

Leapfrog the competition . . . be first to file



IP-BoostCamp™ (IP-BC) On-line Utility Patenting Course Get everyone on your team to be IP-Savvy™

For CEOs, Inventors, Engineers, Technical Leaders, Product Marketers, Legal & IP Counsel

ARE YOU CURRENTLY DEALING WITH SOME OF THESE IP CHALLENGES ?

1. Is your IP workflow a set of adhoc processes with ambiguous lines of authority?
2. Is communication with and billing from your patent counsel opaque or mystifying?
3. Do your existing invention identification and accumulation methods fail to “find” the Preferred Embodiment(P-E)?

File Airtight Utility Patents with TSM (The Schwartz Method)



When Engineers/Inventors have little, if any insight into the underlying patent process, they can't align the object of invention with the claim(s) and have no responsibility or ownership for the end result. Dysfunctional IP tasking fails to identify protectable differentiators and leverage them with product marketing and sales. If your IP workflow doesn't prioritize key tasking, it is not part of a sustainable IP asset management system...it won't scale up. Then use IP-BC's Big-Bang Theory of IP Capitalization, it's "Journey Down the IP Corridor of Uncertainty", and it's patent de-risking Schwartz Method in your IP hunt.

In 1 hr with Starter-Kit, turn your IP pyramid upside-down...get IP-Savvy

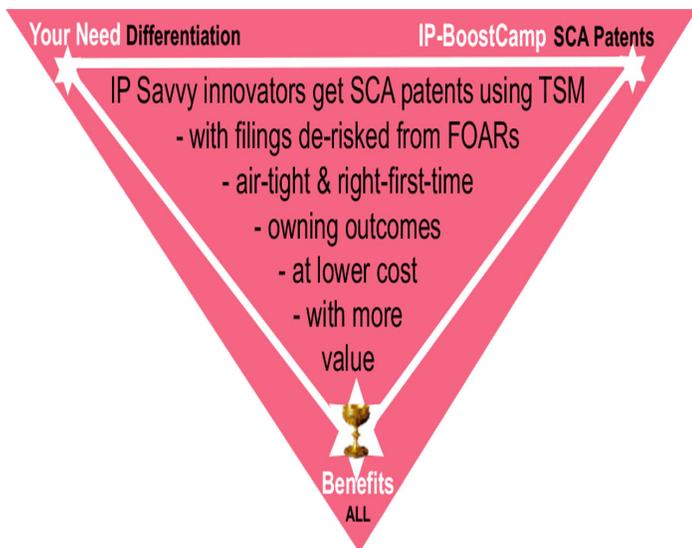
THE VALUE PROPOSITION FOR IP-BC

IP-BC delivers it's learning in plain english, all told from a serial inventor's perspective. For the business leaders that want improved intellectual property outcomes, including getting better patents, enjoying increased team collaboration, and enabling more efficient communication with legal resources at lower cost...select IP-BC and TSM.

In 1/2 day with IP-BC/ENTRY, discover a strong patent application process that just works. Use IP-BC as a flash point to refocus invention discovery, IP best practices, patent disclosure work-flow, patent preparation, and filing. Our course is designed to get all roles/titles IP-savvy, especially your innovative contributors: inventors, research & development engineers, product marketing, and technical sales.

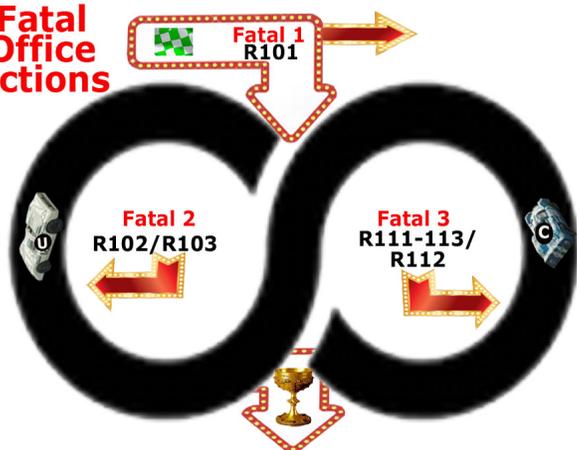
IP-BoostCamp delivers a reusable set of practices that show you how to (a) write better invention disclosures, (b) increase patent pipeline efficiency, (c) file more full provisional utility applications in less time, (d) generate patents in less than 30-Days with the DIY IP Challenge(Module#3), (d) ensure your IP tasking integrates with all key business systems, especially product marketing and business development, and (e) lower your IP expenditures-all at the same time.

