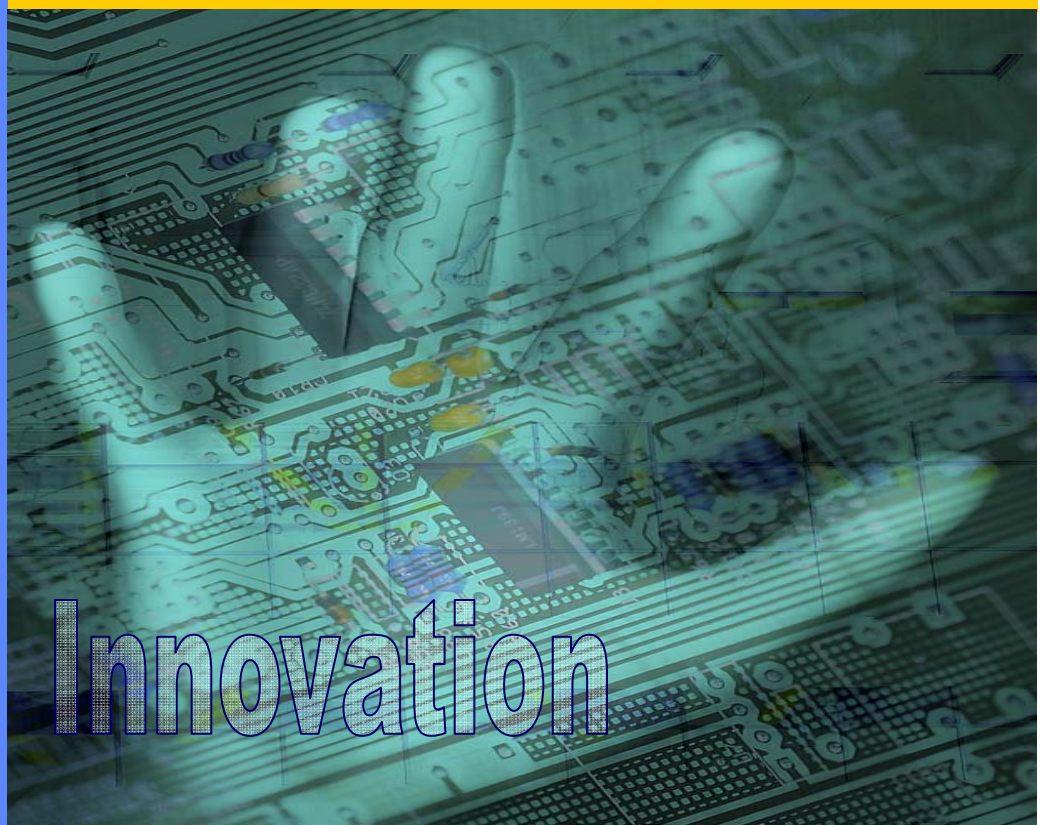


Do you **KNOW** what you own?



If your company doesn't know what kinds of Intellectual Assets it owns, how valuable they are or where they are, how can they be leveraged for maximum return on investment?

Future Path Nucleus™ software is a powerful platform that gives you advanced tools for identifying, managing and extracting value from your scientific, technical, industrial, business, marketing and legal Intellectual Assets. It helps you attract investment, maximize company value and revenues, optimize R&D tax credits and foster a more sophisticated innovation culture among your teams.

Nucleus™

Maximizing the Value of Intellectual Assets

For innovative companies, the #1 strategic priority is to extract maximum value from Intellectual Assets.

Potential investors want a clear picture of what they're buying during any merger or acquisition, and they will expect you to provide thorough reporting of the company's Intellectual Asset portfolio.

Astute investors recognize that Intellectual Assets are more than just patents and trademarks – they are the ideas that are unique to your company. They embrace a wide range of knowledge areas, including; scientific, engineering, design, process, marketing, business concepts, legal agreements and more.

Each of these Intellectual Asset types can be harnessed to provide more value to the company and its shareholders, customers, partners and employees. Nucleus™ software from Future Path provides an ideal platform for capturing, valuating, managing and maximizing your company's Intellectual Assets.



