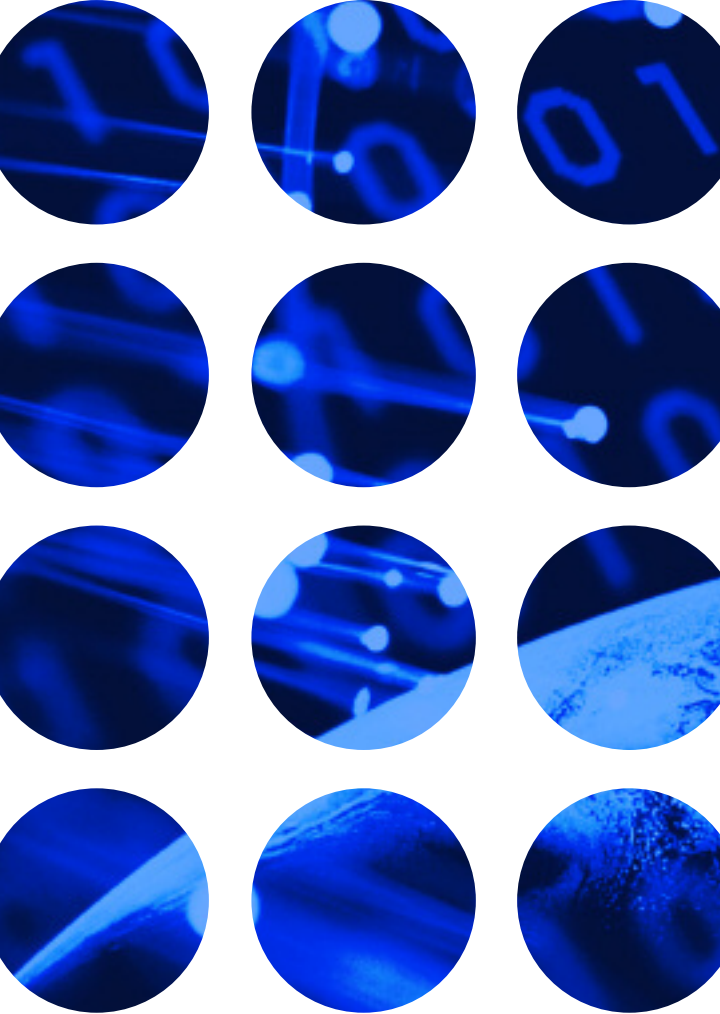


IPMaster

*Intelligent Patent and Trademark
Management Solutions*



IPMaster's Intelligent IP Management Solutions

Managing an IP portfolio is important business. Whether you're overseeing the patent and trademark investments of your company, or those of your clients, there is no room for error. Invention disclosures need to be accurately tracked. Fee and renewal forecasts must be precisely projected. Payment and renewal due dates have to be met. Conflicts need to be identified and resolved. Communications must flow efficiently.

There is nothing worse than missing a filing date and jeopardizing your investment.

MDC's IPMaster software enables you to do all this – easily, efficiently, and accurately – plus more. For several decades, MDC's tools

and services have helped IP professionals intelligently manage their intellectual property. The calendar and docketing features inherent in IPMaster allow you to track your entire portfolio, nationally and internationally, so you never miss a deadline or payment. Choose the intelligent solution for IP management – choose MDC's IPMaster.

WHO USES IPMASTER

- Corporate Counsel
- Docketing Managers
- Firm Administrators
- IP Attorneys
- Licensing Executives
- Brand and Product Managers
- Paralegals
- Inventors

IPMaster 1.7

THE NEXT GENERATION IN PATENT & TRADEMARK MANAGEMENT: A FULLY-FUNCTIONAL WEB CLIENT

With the release of IPMaster 1.7, users can securely access their docketed IP data via a web browser, from anywhere and by anyone with authorization. This web client enables the creation, browsing, review, editing, and printing of records over your organization's private network or the internet (for example, between a corporation and its outside counsel) as well as the ability to perform frequently-used administrative tasks. All you need to run IPMaster 1.7 is a web browser and connection to a web server. It provides a cost-effective, convenient, and secure way for IP owners and practitioners to communicate about their patent and trademark rights, regardless of respective geographic locations. And, it is easy to implement across the organization. IPMaster 1.7 users benefit from cost savings, increased efficiencies, smarter decision making, and improved client relations – all representative of the intelligent IP Management solutions MDC provides.



