



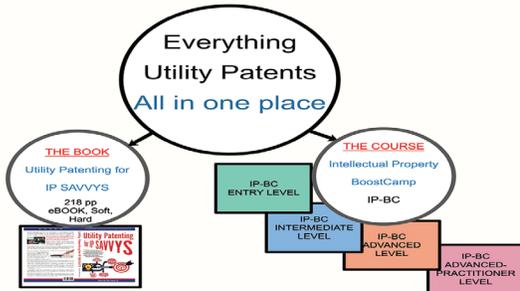
Intellectual Property
BoostCamp™
IP-BC™

Value Proposition
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Book \$_____ LEVEL/PAK \$_____

Utility Patenting for IP SAVVYS Book Intellectual Property BoostCamp (IP-BC) On-line Utility Patenting Course

For CEOs, Inventors, Engineers, Technical Leaders, Product Marketers, Inside & Outside Patent Counsel
Get everyone on your team into the IP ZONE by making them IP-SAVVY



ARE YOU CURRENTLY DEALING WITH SOME OF THESE PATENTING CHALLENGES ?

1. Do your invention identification methods fail to "find" the Preferred Embodiment?
2. Is your patent workflow a set of adhoc processes with ambiguous lines of authority?
3. Is communication with and billing from your patent counsel opaque or mystifying?

TAKE 2 Hrs WITH THE BOOK - GET EVERYONE IP SAVVY

File airtight patents w/The Schwartz Method (TSM)

Inventors and product engineers that have little, if any insight into the underlying patent process, can't align their Preferred Embodiment (P-E) with draft claim(s) and have no responsibility or ownership for the final patent application. Dysfunctional IP tasking also fails to identify protectable differentiators and leverage them with product marketing and sales. If your IP workflow doesn't prioritize and claim the P-E, it is not part of a sustainable IP asset management system. When you use IP-BC's The Schwartz Method (TSM) and Big-Bang Theory of IP Capitalization (BBT), your journey down the IP corridor of uncertainty is secure, and your patents will be de-risked from Fatal Office Action Rejections (FOARS) before filing. Your patents will publish with clean file wrappers and will have Sustainable Competitive Advantage (SCA).

THE VALUE PROPOSITION FOR IP SAVVYS & IP-BC

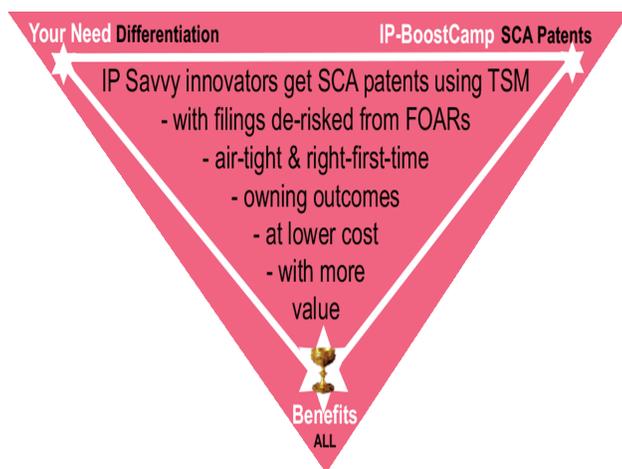
The IP SAVVYS book & IP-BC course explain and demystify patenting in plain english, all told from a serial inventor's perspective. For the business leader that wants improved intellectual property out including better patents, increased team collaboration, and more efficient communication with legal resources at lower cost...standardize on IP SAVVYS/IP-BC.

Get all roles/titles into the IP ZONE, especially innovative contributors: inventors, research & development, and engineers. In 2 hrs with the book, learn and share a patenting process that just works. Assign reading first, then IP-BC LEVELS from ENTRY to ADVANCED-PRACTITIONER. Use the program as a flash point to refocus your invention discovery, invention disclosure preparation, patent drafting, and filing.

Apply our reusable set of patenting practices to ensure (a)complete invention disclosures, (b)more utility compliant applications in less time, (c)patenting that integrates with all key business systems, especially product development, and (d)lower IP expenditures. Use the DIY challenge to draft and file patents with your own IP in less than 30-Days.



