



**CREIGHTON
UNIVERSITY**
School of Medicine

Lee I. Fenicle, Director
Office of Technology Transfer

March 17, 2003

Zion Bar-El, CEO
Ideation International
25505 West Twelve Mile Road, Suite 5500
Southfield, MI 48034

Dear Zion,

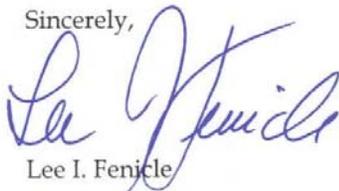
We want to thank you, Zion, and your staff for the work you have done for Creighton University over the past few weeks. As you remember, we brought abstracts for over forty-five active projects. We are convinced that the extraordinary methodology, the powerful, proprietary tools, and the vision of your scientific staff have made a valuable contribution to the quality of our intellectual property portfolio. This has been accomplished in several ways.

The first project we sent to you involved a researcher whose ideas no one has been able to understand. We have sent this scientist to about a half dozen experts in various fields to ferret out the practical application of the invention. After so much frustration, we attempted to write a patent application for the technology. In just a few hours, your scientists found that the inventor really had nothing but a clever mathematical algorithm that has no future potential.. .case closed. Your staff actually saved us thousands of dollars in legal bills, filing fees etc.

Our second project with III involved a couple of technologies in microbiology from two different inventors. Your staff, in just two days, sorted out the IP, identified a key long term winner, and made recommendations for profitably handling the others. We are now planning to advance to the Directed Evolution process with this project. It is this structured process that we believe will add the most value to this property as we approach the near and distant future of the technology, and move now to protect the inventions that will be the most commercially successful.

We have already identified seventeen projects that we expect to pursue in this manner. For the first time, we feel as if we have gained control of our future, rather than simply responding passively to licensees' whims; our Medical School Dean delighted with this outcome. We are in the driver's seat because this process advances the technologies that we receive from our research scientists. We want you to know how much we appreciate the service you have provided. We are anticipating a very long-lasting relationship with you.

Sincerely,



Lee I. Fenicle



Mary Ann Wendland