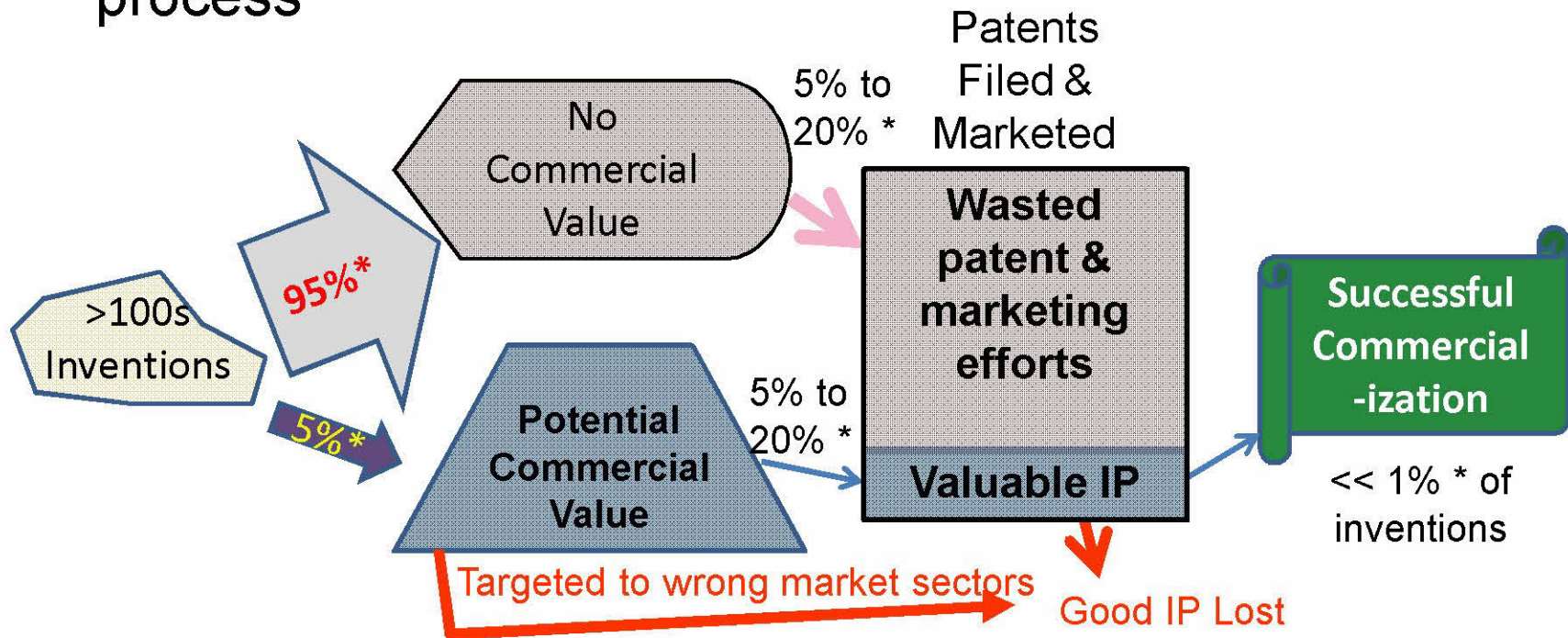


Invention Selection Issues

- Most patent filings are wasted effort (90%+)
- Most IP marketing (90%+) is wasted effort
- Little commercialization results (typical = 0.3%)
- Improve using marketing and customer applications experts with decades of corp experience throughout process



* Typical numbers from multiple studies covering more than 10 years.

