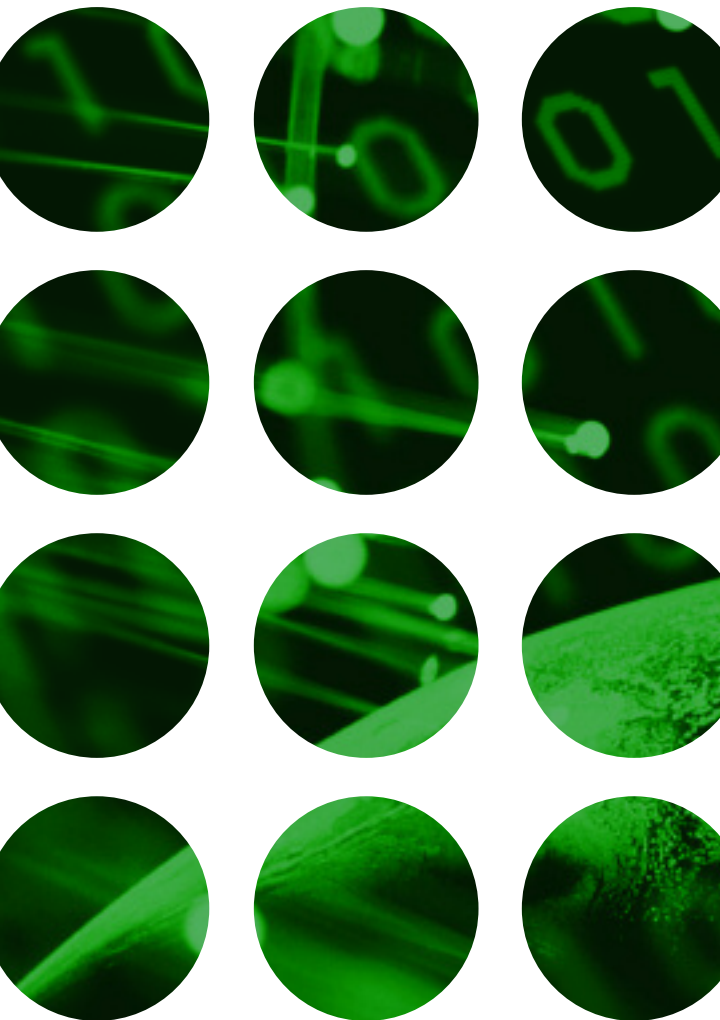


Trademark Renewal Services

*Manage Your Trademark Rights
Efficiently, Accurately and Economically*



MDC's Intelligent Trademark Renewal Services

You know the importance of a strong and well-maintained portfolio of brands better than anyone else. Significant time, money, and resources are invested in research, creative development, and legal services to secure trademark rights that accurately reflect your business. As your IP portfolio grows and the number of brands you maintain increases, it is imperative you properly manage these rights, whether for your company or your client, for many years to come.

MDC has over 30 years of continuous experience making trademark payments.

You can handle your trademark maintenance in house, or you can opt to outsource it to the professional trademark renewal team at MDC.

MDC has over 30 years of continuous experience making trademark payments, tracking international IP rules, managing foreign currency exchange rates, and ensuring our clients' rights are properly maintained. You will be assigned your own, personal trademark account manager, who will work closely with you to verify and oversee your data. When you opt for an out-of-house service for brand management, opt for MDC. We will handle your trademark rights efficiently, accurately, and economically.



WHO USES MDC'S TRADEMARK RENEWAL SERVICES

- Trademark Attorneys & Paralegals
- Docketing Managers
- Brand & Product Managers

THE BENEFITS YOU RECEIVE FROM MDC'S TRADEMARK RENEWAL SERVICES

Confidence and Security

You will have an increased sense of confidence and security regarding your trademark rights when you utilize MDC's renewal services. Your personal trademark manager familiarizes him or herself with your brand portfolio as if it were their own. We work closely with you each step of the way, reviewing your marks and importing the data into MDC's advanced Trademark Management System (TMS). Once our services are engaged, we perform data audits on the renewal and action due dates to identify discrepancies and help resolve them. We also check your marks against our comprehensive International Rules File to ensure they adhere to the latest country-specific laws. And, our TMS application includes many important forms, such as the renewal, assignment, and Power-of-Attorney documents, so we can oversee your marks completely. MDC's trademark experts take full responsibility for maintaining your brands, so you don't need to concern yourself with missing dates or inaccurate payment exchanges.

THE BENEFITS YOU RECEIVE FROM MDC'S TRADEMARK RENEWAL SERVICES

More Time For Other Brand Management and Legal Matters

Because MDC manages the entire trademark maintenance process, you have more time to concentrate on other aspects of your IP portfolio and brand management initiatives. We track the instructions, payment, and receipts for each renewal, affidavit, or proof-of-use affected, providing you with the information necessary to streamline your decision-making process and reduce your risks. When you turn your marks over to MDC, we offer you the flexibility of reconciling with us on an annual, quarterly, or monthly basis, according to your

specific needs. You will enjoy this new-found time, knowing your precious brands are in the hands of experts.

