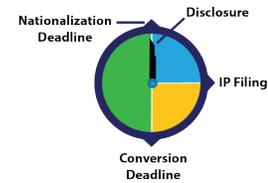


## Invention Disclosure

- 1 Educate researchers
  - Disclosure obligations
  - Disclosure benefits
  - Commercialization process
- 2 Cultivate relationships



## Initial Filing

Be sure your technology addresses an identifiable market need before making an initial patent investment. Fuentek's PEEK at the market gives you insights and next steps.



## Technology Triage

Check for and resolve "red flags"

- Premature development
- Ownership issues
- Previous public disclosure



## Technology Screening and Portfolio Optimization

## Converting or Nationalizing

Make a strategic IP protection decision and inform your commercialization strategy to prepare you for marketing the technology with Fuentek's review of the market FIT. We thoroughly analyze your technology's technical, market, and IP strengths and weaknesses against competing products and research to assess how well it addresses current market demand and its likelihood of attracting a licensee.



## Screen technology

- Analyze market and IP
- Develop market-based description
- Provide feedback to researchers
- Release/abandon low-potential technologies

## Optimize portfolio

- Prioritize backlog
- Eliminate low-potential technologies
- Optimize portfolio to maximize potential
- Develop portfolio management strategy



## Marketing Preparation

- 1 Identify licensing targets
- 2 Secure appropriate IP
- 3 Identify funding needs and sources
- 4 Complete necessary technology development
- 5 Develop licensing strategy and marketing plan
- 6 Prepare marketing collateral (print, web, videos, etc.)
- 7 Obtain industry feedback to:
  - Understand value proposition
  - Inform marketing/licensing strategy
  - Confirm continued investment
  - Determine next steps
  - Develop warm leads



## Marketing

- 1 Implement marketing plan:
  - Produce marketing collateral
  - Prioritize targets
  - Market via phone, email, trade shows, webinars, etc.
  - Cultivate leads
- 2 Monitor and adjust

## Direct Market Feedback

RAMP up marketing with a market-ready technology description to solicit interest, a relevant target list for marketing outreach, direct market feedback on licensing interest, and actionable next steps for securing a license.



## Deal-Making

- 1 Solicit initial offers
- 2 Vet potential licensees
- 3 Prepare to license:
  - Define goals for deal
  - Analyze value
  - Develop negotiation strategy
- 4 Conduct negotiations
- 5 Sign agreement



## Finding Licensees

Let Fuentek SEEK out licensing and partnering interest through direct target contact. We help you prepare for negotiations with qualified prospects.

## Relationship Building

- 1 Consult
- 2 Collaborate
- 3 Cultivate opportunities for license expansion and sponsored research



## Negotiating Deals

Justification for counter offers, valuations, and validations are just a few of the ways Fuentek can help improve your results in negotiation with licensees... and with your management.



## Revenue Management

- 1 Collect revenues
- 2 Distribute revenues
- 3 Monitor agreement compliance