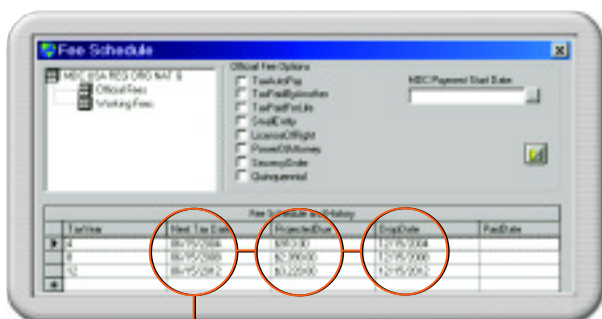
IPMaster 1.7 is a fully-functional web client that lets you create, query, browse, edit, print, and share portfolio information via a secure internet connection. Shown here is the main Query screen for patents.

When To Use IPMaster

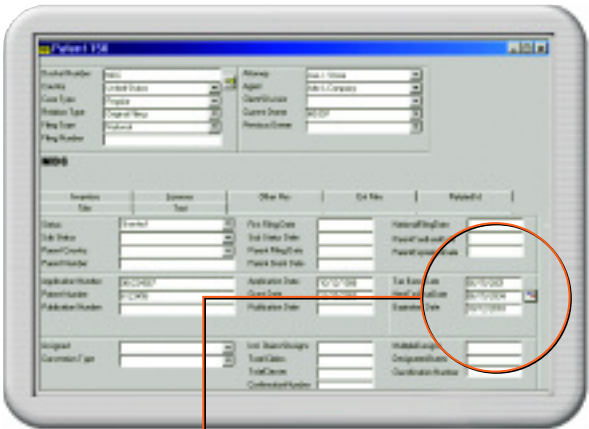
TRACK IP DUE DATES

A lot of hard work, time, and resources go into obtaining intellectual property rights. From invention ideation and brand inception, through market reviews, development, filing, and more, you are working your way through the arduous IP lifecycle to secure your patent, trademark, copyright, or domain. As you take this journey, it's imperative your IP is properly managed each step of the way. And, that it is maintained for the life of the right. There's nothing worse than missing a filing, prosecution, or maintenance date and jeopardizing your investment, and its subsequent revenue, because of disorganization or poor planning.

MDC's IPMaster gives you the tools you need to accurately track important IP deadlines for all aspects of your portfolio. The system automatically generates due date calculations, and even projects estimated payment amounts (for patent annuities). It also retains historical rules from around the world so you can



The tax history, projected tax schedules, and other important dates are displayed for efficient retrieval by the user.



IPMaster has unique features, like a Fee Schedule Tab, that allows the user to easily identify payment information.

effectively manage IP that was filed under past laws. This is especially useful in the case of portfolio acquisitions or mergers. And, it provides letter templates that are easily linked to each case for a clean history of correspondence. It's your all-inclusive "IP insurance" source – that is, risk management for your intellectual property.

MDC also has an IP payments team that can make patent annuity and trademark renewal payments for you. These professionals have been making payments for corporations and law firms for decades, and they do it flawlessly. They are supported by an extensive network of agents around the world, so you always get the best rates possible. And, they can guarantee foreign exchange rates for annuity payments up to three months in advance.

INTERCEPT & DIFFUSE CONFLICTS

With all that goes into securing patent and trademark rights, you don't want another company stealing your claim to fame. Knock-offs, imitations, and generics are only possible once the life of your IP has expired. Until then, they're considered conflicts or infringements that violate your IP rights, unless they're legally licensed from you (see licensing section). You don't want your company, or your client's company, to become a victim of another entity infringing on your rights.

MDC's IPMaster helps to ensure this won't happen. It allows you to manage IP-related disputes such as interferences, oppositions, and infringements – and to do it easily and accurately. With its built-in reporting capabilities, security, and shared-access across the organization, you can effectively track and mediate conflicts to protect your IP investment.

ORGANIZE LICENSE AGREEMENTS

Licensing is an essential part of maximizing the value of an IP portfolio. If your secured rights aren't producing the expected returns, licensing is one way to put them back to work for you. Numerous multinational corporations have increased their company's revenue multi-fold as a result of strategic portfolio analysis and subsequent licensing arrangements.

Once the decision to license is made, you need to have a place to manage those agreements. MDC's IPMaster

Licensing is one way of putting your secured rights back to work for you.



gives you just that. It provides built-in modules for tracking and organizing your licensing contracts, so you can quickly identify what rights are licensed, to whom, and for how much. You can even link to the actual license agreement and other related documents for a complete snapshot of the licensed portfolio.

