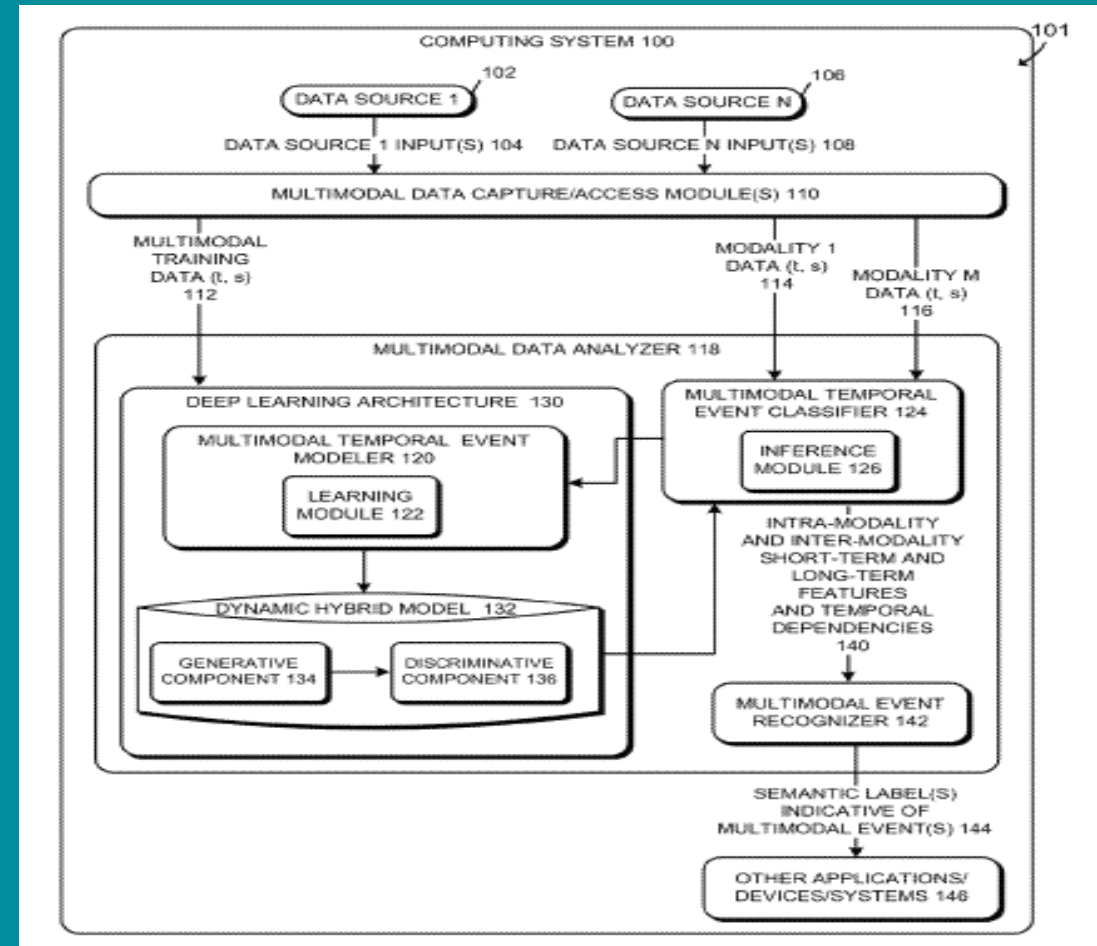


Intellectual Property & SRI

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SRI International®

Agenda

How IP Is Used At SRI?

Considerations In Creating IP For Licensing

IP Generation Case Study – SRI Ventures

How is IP Used?

Commercial Companies

- ✓ “Mutually assured destruction”
- ✓ Defensive – fight back
- ✓ “Wall off” / Offensive

Universities

- ✓ Licensing
- ✓ Publication / Accolades
- ✓ Ventures

Start ups

- ✓ Avoid being viewed as a “sitting duck”
- ✓ Appeal to VCs (funding)
- ✓ Useful for exit events – IPO or acquisition

