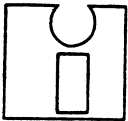


WIPO-IFIA/SEL/02/15

ORIGINAL:English

DATE:December2002



INTERNATIONAL FEDERATION OF
INVENTORS' ASSOCIATIONS



WORLD INTELLECTUAL
PROPERTY ORGANIZATION

**WIPO-IFIA INTERNATIONAL SYMPOSIUM ON
THE COMMERCIALIZATION OF INVENTIONS
IN THE GLOBAL MARKET**

organized by
the World Intellectual Property Organization (WIPO)
and
the International Federation of Inventors' Associations (IFIA)
in cooperation with
the Korean Intellectual Property Office (KIPO)
and
the Korea Invention Promotion Association (KIPA)

Seoul, December 4 to 7, 2002

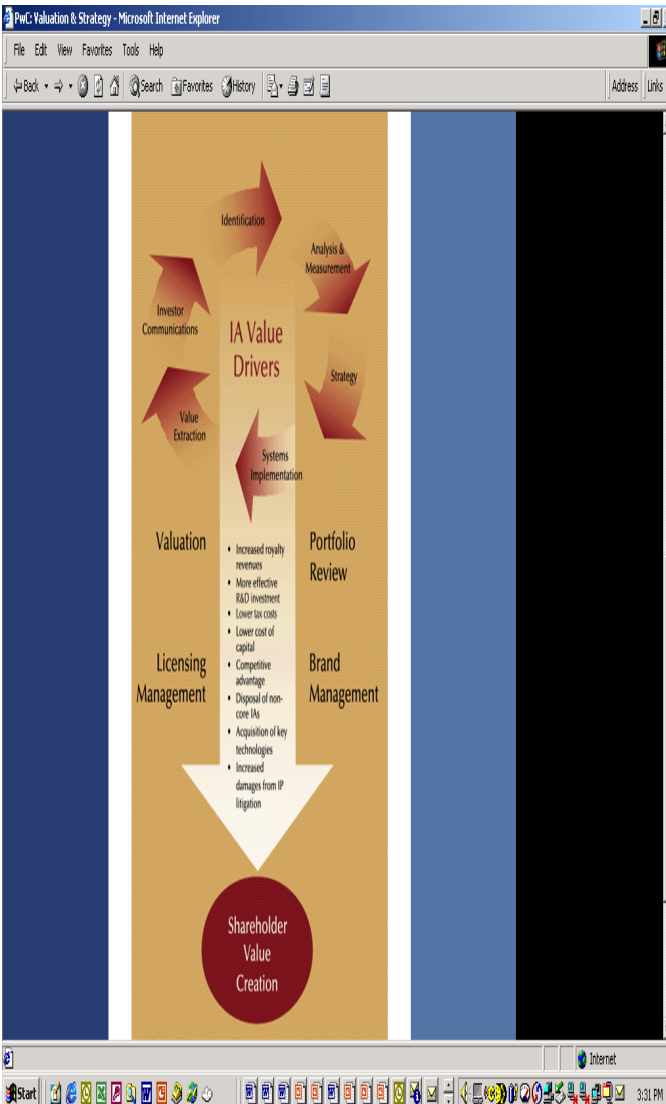
TECHNOLOGY TRANSFER THROUGH ONLINE SERVICES AND DATABASES

GLOBAL ONLINE MARKETPLACE FOR TECHNOLOGY TRANSFER

*Document prepared by Mr. Joseph Wyse, Vice-President, Intellectual Asset Management (IAM)
Consulting Services, yet2.com, Cambridge, Massachusetts (USA)*

Online Technology Transfer Marketplaces Have a Role in Effective Intellectual Asset Management

- Provide a cost-effective means to extract value from R&D
- Opportunity to buy vs. making speed time to market
- Feedback on the value of technology



