

IPwe Marketing Toolkit

Enabling you with AI and other analytics-based solutions to increase both the effectiveness and efficiency of legal service delivery



A Single Platform for the World's Patent Ecosystem

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3. INTRODUCTION

Welcome to the IPwe Ambassador Program! We are delighted to have you on board and we are committed to assisting you with your pain points and supporting your IP practice objectives.

Our objective is to provide you with strategies and tools that will maximize your practice by providing you ONE Platform to increase both the effectiveness and efficiency of patent services delivery, creating more time for your high-value clients. The items contained in this document were developed as an introductory marketing package.

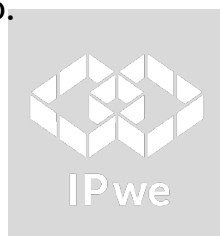
The patent industry has witnessed an explosion of legal practice tools. **IPwe is a market leader in IP technology and innovation. The IPwe Platform serves as a multiplier to help reduce the time spent on routine tasks with no loss of quality and free you up to spend more time on legal insights for high-value clients.** The distributed ledger technology behind blockchain brings with it significant opportunities to offer **innovative services and solutions** to enhance your client's IP needs.

Graphics and Content

At IPwe, we understand and respect that your website is - your website! We therefore, try to be least invasive, yet deliver the results we both seek. We encourage you to include a IPwe product and/or IPwe partner presence on your website. Our objective is to provide the necessary product exposure to support our **mutual business objectives**. Below are graphics and descriptions for you to include on your product and/or partner pages. Let us know how we can help you in the development and execution of your campaigns and other marketing initiatives. Meanwhile, feel free to "copy and paste" from this document as needed - we encourage it!

IPwe Logos (RGB and White)

IPwe Generic Logos - The logo below can be used for any ambassador, and is our preferred product logo.



4. NEXT STEPS

- 1) Ambassador receives and reviews material in this Tool Kit.
- 2) IPwe makes announcement on Social Media outlets of new relationship.
- 3) From your list of approved referral clients, please select two you wish to start with. Email your selection to ambassadors@ipwe.com
- 4) IPwe will then provide you with sample introductory templates along with the appropriate documents/presentation for your referrals.
- 5) Add your own personal customization to the provided email templates, make them your own.
- 6) Send the introductory email to your referral client and IPwe's Head of Strategic Accounts, Sara Saadeddine sara@ipwe.com.
 - a) **The Ambassador's objective is 2 introductory emails per week.**
- 7) After the referral introduction IPwe will manage the new opportunity. (We welcome your involvement in nurturing the relationship after initial introduction)
- 8) Once first two introductions are made, repeat steps 3 - 7 for next 2 referrals
- 9) IPwe will send monthly reports based on progression of your referred client relationship with IPwe.

5. OVERVIEW OF THE MARKET

IP TEAMS ARE UNDER INCREASING PRESSURE TO CONTROL COST

As portfolios grow & age, the cost of maintaining IP rises exponentially

In reaction to this, IP teams are under pressure to keep spending down

Figuring out what to file & what to maintain is the biggest challenge

CORPORATE EXECUTIVES WANT TO EXTRACT MORE VALUE FROM THEIR IP

IP is increasingly recognized as a strategic asset but is still too illiquid

Corporations are actively looking for new ways to leverage & monetize their IP

Focus on generating tangible ROI and sweating IP portfolio to drive profit

TRADITIONAL BUSINESS MODELS ARE ERODING, NEW MODELS EMERGING

IP teams actively managing down IP costs associated with traditional models

Corporations are looking at options for monetizing & unlocking the value of IP

Looking for specialist expertise in monetizing IP & developing IP strategies

6. THE IPwe CORE VALUE PROPOSITION

The objective of IPwe is to create the asset class for IP & increase IP asset liquidity with the goal of transforming Intellectual Property into a financially tradeable strategic asset. We will achieve this together.

