



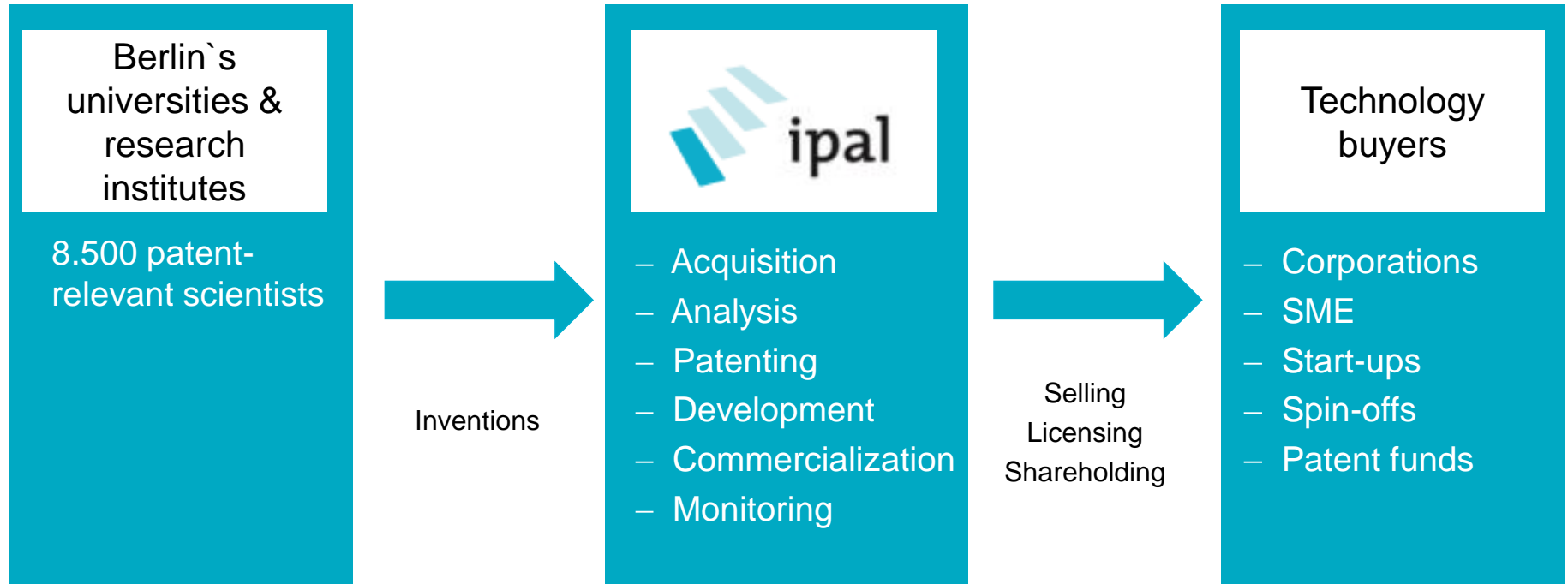
Innovations
Patents
Licences

Corporate Presentation

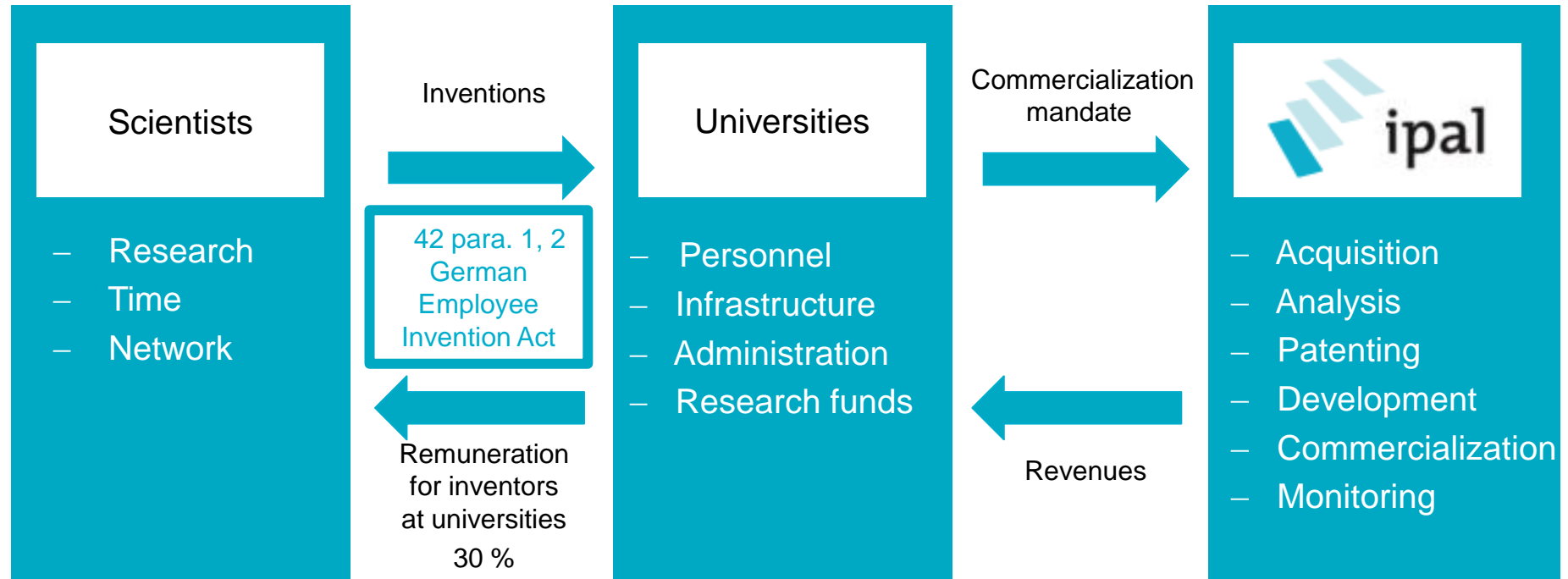


As of August 2011

Technology Commercialization for Berlin's Universities



