



FÉDÉRATION INTERNATIONALE DES CONSEILS
EN PROPRIÉTÉ INTELLECTUELLE

INTERNATIONAL FEDERATION OF
INTELLECTUAL PROPERTY ATTORNEYS

INTERNATIONALE FÖDERATION
VON PATENTANWÄLTEN

RATIONALISING THE FIRM – COMPETING WITH NON- LAWYER COMPANIES

International Strategic Cooperation between Firms



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The Commercialization Factor



The Formation of New
Strategic Cooperatives

Steve Leach



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“.... 55% of strategic alliances fail within three to five years. The rest survive an additional 3.5 years. In most successful alliances, value creation takes at least a decade...” Mary C. Szto

FAILURE



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The UGLY TRUTH...



Our involvement in large aspects of the foreign filing process is merely a result of the convenience that we provided in the pre-internet world

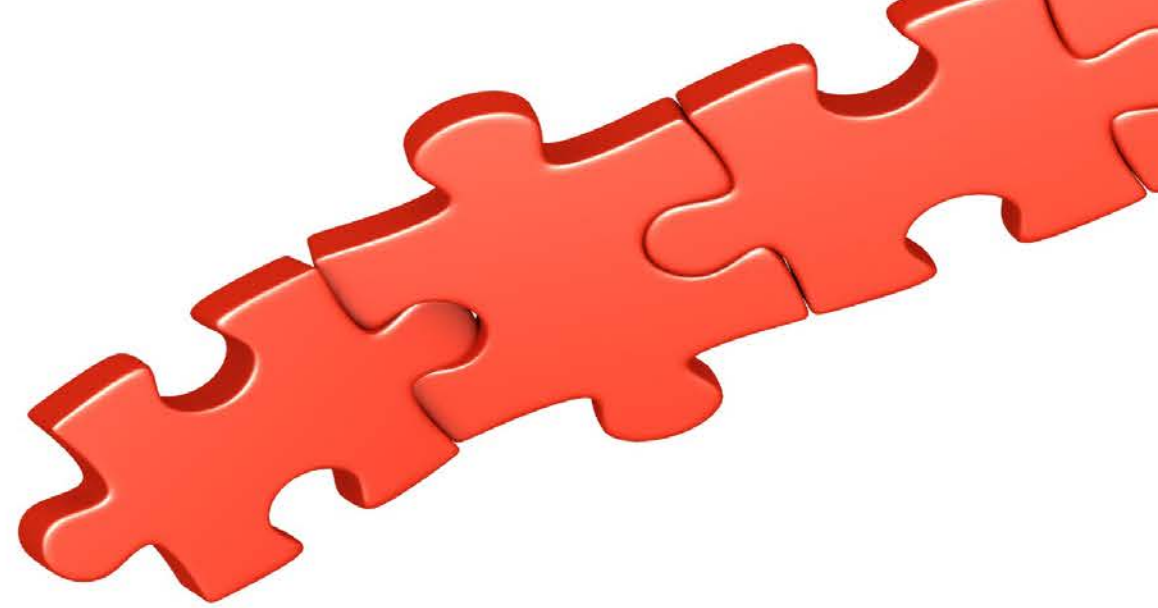


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The even UGLIER TRUTH...



The real issue is that we are facing a world
that has forever changed our business...



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The Smart Bet...





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A Strategic Decision must be made...



The Patent Agent has always been a critical piece in enabling widespread commercialization of inventions



We are the **Commercialization Factor**.

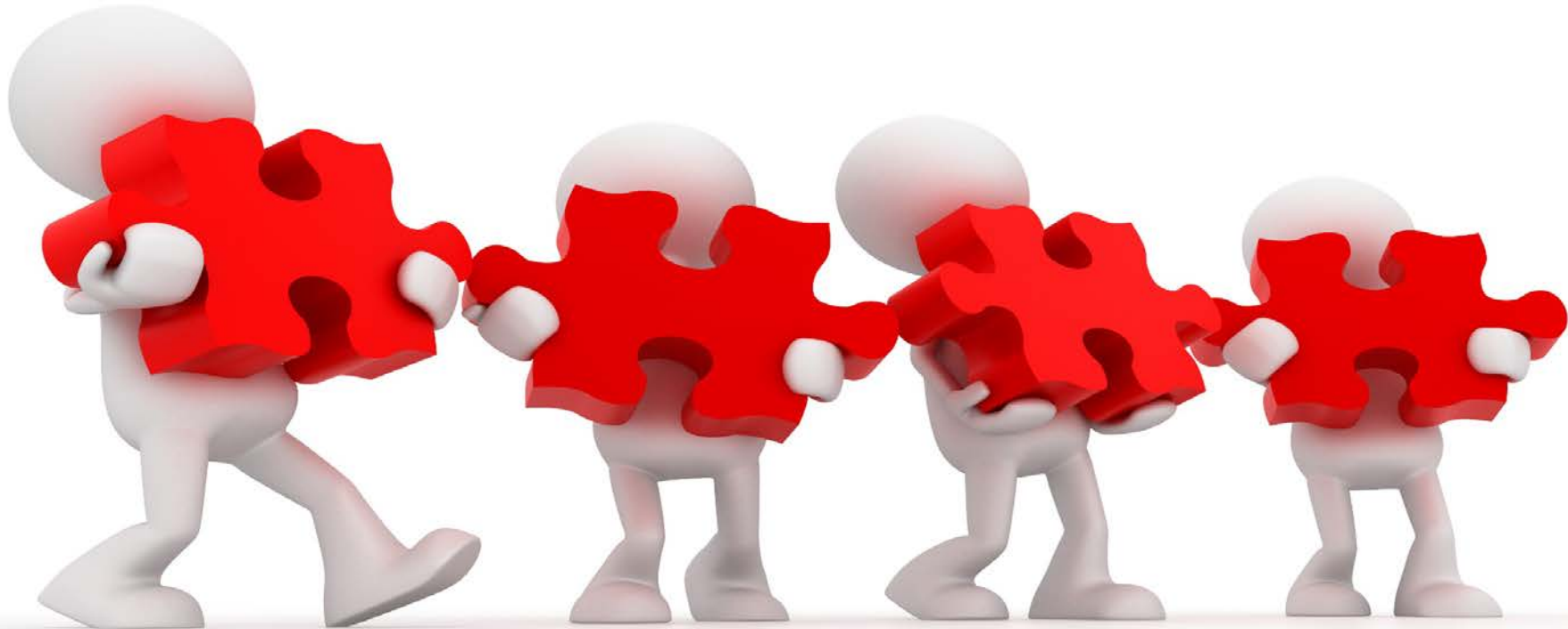


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So... How can YOU get in on this?



TECHLINK



Thank-you