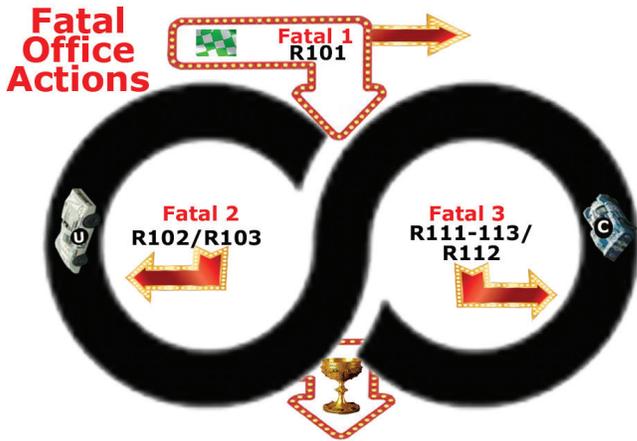
AIA turned the IP pyramid upside-down
Put Innovators at the tip of your IP hunt



DE-RISK YOUR PATENT FILINGS FROM FATAL PATENT OFFICE REJECTIONS

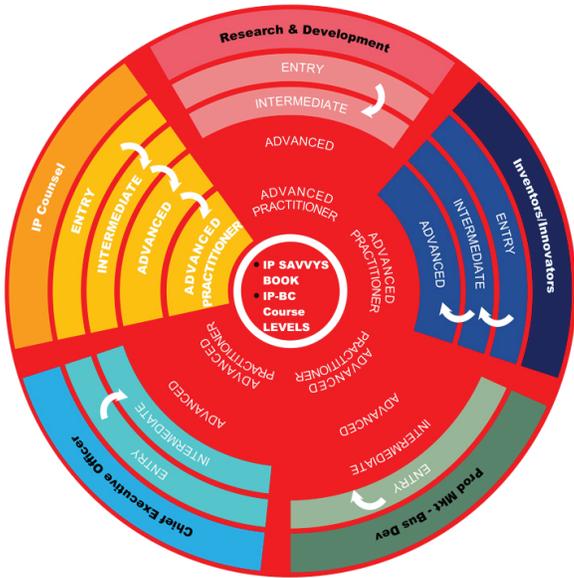
If you're filing patents that have not been de-risked from potentially fatal office action rejections, you're not alone.

Invest 1/2 day in the Starter-Kit and IP-BC/ENTRY LEVEL. Find out why all Office Action Rejections are NOT CREATED EQUAL. First, discover how using the IP SAVVYS approach to layman-claiming during product development ensures you are de-risked for Rule 101, 102, & 103 rejections BEFORE FILING. Then, learn how to use The Schwartz Method (TSM) to de-risk for the potentially "deadly", Fatal Office Action Rejections (FOARS) on Rules 111, 112, & 113. Take Schwartz on your IP Journey to build IP trust, increase inventive thinking, refocus creativity for improved utility patent quality, and track IP tasking at the project level. Set up a sustainable communication process with patent counsel using the TSM invention disclosure work-flow to increase quality and reduce legal expenses. Convert your filings to non-provisional apps without adding new matter. When you draft airtight applications, right-first-time with TSM, you will lower the cost of your IP spend by up to 70%, with a payback in months instead of years.



THERE IS A LEVEL FOR EVERYONE IN THE IP HUNT

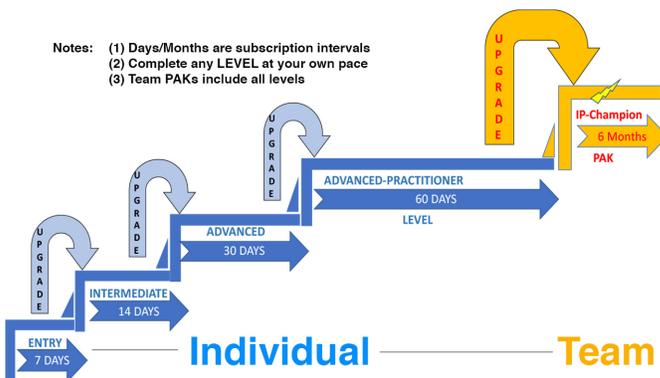
The IP Zone is for everyone, but not everyone has the same need to know about IP tasking. If you want to change your IP conversation, both internally and with IP counsel, the first thing you need to do is to get everyone involved in the IP hunt speaking the same language. The IP SAVVYS model provides a Universal Patenting Language (UPL) and a set of Guiding Principles (GP) for collaborating on IP tasks so that everyone can get on the same page. The entire approach is delivered in readily understood language, not legalese. The book explains the entire model and can be read in one sitting. It stands alone or works as a pre-read for the course which is offered in LEVELS. IP-BC works for CEO to innovator/inventor, and anyone in between, especially patent counsel. If you're a lone wolf, then you will take IP-BC/ADVANCED-PRACTITIONER which includes all the LEVELS. Patent counsel will as well. The IP Champion will dive in, understand the tasking, and ensure all IP hunters are assigned the Book to read and the LEVEL suited to their role/title, IP goals, and objectives.



