



ip Workflow

Idea Management . . . What a concept!



*Ideas often come from the most unexpected sources,
and managing those ideas from concept to market
provides challenges and opportunities not unlike the
piecing together of a puzzle.*

THE TOOL TO CAPTURE YOUR COMPANY'S IDEAS AND MANAGE YOUR IP ASSETS

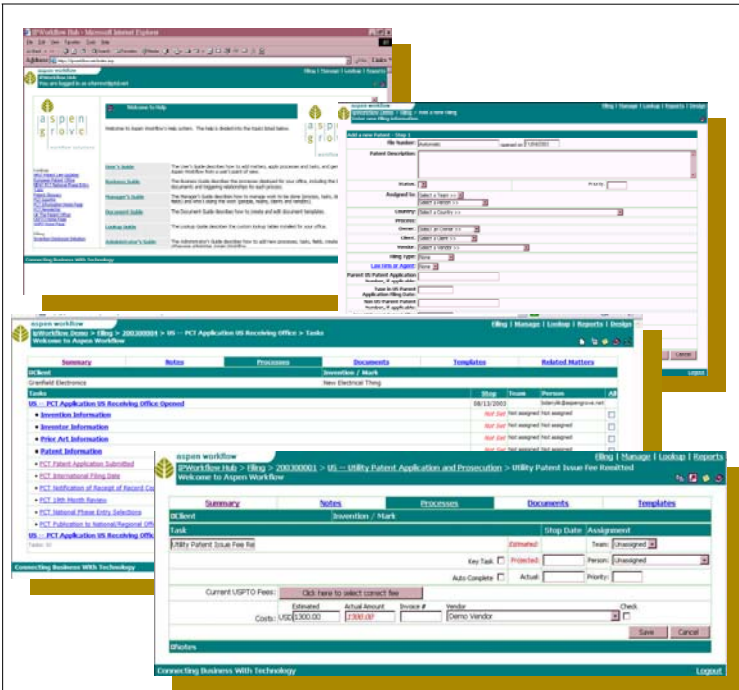
Aspen ipWorkflow® has provided its clients with advanced web-based workflow automation, process management, and document generation since 2001. It has been deployed in Intranet, Extranet and Application Service Provisioning (ASP) models. From invention disclosure to patenting, litigation and licensing, ipWorkflow enables users to organize and codify their internal working procedures in easy to use, easy to understand, step-by-step task based business processes, all available in the same "wrapper". Use ipWorkflow's provided business process templates, or create your own to

- Manage and track patent and trademark applications and renewals;
- Electronically collect Invention Disclosures from anyone worldwide;
- Create and store important documentation, forms and templates;
- Facilitate Inventor communication and notification;
- Collaborate with outside counsel;
- Facilitate the needs of a distributed work force and flex-time;
- Manage who performs the work and when;
- Work cost effectively in an application "hosted" environment.



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Idea Management from Start to Finish

ipWorkflow recognizes that an idea must pass through many processes before it can make money for your company.

Our Process-Task model provides you with “best practice” business processes comprised of steps or “action items” called Tasks. If you don’t like our model, easily create your own from scratch, or using ours as a base.

Individual Tasks contain the data you need, plus allow you to schedule and assign their completion.

Each process represents a milestone in the life of an idea:

- Invention Disclosure;
- Invention Evaluation;
- Patent Application through Grant and Maintenance;
- Litigation;
- Licensing.

The tasks in these processes represent:

- Critical Dates;
- Meeting Reminders;
- Documents to be Filed;
- Fees to Be Paid;
- An action to complete.

Idea/invention processes can be stored as a family in one “wrapper”, or they can be maintained in separate wrappers, using the “Related Matters” functionality to list all related patents, trademarks, litigation or other activities. It’s your choice.



Even when an idea doesn't pan out for production, the information still has value for your company.

ipWorkflow can retain it for “corporate memory” — saving you and your company wasted time, energy and money on a path already taken.

Or if the idea turns out later to have value after all, the information still retained in ipWorkflow can assist in claiming priority or other patent rights.

“Aspen ipWorkflow does more than just track due dates and assign work, it ties everyone together so that we can notify all parties of changes immediately and ensure products are marked properly. If our markets are properly marked and we identify an infringement, we can sue for damages all the way back to the earliest identified infringement date rather than just from that date forward.

We believe that by using Aspen ipWorkflow we will increase the value of the patent and trademark estate and, consequently the value of Entegris.”

Timothy King,
Assistant General Counsel Intellectual Property,
Entegris, Inc.

