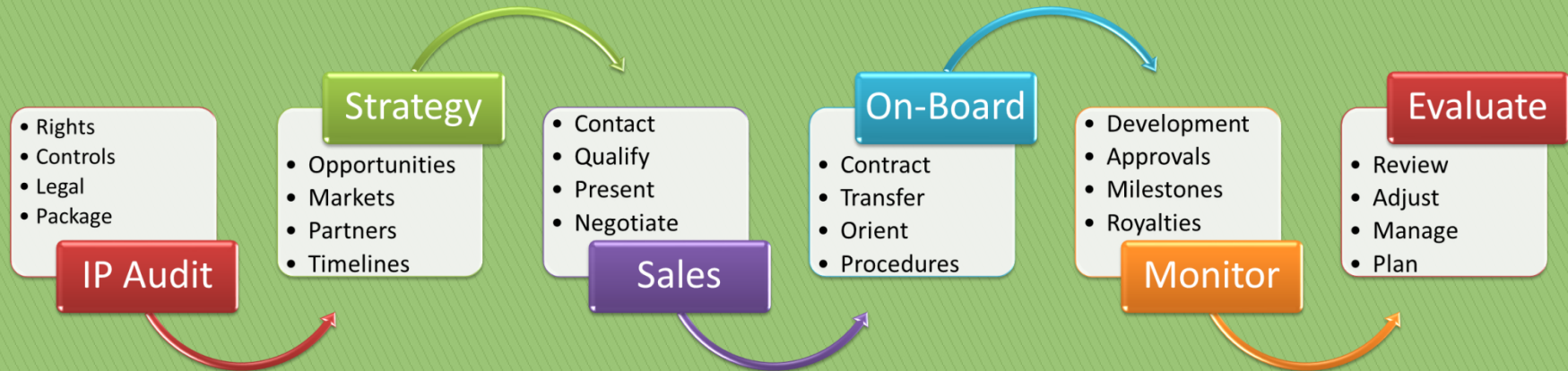




The Licensing Campaign How it Works

The Process

The Licensing Campaign is a marketing process to find and create partnerships to commercialize an IP. It involves specific steps, activities, resources, and support to develop and manage the licensing partnership for the term of the licensing agreement.