"Intellectual Asset Management -The IAM Process"
PricewaterhouseCoopers, LLP

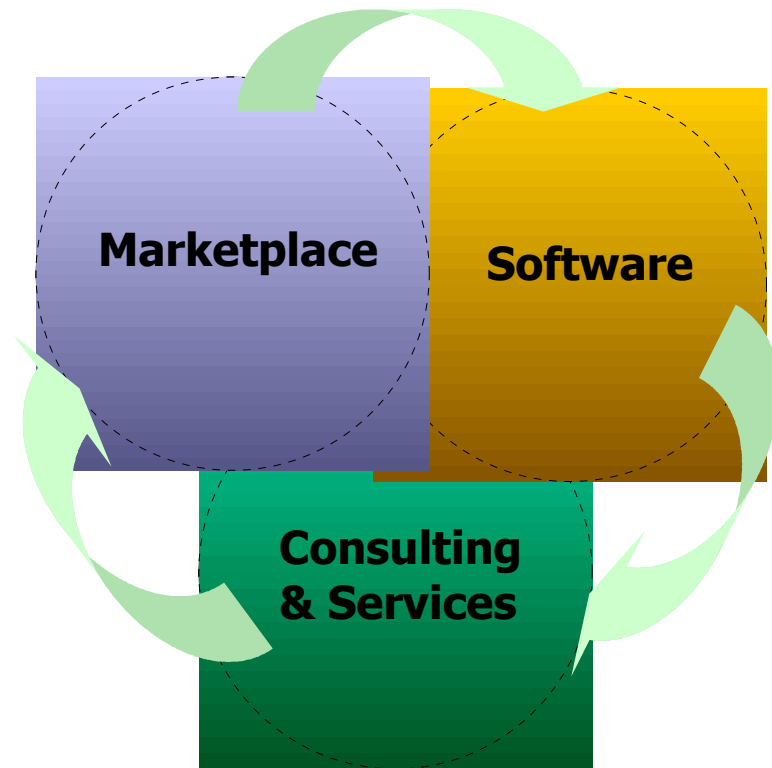
2

yet²com

Who is yet2.com?

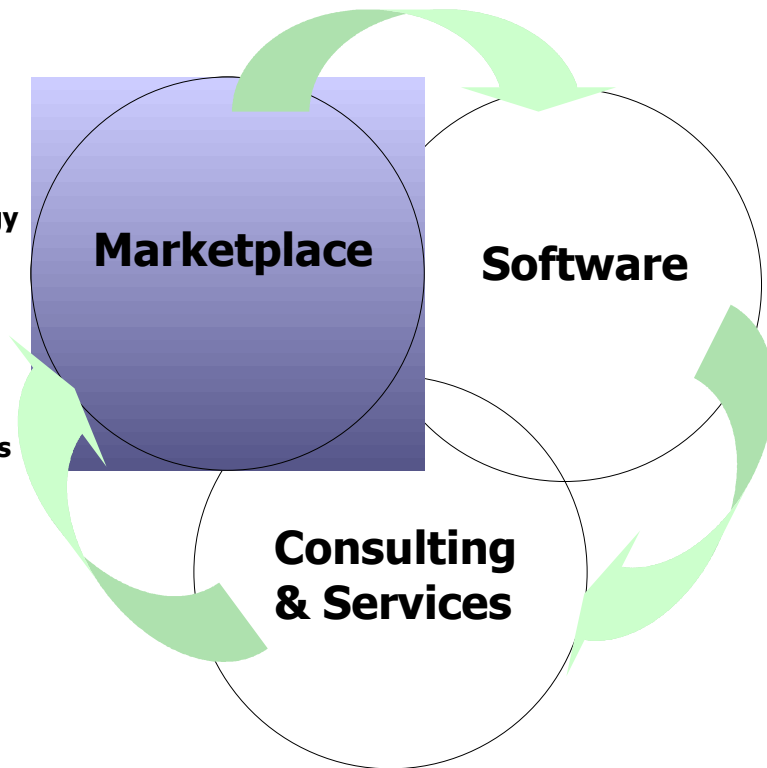
- Provider of world-leading global online marketplace for technology transfer – www.yet2.com
- Mission to help technology companies to extract value from their intellectual property through licensing
- A well-funded company founded in 1999 with venture capital and strategic investors
 - Strategic investors include world R&D leaders:
Bayer AG, Caterpillar, DuPont, Siemens, NTT Leasing, and Procter & Gamble*
- Global organization with representation in USA, Europe and Asia

yet2.com's Complete Solution



yet2.com Marketplace

- Monetize technology assets
- Innovate faster by finding valuable technology
- Find solutions to technical problems



