

IP Commercialization

A Business Proposal



WHERE MIND MEETS MARKET



Vision

IP Bazaar offers technology transfer and commercialization of your Intellectual Property on 'Success Fee', where you pay only after successful deal.

We believe, if innovations are managed professionally, it results into a valuable asset for attracting finance and generating revenue; and becoming the ultimate motivator to create and innovate more. IP Bazaar takes an initiative towards successful commercialization by initiating, managing and creating opportunities for investment and revenue generation of protected and unprotected Intellectual Property Rights.



Objective

IP Bazaar contributes to the aims and objectives of a creator or an innovator to utilize and maximize revenue opportunity by providing Intellectual Property management and performing customized commercialization activities:

WHERE MIND MEETS MARKET

Gap

1. Limited Life Span of an Invention;
2. Evaluation and Valuation Notions;
3. No Common Platform for Mind and Market;
4. Lack of Communication between Mind and Market;
5. No Expert Facilitator;
6. Limited Access to the Market; and
7. No Definite Model for Commercialization.

Bridge

1. Strategized Time Line for Revenue Generation;
2. Expert Valuation;
3. Dedicated Platform for IP Commercialization;
4. Common Voice for Mind and Market;
5. Rich Exposure in Patent and Technology Consulting;
6. Wide Network and Associations; and
7. Result Oriented Models for Commercialization