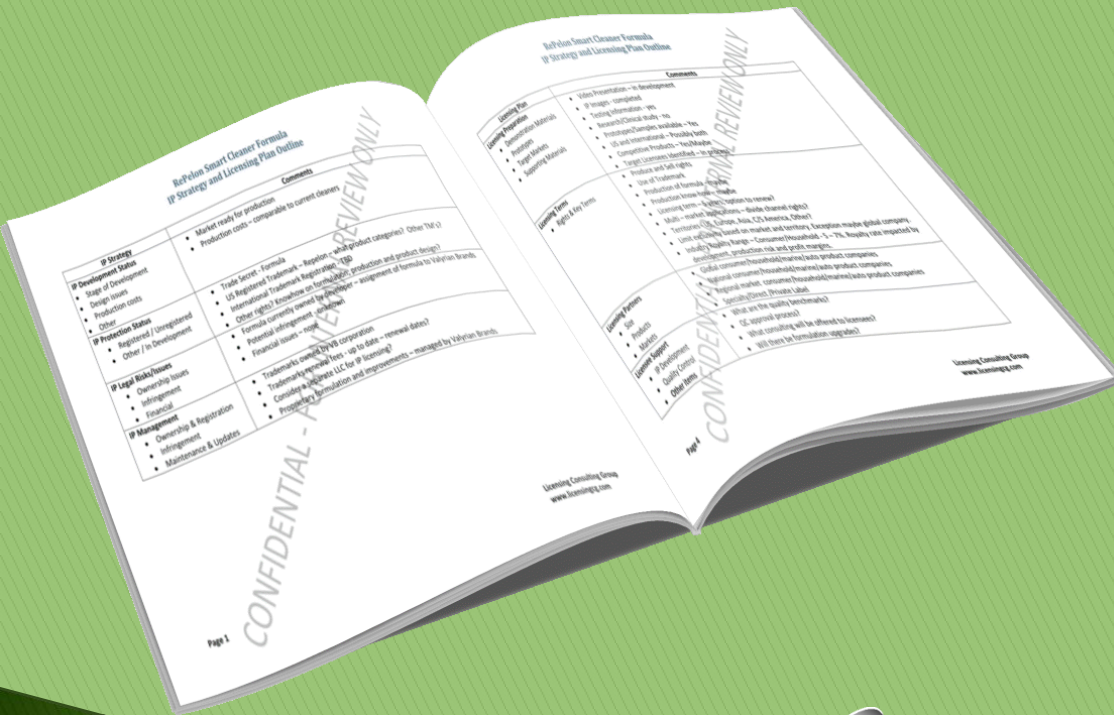


Licensing Tools

The following are examples of the type of documents and materials used in managing a typical outbound licensing campaign.

They are provided for information purposes only and will vary depending on the IP and information required.

IP Strategy and Plan



The IP strategy and licensing plan outline includes information about the IP, market opportunities, and key licensing terms.



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Target Licensee List

A potential target licensee list includes company and contact information.

Wing Sling - Target Licensee List

Prepared 11/26/2018

Company	Website	Product Link
1. Abbott Medical Optics Inc.	http://www.abottmedicaloptics.com/	https://www.diglobal.com/products/brand?%5B0%5D=im_file_id_brand%3A48%5B1%5D=im_field_anatomy%3A40
2. Alcast	http://www.akorn.com/	http://www.akorn.com/prod_list_all.php
3. Akorn Inc.	https://www.alimed.com/	https://www.alimed.com/orthotic-shoulder/
4. Alimed Inc.	https://www.allardusa.com	https://www.allardusa.com/arm-shoulder.html
5. Allard USA	https://www.allergomd.com	https://www.allergomd.com/orthopedics-orthotics-c226/harris-hemi-arm-sling-blue-left-p202582.html
6. Allegro Medical	https://www.allergan.com/home	https://www.allergan.com/products/key-products/product-prescribing
7. Allergan Inc.	http://www.alliedmpi.com	http://www.alliedmpi.com/arm-sling/
8. Allied Medical Products	https://www.americadieticians.com	https://www.americadieticians.com/di-orthopedics-debuxe-arm-sling-with-pad-detail.htm?productid=23975766
9. America's Dietitians, A.D. Medical Inc.	https://www.angelcaremedical.com	https://www.angelcaremedical.com/searchresults.htm?searchP=products=arm+slings
10. Angelcare & Medical Equipment Supply Comp	https://www.atsurgical.com/	https://www.atsurgical.com/product/universal-shoulder-immobilizer/
11. AT Surgical Co., Inc.	http://www.armecinc.com/	http://www.armecinc.com/armslings.htm
12. AZMEC, Inc.	http://www.bausch.com/	
13. Bausch and Lomb	https://www.benik.com/	https://www.benik.com/adults/shoulder
14. Benik Corporation	https://www.best-ortho.com/	https://www.best-ortho.com/armssupports.html
15. Best Orthopedic & Medical Services, Inc.	http://www.birdcrown.com/	http://www.birdcrown.com/product_categories/index.aspx?category=upperextremities
16. Bird & Cronin	http://www.bort.com/en/	
17. BORT Medical		