To facilitate this, IPwe has two key focuses:

1. **IPwe is dramatically reducing the cost of IP Ownership** – to make IP more accessible, support patent owners in making more effective decisions and provide the toolkit to enable them to efficiently manage & extract value from their inventions.
2. **IPwe has created a SINGLE Platform** – designed to help you increase your effectiveness and efficiencies of legal service delivery, by reducing time spent on routine tasks freeing up more time to spend on high-value clients.

IPwe focuses on 4 key areas of the IP Lifecycle:

- **Patent Analysis** – IPwe gives lawyers access to powerful analytics capabilities for free
- **Patent Maintenance** – IPwe uses technology to manage IP payments securely/cheaply
- **Patent Sale and Licensing** – IPwe provides the infrastructure to buy/sell/license IP securely
- **Debt and Equity secured by IP** – A unique offering, IPwe provides a suite of financial products & services to extract monetary value from IP & make the financing work for the patent owner

7. PRODUCT POSITIONING

IPwe delivers a unique proposition to the market, representing what is in effect a new technological revolution in the market place.

This presents a unique opportunity for your practice to gain first mover advantage with **intelligent solutions to significantly disrupt the market status quo, saving time on repetitive tasks and focus your time on high-value clients.**

IPwe's **SINGLE** Platform of **intelligent solutions**, coupled with the price points employed, is good for patent owners and service providers to provide high value service to clients.

The implication of a SINGLE Platform is that a lot of the scut work you do on a daily basis will go down over time and **IPwe smart contracts will create more efficiencies.**

To this end, all positioning and collateral focuses on a 3 point positioning strategy:

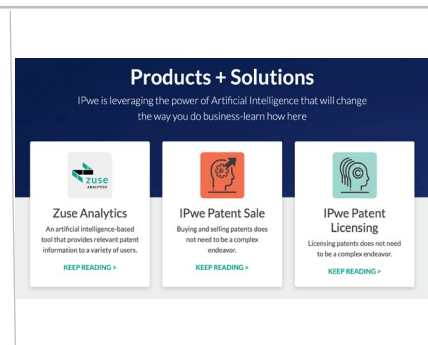
1. Lead with how Blockchain technology, Zuse Analytics & the Global IP Registry combine together to remove complexity, cost and risk out of the IP process.
2. Map the scope of IPwe services to the IP Lifecycle, to show the breadth of service and demonstrate unique product offerings, particularly around the buying and selling of patents and financings.
3. Focus in on how IPwe dramatically reduces the cost of patent ownership by providing a free-to-use IP infrastructure and only charging when funds are transacted (always at a fraction of the current market rate)

8. COLLATERAL

For each step in your client's decision making process, IPwe has developed a portfolio of brochures and presentations. While brochures provide a high level overview of the IPwe solutions, the presentations go more into depth on a specific solution.

IPwe PRODUCT BROCHURES

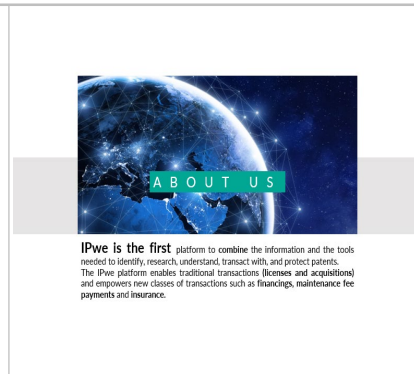
- Zuse Analytics [Zuse Analytics Summary](#)
- IPwe Annuity Payment [Annuity Payment Summary](#)
- IPwe Patent Licensing [Patent Licensing Summary](#)
- IPwe Patent Sale [Patent Sale Summary](#)
- IPwe for SEP [IPwe for SEP](#)
- IPwe for Patent Offices [IPwe for Patent Offices Summary](#)



IPwe CLIENT PRESENTATIONS

IPwe presentations will be sent separately by request. Please email ambassadors@ipwe.com for PowerPoints related to:

