



**Basic IP**  
IP Management

1700 Trail Creek Way  
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Tel: 208.585.1044  
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www.BasicIP.com



**“It only takes a spark to start a forest fire. BasicIP is the spark for IP forest fires.”**

John Frank, Director of Engineering  
Saint-Gobain Crystals

## iCapture! Workshops

### **What is an iCapture! workshop?**

An iCapture! workshop is a one day breakthrough process that gets you immediate results in the form of completed strategic invention disclosures. iCapture! workshops convert employees from potential inventors into actual inventors who complete, on average, 6 invention disclosures each, on the spot, in the workshop.

### **How does it work?**

BasicIP focuses on inventors, teaching them what they need to know and removing barriers, both real and perceived, to contributing their ideas. We accelerate the learning curve for completing invention disclosures, training your employees and giving you results immediately: completed invention disclosures that are strategic to your business. We use quantity to drive quality. At BasicIP there is no penalty to inventors for poor quality disclosures, only feedback to drive better quality disclosures. Mono-maniacal emphasis on results is what makes BasicIP different and what gives you breakthrough quality and quantity.

### **What is the structure of a workshop?**

An iCapture! workshop is a day-long workshop package that consists of a morning introduction to intellectual property and an afternoon case study using IP to create competitive advantage. Groups can range from less than 12 to as many as 50 participants in size. Literally any person in an organization can have a breakthrough patentable idea, therefore people of all backgrounds in your business are encouraged to attend and disclose inventions during a workshop.



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**“Our experience at HP was that Bill increased the number of patent applications submitted by our engineers by at least 20X while improving their quality and strategic alignment with our business.”**

Jim Hall, LaserJet R&D  
Manager, Hewlett-Packard

In the morning session the basics of intellectual property are shared with the attending employees, where participants are encouraged to ask questions. Your company's invention incentive program (if any), and the company's strategic patent targets for attendees are also covered. If you do not have a strategic patenting target list, we'll work with your business, technical, and legal teams to define strategic patenting targets before the workshop. After the introductory portion, the rest of the morning is spent with employees completing invention disclosures. A key feature of BasicIP's process is that all disclosures are completed on the spot, during the workshop. Patent attorneys and agents, CTOs, and engineering managers can monitor the flow of incoming invention disclosures for quality and course correct for any misunderstandings in real time. Immediately pushing incomplete or not enabled disclosures back to the inventors speeds the training process. The morning workshop emphasis is to capture all the latent ideas that employees have already had, but not articulated, and use those inventions to get the inventors over the new-inventor-disclosure-learning-curve. Getting beyond this learning curve of understanding invention capture and completing disclosures is what transforms employees into inventors. The morning session captures anywhere from 2 to 4 completed invention disclosures per inventor.

The afternoon session normally involves a “worst nightmare” exercise where competitors and competitors' products are used to generate additional business relevant IP. Quantity of disclosures completed in the afternoon session is roughly the same as the morning session. Total inventing for the day is between 4 and 8 invention disclosures per workshop participant.

### **Why should you trust BasicIP?**

We have end-to-end experience in patent profitability. We have extensive experience in generating, capturing and processing high volumes of high quality inventions. We have analyzed patents for business protection. We have supported litigation for both assertion and defense. We have worked with selling and licensing patents. We have worked with clients to manage patent portfolios in rapidly changing technologies.

We are experienced inventors ourselves. Our two moderators have completed over 700 invention disclosures, filed more than 90 US patent applications and have over 40 issued US patents.

We have the most experience providing invention workshops. We have run over 250 invention workshops. We have trained over 2,000 inventors. We have worked with more attorneys reviewing more disclosures than most patent professionals see in their entire careers (well over 4,000 invention disclosures reviewed). We have worked with more patent attorneys and more businesses to develop strategic disclosing targets (more than 200 targets).

We have captured the most high quality results for our clients. Our workshops have resulted in more than 2,500 patents filed by our clients. Our workshops have resulted in more than 1,000 trade secrets and over 2,000 defensive publications for our clients

We are the most cost effective. We train inventors in a single workshop. We get more inventions per inventor, even from experienced inventors. Trained inventors invent at a higher rate after completing the workshop. More than 90% of workshop disclosures fall in strategic target areas.



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### What can iCapture! workshops do for you?

BasicIP iCapture! workshops increase your IP capture from R&D by over 20x while adding a negligible cost to total R&D spending, allowing your CEO to pick the US patent rank they want, maximizing shareholder wealth. The BasicIP process lit the fire that took HP from 18th to 3rd in US patenting.

- Capture between 4 and 8 strategic invention disclosures per attendee.
- Level your inventing playing field so all employees can contribute strategic inventions, increasing the pool of contributing inventors.
- Capture and get into your IP management process, all the strategic inventions that people in your company are having.
- Capture architecturally controlling inventions in future-looking technical areas before competitors.
- Make IP generation and capture part of your business culture and business strategy.

**Call us today at (208)585-1044 to book your iCapture! workshop and begin accelerating your IP program!**

**[www.BasicIP.com](http://www.BasicIP.com)**

## Don't take our word for it. Listen to what they are saying...

BasicIP Invention Workshops..."This is a great way to get your IP clean—and venture capitalists want really clean IP. iCapture! workshops enable entrepreneurs to attack intellectual property capture without wasting time or money."

Guy Kawasaki, Managing Director  
Garage Technology Ventures

"BasicIP's process works... I can't give a better reference than telling others that our relationship continues because we are very satisfied with the results."

Frank J. Csillag Director, R&D  
Saint-Gobain Performance Plastics

"When I was at IBM I thought I'd seen every brilliant intellectual property strategy possible. When I landed at HP I found Bill Meade's breakthrough 'inventshop' capture process, and brought it to Carly Fiorina's attention. Inventshop became the foundation of HP's intellectual property strategy and subsequent rise in US patent ranking. Don't let your patent attorney's telling you 'This is impossible!' stop you from taking advantage of BasicIP's breakthrough process."

Lee Caldwell, former VP & Chief  
Technology Officer Hewlett-Packard  
Corporation.



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**[www.basicip.com/  
testimonials.html](http://www.basicip.com/testimonials.html)**