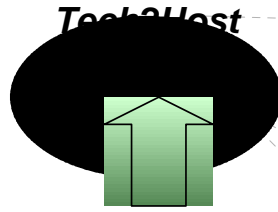
The Marketplace

Technology Developers

Access to over 25%
of world's R&D

Technology Commercializers

DuPont.com
Honeywell.com



Client users

Aerospace

Telecom

Computing

Automotive

Electronics

Chemicals

TechPaks TechNeeds



Small Co.

Independent

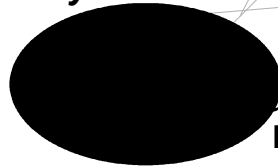
Large Co.
Employees

User base
of over
58,000
worldwide

Syndication

Partner
User Base

User base
of over
200,000
worldwide



Mayo Techno Library
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About Us

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Tech of the Week



[Extend the Life and Improve the Performance of Aluminum Pumping Devices with Honeywell's Corrosion Inhibitor](#) -- Organic anti-corrosion technology from Honeywell extends life and reduces maintenance for aluminum pump-based circulation systems.



[Particle Distribution on Webs or Cloths](#) -- Obtain excellent distribution of particulate on sheets or webs, enhancing properties, and useful in wide range of unique products.

Tech Need Challenge



[Need Audible Strain or Stress Indicator Between Two Contact Surfaces](#) -- Seeking a material or coating that makes a sound when torqued or compressed.

Insight

Industry Features

BellSouth created two corporations to handle their licensing operations. They mine the intellectual assets of a multinational corporation spanning 14 countries and 85,000 employees.

News

BAE SYSTEMS

[Technology Providers](#)

Learn more about the world's leading innovators who have chosen yet2.com as their official web-based technology marketplace.

[What's New](#)

Announcing the newest features, products and services for you...

Looking for a solution?



Put a TechNeed to work for you.

