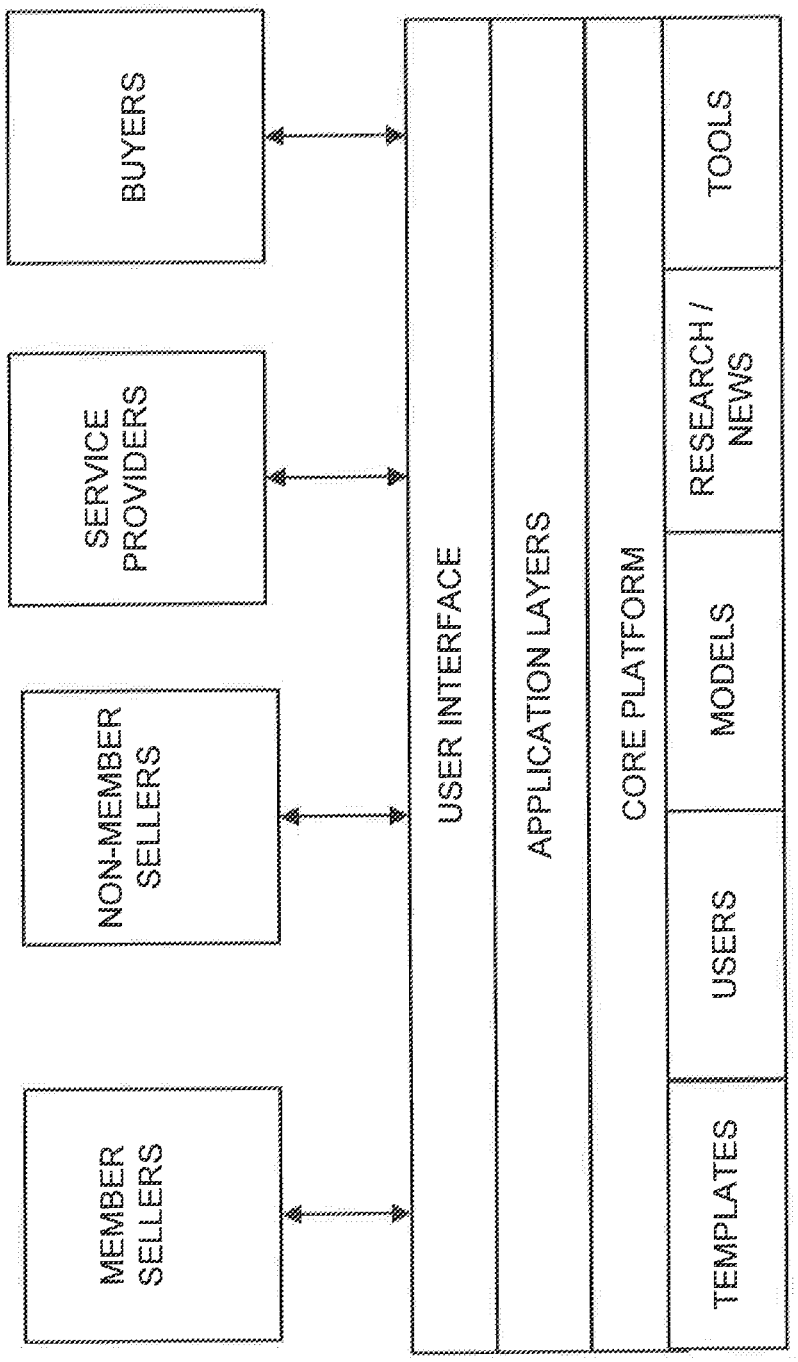

BUYERS
SERVICE PROVIDERS
NON-MEMBER SELLERS
MEMBER SELLERS
USER INTERFACE
APPLICATION LAYERS
CORE PLATFORM
TOOLS
RESEARCH / NEWS
MODELS
USERS
TEMPLATES

