



Knowledge is power but Foresight empowers™

Foresight Science & Technology Inc.

Cultural Influence in Global IP

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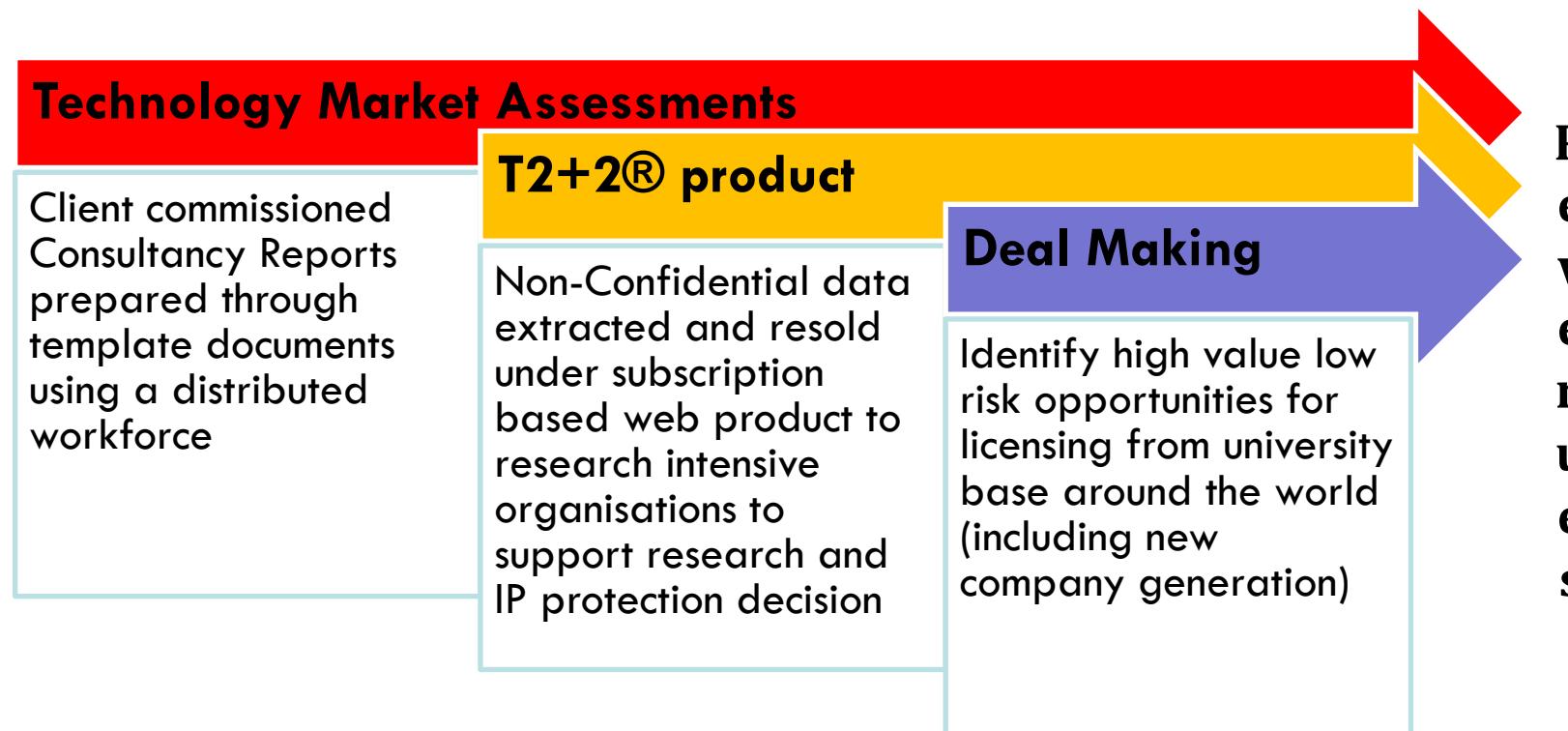
Global market intelligence and deals for customers™



Who We Are & What We Do

- Foresight is a network of technology commercialisation professionals with a vast amount of collective experience.
- Dedicated to the cost effective support of organisations developing new products and services.
- Offices in New England, California, Oxfordshire (UK), Singapore and with operations via MOUs in South America and Russia.
- Historically only servicing the US federal government market, now serving government, university & small companies around the world.
- Clients include NASA Goddard, NIH, EPA, DOE, and universities and small companies around the world.

Products & Services



US centered with international perspective



IP in the Global Marketplace

- **Growing recognition of the importance of IP as driver of economic growth everywhere in the world.**
 - IP-intensive industries account for 55.7 million jobs, \$5 trillion in US GDP & 74% of U.S. exports.
 - Global R&D Spending in 2013 **increased** by 3.5% to ~ US \$1.5 trillion ⁴ producing 2 million patent applications.
 - The National Science Foundation counts 1,412,600 researchers in the U.S. and according to UNESCO, the combined total of researchers in the U.S., Russia, Japan, the EU, South Korea and China is 5,865,300 among 41,173 institutions around the world
- **Formal regulation of IP is well-established in international law, but culture colors actual practice and participation in the market.**



IP – Cultural Influence on Definition and Ownership

- National Legislation.
- Historical Experience.
- Level of Trust.