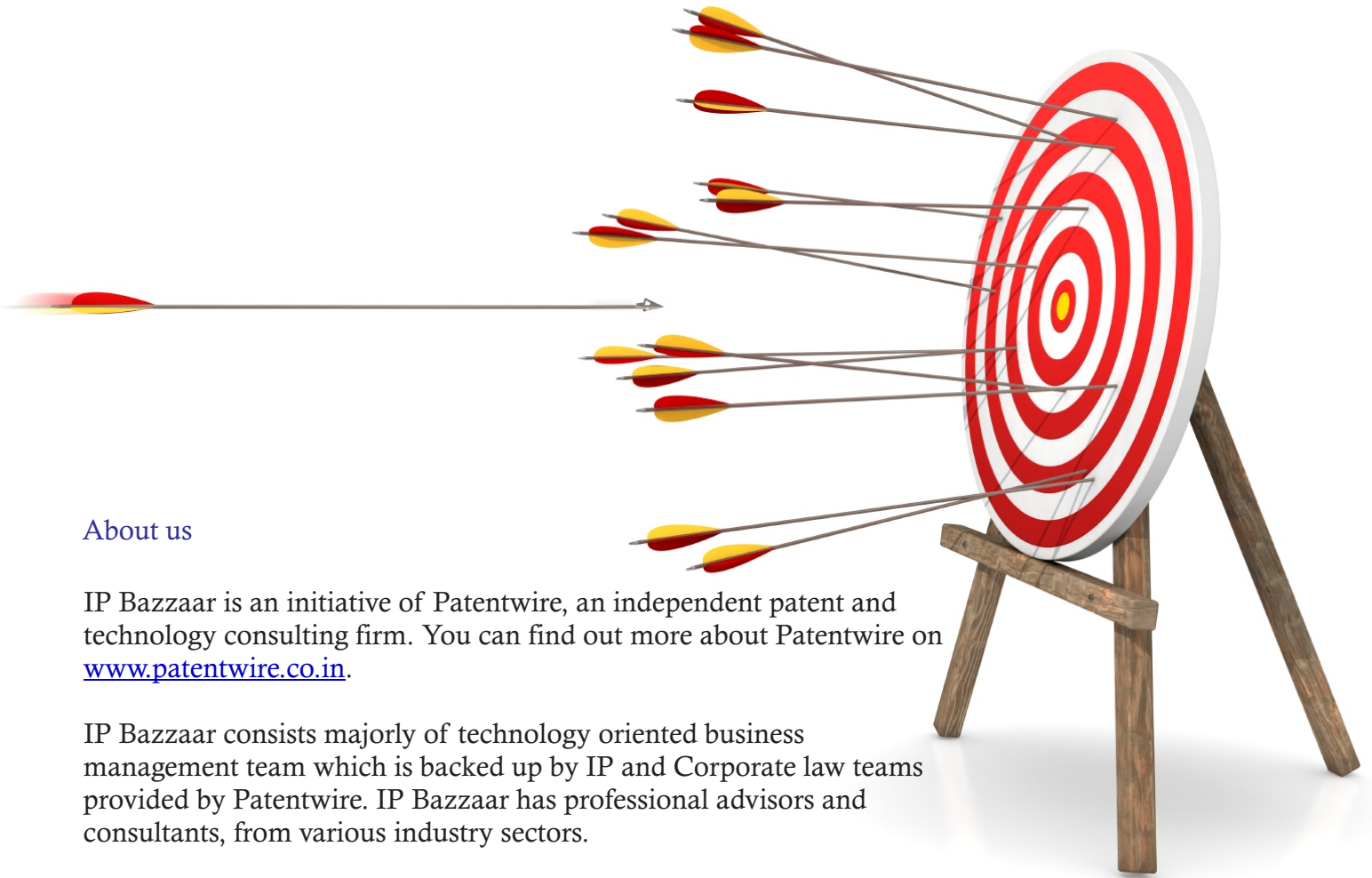


Mission

Investment in IP is expected to provide great returns. Any and every entity aims at reaping profits pertaining to IP. However, it is not always possible for an individual or small entity to commercialize their IP in effective and efficient manner due to various limitations. We, at IP Bazaar, provide support to its indigenous/foreign clients where, after filing of Patent/Design /Trademark/Copyright application, we undertake commercialization activities including finding and approaching a prospective buyer or licensee on 'Success-Fee' model under a non-exclusive contract. This provides a risk-free comfort to the clients.

If we consider the time-lines and procedural aspects for a particular innovation undertaking a PCT route, one of several reasons of deferring filing [read as National Phase Application] is to allow applicants to strategize and analyze market potentials for a particular country of interest so as to enable them to identify comparatively safer and profitable zones for IP investments. However, such time lag is seldom utilized by applicants. Even after filing a patent application in the targeted countries, commercialization is a tricky task due to many cross-border limitations.

IP Bazaar has acknowledged and tried to address the issues faced by its clients in a successful manner. We, at IP Bazaar, have been successful in commercializing technologies on the basis of similar business model.



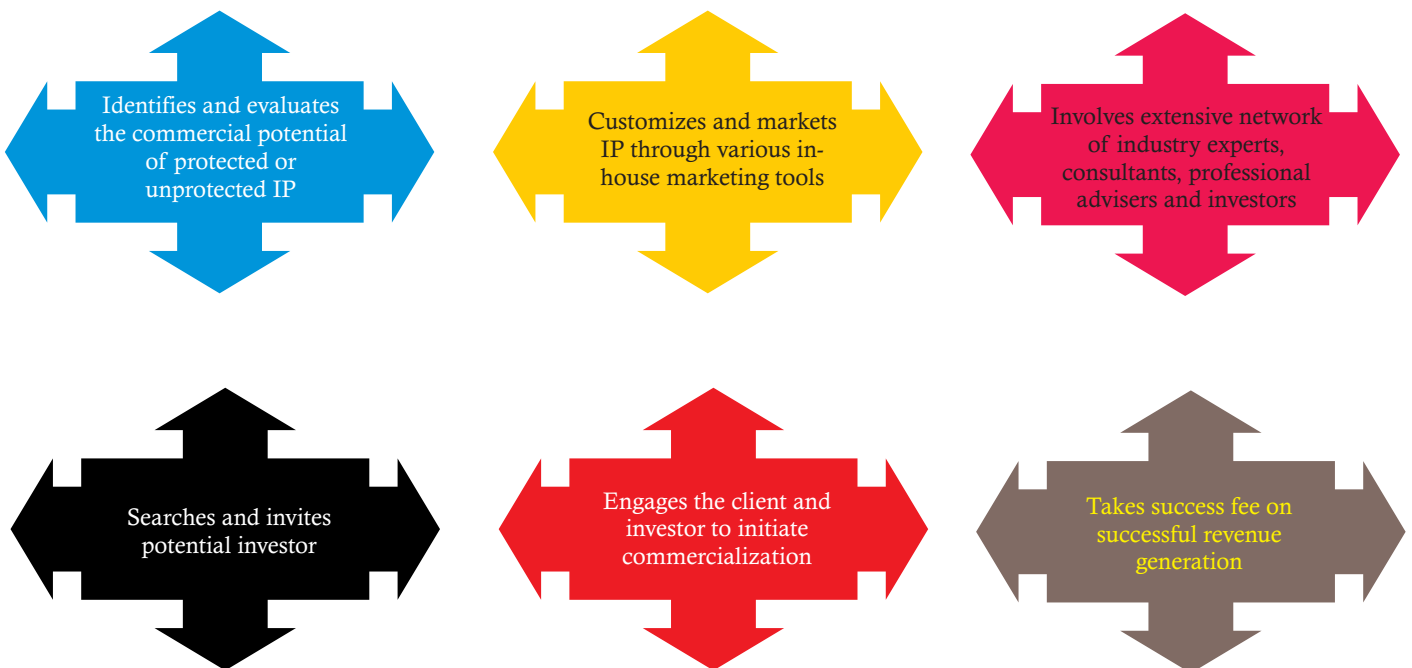
About us

IP Bazaar is an initiative of Patentwire, an independent patent and technology consulting firm. You can find out more about Patentwire on www.patentwire.co.in.

IP Bazaar consists majorly of technology oriented business management team which is backed up by IP and Corporate law teams provided by Patentwire. IP Bazaar has professional advisors and consultants, from various industry sectors.

How Does it Work?

IP Bazaar:



IP Bazaar works with Industries, Industry Associations, Ministries, Educational Institutions, Researchers, Entrepreneurs, Business People, Professional Advisers and Investors to achieve its goals.



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