Figure 1A

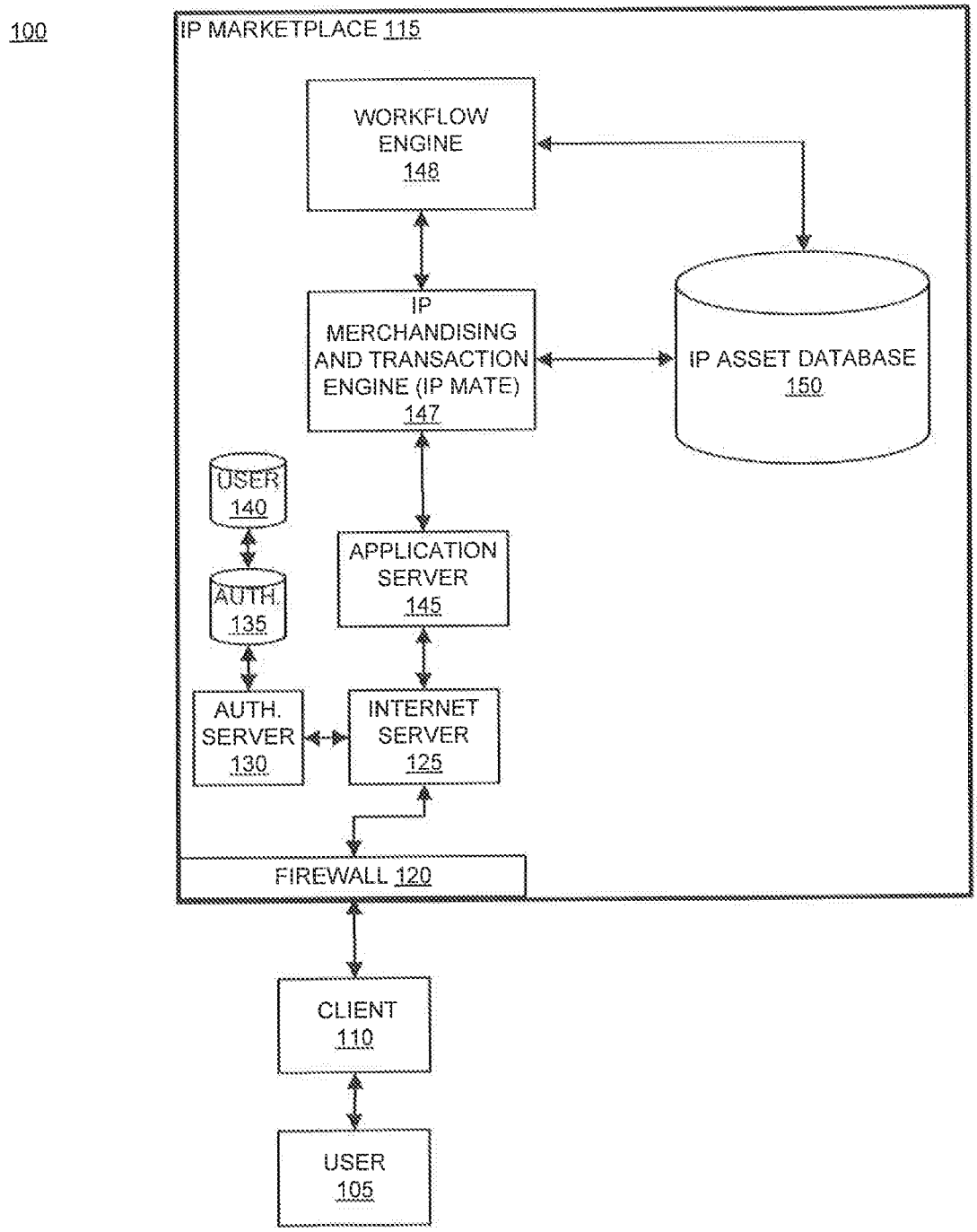

100
IP MARKETPLACE 115
WORKFLOW ENGINE 148
IP MERCHANDISING AND TRANSACTION ENGINE (IP MATE) 147
IP ASSET DATABASE 150
USER 140
AUTH. 135
APPLICATION SERVER 145
AUTH. SERVER 130
INTERNET SERVER 125
FIREWALL 120
CLIENT 110
USER 105