AIA Turned the IP pyramid upside-down Put IP Innovators at the head of your hunt





Fatal Office Actions

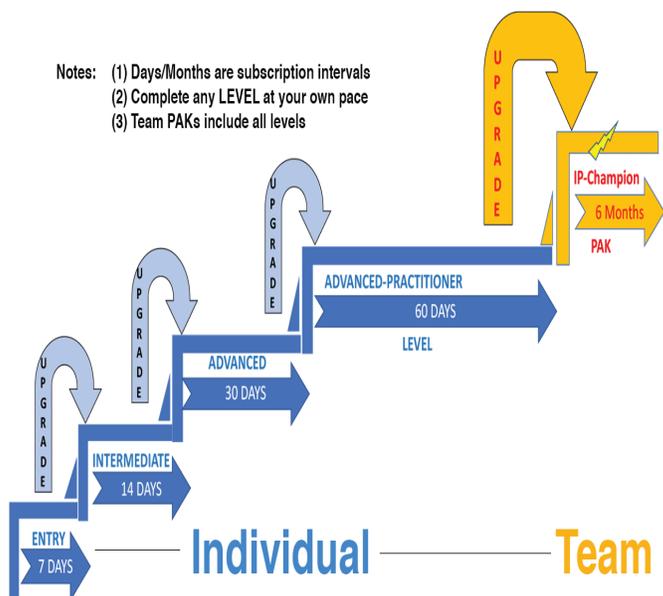


DE-RISK YOUR PATENT FILINGS FROM FATAL PATENT OFFICE REJECTIONS

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

Invest 1/2 day in this streaming, on-demand 4 LEVEL Course. Find out why all Office Action Rejections are NOT CREATED EQUAL and how to avoid FATAL Rule 111, 113, and 112 rejections. When you draft airtight applications using TSM, you lower the cost of your IP portfolio with a payback in months instead of years. 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 that increases quality and reduces legal invoices. Convert your filings to non-provisional apps without adding new matter.

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

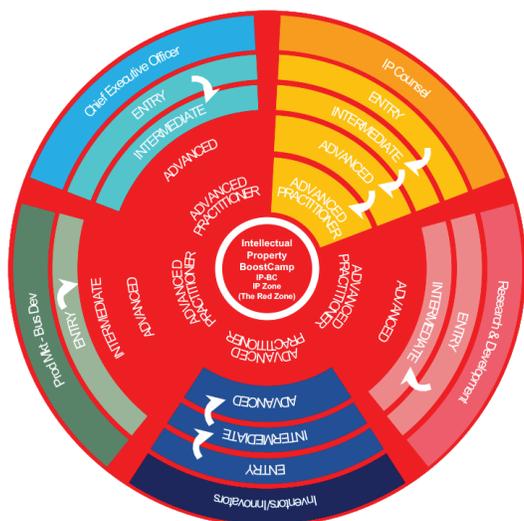


THE REASON WHY IPBC WORKS FOR EVERYONE IS BECAUSE IT'S STRUCTURED IN LEVELS

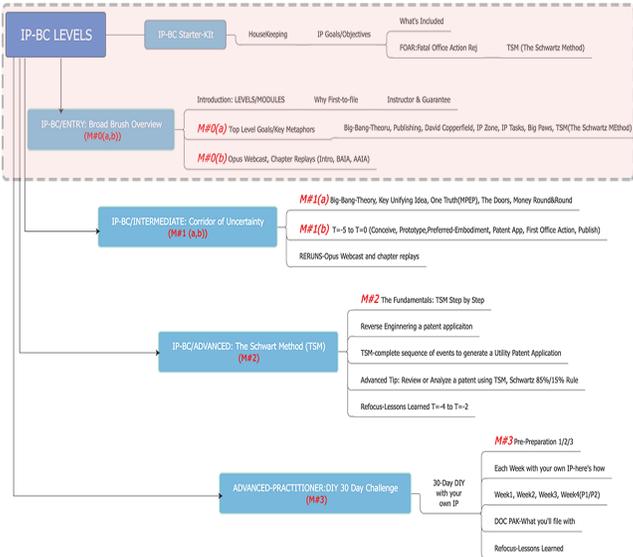
Schwartz has adopted a unifying point of view in developing the levels from ENTRY, INTERMEDIATE, and ADVANCED, to ADVANCED-PRACTITIONER. He uses his Big-Bang Theory (BBT) of IP Capitalization. BBT uses a timeline that exposes risks down the "IP Corridor of Uncertainty". With TSM, he shares trade secret insights into preparing airtight filings by reverse-engineering the "patent rubric". When everyone aligns conflicting points of view, they gain 20-20 hind-sight into patenting "potholes" and how to navigate around them. This builds TRUST and enables you to accelerate down the patenting gauntlet. IPBC is MPEP (Manual for Patent Examination Procedure) compliant.