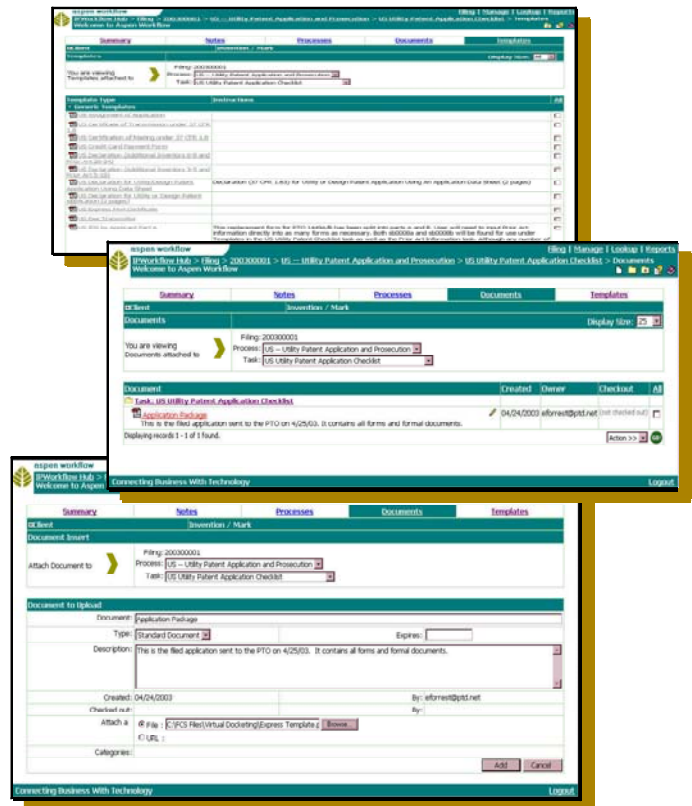


Document Management For IP Professionals

ipWorkflow allows you to file forms, documents, images and other types of documentation within each invention “wrapper”. Our DMS allows:

- Document storage;
- Template creation;
- Version control;
- Support for virtually any document type;
- Document profiling;
- Email;
- Document audit.

ipWorkflow also has the upload ability for scanned images or documents to display directly in the task where they are used, such as Office Actions.

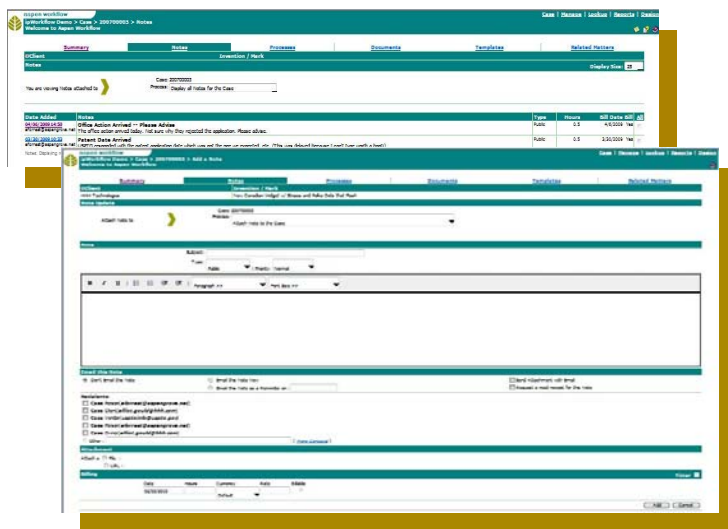


Communication Management For a Distributed Workforce

ipWorkflow's Notes module makes it possible for you to store all communications for an invention or process in one central location. Use of the Notes functionality provides the following benefits:

- Email;
- Scheduled “send” functionality;
- Vendor communication;
- File attachment;
- Privacy settings;
- Diary and Timer;
- Comment trail and storage.

With ipWorkflow's Notes, all parties given access can instantly see communications between outside counsel, inventors, R&D, or anyone else posting a message about activity. No more emails getting lost or a stakeholder not being copied.



Business Management For Efficiency and Control

In an environment where cost cutting, downsizing and the need to get up to date information instantly are of paramount importance, ipWorkflow provides tools so that you can stay in control of your information flow. They include:

- Cost accounting information for expense and income;
- A library of standard IP reports that can be customized to your needs;
- A “manage” module that let’s you slice and dice queries regarding workflow, due dates, task loads and much more;
- Data and management output exportable to a spreadsheet;
- An onboard database to manage business departments, clients, vendors and inventors;
- Staff management functionality through Team assignment, workload assignment, or permission settings;
- Access for upper management, vendors, inventors, R&D or other parties needing information.

Although ipWorkflow is an enterprise scale software, it runs on an MS SQL backbone that can provide granular level security to limit the amount and type of information that a user may read or edit.