Figure 1B

200

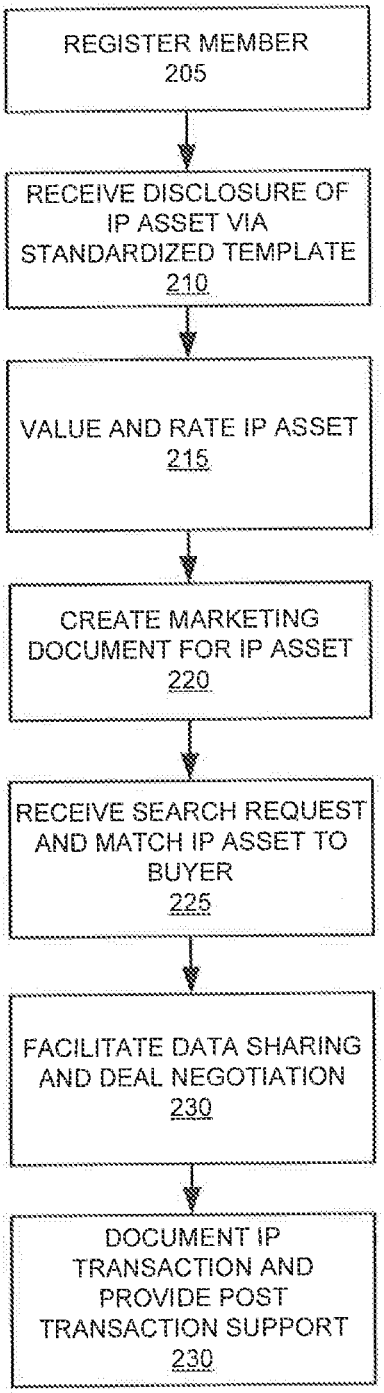

REGISTER MEMBER
205
RECEIVE DISCLOSURE OF IP ASSET VIA STANDARDIZED TEMPLATE
210
VALUE AND RATE IP ASSET
215
CREATE MARKETING DOCUMENT FOR IP ASSET
220
RECEIVE SEARCH REQUEST AND MATCH IP ASSET TO BUYER
225
FACILITATE DATA SHARING AND DEAL NEGOTIATION
230
DOCUMENT IP TRANSACTION AND PROVIDE POST TRANSACTION SUPPORT
230

Figure 2

300

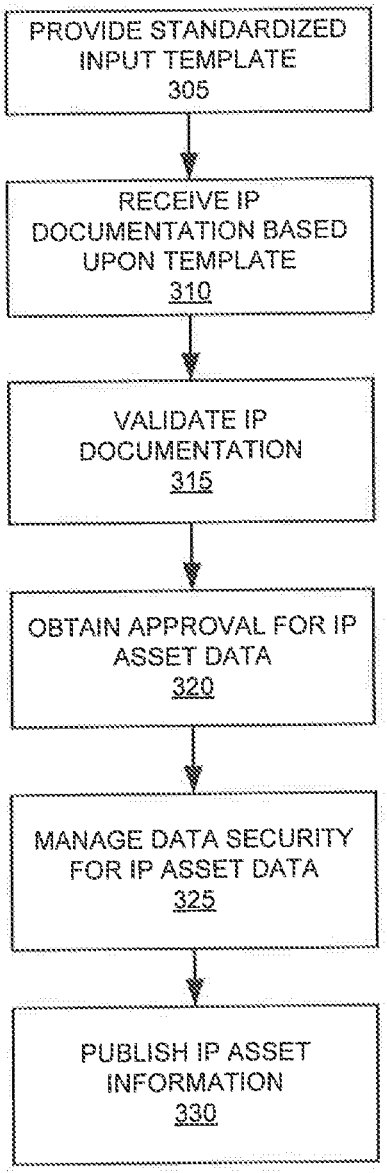

PROVIDE STANDARDIZED INPUT TEMPLATE 305
RECEIVE IP DOCUMENTATION BASED UPON TEMPLATE 310
VALIDATE IP DOCUMENTATION 315
OBTAIN APPROVAL FOR IP ASSET DATA 320
MANAGE DATA SECURITY FOR IP ASSET DATA 325
PUBLISH IP ASSET INFORMATION 330

Figure 3

FIG. 4 – Marketing Interface

FIG. 5 – CHANNEL GUIDE CATEGORY VIEW

FIG. 6 – CHANNEL GUIDE SUBCATEGORY VIEW