- 1) Corporate Presentation—PPT for patent owning companies
- 2) Partner Presentation—PPT overviewing IPwe Partner program
- 3) University Presentation—PPT for Universities
- 4) Service Providers Presentation— PPT for Service Providers
- 5) IPwe Overview Short Deck—PPT of overview of IPwe Platform



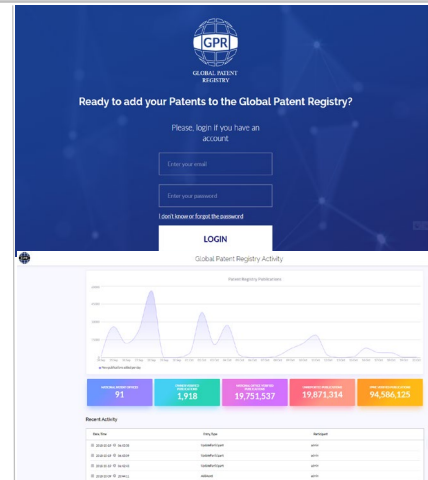
9. PORTALS

GLOBAL PATENT REGISTRY

<https://registry.ipwe.com>

This is where patent owners begin the process of being on the IPwe platform. They use this site to create an account then upload and register their patents on the Global Patent Registry. The IPwe platform ONLY transacts patents that are on the Global Patent Registry. So this site is the first place patent owners interact with our systems.

To view the activity on the registry, you can view stats here: <http://globalpatentregistry.io>



IPwe Platform

<https://platform.ipwe.com/login>

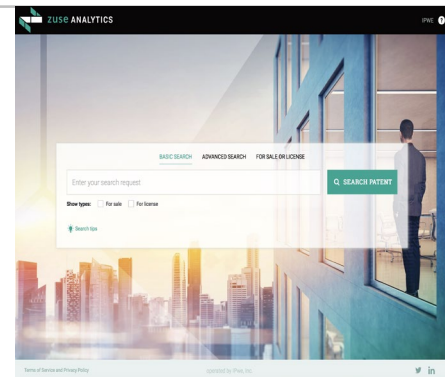
The link to sign in or register on the IPwe Platform. Same user ID and password as the Global Patent Registry.



ZUSE ANALYTICS

<https://app.zuseip.com>

Zuse Analytics is our artificial intelligence-based tool developed by IP professionals and world-renowned artificial intelligence experts over the last 10 years that provides relevant patent information to a variety of users.



For ANY support issues (new users, bugs, questions), please begin to use support@zuseip.com. Previously we asked you to contact Janelle, but support@zuseip.com will have more people monitoring (and issues can be tracked).

10. E-MAILING

IPwe Referral Program

Sample Template for Patent Owning Clients / Entities

(Name),

I wanted to introduce you to IPwe, specifically their Head of Strategic Accounts, Sara Saadeddine. Sara works with our ambassadors globally and would love to talk to you about how you and IPwe can work together. I am currently one of the Ambassadors for IPwe and I think you will benefit from what they have to offer.

IPwe is the AI and blockchain enabled single platform that combines the information and tools to identify, research, understand and transact in patents. The IPwe Platform enables traditional transactions (licenses and acquisitions) and empowers new classes of transactions like financings, maintenance fee payments and insurance. More on what and how they do it is available [here](#).

IPwe's mission is to transform Intellectual Property into a financially tradeable strategic asset while lowering the cost of patent ownership. I hope you both can schedule some time to discuss how IPwe's solutions will save you time and money.

Thank you!

- 1) Please feel free to customize template to fit your tone for specific referrals.
- 2) Once the template is your own send to your referral client and Sara Saadeddine (sara@ipwe.com)
- 3) If you need additional material or information before sending an introduction please email ambassadors@ipwe.com

11. PRESS RELEASES

An essential part of the IPwe communication strategy is to gain coverage in respected on-line and print media in order to demonstrate our market leadership, brand awareness and credibility. Our published press releases are available on the Partner Portal for use in your marketing campaigns and sales pitches.