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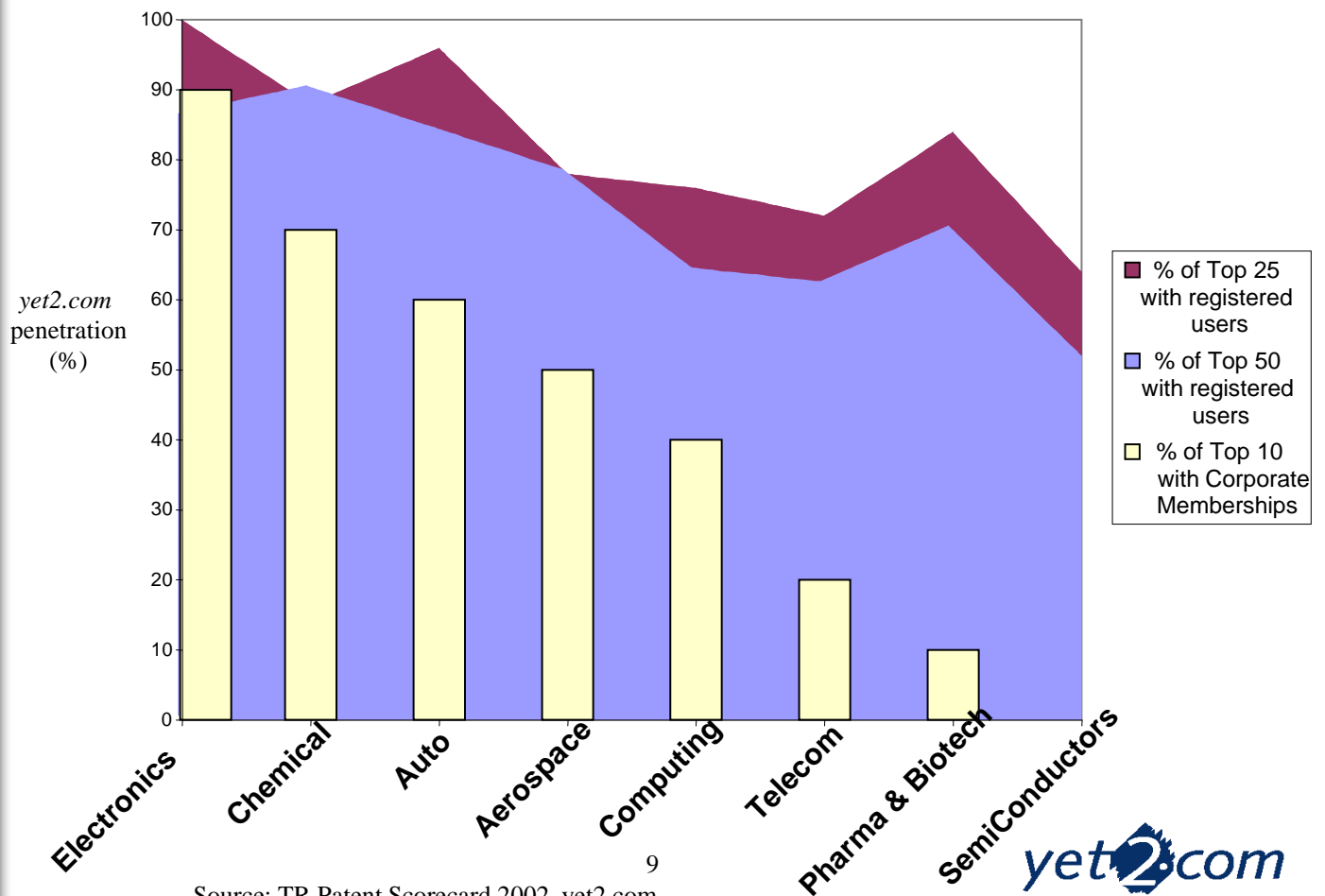
yet2.com Consortium



...many of whom have completed deals worth millions of dollars with the support of yet2.com