University Inventions: Special Features



Inventions / intellectual property belong to the universities

Shareholders and Cooperation Partners



Shareholder



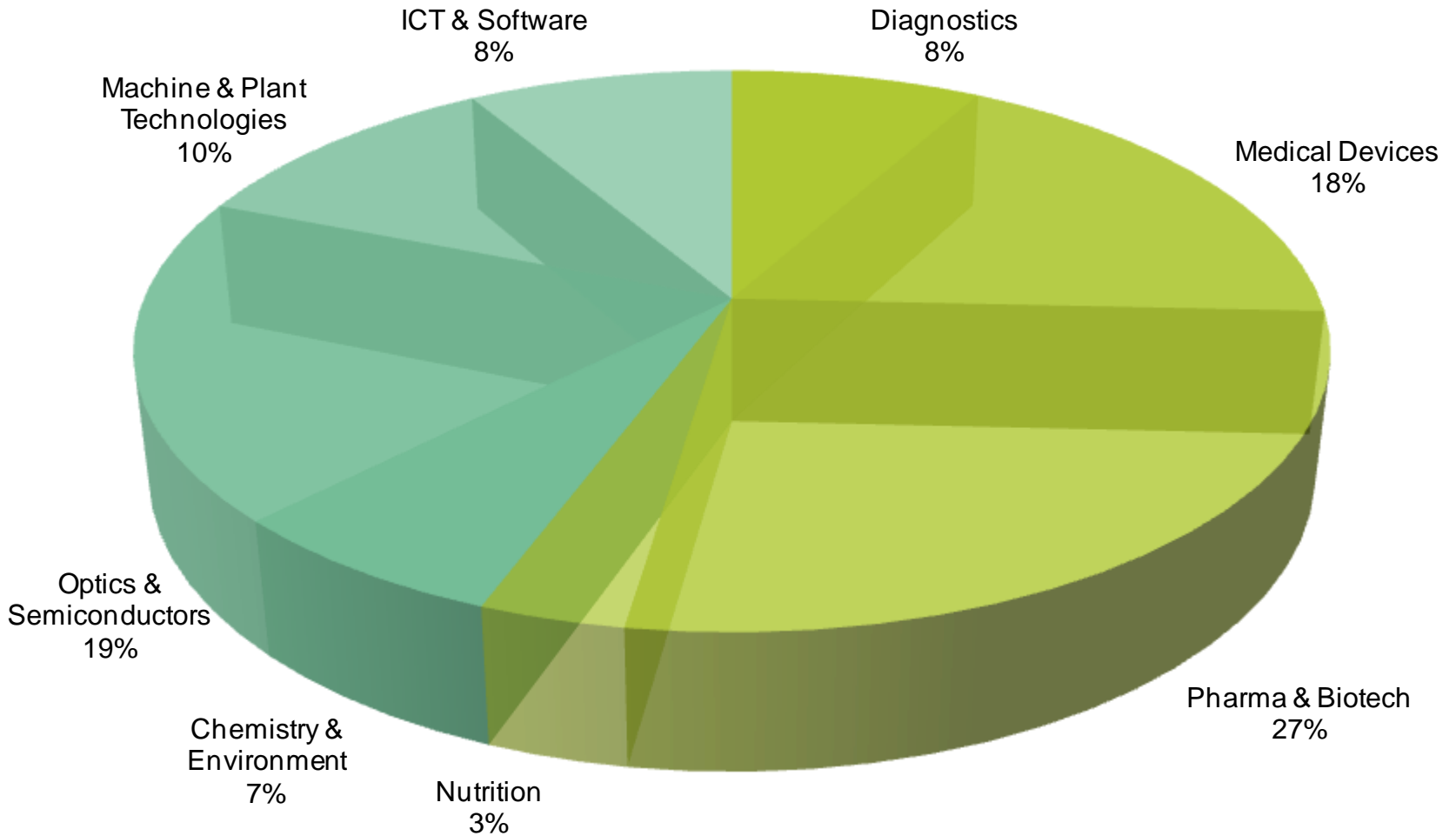
Cooperation partner

Key Facts

