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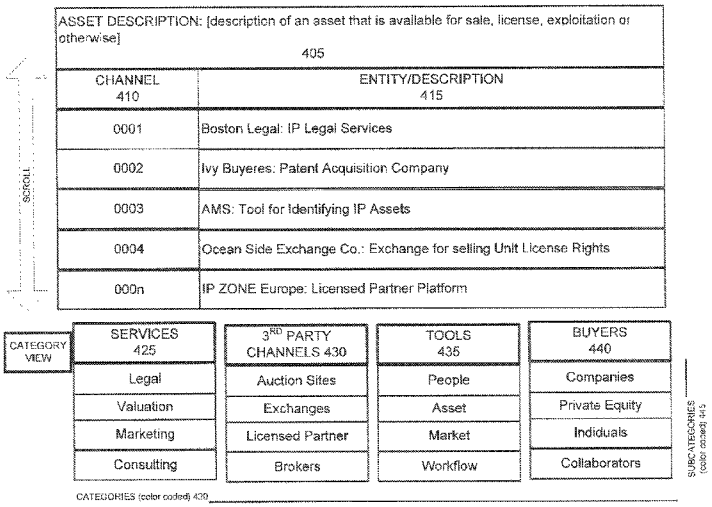
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(54) Title: SYSTEM AND METHOD FOR ENABLING MARKETING CHANNELS IN AN IP MARKETPLACE

FIG. 4 – Marketing Interface



(57) Abstract: A comprehensive platform for merchandising intellectual property (IP) and conducting IP transactions is disclosed. A standardized data collection method enables IP assets to be characterized, rated and valuated in a consistent manner. Project management, workflow and data security functionality enable consistent, efficient and secure interactions between the IP Marketplace participants throughout the IP transaction process. Business rules, workflows, valuation models and rating methods may be user defined or based upon marketplace, industry or technology standards.

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