



D. Lawton Associates

business solutions

Pro-TTO

**The Solution for
Technology Licensing and Transfer**



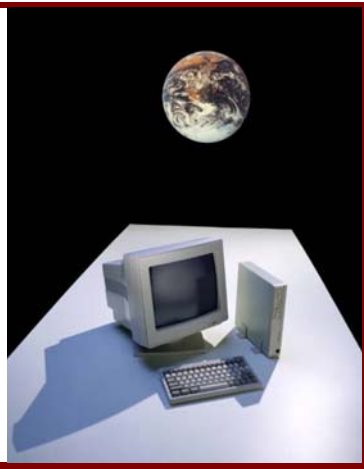
- ◆ New
- ◆ Comprehensive
- ◆ Fully Integrated
- ◆ Customized to Fit You

What Is *Pro-TTO*?

- ◆ *Pro-TTO* is an integrated software application which supports and helps you manage the entire technology transfer life cycle.
- ◆ It was designed and developed by D. Lawton Associates (DLA) to meet the requirements of MIT's Technology Licensing Office. We continually support and enhance the software.
- ◆ We offer *Pro-TTO* with a complete implementation process to make sure you get the greatest benefit from it. We'll help you complete a business process analysis to determine how to achieve the best fit between your procedures and *Pro-TTO*'s capabilities. We'll customize *Pro-TTO* for you where desired, convert your existing data, integrate connections to external systems, and provide all of the ongoing support services you require. Please refer to 'Your *Pro-TTO* Project' booklet for more information.
- ◆ *Pro-TTO* is only available from DLA.
- ◆ This booklet provides a framework for evaluating *Pro-TTO* for use in your organization. If you'd like any additional information, or if you'd like to arrange a demo, please contact us.

Pro-TTO includes the following integrated modules:

- ◆ Case (Invention) Management
- ◆ Intellectual Property
- ◆ Agreements (Licenses)
- ◆ Licensee Billing
- ◆ Receipts & A/R
- ◆ Royalty Distribution
- ◆ Central Rolodex
- ◆ Email Automation
- ◆ Expense Reporting



Pro-TTO Benefits

Improve the efficiency of your TTO:

- ◆ *Pro-TTO* is fully integrated, so there is no need to enter the same information several times.
- ◆ Spend less time looking for information, using our comprehensive searching, sorting and navigation features.

Improve communication between you and your constituencies:

- ◆ Everyone in your office can use *Pro-TTO*, so they have access to this information without routing documents and folders.
- ◆ Standard reports and custom-tailored mail-merge documents can be easily sent to your inventors, licensees and other parties.
- ◆ Key emails can be filed with the appropriate case or agreement, for easy access by your entire staff.
- ◆ *Pro-TTO* can interface to your central accounting and grant management (e.g. COEUS) systems, eliminating duplicate data entry. Interfaces to Edison and CPI (IP management system) are included.

Improve accuracy of your information:

- ◆ Our software enforces the integrity of your information, so you know you can rely on it.
- ◆ Automated calculations (e.g. royalty distribution, billing licensees) for the greatest possible accuracy.
- ◆ Our roles-based security ensures that only the appropriate people can modify information.

Greater peace of mind:

- ◆ Recurring milestones, ticklers, and compliance actions are calculated and available to licensing officers, so key documents will be filed on time.
- ◆ *Pro-TTO* was developed using stable and reliable technology.
- ◆ You're receiving support from a committed technical team and a company with an 18 year track record.

Pro-TTO Overview

Just as each case may have one or more IP, it is possible for an IP to be associated with more than one case. There are different types of IP, including patents, trademarks and copyrights. Pro-TTO was designed to interface with an external patent management system such as CPI.

A case is created for each invention disclosure, and all of the associated information is made available on an integrated case form. Each case may produce one or more IPs, and be associated with many contacts. After licenses are granted, the licenses and your institution's royalty payment obligations can be viewed from the case form.

