

下午好!

Good afternoon!

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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”

Three Topics to Discuss Today

① Two True Stories:

One from America ... One from China

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?



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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?



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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

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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 Lafayette!
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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