

01

**REVIEW BASED MOU
EXECUTION**

To start with, professionals at IIPRD / K&K briefly review the Technology / Intellectual Property (IP) / Patent in context including available supporting data such as Clinical Results / Prototypes / Proof of Concept, and based on such analysis, executes an MoU with the Client / IP holder.

02

**TECHNOLOGY
PRESENTATION
PREPARATION**

IIPRD's Licensing Professionals, at this stage, prepare a comprehensive Technical Presentation of the Technology / IP / Patent, elaborating the details including the core technical value proposition for better appreciation by the potential licensees.

03

**PITCH**

IIPRD's Professionals, post preparation / finalization of the Technical Presentation, pitch / reach out to the CTO's / R&D Heads / Business Development Heads of various potential licensees that are relevant to the domain of the technology in context (through emails / social media platforms / referrals / telephonic-personal meetings) to gauge their interest / feedback on the proposed technology, and regularly follow up with them over a period of 3-6 months.

04

**TERM SHEET
PREPARATION**

Post an interest confirmation from a potential licensee, a draft term-sheet is prepared by IIPRD based on an internal valuation of the technology. Valuation is a separate billable exercise and can be done solely at the discretion of the client. The draft term-sheet is then extensively negotiated with the potential licensee taking the client in loop so as to finalize the terms of license / sale of the technology.

05

**LICENSE AGREEMENT
EXECUTION**

Once the term sheet is finalized, a licensing agreement is drafted by Khurana & Khurana (as a separate billable exercise) to facilitate execution of the said drafted Licensing / Sale Agreement, post which IIPRD charges the mutually agreed to success fee based on the value the transaction.

NOTE: IIPRD works on either "Retainership Model" or "Connection-Fee Based Model" where in the:

- 1) Retainership Model:** Client is billed with a monthly retainer for the efforts made by IIPRD for Licensing / Commercialization of the Technology / IP / Patent.
- 2) Connection-Fee Based Mode:** Client is billed with a reasonable fee for connecting the Client with Potential Licensor/IP Holder based solely on Client's acceptance.