The image displays several overlapping screenshots of the ipWorkflow software interface. The top screenshot shows a 'Person List by Task' report with columns for Case, Process, and Task. The middle screenshot shows a 'Summary Information' form for a client named Taylor & Whitford LLP, including fields for Name, Address, and Contact Information. The bottom screenshot shows a 'Generate' report with a table of patent data.

Matter	Country and Filing Type	Patent Number	Pending Application	Invention Title	Inventors
11/978413-P1	US - Utility Patent Application and Prosecution - 01	19/987283		Method and system for establishing commonality between members in all Online Dots that Flash	SONIL BHARGAVA
200700003	US - Utility Patent Application and Prosecution	15/827987		New Canadian Widget w/ Stripes and Polka Dots that Flash	Elizabeth Forrest Eric Patrick
200700012	EP - EPO Patent Application Reopened	4,234,999,123	8,779,899	Reformulation of Matrix for Carbon Calcium Crystals (example of patent family)	John Jackson
200700012	EP - European Patent Application	4,234,999,123		Reformulation of Matrix for Carbon Calcium Crystals (example of patent family)	John Jackson
200800004	US - Utility Patent Application and Prosecution	10/096,000		METHOD AND SYSTEM FOR NAMING A CLUSTER OF WORDS AND PHRASES	sauher bhett saurher bhett
200900001	ZZ - Invention Approval Process			Widget Dividers with Electronic Sorting Gizmo	Elizabeth Forrest



BACKGROUND NOTES

Aspen ipWorkflow® was developed in 2000 by Aspen Grove, Inc., a workflow systems provider founded in 1997. AG's first ipWorkflow implementation took place in 2001 under the direction of Elizabeth Forrest, who had joined Aspen Grove as Business Development Officer a year earlier. In 2002, Forrest left AG to found FCVS, Inc., a consultancy geared more specifically to business analysis and change management. However, FCVS continued to facilitate ipWorkflow sales, maintenance and development for AG through 2006. In 2009, due to Aspen's reorganization and change of focus, FCVS took over full control and ownership of the Aspen ipWorkflow product and management of its current IP clientele. FCVS has plans for continued development of both the classic ipWorkflow product in its hosted form, as well as a streamlined "portal" version (currently in use) for the overlooked market of small IP practices and sole practitioners.

FCVS continues its close relationship with Aspen Grove.

Q. Since your application is hosted on your servers, where are they located and what kind of security and redundancy policies do you have in place?

A. Hosting is provided from two geographically separate data centers in the US: one on the East Coast and one on the West Coast. The data centers are SAS70 type 2 approved. Various levels of redundancy are provided at multiple levels from networking equipment to servers including:

- Multiple Internet Connections;
- Redundant Firewalls;
- Redundant Network Switching;
- Multiple and standby Servers;
- Off site backup vault;
- Electrical generators for power.

Q. What type of support do you provide?

A. For hosted instances, there is a 24 x 7 guarantee for technical support. For substantive support (rules), support time is normally, 9 to 6 EST M-F.

Q. If we decided not to have our application hosted by you, can we get it installed on our own servers?

A. Yes, you can. Technical specifications are available on request. However, we only recommend that for enterprises and firms with a competent IT support staff for day to day troubleshooting. Although we can provide on-site support when absolutely essential through the terms of a Service Agreement, we require remote access through a VPN or standard RDA before we will offer any support contract. Most corporations have been amenable to these arrangements and there have been few instances where actual on-site presence was required.

Q. Do you provide annuity payment services?

A. We do not perform annuity service, but we do provide processes that track the payment due dates for you. This allows you to either make payment directly, particularly at the USPTO to where we have provided a direct link from the software, or through an annuity service provider. If your provider shares its data requirements with us, we have the ability through customization to pull information from payment vendors as well as export it.

Q. What is your source for the annuity payment and patent prosecution process rules? How often do you update?

A. ipWorkflow rules are based on information taken from national and international websites, PCT Handbook, INTA and a number of law firm sources. These are usually updated quarterly, but sometimes more often depending on the urgency, e.g., the 2004 December 8 USPTO change which went into immediate effect. Because ipWorkflow is different in structure and flexibility than most of its competitors, e.g., flexible benchmark capability for the client as opposed to embedded rules, etc., we provide "subscription process" updates which you may use or create processes that are better configured to your own individual business and practice environment.

Q. What is the difference between your "portal" product and the standard ipWorkflow product?

A. ipPortal is geared toward small law firms or sole practitioners. The primary difference is that there is little flexibility in the way that the portal product can be configured for your firm's individual use. The standard hosted ipWorkflow application can be configured and even customized as if it were installed on your own systems. Pricing is also different. ipPortal will be going through a major overhaul in 2010 and some of the constraints we now place on users may be lifted as we shift the technology to a new platform.