

▶ **FIRST PRINCIPALS INC. (FPI)** is a full-service technology transfer firm. FPI specializes in licensing, commercialization, and valuation of intellectual property. We leverage our extensive network of contacts and sophisticated systems and tools to provide a range of technology assessment and proactive technology marketing programs, customized to meet each client's objectives. Clients include large corporations and startup companies, universities, non-profit organizations, and other research institutions.



▶ **FPI's APPROACH** maximizes the value of clients' intellectual property by:

- ◆ **Assessing the potential of a technology relative to its total competitive environment.**
- ◆ **Extracting revenue from under-performing patents and identifying non-core applications.**
- ◆ **Establishing beneficial collaborations leading to growth, divestiture, and/or new funding.**

### ▶ ABOUT FPI

Founded in 1998 by seasoned licensing executives from Fortune 100 companies, FPI works closely with organizations from Cleveland and throughout the world. Examples of clients include:

- ◆ **Honeywell Aerospace**
- ◆ **IBM**
- ◆ **Matsushita**
- ◆ **Sherwin-Williams**
- ◆ **Chinese University of Hong Kong**
- ◆ **National AIST (Japan)**
- ◆ **Sandia National Laboratories**
- ◆ **University of Rochester**
- ◆ **DuPont**
- ◆ **Eastman Kodak**
- ◆ **Lucent**
- ◆ **Welch Allyn**

### ▶ SUCCESS STORIES

- ◆ Engineered a seven-figure patent sale in the field of Surgical Robotics and a sale of printed circuit board technology patents for one of the world's largest computer companies.
- ◆ Implemented a revenue generation initiative involving "patent mining" and commercialization on behalf of a telecommunications technology giant.
- ◆ Assessed a portfolio of 425 semiconductor-related patents of \$2 billion telecom client to identify highly-licensable patents and \$1M in savings in patent renewal fees.
- ◆ Orchestrated development funding for a novel anti-cancer drug: a NY-based venture capital firm committed more than \$10 million to fund research and acquire the clinical research company that discovered the drug.



### ▶ AFFILIATES

At First Principals, we appreciate the value of teamwork. Our partnerships with companies both in the US and abroad allow us to provide you with world-class, worldwide service.



- ◆ **ANGLE Technology Group** – focuses on all aspects of technology-based economic development. Provides strategic economic impact analysis as well as business incubation planning, implementation, and management.
- ◆ **5iTech LLC** – partners with former Soviet scientists to bring advanced novel technologies to US commercial markets by creating new companies, providing access to capital, management, and product launch.
- ◆ **5iPrincipals Group, LLC** – in partnership with 5iTech, provides access to the full range of technology transfer services from evaluation to licensing to startup. Provides foreign companies with Turnkey Access to US markets.
- ◆ **Platinum Insight (Asia) Co. Ltd.** – PIACL is a technology management consultancy that delivers IP management, technology transfer, and commercialization capability in China and Hong Kong.
- ◆ **IMAP (International Merger and Acquisition Professionals)** assists clients with the sale of mid-size companies and provides access to strategically oriented buyers and sellers, as well as alternative sources of financing.

### ▶ FIND OUT MORE

For more information, visit our web site at [www.firstprincipals.com](http://www.firstprincipals.com), or contact us by phone, fax, or e-mail.