MANAGE IP FROM THE POINT OF INCEPTION

Attorneys, R&D leaders, scientists, business strategists, brand/product managers, and other executives devote years to the development of new products and the creation of brands they bring to market. These inventions are the lifeline of many companies, providing shareholder value and long-term growth. As ideas flow from your think tank, it's imperative you have a means to manage them.

MDC's IPMaster helps you do this efficiently and accurately. The tracking features built into IPMaster allow you to easily manage the innovative ideas your organization generates, following them through IP filings, prosecution, and maintenance.

Growing With Your Needs: IPMaster Add-On Modules

IPMaster is much more than a simple platform for managing your docket. It provides a series of add-on modules that satisfy multiple IP management requirements for both corporate and law-firm needs, from docket distribution to patent/trademark analysis in support of licensing and corporation-law firm collaboration.

THE INVENTION DISCLOSURE MODULE

As noted earlier, managing the flow of ideas generated by your organization can be time-consuming and tedious. But, it is essential to the growth and evolution of your company. MDC's Invention Disclosure Module helps you effectively oversee the ideation process, calculating different cycle times for tracking concepts conceived within the organization, managing committee review processes, overseeing the number of days from invention submission to filing, and much more.

THE ANNUITY BUDGETING MODULE

Calculating the cost to maintain your patent portfolio is critical to annual budget planning and checks-and-balances throughout the calendar year. Doing this manually, especially for large IP collections, is labor-intensive and can be wrought with error. The Annuity Budgeting Module eliminates these challenges and gives you accurate, reliable patent maintenance and annuity fee forecasts for whatever timeframe you specify.

THE CONFLICTS MODULE

The Conflicts Module, referenced earlier, allows you to manage disputes and enforcement activities related to your intellectual property (including interferences, oppositions, and infringements), linking them directly to the records in your database.

THE LICENSING/AGREEMENTS MODULE

Like the Conflicts Module, the Licensing/Agreements Module links your IP-related licenses and/or agreements directly to other records in your database. See the section on Licensing for more information.

THE IPFORMS MODULE

Duplication of effort is a waste of time. Inaccurate information can cost you, or your client, money—and even your reputation. The IPForms Module helps to ensure these things don't happen. It automatically picks up data from records in your system, populates forms, and saves a history of all documents sent or received for each case.



IPMaster is ideal for managing both patent and trademark rights. Shown here is a trademark record within the standard application. Actual marks/designs can be included and dates can be color-coded for easy reference.

Intelligent Due Date Calculations and Rules

IPMaster masterfully calculates due dates. Country-specific due dates are automatically generated, with an unsurpassed number and type of action items in each jurisdiction. Historic due dates are also maintained, so old filings can be examined under past laws. When you transition your portfolio to MDC, IPMaster accurately identifies action due dates based on previous laws, saving you hours of research and verification time. Our IP experts also continue to send Rule updates to you on a regular basis. The Rules can be customized to meet your needs, so you can calculate dates on specific fields, customize client and site-specific data, create conditional logic with the Rules scripting engine, and more. It's all intelligent at MDC – and you will be too as a result of our exemplary software.



IPMaster has comprehensive historical Country Rule data.

The Intelligent Technology of IPMaster

IPMaster is built on intelligent technology, making it the most desired choice for IP management. Unlike other IP management systems, it has a multi-tier architecture that can run on either a Microsoft® SQL-server or Oracle® 9i platform, with support for both the Microsoft Windows and Sun Solaris server platforms. You have advanced flexibility, performance, security, and scalability, regardless of the number of users and where they're located around the world. And, as a multi-tier application, you can conveniently and securely access IPMaster anywhere there's an Internet connection, as well as from your desktop, for optimum speed and performance.

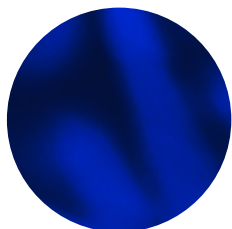
IPMaster is also compatible with a host of industry-standard reporting tools, such as Microsoft Access® and Crystal Reports. These enable you to customize reports to your specifications, in addition to emailing them to any and as many recipients as you want. The software also allows you to change field names to better match the terminology you use, as well as to tailor the interface and screens to those using it.

IPMaster Demonstration

Email us at info@mdcip.com for a complimentary IPMaster demonstration or to discuss your portfolio management needs. Or, call us at:

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Intelligent IP Management