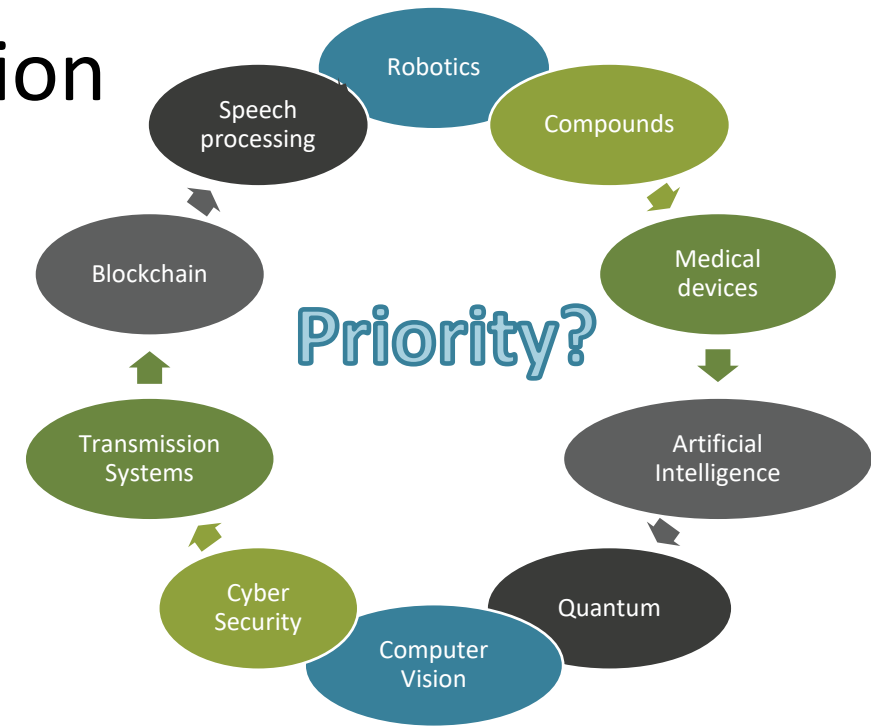
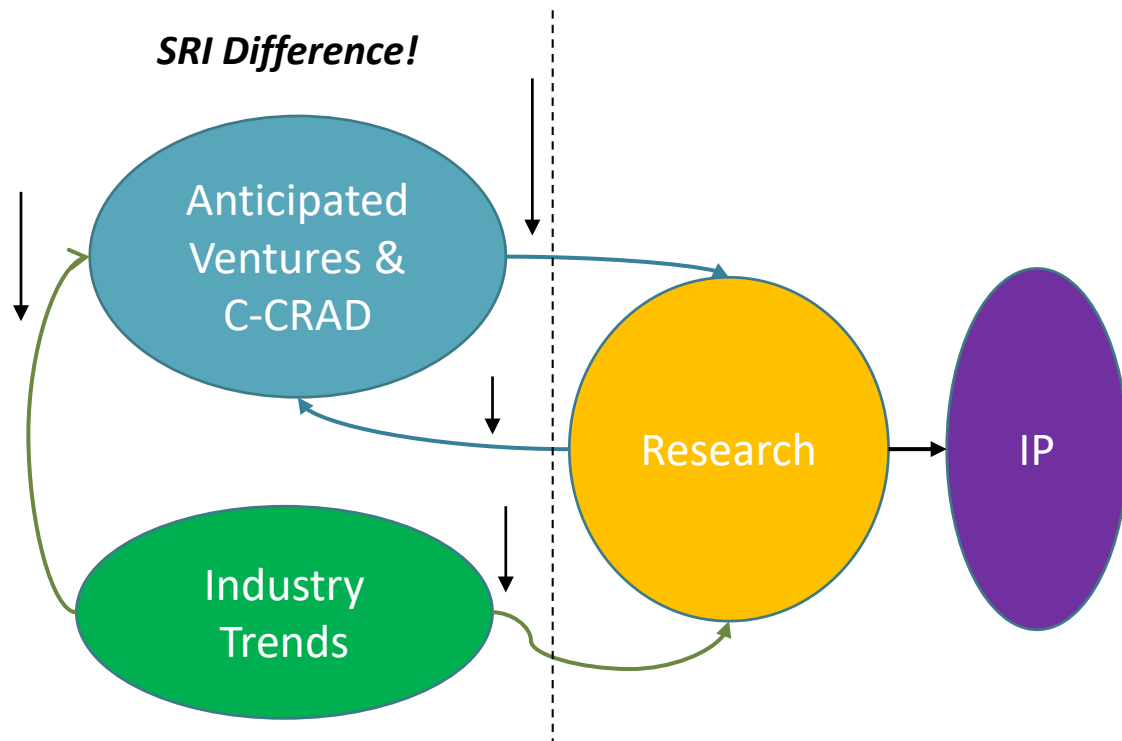
SRI