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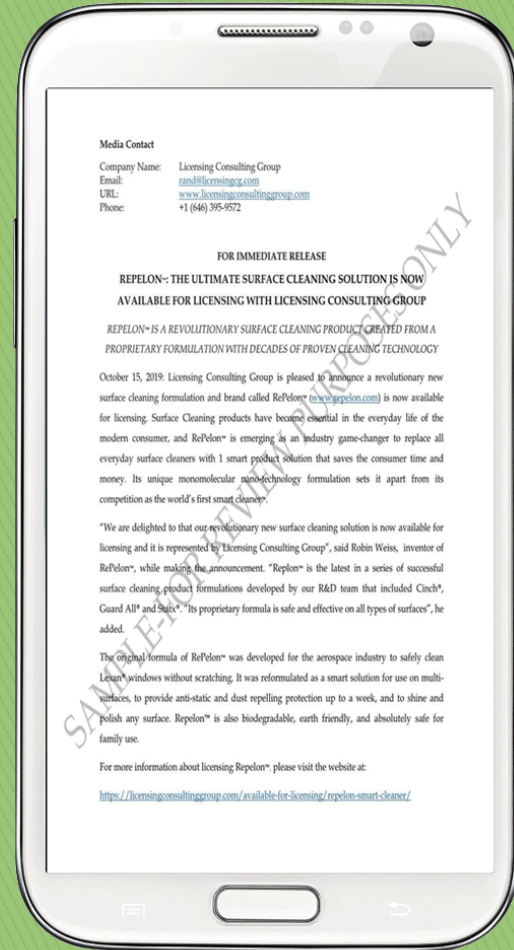
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Licensing PR

PR announcing IP licensing opportunity is distributed to general, business and industry online media sites.



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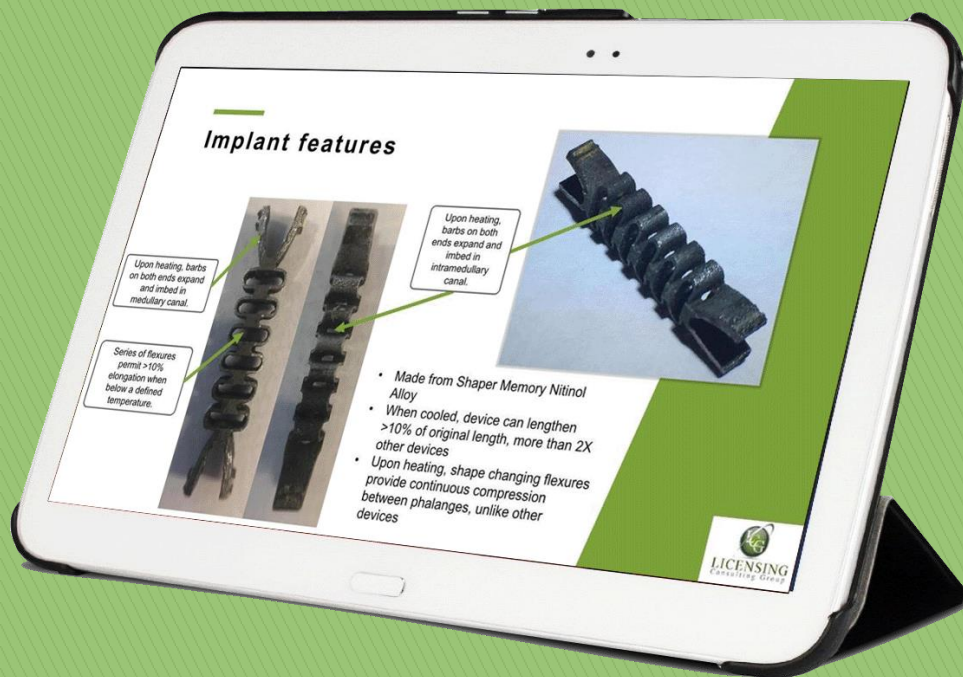
IP One Sheet