Our Reach goes Beyond our Corporate Members

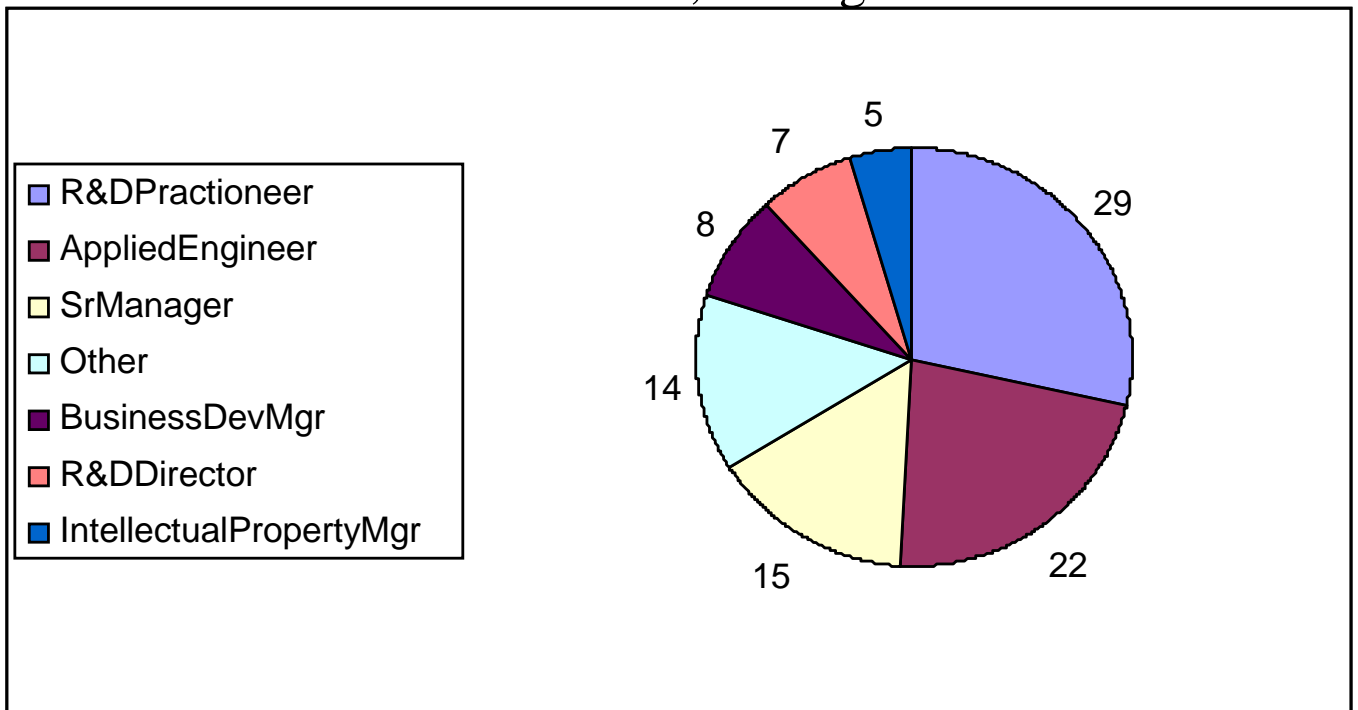
yet2.com Penetration of Top Patent Holders by Industry



Source: TR Patent Scorecard 2002, yet2.com

Corporate Level Participating in yet2.com Marketplace

Distribution of over 58,000 registered users



Efficient Intellectual Asset Management

**Out-Licensing
Solutions**

TechPaks TechNeeds

yet2.com

**In-Licensing
Solutions**

- Licensing \$'s (more and faster)



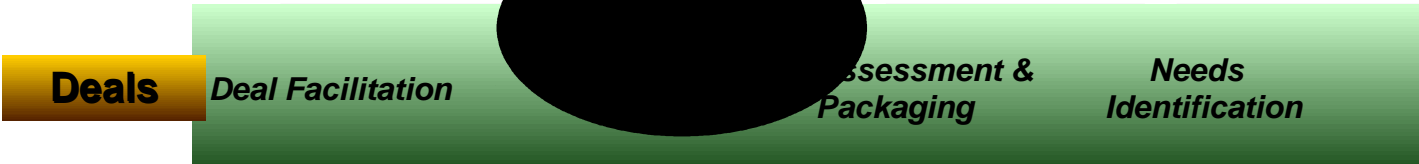
Deals

- Time to Market
- New Opportunities
- Address Capability Gaps
- R&D Efficiency

In-Licensing Methodology and Solutions

TechNeeds

Yet2.com



Deals

Deal Facilitation

Assessment & Packaging

Needs Identification

<ul style="list-style-type: none"> • Facilitate negotiation processes via consulting • Value individual opportunities • Draft agreements 	<ul style="list-style-type: none"> • Display on yet2.com website • Promote via targeted e-mail campaign • Feature as TechNeeds Challenge on site • Market via direct contacts to technology providers 	<ul style="list-style-type: none"> • Assess in-licensing opportunity through interviews & internal analysis • Prepare marketing package: "TechNeed" • Plan detailed marketing approach 	<ul style="list-style-type: none"> • Identify most important and urgent technology gaps
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In-Licensing: Our Goals