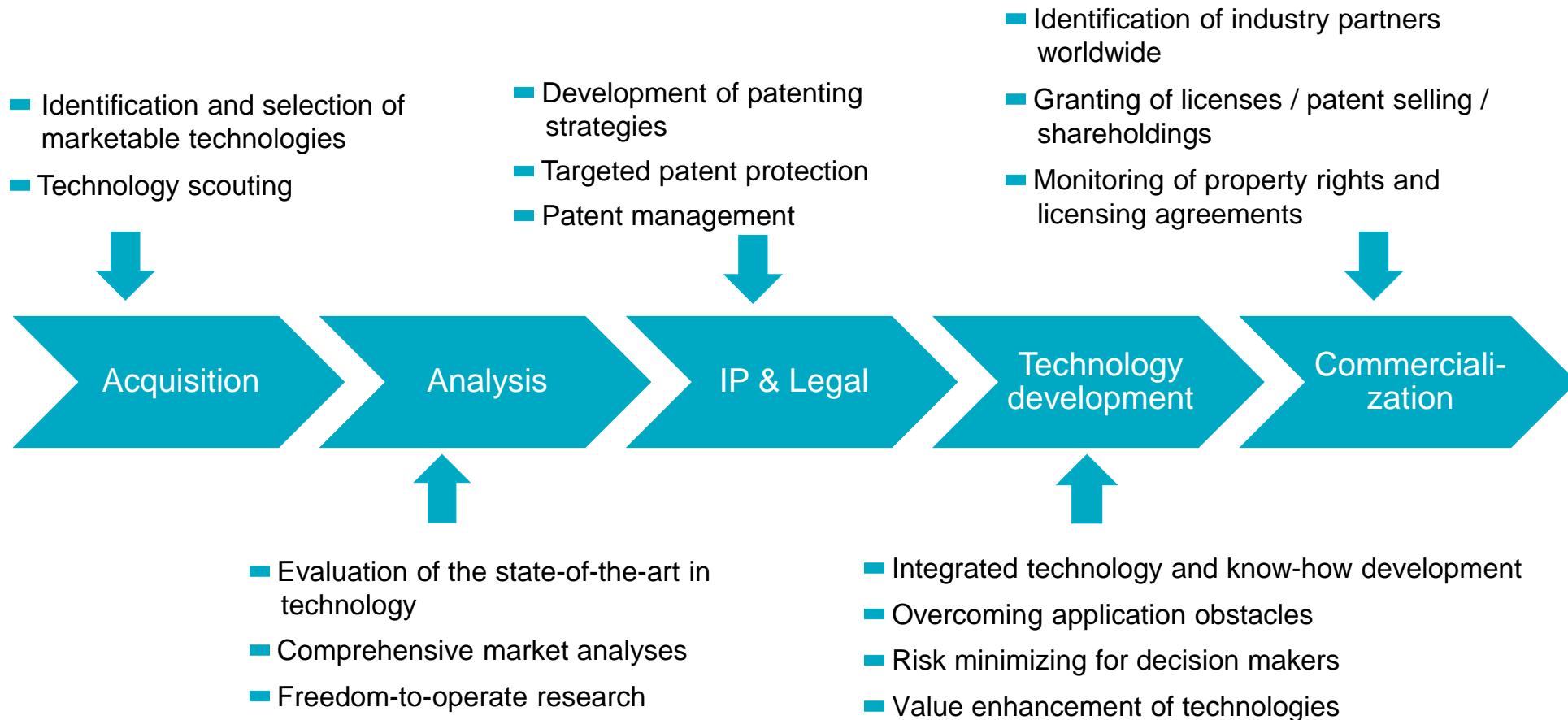


- Founded in October 2001
- 24 employees
- Portfolio: 245 technologies
- 1,432 invention disclosures
- Thereof 470 patent applications
- 115 licensing and patent sales agreements