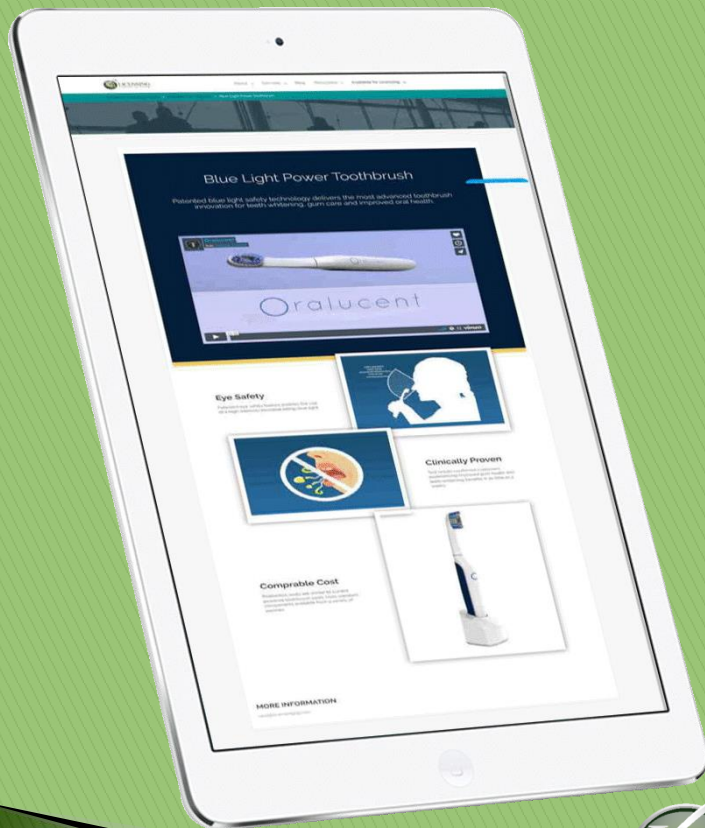
A non-confidential IP and licensing summary introduction is sent to potential licensees expressing interest.

Licensing Presentation

A short presentation with more (non-confidential) information about the IP follows the one-sheet introduction.



Licensing Page



Available for licensing page showcases the IP with images, video (if available), and a brief summary of the key licensing value drivers.

Licensing Status Report

CONFIDENTIAL: FOR DISCUSSION ONLY.

LERS LLC - Articular Fixation System - Licensing Status Activities

WE 07-13-2018

Date	Type	Company	Contact	Position	Status
7/10/2018	Intro Email	CathWorks Ltd	James Corbett	Chief Executive Officer	Responded 7/12. Sent followup information.
7/10/2018	Intro Email	Spinal Singularity	Bill Colone	CEO	Responded 7/10 - not in spine business.
7/10/2018	Intro Email	Vertos Medical Inc	Eric Wichems	President & Chief Executive Officer	
7/10/2018	Intro Email	MetisNeuro Critical Care	Michael Goffredi	Chief Executive Officer	Responded 7/10. Sent followup info 7/11.
7/10/2018	Intro Email	NeuroStructures, Inc.	John Stephani	CEO	Responded 7/10. Sent followup info 7/11.
7/10/2018	Intro Email	ManaMed	Trevor Theriot	President and Owner	
7/10/2018	Intro Email	Nuvector	Scott Drees	Chief Executive Officer	
7/10/2018	Intro Email	Aqueduct Critical Care, Inc.	Tom Clement	President / CEO	
7/10/2018	Intro Email	Precision Biopsy, LLC	Amir Tehrani	Chief Executive Officer	
7/10/2018	Intro Email	IntuitiveX	Andy Choi	CEO	
7/10/2018	Intro Email	Biomechanic Systems	Leslie D.	CEO	
7/10/2018	Intro Email	Helia Care, Inc.	Grant Siders	Chief Executive Officer	
7/10/2018	Intro Email	AirXpanders, Inc.	Frank Grillo	President and Chief Executive Officer	
7/10/2018	Intro Email	Notogen, Inc.	Albert Pothier	Chief Executive Officer	
7/10/2018	Intro Email	Innovative Medical Solutions LLC	Paul Porter	President/ CEO	
7/10/2018	Intro Email	AbiliTech Medical	Angie Zavoral Conley	Chief Executive Officer	Responded 7/11. Sent followup info.
7/10/2018	Intro Email	NONIKO	Kerri Leslie	CEO	Responded 7/12 not interested.
7/10/2018	Intro Email	Insight Medical Systems, Inc.	Nicholas Van Der Walt	President and CEO	
7/10/2018	Intro Email	Globus Medical	Dave Demski	CEO	
7/10/2018	Intro Email	Osprey Medical	Mike McCormick	President & CEO	
7/10/2018	Intro Email	Nocira LLC	Jim Peacock	CEO	
7/10/2018	Intro Email	LaunchPad Medical, LLC	Brian Hess	Chief Executive Officer and Founder	
7/10/2018	Intro Email	Bluestar Genomics	Pat Arensdorf	Chief Executive Officer	
7/10/2018	Intro Email	CUSTOMCEUTICAL COMPOUNDING	Darrell Denslow, MBA	Senior Director of Business Development	
7/10/2018	Intro Email	GO FISCH SOLUTIONS	Breiland Rawlings Fischer	CEO	

An outbound licensing contact status report is provided weekly.