- ✓ Help define a company's corporate strategy
- ✓ Help companies to identify, collect and articulate technology needs within their organization
- ✓ Help companies describe their needs to the external world in an anonymous way
- ✓ Assist companies to identify potential solution providers (and focus resources on core competencies)
- ✓ Facilitate the technology acquisition process

yet2.com TechNeeds Format



The screenshot displays the yet2.com website interface. At the top right is the yet2.com logo. Below it is a navigation bar with links: Find a Technology, List a Technology, Insight, Using this Site, About Us, and 日本語. A secondary bar contains home and help links. The main content area is divided into two columns. The left column has a purple header 'Info' and contains text about TechNeeds, a link to 'View Listing Details', and an 'Archive List' section with a link to 'More articles...'. The right column has a purple header 'TechNeed Challenge' and features a specific TechNeed listing titled 'Need Audible Strain or Stress Indicator Between Two Contact Surfaces'. This listing includes a description of the sound indicator, a 'VIEW LISTING DETAILS' button, and a 'REGISTER' button. The footer contains regional links for Cambridge, MA, USA; Manchester, United Kingdom; and Tokyo, Japan, along with a navigation menu and copyright information.

Info

TechNeeds are anonymous requests for technology. The TechNeed Challenge periodically highlights TechNeeds that you and your organization may be able to meet. Click [View Listing Details](#) to see the complete TechNeed -- even if you're not already a member.

You do not need to have a technology listed on yet2.com to respond to a TechNeed.

To take full advantage of yet2.com, [Become a Member](#).

Archive List

[More articles...](#)

TechNeed Challenge

Need Audible Strain or Stress Indicator Between Two Contact Surfaces

A sound -- a click, squeak, pop, or something else -- indicates when this sought-for material or coating is under a predetermined shear or compressive stress, typically 50 to 100 inch-lbs. The material itself may be configurable or it may be applied to another material to produce the effect. The sound should be audible by humans in a standard industrial environment.

[VIEW LISTING DETAILS](#) TechNeeds are anonymous requests for technology. The TechNeed Challenge periodically highlights TechNeeds that you and your organization may be able to meet. Click View Listing Details to see the complete TechNeed -- even if you're not already a member.

You do not need to have a technology listed on yet2.com to respond to a TechNeed.

[REGISTER](#) To take full advantage of yet2.com, [Become a Member](#).

Cambridge, MA, USA **Manchester, United Kingdom** **Tokyo, Japan**

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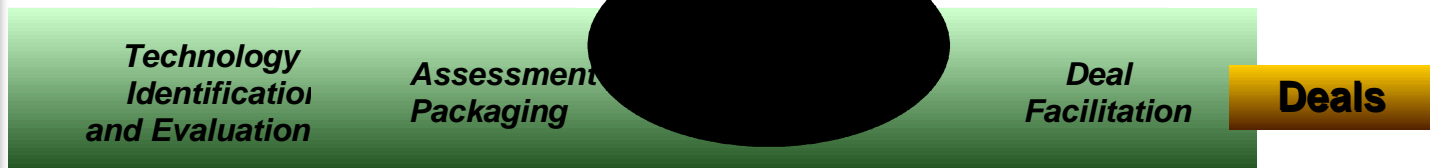
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We Drive Connections Through TechNeeds

- TechNeeds program drives 1.5 introductions per listing
 - 245 Introductions on 159 TechNeed listings
- When we actively market, success rate doubles
 - On-line and targeted e-mail promotion
 - Relationships with hundreds of Licensing Executives and Corporate Officers

Out-Licensing Methodology and Solutions

TechPaks
 Yet2.com



<ul style="list-style-type: none"> • Rate market interest on patents using proprietary analysis • Identify valuable technologies within a portfolio • Evaluate top technologies to determine value maximizing strategy 	<ul style="list-style-type: none"> • Assess licensing opportunity through interviews and internal analysis • Prepare marketing package: "TechPak" • Plan detailed marketing approach 	<ul style="list-style-type: none"> • Display on yet2.com website • Promote via targeted e-mail campaign • Feature as Tech of the Week on site and in syndication • Market via direct contacts to potential buyers 	<ul style="list-style-type: none"> • Facilitate negotiation processes via consulting • Value individual opportunities • Draft agreements
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Out-Licensing: Our Goals