CASES

Licensing Officers
Departments
Inventors
Institutions
Sponsors
Attorneys
Admin Comment
IP
Incoming MTA
Encumbrances
Gov't Compliance
Industrial Compliance
Technical Comment
IP Comment
Marketing Comment
Agreements
Royalty Distribution Terms
Royalty Distribution Parameters
Task Estimates
Case Summary Report
Task Initiation Form
Case Financial Report

IP

Cases
Comments
Compliance

AGREEMENTS

Royalty Terms
Expense Terms
Expense Comments
Interest Terms
Cases
Milestones
Software
Admin Comment
Trademark
Field of Use
Change Log
Products
Utilization
Licensing Comment
Equity
Invoices
Royalty Reports
Collections
Agreement Summary
Agreement Financial

CPI System

cases
IPs

Edison

inventions
utilization

Central Accounting

accounts payable
accounts receivable
journal entries

Pro-TTO exports royalty data to your central accounting system so checks can be printed, and exports billing and cash receipt data so duplicate entry is avoided.

An agreement in Pro-TTO is created when financial obligations must be tracked. Agreements include licenses, options, joint inventions, software end use agreements and a variety of other business transactions. An agreement may be associated with one or more cases. Invoices and payments can be viewed from the agreement form.

sponsors
departments

Data Warehouse



BILLING (Licensees)

Invoice Create & Print
Manual Invoice/Adjustment
End-use Software Sales
Invoice & Statement Reports

RECEIPTS & A/R

Enter & Apply Receipt
JV Download—receipts
Deposit Slip
Receipts Report
A/R Aging Report
Dunning Letters

ROYALTY DISTRIBUTION

Inventors
Institutions
Departments
Payment data export
JV Download—dept payments
Case Royalty Distribution Report
Department Residual Report
Inventor Royalty Statement
Royalty Payments Report

ROLODEX

Inventors
Sponsors
Officers
Attorneys
Institutions
Law Firms
Licensees
Departments

EMAIL AUTOMATION

Auto-filing
Printing
Resolution Screen

EXPENSES

Expense Entry Form
Cost Containment
Outside Matters

All contact information is stored in an integrated name and address list. This includes general information for all contacts, and special information for inventors, attorneys, law firms, licensees, sponsors and institutions.

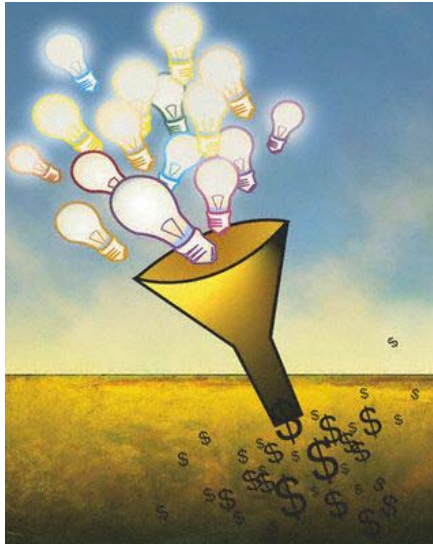
It is essential for all costs to be tracked, whether or not they are associated with a case or agreement. *Pro-TTO* provides comprehensive cost tracking, including outside matters (costs not associated with a case) which can be allocated to cases at a later date. It also provides for estimate tracking so you can effectively monitor your expenses against quoted estimates.

Revenue is one of the primary reasons for technology transfer, and *Pro-TTO* automates the complete revenue cycle. Invoices are created and printed based on the agreement terms you define, and *Pro-TTO* helps you manage the collections process. Once the funds have been received, *Pro-TTO* calculates the correct distribution and distributes the funds to the correct departments, inventors and other institutions.

Getting Information In

One of *Pro-TTO*'s strengths is the many ways that the data supporting your *TTO* can get in.