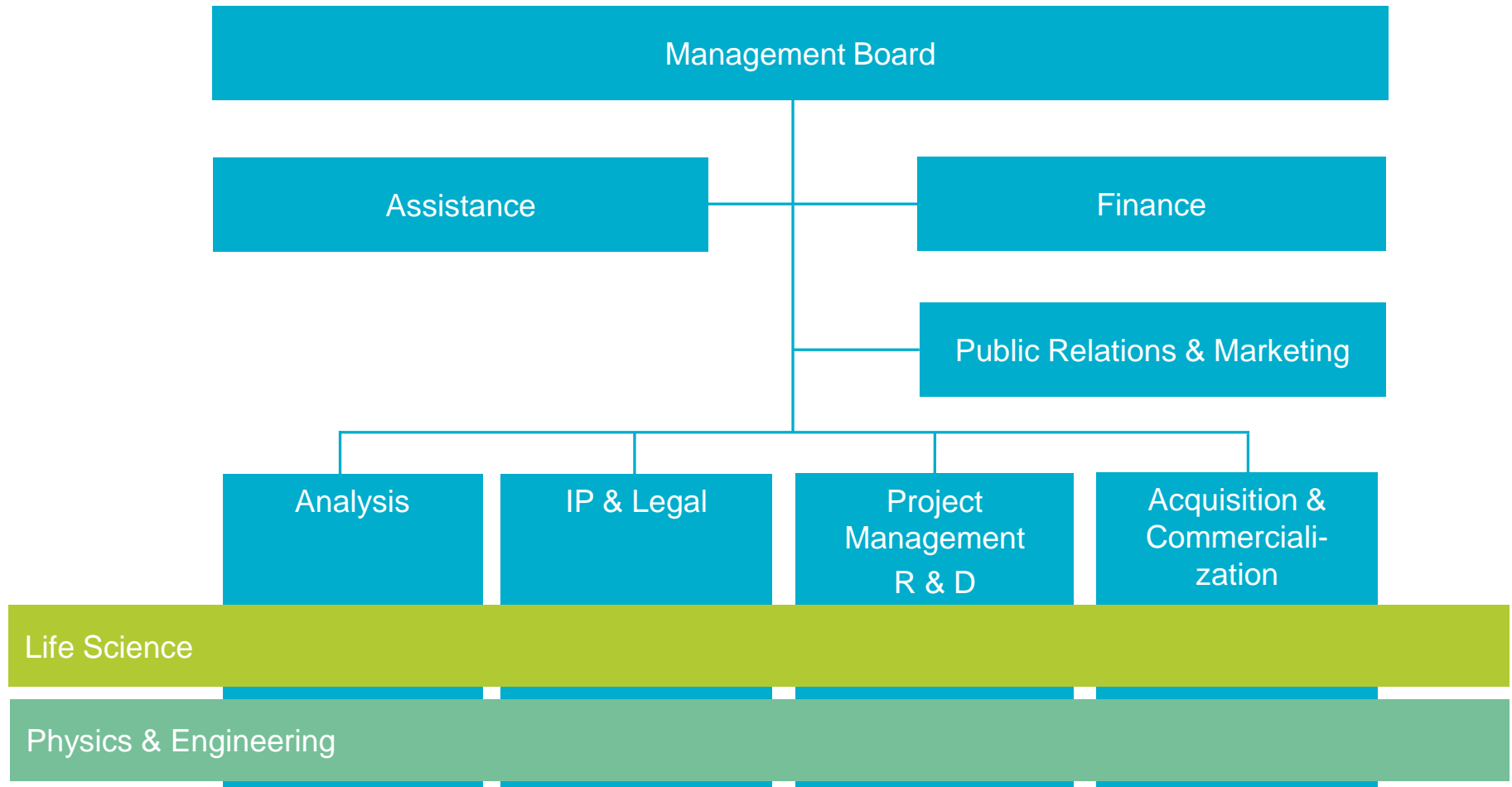
ipal's Portfolio by Technology Areas



ipal s Value Chain



Organization chart of ipal



ipal Provides its Services for ...



Universities & non-university research institutes

Patent and technology development funds

Founders of IP-based start-ups / small and medium-sized enterprises (SME)

ipal's Service Portfolio

Evaluation of Technologies

- Assessment of state-of-the-art and novelty research
- Market analyses (demand, market environment, application potential)
- Assessment of technological inventions
- Patent protection strategy consultation
- Developing business plans
- Freedom-to-operate-analysis

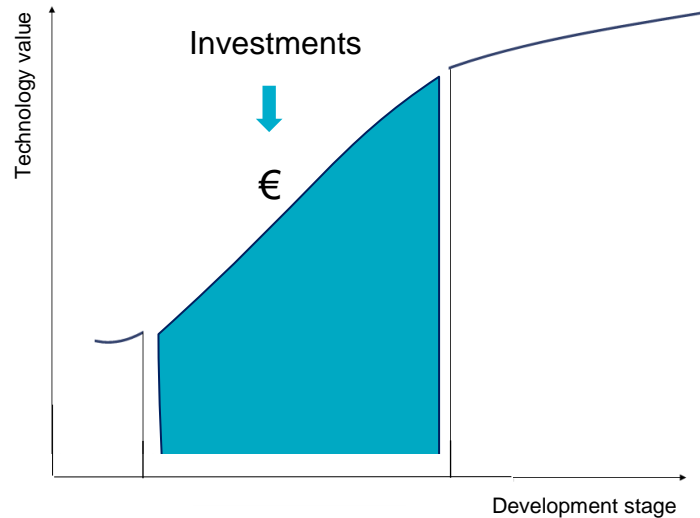
IP Management

- Cost and quality control of patent registrations
- Co-ordination of the evaluation process
- Passing on ipal's favourable conditions with patent lawyers and other advisors to customer
- IP administration (managing deadlines, annual fees, etc.)
- Preparing and performing IP Due Diligence

Portfolio Management

- Strategic IP portfolio consultation
- Support with in and out-licensing (negotiating and drafting contracts)
- Exploring financing options for technology developments (TEF, grant applications, solicitation of VC Investors)

Technology Development



- Technologies reach ipal at a very early stage of their development
- They often pose too high risks for potential technology buyers
- Low intrinsic value of the technologies

Technology value vs. Development stage



Integrated technology and know-how development

Further development with a focus on commercialization potential

Value enhancement of the projects → Achieving higher revenues

IBB Technology Development Fund

- *Investitionsbank Berlin (IBB) fund*
- 10 million euro capital contribution
- Revolving investment
- Focus on a few promising patents with high innovation potential
- 4 - 5 projects are supported annually
- Support of projects with an average direct investment of 200,000 euro
- Development duration: 1 - 2 years
- Takes into consideration the risk of a 50% failure quota
- Break-even after 8 years

ipal is service provider for the Technology Development Fund

Success Story: DMG



INVENTION

- Invention in the area of approximal caries by a Charité research team
- Novel treatment method for cavity infiltration



PATENT

- Development of a patenting strategy
- Patenting
- Identification of potential licensees
- Licensing



