### 下午好!

#### Good afternoon!

Paul A. Stewart, Certified Licensing Professional and Managing Director
PASCO Ventures LLC

to Global China Connection (GCC) Midwest Annual Conference 2014 Sino-U.S. 2.0: "Shaping the Future Leaders" Burton D. Morgan Center, Room 121 Purdue University – West Lafayette, Indiana

"Leadership in Intellectual Property"

1 Two True Stories:

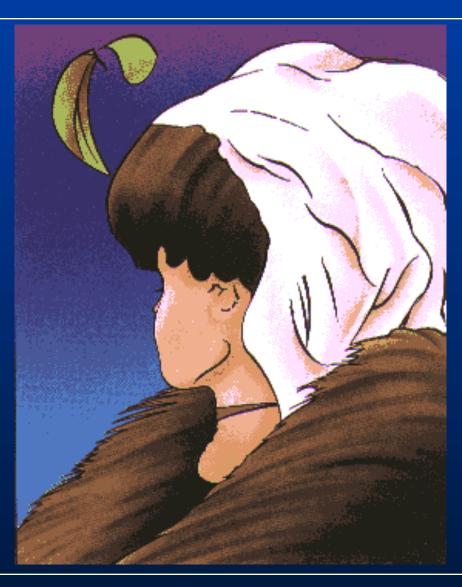
- ② What Is Leadership in Intellectual Property?
- 3 My Daily Work With Global Intellectual Property

### Today's "Rules of Engagement"

- 1 Don't hesitate to ask questions!
- 2 Don't go to sleep on me!

Let's all have fun!

### What do you see here?



1 Two True Stories:

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# Is this an Example of Leadership in Intellectual Property?

#### A True Story from America:

- 1 Stanford grad student with a patentable idea
- 2 Stanford Tech Transfer office offered to help
- 3 No takers on Sand Hill Road for \$1M equity
- 4 No "Microsoft Millionaires" in Seattle would even offer \$50K or \$100K
- ⑤ Try to survive for one year on credit cards?
- 6 What happened?

# The Story from America: Is This Leadership in Intellectual Property?



1 Two True Stories:

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# Is this an Example of Leadership in Intellectual Property?

#### A True Story from China:

- 1 Remarkable pharmaceutical technology
- 2 Significant global revenue potential
- 3 China 'composition of matter' patents filed
- 4 Missed deadline for filing patents elsewhere
- (5) What happened?

# The Story from China: Is This Leadership in Intellectual Property?



### My Two Takeaways from True Stories

- **1 NEITHER** story shows IP Leadership
- 2 We ALL must set a better example in the future

How can EACH of us help to make our world a better place to live?

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#### What IS Leadership in Intellectual Property?

#### Seven Suggestions:

- ① The first rule of business (and personal!) Finance:
  "DON'T RUN OUT OF CASH!!!"
- 2 Truly-novel ideas are not obvious ... even to experts
- ③ If it's not patentable, it's probably not worth much
- 4 "First to File" is the new IP reality post-AIA
- ⑤ Determine which countries to file patents, and don't miss filing deadlines for patents!
- **6** Understand FTO & FTB
- 7 Private Market Sales can help maximize your IP value

1 Two True Stories:

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### Certified Licensing Professionals

- 1. www.licensingcertification.org for more info
- 2. Exam given twice a year (in April and October) at over 400 locations worldwide, including <u>Lafayette!</u>
- 3. China testing locations include Beijing, Chengdu, Dalian, Fuzhou, Hangzhou & Shanghai
- 4. CLP certification is now a requirement for any new technology transfer officers hired by Johns Hopkins University in Baltimore
- 5. Numerous exam prep opportunities are available

If \*I\* can pass the CLP exam, YOU can pass the CLP exam!!!

### Licensing Executives Society (LES)

Become a member of LES and/or become a Certified Licensing Professional if you decide to make Business Development & Licensing your profession.

Doing deals that help to make our world a better place to live can be very fulfilling ... and very rewarding!

Discuss: how the online LES member directory can make your job immensely easier ...

# PASCO Ventures LLC Examples of Projects with PASCO Clients

#### **Complex Global and/or Country-Specific Projects**:

- ① human, food animal & pet pharmaceuticals / animal health products
- ② computer chips & related technologies
- 3 agribusiness-related technologies (seeds, chemicals, etc.)
- 4 "Big Data" firm that also provides medical transcription services
- 5 heat exchangers for large power plants, auto radiators, etc.
- 6 novel carpet technologies that will disrupt the current carpet industry

#### Other Services Requested by PASCO Clients:

- ① management consulting / advisor to senior executives & board directors
- 2 review of publicly-traded client earnings reports prior to release
- 3 U.S. contacts, introductions and negotiations for foreign clients
- 4 expert witness work for major U.S. law firm / complex ICC arbitration case

Broad and deep experience built over 20+ years of global deal-making at Eli Lilly and Company.

Clients in USA, Australia, China and Korea.

### Your Questions?

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# Thank You! 谢谢!

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