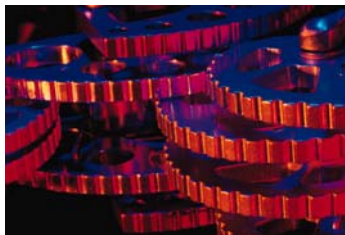
- ◆ **Data Conversion:** We can transfer your current repository of data into *Pro-TTO*.
- ◆ **Data Entry:** *Pro-TTO* includes powerful and flexible tools to help you enter the data you need. Your entries are validated, to ensure the integrity of the data. Names and organizations can be searched, so you enter the right one.
- ◆ **Imports:** We can import information about IP, contacts, departments and grants from other systems, as frequently as required.
- ◆ **Email:** *Pro-TTO* captures emails automatically and saves them in memos associated with the appropriate cases and/or agreements.



Processes

Automated processes are helpful in many ways. These include:

- ◆ **Billing Process:** Invoices are generated based on user-defined rules and agreement terms. Expenses are invoiced, where appropriate. *Pro-TTO's* rule-based billing approach ensures timely and accurate invoices.
- ◆ **Royalty Distribution Process:** Inventor royalties are distributed on a case-by-case basis, when the revenue accumulated for a case exceeds the associated expenses. Department residuals are calculated based on the department's portfolio of cases, so unprofitable cases offset profitable ones. This process can be adjusted, of course, to allocate royalties in accordance with your customary business practices.
- ◆ **Federal Compliance Process:** A dynamic federal compliance model automatically generates required compliance actions and due dates as elections and other decisions are recorded on the case. All future and historical compliance actions are displayed on the case automatically.



Getting Information Out

Pro-TTO excels at giving you easy access to your information.

You can have many forms open at the same time, with an integrated toolbar providing access to Pro-TTO's flexible and powerful display options. The powerful GUI is more flexible than traditional browser-based interfaces, with extensive use of notebooks to give you easy access to related information. Just click on any value for more information on a contact, case or agreement.

Formatted copy/paste functionality provides easy transfer of individual records to other applications such as Word or Excel.

Number	Status	Serial #	Filed	Title
1452	Issued	4431	11/28/1989	SINGLE LASER WIDGET
3112	Issued	0317	1/7/1992	DOUBLE LASER WIDGET

Reports

A variety of reports have been defined in Pro-TTO, and more can be added to meet your requirements. For each report, you have the option to select the desired data and reporting options. Reports can be previewed on the screen, printed or emailed. The industry-standard PDF file format is used, ensuring that everyone can view, annotate, search and/or print Pro-TTO reports. Web access can be made available.

Word Merge

Pro-TTO data can be easily merged into user-defined documents, and new merges can be added easily at any time. This provides support for form letters, custom reports, and other user-defined documents containing Pro-TTO data.

Finding Information

Searching:

All data forms in *Pro-TTO* are associated with a search form, which can be customized for you without programming.

Even when you access a new form by clicking on a specific value (e.g. a case number) on another form, the appropriate search is constructed for you automatically and you can view/edit it as needed.

Case Form Search

Field	Comparison	Value
Case Number	Starting With	
Case Disclosure Title	Containing	SPAGHETTI
Primary Licensing Office	Equal To	
Licensing Officer (Any)	Equal To	
Case Status	Equal To	
Inventor Last Name	Starting With	EDISON
Inventor First Name	Starting With	
Invention Patent Number	Starting With	
Licensee Name	Starting With	
Sponsor Name	Starting With	
Related Records Last Modified	Not Before	
Case Date opened	Not Before	1/1/2008

Search for part of a title

Search for a specific inventor

Search for a date range

Search Clear Clear All New Close

Text Search:

Text search is used when you know what you are looking for but you're not sure where it is. It treats the text on *Pro-TTO*'s forms as if it were Web pages, and lets you search for words and phrases wherever they occur. All matches are listed, including their context.