Templum Markets and IPwe Launch Fortune Global 500 and SME Focused Patent Finance Market
<https://ipwe.com/templum-markets-and-ipwe-launch-fortune-global-500-and-sme-focused-patent-finance-market/>

Templum Markets and IPwe Launch Fortune Global 500 and SME Focused Patent Finance Market
<https://ipwe.com/templum-markets-and-ipwe-launch-fortune-global-500-and-sme-focused-patent-finance-market/>

IPwe Selected to Participate in IBM Blockchain Accelerator Program
<https://ipwe.com/ipwe-selected-to-participate-in-ibm-blockchain-accelerator-program/>

IPwe moves to Paris to unleash the potential of blockchain and artificial intelligence technology
<https://www.set-up-in-france.org/articles/ipwe-moves-to-paris-to-unleash-the-potential-of-blockchain-and-artificial-intelligence-technology>

Exclusive Coinvision Interview with IPwe's CEO and CTO
<https://www.coinvision.co/articles/exclusive-coinvision-interview-with-ipwe-s-ceo-and-cto>

The Power of Blockchain and Divorce— How We Got to IPwe
<http://www.ipwatchdog.com/2017/11/27/power-blockchain-divorce-ipwe/id=90488/>

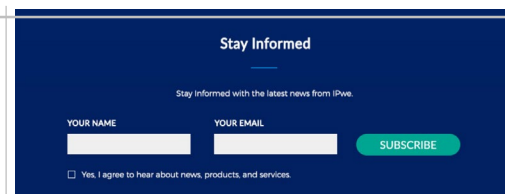
12. AWARDS AND RECOGNITION

IPwe CEO, Erich Spangenberg, named to Managing Intellectual Property's 2018 list:
The 50 Most Influential People in IP.

<http://www.managingip.com/Article/3845712/The-50-most-influential-people-in-IP.html>

Subscribe to the IPwe media alerts and make sure you stay informed about the latest press releases and events.

www.ipwe.com/news



Stay Informed

Stay informed with the latest news from IPwe.

YOUR NAME

YOUR EMAIL

Yes, I agree to hear about news, products, and services.

13. VIDEOS and DEMOS

[IPwe Sizzle Reel](#) – 3-minute IPwe video overview

[Global Patent Registry](#)- Tutorial on how to add patents to the Global Patent Registry.

[Selling on the IPwe Platform](#) – Tutorial on how to transact on the IPwe Platform.

[Zuse Analytic Search - English Version](#) – Tutorial on how to search for patents using Zuse Analytics (English Version)

[Advanced ZuseIP – English Version](#) - Tutorial on how to use our deep-dive analytics tool, it requires a login. The login should be requested through support@zuseip.com (English Version)

[Zuse Analytics Search - Chinese Version](#) – Tutorial on how to search for patents using Zuse Analytics (Chinese Version)

[Advanced ZuseIP - Chinese Version](#) – Tutorial on how to use our deep-dive analytics tool, it requires a login. The login should be requested through support@zuseip.com (Chinese Version)

14. CONTACT INFO and SOCIAL MEDIA

Contact Information

ambassadors@ipwe.com - Please contact if you have additional questions about becoming an accredited investor or want to join the referral program.

info@ipwe.com - Please contact if you have any additional questions about IPwe.

meghan@ipwe.com - Please contact if you have any additional questions about IPwe.

Social Media Links

[LinkedIn](#) - Link to the official IPwe LinkedIn account.

[Twitter](#) - Link to the official IPwe Twitter Page.

[Medium](#) - Link to the official IPwe Medium blog page.

[YouTube](#) - Link to the official IPwe YouTube Page

About IPwe

IPwe is the first SINGLE platform to combine the information and the tools needed to identify, research, understand, transact with, and protect patents.

The IPwe platform enables traditional transactions (**licenses and acquisitions**) and empowers new classes of transactions such as **financings, maintenance fee payments** and **insurance**.

Let's work together and revolutionize the patent ecosystem



A Single Platform for the World's Patent Ecosystem

IPwe is a Better Way to Transact