Increase your
company's valuation
in M&A and
financing rounds



During M&A and financing rounds, Nucleus™ lets you:

Get more money, by strengthening your asset reporting and supporting due diligence efforts

Speed time to money, by being better prepared and reducing potentially lengthy diligence and investigation rounds

Provide for future R&D tax credits, by building a sustainable foundation for collection and submission of tax credit information

Defend your negotiating position, by recording the full extent of your Intellectual Assets portfolio

Level the playing field during negotiations, by using the tool to map assets and competencies on both sides of the deal

Reduce dilution, by helping to get maximum value for shareholders

Inspire greater investor confidence, by showing that patents and legal agreements are properly managed

And help to see your corporate vision come true!

Extract more value from your Intellectual Assets

To maximize revenues and value to shareholders, CEOs, CTOs and CFOs need to have a clear picture of the company's Intellectual Asset portfolio. This way, each of the assets can be assessed for its return on investment, and decisions can be made to maximize value and return.

High-yield assets can be better supported and augmented, while low-yield assets can be reduced. As part of the asset discovery process, new Intellectual Assets can be revealed, while existing assets could be re-purposed for out-licensing or perhaps donated for philanthropic uses.

Nucleus™ software from Future Path provides an ideal platform for capturing, valuating, managing and maximizing your company's Intellectual Assets.

Go to the next level

Intellectual Assets are more than just patents and trademarks – they are the ideas that are unique to your company. They embrace a wide range of knowledge areas, including scientific, engineering, design, process, marketing, business concepts, legal agreements and more.

Each of these Intellectual Asset types can be harnessed to provide more value to the company and its shareholders, customers, partners and employees.

Nucleus™ provides your firm with a repeatable and transferable Intellectual Asset management framework that is built to extract more value for your company.



As your company grows its business, Nucleus™ lets you:

Find the nuggets, by revealing high-yield assets and new assets and identifying top contributing employees and contractors

Reveal the black holes, by valuating all assets to reveal poor performers or contributors.

Increase out-licensing opportunities, by recognizing the full complement of Intellectual Assets and identifying those that could be re-purposed and could be of value to non-competing companies

Optimize R&D tax credits, by building a thorough inventory of investments in R&D to support tax credit submissions

Improve royalty management, by implementing a tool and process that is designed exclusively to maximize Intellectual Asset portfolios

Build better management processes, by identifying precedents and making them available across the organization, standardizing deal structures and reducing wasted time

Contribute to a more sophisticated innovation culture, by fostering increased awareness of the type and value of Intellectual Assets across the organization and providing opportunities for peer recognition

Map and reveal internal competencies, by correlating key contributing assets to product and service offerings and revealing associated internal expertise

Support philanthropic activities, by identifying non contributing assets that are not in core competencies of the company but could provide high-yield to other organizations

How does Nucleus™ software work?

Nucleus™ allows Intellectual Asset managers to build a comprehensive inventory of assets across the organization.

Using Nucleus™, you can:

Nucleus™ addresses a wide range of knowledge areas including; scientific, engineering, design, process, marketing, business concepts, legal agreements and more.

In only 10 steps, you can begin extracting more value from your company's Intellectual Assets, including making better R&D tax credit submissions.

Nucleus is a powerful software platform that supports accounting, inventory and management information systems for Intellectual Asset management initiatives. Get more out of your Intellectual Asset portfolio with Nucleus™.

- ① **Stimulate disclosure** of ideas and inventions by creators across the organizations
- ② **Complement** idea and invention inventory with full administrative information
- ③ **Explore the full potential** of the comprehensive Intellectual Asset base with the Marketing team
- ④ **Obtain and log** opinions on asset values from internal and external experts
- ⑤ **Review and take actions** based on value assessments with executive team to maximize return and value
- ⑥ **Prompt assessments** for patent and trademark protection where appropriate (and other intellectual property rights)
- ⑦ **Initiate discussions** on new product, service and licensing opportunities
- ⑧ **Automate reminders** for trademark, patent, license renewals, agreement terms, milestones, obligations and standard reviews
- ⑨ **Provide up-to-date**, comprehensive Intellectual Asset document management, including precedents and agreements, for review and use by the full organization
- ⑩ **Provide regular management reporting** on the status and value of the organization's complete Intellectual Asset portfolio, including highlighting of new items and associations with products and services revenue streams

Start getting more value
from your Intellectual Assets now!

Call now for an Online Presentation

Ask us about Nucleus™ **ONE TIME**. Perfect for Consultants or Employees who just want to use Nucleus™ to facilitate an R&D claim, a merger, acquisition or funding.

Find out more by going to www.futurepath.com or call 1-613-226-6246

Nucleus™

Maximizing the Value of Intellectual Assets