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To Whom It May Concern:

It is a pleasure to provide this letter of reference for Mr. Zion Bar-El and the team at Ideation International (III).

The technology transfer director from another university with whom I serve on the AUTM Central Region Planning Committee introduced me to Mr. Bar-El at the 2003 AUTM annual meeting in Orlando. We subsequently invited Mr. Bar-El to present a case study at the Central Region meeting in Kansas City, where he applied proprietary III methodology to analyze a University of Arkansas lenticular packaging film technology. Mr Bar-El illustrated how to avoid patent circumvention and how to enhance the value of the intellectual property via additional filings on other, novel applications. In short, III opened new market vistas for an unlicensed invention originally disclosed in 1994.

As likely the case with most university technology transfer operations, the University of Arkansas is seeking to work smarter in managing its patent portfolio, particularly in terms of making more informed allocations of limited patent budget resources, generating additional licensing income, and pursuing as feasible the University's economic development mission. Mr. Bar-El has learned about the legal framework governing inventions made at Universities under sponsored research agreements as it relates to asserting and stewarding intellectual property rights. Moreover, III recognizes that university-industry technology transfer has its own set of drivers.

The value proposition in working with III lies in the ability to gain a better understanding of the commercial potential of any particular disclosure whether patented or not to allocate resources to the projects forecast to yield the highest return on investment, and then to activate combined marketing networks in reaching out to licensing prospects.

Over the course of multiple consultations, Mr. Bar-El impressed me as a most resourceful, competent, and creative entrepreneur with a passion for applying business rigor to the assessment, marketing and licensing functions managed by university technology transfer offices. It is my understanding that the newly established University of Arkansas Technology Development Foundation may also consider III to perform technology validation services.

I can recommend Mr. Bar-El and III to university technology transfer officers worldwide because I know they will be well served relationship.

Sincerely,

Scott Hancock
Technology Licensing Manager