- ✓ Develop customer specific solutions
- ✓ Help define corporate licensing strategy
- ✓ Help companies to identify and manage valuable technologies within their organization
- ✓ Allow companies to prioritize their intellectual asset portfolio
- ✓ Assist in the packaging and active marketing of technologies available for license
- ✓ Facilitate technology transfer deals

yet2.com's TechPak Display

Corporate branding at provider's discretion




Find a Technology List a Technology > **Insight** Using this Site About Us

Technology Listing

- Overview
- Novelty
- Development
- Intellectual Property
- Provider Demographics
- Technical Details
- Licensing

Process to Prepare Substituted Aromatic Compounds

Substituted aromatic compounds comprise a vast segment of organic chemistry. This technology relates to achieving nucleophilic substitution reactions on unactivated aromatic rings bearing appropriate leaving groups. It is proven technology, presently in use, and is supported by considerable technical know-how that can be made available to licensees. Its primary use has been to prepare compounds with herbicidal or biological activity, but the possibilities are virtually limitless.



benefits Summary
This process allows the user to carry out useful substitution reactions in high yields, conversions and selectivity, in inexpensive solvents such as hydrocarbons, without special metal-containing catalysts, and without requiring extreme temperatures or pressures. [more](#)

Development Summary
The technology has been in use for a number of years by the Du Pont company in the manufacture of intermediates for sulfonylurea herbicides. It is the basic "Carbowax" technology for mercaptide displacement of halogens in aromatic systems. [more](#)

IP Summary
This technology is comprised of 2 US patents. The most recent year of issue is 1988. [more](#)

Request an Introduction
Ask the Owner a Question
Email This Listing to a Friend
Print This Listing

Tabbed access to key sections

Summaries for rapid understanding

Images to quickly communicate use

Easy access to greater detail



yet2.com - It's Working!

- ✓ 3 Introductions/business day
 - over 1,000 to date
 - roughly half from listed TechNeeds
- ✓ Market becoming more and more efficient
- ✓ Deals being completed...

Our Solutions Tend to be Large Deals for Later Stage Technology

- 7 deals announced; dozens in late-stage negotiations -- NPV range of \$2–10 million

Buyer/Seller	Technology Stage of Development	Seller demographics	Tech Application
ChromaDex/Bayer	Fully developed	Global 200 Chem/Pharma	Component to product less than a year from market
Caterpillar/AMT	Prototype	Small motion technology firm located in the US	Early stage component
Battelle/Dupont	Commercialized	Fortune 100 Chemical	Component to product less than a year from market
Curtiss Wright/AMT	Prototype	Small motion technology firm located in the US	Early stage component
Revlon/PG	Commercialized	Fortune 100 Consumer Products	Component to product less than a year from market
Proterra/Honeywell	Commercialized	Fortune 100 aerospace/electronics	Fully developed product

Keys to Success: yet2.com's Valuable Network

- ✓ Largest network of in-the-field professionals across the globe
- ✓ Relationships with key technology licensing executives – access to over 25% of the world's R&D capacity
- ✓ Private networking meetings with CTOs and heads of R&D of leading global 1,000 technology companies
- ✓ Technology-specific gatherings between companies searching for technology and leading solution providers
- ✓ User base of over 58,000 users from thousands of companies world-wide

Keys to Success: yet2.com's Three Prong Approach

- ✓ Marketplace provides exposure for technologies and information on market demand in technologies

- ✓ Consulting services support to clients to:
 - ✓ Identify the right technologies for technology transfer
 - ✓ Determine the appropriate strategy for managing intellectual assets
 - ✓ Facilitate introductions, negotiations and deal closing

- ✓ Software solutions to assist clients by:
 - ✓ Hosting client branded marketplaces
 - ✓ Managing knowledge capture and dissemination to R&D

The Global Impact



“yet2.com is accelerating the transfer and adoption of technology, creating new efficiencies in the global economy”

**Ben duPont, President & Founder
yet2.com**