- ◆ Access the forms which contain matching data directly from the search results.
- ◆ Matching text in memo fields (including emails) is highlighted, and the cursor is automatically positioned at the first match.
- ◆ You can specifically include or exclude portions of *Pro-TTO*'s database, as desired.

Words/phrases to find

laser

Find records with ALL the words and/or phrases
 Find records with ANY the words and/or phrases

Set Highlight Color Search Close

Search Results

Area	ID	Description
CASE	0378	Widget with Laser
IP	34905	Single Laser Widget
AGREEMENT	2375 0378	Laser Guidance System
CONTACT	29254	John Q. Laser
CONTACT	27370	Robin Q. Smith
CONTACT	27320	Acme Laser Corporation

Done 6 Records displayed

Security

Pro-TTO was implemented with a very flexible role-based security model, based on Oracle roles. Each user has one or more assigned roles. The ability to enter or edit information of each type is granted to a specific role. You can control who can enter or update information by granting users rights to the roles associated with each module. This ensures that everyone has the information that they need, while only the appropriate people can make changes.



The Technology Behind *Pro-TTO*

When you create a state-of-the-art solution, it is important to start with state-of-the-art technology. *Pro-TTO* was developed with Borland®'s industry-leading Delphi™ Enterprise Suite:

- ◆ Delphi™ is a fully object-oriented language with an integrated development environment. It offers full support for the complete application lifecycle and rapid application (RAD) development.
- ◆ A comprehensive class library supports every aspect of application design.
- ◆ Delphi™ has an extensive track record, with documented success for more than 10 years. This has attracted a vibrant developer community (1.6 million) and an rich market for add-in components.

Pro-TTO data is stored in an industry-standard Oracle® database:

- ◆ Oracle® is a world leader in enterprise database technology, recognized for its performance, reliability and security.
- ◆ *Pro-TTO* makes extensive use of Oracle® roles (for security) and stored procedures (for performance).
- ◆ All industry-standard end-user reporting tools support Oracle® databases.

We embrace many other industry standards:

- ◆ *Pro-TTO* is compatible with all recent versions of Microsoft® Windows.™
- ◆ Email integration is implemented through industry-standard POP, SMTP and IMAP protocols.
- ◆ Network communication uses industry-standard TCP/IP protocol.
- ◆ Reports are presented in industry-standard Acrobat® PDF format, so they are easily searchable and they can be distributed electronically.

Comparing *Pro-TTO* to Alternatives

How does *Pro-TTO* compare to your alternatives?

- ◆ *Pro-TTO* is an integrated solution, with the ability to be fully integrated with your other departmental and enterprise systems.
- ◆ *Pro-TTO* has a rich and complete feature set, the result of three years of development.
- ◆ Our implementation process (see *Your Pro-TTO Project*) ensures a successful project. We include not only the customization you require but also a business process analysis and data conversion in every project. This gives you the best possible fit with your requirements.
- ◆ For your protection and security, we provide every *Pro-TTO* client with a complete set of technical specifications and full source code.
- ◆ A *Pro-TTO* implementation is more cost-effective than any custom effort, either by your own staff or an outside vendor.
- ◆ *Pro-TTO* has been designed from the ground up as a custom solution, and can be customized to meet your needs to the extent you desire. *Pro-TTO* is a 'solution', which gives you more flexibility than a 'product'.
- ◆ *Pro-TTO* provides an excellent foundation, and can be enhanced as needed to support your changing needs in the years to come.
- ◆ You have the full commitment and support of D. Lawton Associates.

**When you choose *Pro-TTO*, you're also choosing
D. Lawton Associates.**

- ◆ We have a proven track record, successfully implementing custom-tailored systems since 1986.
- ◆ We strive to establish long-term relationships with our clients, including both MIT and Harvard. All of our accounts are great references.
- ◆ Our responsiveness to your needs and requests is unequalled. We are dedicated to your success, and the success of your systems project.
- ◆ Our management and technical staff are the best in the industry, with an average of over 20 years of relevant experience.



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