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Deal Memo

A deal memo summarizes the business terms agreed to during the negotiations.

Deal Memo

Grant and Rights		
Effective Date	David Harper	
Licensor	[Company name], a [jurisdiction] [corporation/LLC/etc.], with its principal place of business at [full address]	
Licensee		
Patent Rights	App. No/Date of Filing	
License Term	Title of Patent, Description, Inventor	
Territory	Agreement term March 1, 2019 and will continue for duration of patent.	
Scope of Rights	US	
Field - Product variations	Exclusive rights to IP subject to achieving performance milestones detailed below.	
Distribution Channels	Single and multi-Serve	
	Mass Market	
	Specialty	
	Commercial/Retail businesses	

Diligence Milestones		
Milestones and deadlines	Milestone Events	Deadlines
	1. Milestone	[deadline]
	2. Milestone	[deadline]
	3. Milestone	[deadline]
	4. Milestone	[deadline]

Compensation		
License Fee	Y1: \$500,000 advance paid upon signing agreement	
3.1(a) Patent expenses due upon Effective Date	Amount	based on invoices received as of:
3.1(b) Milestone fees	\$ _____	
	Milestone Events	Milestone Fees
	1. Milestone	\$ _____
	2. Milestone	\$ _____
	3. Milestone	\$ _____
	4. Milestone	\$ _____
3.1(c) Scheduled license fee payments	\$ _____ due on Effective Date	
	\$ _____ due on _____	
	\$ _____ due on _____	
3.1(d) Sublicense Fees	% of Non-Royalty Sublicensing Consideration	
3.1(e) Assignment fee	\$ _____	



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Licensing Agreement

PATENT LICENSE AGREEMENT

THIS AGREEMENT, effective this ____ day, of _____ (month), ____ (year), is entered into by _____ (hereinafter "LICENSOR") and _____ (hereinafter "LICENSEE").

BACKGROUND

WHEREAS, LICENSOR has designed and developed a _____ (hereinafter "INVENTION");

WHEREAS, LICENSOR is the owner of all right, title and interest in a United States Letter of Patent filed _____ and issued _____ as United States Patent Number _____;

WHEREAS, LICENSOR desires to transfer to LICENSEE and LICENSEE desires to acquire from LICENSOR an exclusive license to manufacture and market the INVENTION covered by the patent rights in all other countries, territories and jurisdictions on the terms and conditions set forth in this Agreement.

NOW, THEREFORE, in consideration of the mutual covenants and agreements set forth herein, parties agree as follows:

SECTION 1. DEFINITIONS

1.1. GROSS SALES. "Gross Sales" shall mean the aggregate compensation to the LICENSEE, or its subsidiaries, receives for goods sold under the Patent Rights without a reduction for taxes, transportation, returns, depreciation or other expenses.

1.2. CLOSING. "Closing" shall occur when both LICENSOR and LICENSEE have applied their respective signatures to this Agreement.

1.3. PATENT RIGHTS. "Patent Rights" means the following listed patents and/or patent applications, patents to be issued pursuant thereto, and all divisions, continuations, renewals, substitutes, and extensions thereof:

Applications _____ Date Filed _____

(a) U.S. Application Serial No. _____

SECTION 2. GRANT OF INVENTION AND PATENT RIGHTS

In consideration for the upfront monies and royalty to be paid under Sections 3 and 4, LICENSOR grants to LICENSEE:

The licensing agreement is prepared with the business terms from the Deal Memo and other legal terms.

Licensee Management

After signing the licensing agreement, each licensing partner is monitored to make sure they are meeting the terms of the agreement.



More Information

Contact:

Licensing Consulting Group

Website: www.licensingcg.com

Email: info@licensingcg.com

Tel: (646) 395-9572