IP Protection – Formal & Informal

- Government enforcement and legal protection.
- International business practice as regulator.





IP Valuation – Cultural Perception

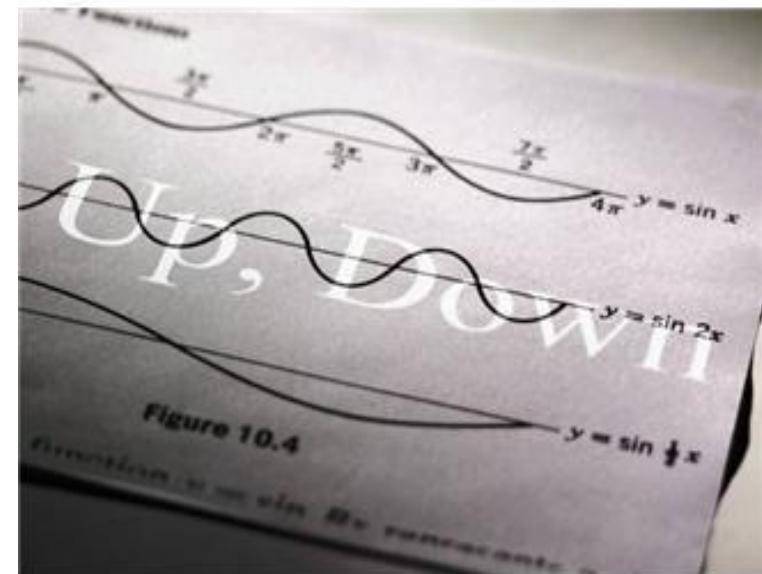
- Understanding of Technology Maturity Level and its impact on value of IP.
- Access to real market information to test perceptions of value.





Research Agreements – Barriers of Culture and Language.

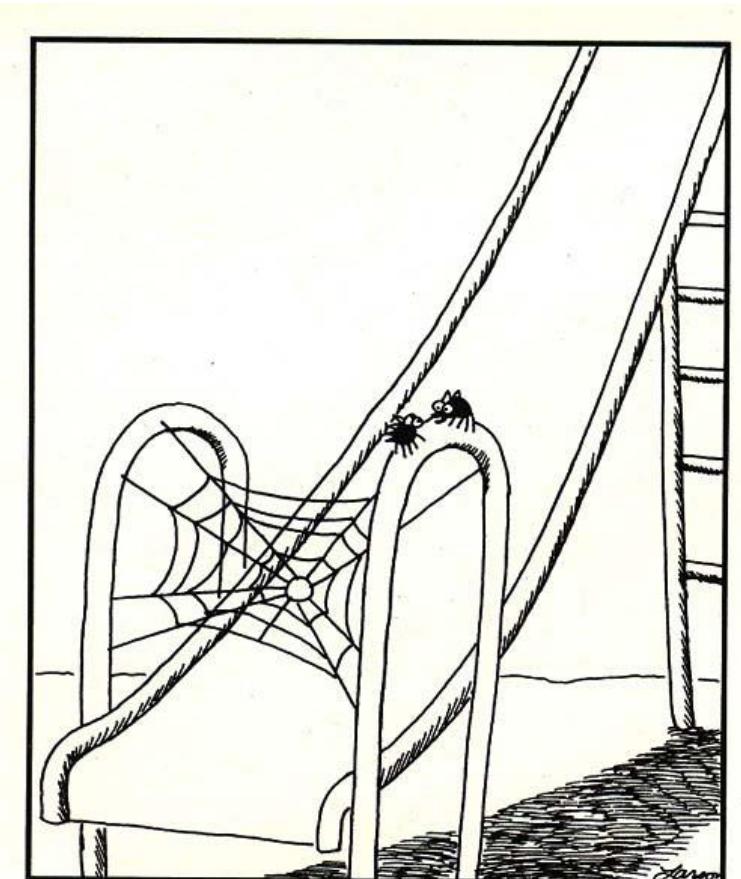
- Whose agreement do you use?
- Did you discuss all issues?
- Do you really understand each other?





Building Relationships Fast

- We interact with counter parties intensely but infrequently.
- Building rapport is key to building trust.
- Using soft open questions to understand goals and reinforce the desire to work together
- Capture IP holder's goals and objectives and the major stakeholder by acknowledging them.
- Address practical needs so that emotional drivers can be revealed and hence deliver better results.



"If we pull this off, we'll eat like kings."



Thank you for your attention.

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