GO DOWN THE IP LEARNING CURVE AT YOUR OWN PACE

IP SAVVYS is MPEP (Manual for Patent Examination Procedure) compliant. Maybe all you need is the book? Learn even more with LEVELS from ENTRY, INTERMEDIATE, & ADVANCED, to ADVANCED-PRACTITIONER. Bump up your LEVEL at any time based on need and skill building. The IP SAVVYS approach incorporates a unifying point of view throughout, the Big Bang Theory of IP Capitalization (BBT). With a time-line that starts at conception (T=-5), optimize patenting and integrate it with product engineering, document prep, filing, prosecution, all the way to notice of allowance (T=0). Learn trade secrets on how to draft airtight patents by understanding how reverse-engineering the "patent rubric" enables 20-20 hind-sight into patenting "potholes" and guidelines on avoiding FOARS before filing.

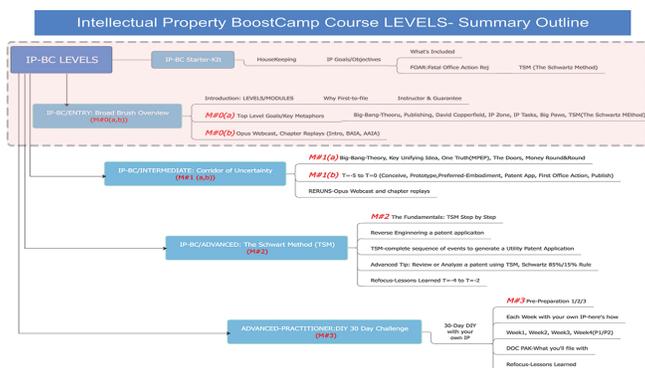
- Notes: (1) Days/Months are subscription intervals
- (2) Complete any LEVEL at your own pace
- (3) Team PAKs include all levels



Individual ————— Team

IP SAVVYS & IP-BC is a complete course

The IP SAVVYS book captures the entire course. The IP-BC course itself is in its third release, updated with new graphical metaphors, and videos, along with dynamic documents for applying TSM using your own IP. Begin with the book - read it in one sitting. Next, take the IP-BC/Starter-Kit on Fatal Office Action Rejections (FOARs) to start your IP journey with Schwartz. For the best results use the IP SAVVYS eBook and the complete on-demand course together. Each LEVEL incorporates the prior level modules and is targeted to individual tasking needs. When you select a PAK, you get all of the LEVELS for each member. For example, IP-BC/ENTRY is highlighted in pink in the accompanying outline. It includes the Book, the full FOARs Starter-Kit and ENTRY LEVEL with the Schwartz's opus webcast and PDF downloads of all content. Use our Learning Management Systems (LMS) links below, to learn more and to make your selections.



CHOOSE IP SAVVYS and IP-BC with TSM/BBT POP PATENTS OUT AT THE END OF YOUR PRODUCT ROADMAP

Have you experienced the "Hail-Mary" patent filing, when the deadline for the 1-year rule is weeks away and the true Preferred-Embodiment along with its best mode "enablement" is still not in the hands of the patent drafters? If yes, then you know the pressure and anxiety as well as the risk of filing without having de-risked for FOARs. When you adopt The Schwartz Method (TSM) and the Big-Bang-Theory of IP Capitalization (BBT), you draft utility compliant "laymans" patent claims with each prototype. Pop out your Invention Disclosures and patent applications at each stage of your product road map and you will always file from the Red-Zone. Never toss your application to patent office/competitor hoards from mid-field, with 3 seconds left on the clock. Take IP SAVVYS on your journey down the IP corridor of uncertainty and your file airtight patents first, securely de-risked from FOARs BEFORE filing, right the first time.



When you take the IP SAVVYS approach you will be on the path to preparing and filing Utility Patents with SCA (Sustainable Competitive Advantage).

Embed The Schwartz Method (TSM) and BBT into your patenting and product development workflow and never look back. IP SAVVYS and IP-BC is not taught in law or business school and is the only utility patenting course you will ever need.

Change your IP conversation today and save up to 70% of your patent spend

For more about the Book and IP-BoostCamp's MPEP compliant utility patent crash-course visit our LMS: <https://www.ipboostcamp.com> <https://www.ipsavvys.com>

Explore, Evaluate, and Select the only Utility Patenting Course you will ever need