- ✓ Commercial R&D Deals / Licensing
- ✓ Ventures
- ✓ Sales /Offensive

Differences at SRI That Influence IP Generation

1 - Large diversity of technology

- ❖ Problem: How to determine priorities?
- ❖ Answer: SRI Wide IP Strategy



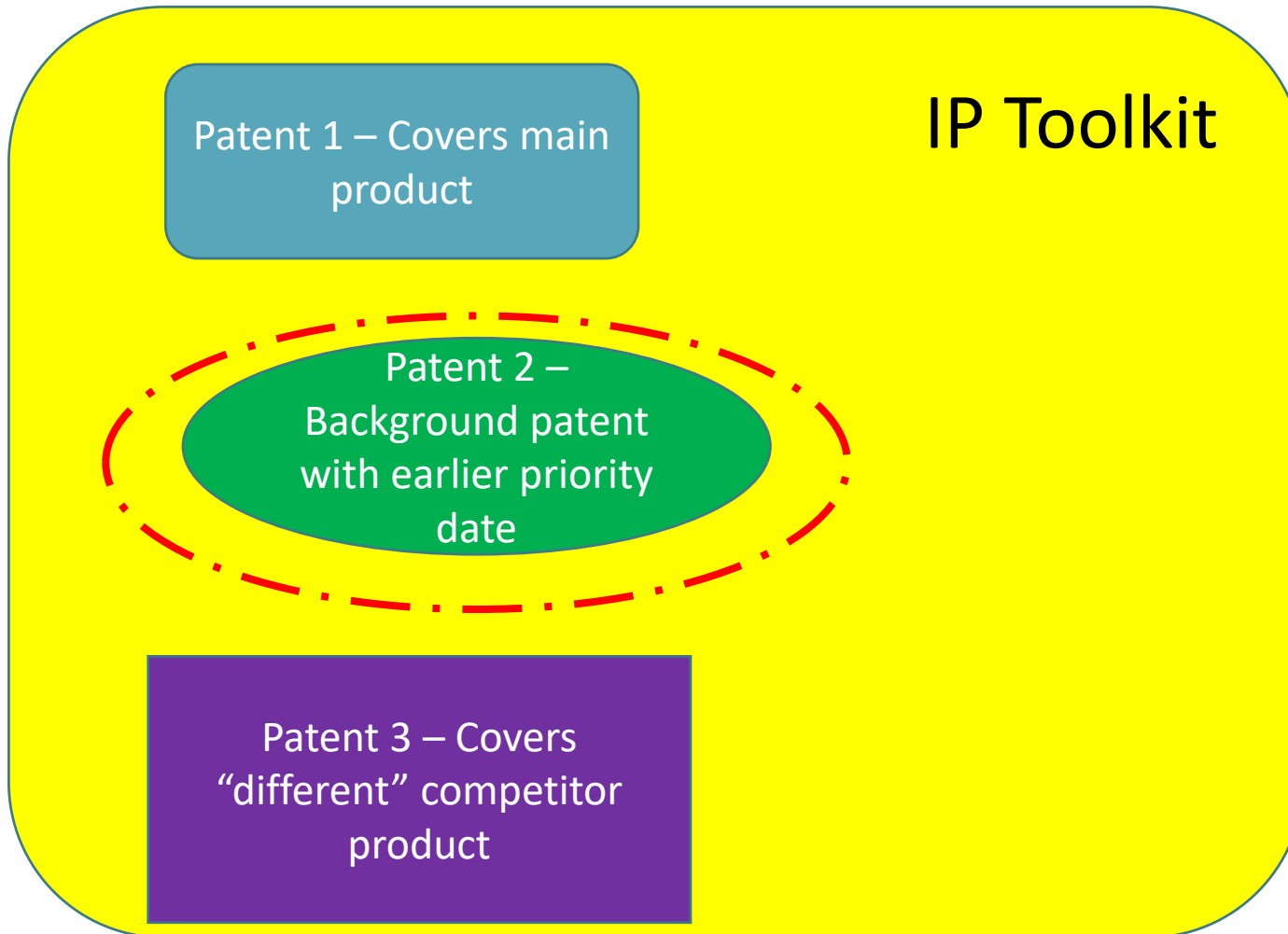
#2 - Not encumbered to products

- ❖ Advantage: Freedom to develop & protect what can be (forward looking) vs. what is (backward looking)

Considerations In Creating IP For Licensing

- Is it a venture or a commercial licensing opportunity?
 - Exclusive, Non-exclusive, Field of use exclusive?
 - Foreground IP vs. Background IP
- Does the company want to pursue other commercial opportunities?
 - Build a more general “platform” portfolio of patents
 - Options for subsequent IP generation for exclusive field of use licensing:
 - “Application” areas
 - Other methodologies in the same space
- Who controls the IP generation and management?
- Who pays costs?

IP Generation Case Study – SRI Ventures



- ✓ **Developed by Company**
 - **Benefit: VC funding & exit events**
- ✓ **Licensed by Company**
 - **Benefits: VC funding & Offensive/Defensive (if exclusive)**
- ✓ **Bought by Company**
 - **Benefit: Defensive**



Q&A

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