MDC offers the flexibility of reconciling on an annual, quarterly, or monthly basis.

Economical Brand Management

MDC makes renewal payments for hundreds of law firms and corporations globally. We also have a large annuity service that manages patent payments for thousands of customers internationally. Annually, MDC processes over 400,000 payments and has a network of agents with whom we consistently work around the world. We receive many volume discounts, which we pass directly on to you. And, our management fees are extremely reasonable. We maximize the money you spend on your IP management, providing reliable, economical brand services.

You Save When You Select MDC as Your Trademark Renewal Service Provider

Here is an example of the savings you will derive (in U.S. dollars) when you select MDC as your trademark renewal service provider.

Country	Number of Renewals	Savings/ Renewal	Total Savings with MDC
Benelux	70	\$310	\$21,700
Brazil	70	\$318	\$22,260
Colombia	80	\$386	\$30,880
Germany	90	\$521	\$46,890
Iceland	10	\$306	\$3,060
Korea	55	\$631	\$34,705
Philippines	30	\$442	\$13,260
Spain	45	\$621	\$27,945
Taiwan	50	\$321	\$16,050
Total Savings			\$195,050

ANOTHER VALUABLE MDC SERVICE: OUR FORECASTING CAPABILITY

MDC can calculate your trademark maintenance costs in advance by country, business unit/client, brand, etc. so you can adequately budget your payments.



Trademark Renewal Process

MDC'S STEPPED APPROACH TO MANAGING YOUR TRADEMARK RIGHTS

It is our goal is to maximize the benefits you get from our services and minimize the effort put into maintaining your IP rights. We provide all the relevant information, such as projected costs and the number of renewals, so you can make informed payment decisions.

Index	Trademark	Expiration Year	Class	Goods	Renewal Fee	TMR Fee	Total	Index	Section
1	MAGNETIC	2015	35	Computer software	\$1,000	\$100	\$1,100	1	Mag. (Mag. Mark)
2	MAGNETIC	2015	35	Computer software	\$1,000	\$100	\$1,100	2	Mag. (Mag. Mark)
3	MAGNETIC	2015	35	Computer software	\$1,000	\$100	\$1,100	3	Mag. (Mag. Mark)
4	MAGNETIC	2015	35	Computer software	\$1,000	\$100	\$1,100	4	Mag. (Mag. Mark)
5	MAGNETIC	2015	35	Computer software	\$1,000	\$100	\$1,100	5	Mag. (Mag. Mark)

This report shows the Trademark Renewal Projection Decision List for the specified marks.

TRADEMARK PORTFOLIO EVALUATION

Contact MDC for a confidential and complimentary trademark portfolio evaluation. We'll provide you with an estimate as to what it costs to manage your portfolio and show you other value-add services we provide.

1 DATA TRANSFER

MDC's trademark management staff works with you to facilitate the transfer of your cases to us. We load your files into our Trademark Management System (TMS) and validate them against our Rules database.

2 DECISION LIST

After loading your data into TMS, we generate a Decision List with the projected renewal amounts and agent service fees. This can be customized by division, country, mark, etc., according to your needs. We also provide you with a Reconciliation Report including discrepancies we uncover that need your attention.

3 RENEWAL DECISIONS

You generally have three months to review and return your renewal decision instructions to us. We immediately log your choices in TMS and begin processing them.

4 DOCUMENT PREPARATION

Upon receipt of your renewal instructions, we pre-populate power-of-attorney and declaration-of-use documents and send them to you. We track all correspondence in the Trademark Management System and double-check everything for accuracy.

5 CONFIRMATION REPORTS

You receive a Final Decision List from us to verify and confirm all actions. Any rights marked "Hold" become part of a monthly Hold Report we send to you until you make a decision on the mark.

6 AGENT INSTRUCTIONS FOR RENEWALS

Instructions are sent to agents one quarter in advance, including notification of renewals and abandonment. Renewal reminders are investigated and responded to by MDC. We follow up with the agent every five business days until a confirmation is received.

7 TRACKING AND RESOLUTION

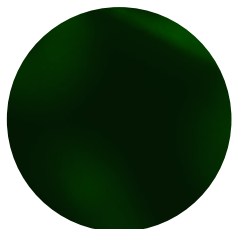
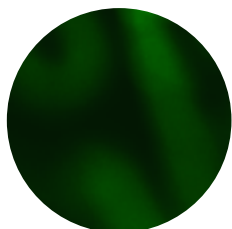
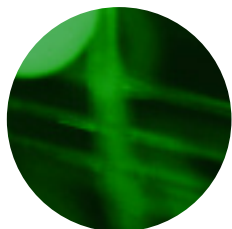
All agent correspondence is tracked and docketed in TMS. Discrepancies are logged and you are promptly notified – and we consistently follow up until there is resolution. Agent payment confirmations are also tracked in TMS.

8 RENEWAL CERTIFICATES

All documentation supporting your renewals is reviewed for accuracy and logged in TMS. We send you a copy of all material at the end of each month.

9 BILLING

Once we establish your deposit account, you are billed quarterly or monthly for the payments we make on your behalf.



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MDC is a Thomson business
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www.mdcip.com

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Intelligent IP Management