PRODUCT

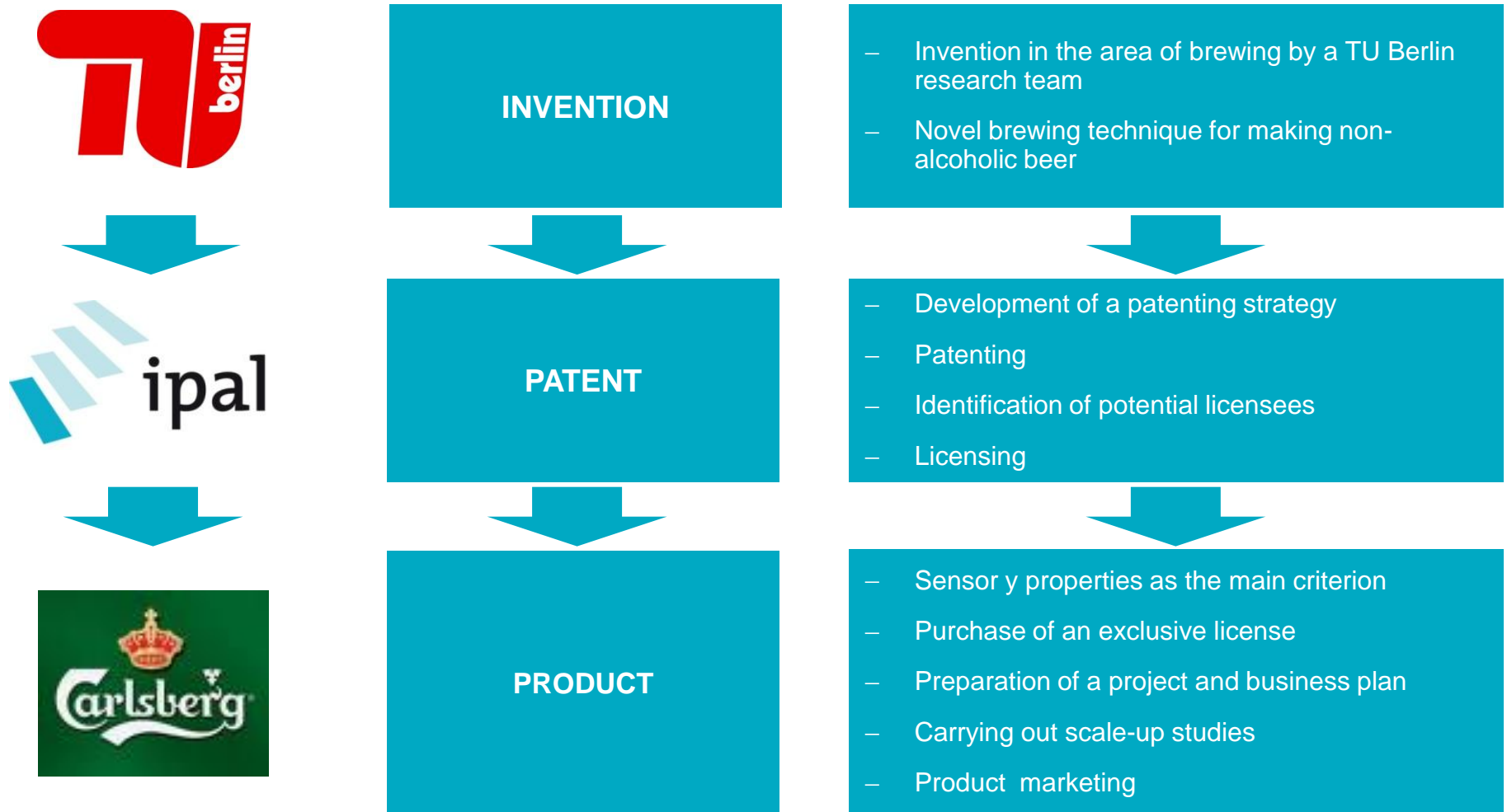
- Purchase of an exclusive license
- Preparation of a project and business plan
- Conducting of studies / further development
- Product development and marketing

The Product: Icon



Winner of the Deutscher Innovationspreis 2010 (German Innovation Award 2010)

Success Story: Carlsberg / Holsten



The Product: New Non-alcoholic Beer by Holsten

„It’s the ideal beverage for conferences and sports“,
Prof. Dr. Methner. inventor of Holsten Alkoholfrei

„Holsten non-alcoholic beer measures up to regular beer
in taste and olfactory quality“,
according to Olaf Rauschenbach, head of the brewery’s quality management
system in Hamburg.

Market launch on April 1, 2011!





ipal
Gesellschaft für Patentverwertung
Berlin mbH

Bundesallee 171
10715 Berlin
Germany

Phone +49 30 2125-4820
Fax +49 30 2125-4822

info@ipal.de
www.ipal.de

