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News Release

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For Immediate Release

The MDC First IPMaster Application Support Workshop a Great Success

Philadelphia, PA USA-London UK-Southfield, MI February 8, 2005—Today, the Thomson Scientific market group of Thomson, announced that MDC, also known as Master Data Center (www.mdcip.com), successfully completed its first biannual *IPMaster* Application Support Workshop. MDC is the industry's leading provider of IP management software and patent annuity and trademark renewal payment services. *IPMaster* is the MDC flagship software product for managing intellectual property.

“During our recent client conferences and user meetings, many customers had requested in-depth, technical training on *IPMaster* and the ability to share best practices between firms”, said Alex Butler, vice president of sales & marketing, MDC. “We want to ensure that our customers get the training they need in order to use our *IPMaster* software more efficiently and effectively. It is a credit to MDC colleagues and staff that they were able to work with clients to organize and deliver this unique event in less than 60 days,” continued Butler.

Thirty-nine participants from twenty-six domestic and global companies and law firms congregated in St. Pete Beach, Florida, January 30 – February 1, for two days of in-depth presentations and training sessions on *IPMaster*. Led by Phil Henderson, CIO and vice president, MDC, the sessions provided attendees with detailed insight into the software's technical components and requirements and showed how to utilize and modify *IPMaster* according to individual clients' needs.

“I certainly recommend the MDC *IPMaster* Application Support Workshop to anyone who administers *IPMaster*”, said John Shea, database analyst at Hogan & Hartson, LLP in Washington DC. “The informal learning environment and availability of resources better prepared me for our firm's implementations and provided me with ideas for optimizing our *IPMaster* systems. As a result, I'm definitely interested in attending future workshops.”

During the first day, Phil Henderson presented a comprehensive overview of *IPMaster* components and features. Presentations by Rajitha Boer, payment systems project manager, MDC and Greg LaBelle, software developer at MDC, discussed database components in more detail, including key tables, record selection, rules, profile fields, modules, and procedures. In addition Kurt Highducheck, product development manager, MDC, discussed features available via *IPMaster* objects and how they can be effectively integrated and customized. Security issues, such as access limitations, read-only systems, and data protections were also addressed.

On the second day, attendees had the opportunity to participate in “hands-on” training, led by the MDC IT and development staff, while completing exercises on their laptops. The two training sessions were divided into two main topics: browse maintenance and interface maintenance. The exercises educated clients on how to create and modify browses, how to customize browses for specific users, and how to export data.

Aside from the presentations and training sessions, the event provided ample opportunity for clients to network with colleagues and peers facing similar business challenges. Participants shared their *IPMaster* experience and discussed individual customization features, which ultimately enriched the knowledge of all attendees. “Given we have just purchased the software, it was especially interesting to hear from other customers with regard to the customizations and integrations they carried out. I am quite sure with MDC help, our installation will also integrate neatly into our ongoing KM system implementation and this time next year we can stand up and announce what we have done with it”, said David Anderson, IT systems manager, ITI Scotland.

MDC also gathered feedback from customers on current *IPMaster* features and suggestions on how to improve the software. These suggestions will be taken into consideration when finalizing the upcoming software upgrade for *IPMaster* 2.0, which is currently under development. An *IPMaster* Application Support Workshop for database administrators is planned for October 16 – 18, 2005, in the Napa Valley region of California. For more information on *IPMaster* or future workshops, please contact info@mdcip.com or call +1.248.936.3737.

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