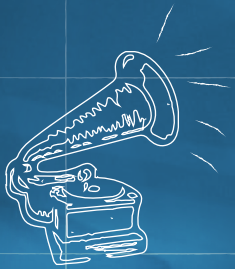


Patent Reform & Innovation



**ROBUST PATENT RIGHTS
ARE ESSENTIAL
TO PROMOTE
INNOVATION!**



INCENTIVIZES SMALL
INVENTORS AND
START-UPS WITH THE
PROMISE OF MARKET
REWARDS



PRODUCERS MUST
OBTAIN LICENSES OR
"DESIGN AROUND" -
MEANING EVEN
MORE NEW AND
INNOVATIVE PRODUCTS



COUNTRIES WITH WEAK
OR NO PATENT RIGHTS
HAVE BEEN PROVEN TO
HAVE "EXCESSIVE
INCENTIVE TO COPY"
RATHER THAN
INNOVATE

"...(M)ake a better mousetrap..., the
world will make a beaten path to
(your) door."
- Attributed to Ralph Waldo Emerson

Build a better mousetrap!

Steal the old mousetrap?

Recommendations for Incentivizing Ethical Patent Enforcement Practices



CURRENT REFORMS FOCUS ON
BUSINESS MODEL, NOT BEHAVIOR

RECOMMENDATIONS FOCUS ON INCENTIVES
FOR GOOD ENFORCEMENT BEHAVIOR



- Fee-shifting provisions
- Demand letters
- Bond requirements
- Heightened pleading standards
- One-sided discovery reforms
- Joinder, consolidation of defendants

PATENT OWNERS WHO DO THESE
SHOULD BE EXEMPT FROM THESE

Transparent and
detailed standards for:

- Claim charts
- Notice letters
- NDA / Standstills
- Complaints
- Ethical conduct (both plaintiff & defendant)
- Uniformly applicable discovery rules for all parties engaged in patent litigation

THE RESULT

WEAKENS PATENT RIGHTS
& HARMS INNOVATION

THE RESULT

PROMOTES
INNOVATION



STRENGTHENS
U.S. ECONOMY