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. IP-BC provides a universal language for collaborating about IP tasking so that everyone can get on the same page. The course is delivered in readily understood language, not legalese. It is offered in LEVELS so that anyone from the CEO to the innovator/inventors, or anywhere in between, can learn in and contribute as part of the IP Team. If you're a lone wolf, then you will seek IP-BC/ADVANCED-PRACTITIONER and take all the LEVELS. IP attorneys will as well. Others will dive in just enough to understand the tasking and empathy for the journey.

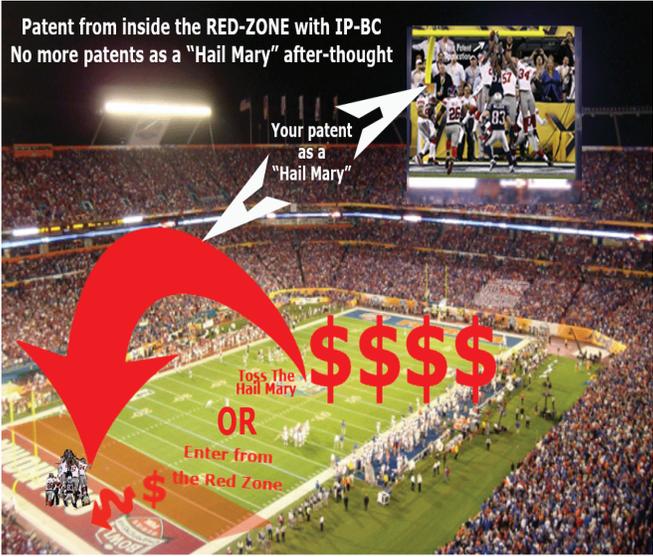


Intellectual Property BoostCamp Course LEVELS- Summary Outline



IP-BC is a complete course

When you begin with the Starter-Kit on Fatal Office Action Rejections (FOARs), you have taken the first step on your IP journey with Schwartz. IP-BC is the third version of this course, updated with new graphical metaphors, videos, iterative dynamic documents for learning and applying TSM with your own IP, pdf downloads, and MPEP compliant forms for patent filing. Each LEVEL is targeted for an individual's IP tasking and incorporates the prior level modules. When you select a PAK, you get all of the LEVELS for each member, for the entire subscription period. The simplest way to start is with IP-BC/ENTRY. It is highlighted in the adjoining course outline. It includes the FOARs Starter-Kit as does each LEVEL. Use the website to select the FREE Starter-Kit or pick a special bundle with Starter-Kit, a LEVEL, and extended subscription.



When you choose IP-BC and BBT/TSM patents pop out of the Product Roadmap

If you have 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 final iteration on "enablement" is still not in the hands of the patent drafters, then you will understand the pressure, anxiety, and risk of filing without de-risking from FOARs. When you adopt the Schwartz Big-Bang-Theory of IP Capitalization (BBT), and implement The Schwartz Method (TSM) at every step along the way, you will find that your patent application pops out at the end of your product road map. You're filing from the Red-Zone instead of tossing from mid-field with 3 seconds on the clock. With this approach, you will file airtight patents, de-risked from FOARs BEFORE filing, and be First-To-File right the first time.

When you take IP-BC, you will find the path to preparing and filing Utility Patents with SCA (Sustainable Competitive Advantage).

You will embed The Schwartz Method (TSM) into your IP workflow and never look back. IP-BC is the only utility patenting course you will ever need.

For more about IP-BoostCamp's "MPEP compliant utility patent crash-course" visit <https://www.ipboostcamp.com>

SUBMIT FOR INTERNAL REIMBURSEMENT :

LEVEL or PACKAGE _____ Expense \$ _____.

Explore, Evaluate, and Select the only Utility Patenting Course you will ever need v8.0

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