



UNIFIED PATENTS

HOME | SITE MAP | CONTACT US

- ABOUT US
- THE PROBLEM
- THE SOLUTION
- THE BENEFITS
- LATEST NEWS
- JOIN A MICRO-POOL

THE SOLUTION

Unified Patents Solution

Micro Pools



Unified Patents' Micro-Pool strategy is designed to protect the investments that companies are making in key technologies that are vulnerable to NPE liability.

"We provide a comprehensive solution of offense and defense to protect our member's most important technology investments."

- Kevin Jakel, CEO

Home > The Solution > Unified Patents' Collaborative Deterrence Approach

UNIFIED PATENTS' COLLABORATIVE DETERRENCE APPROACH

Unified Patents offers subscriptions to startups, small and medium-sized businesses, and large companies in protected technologies, called Micro-Pools. Unified Patents fiercely protects each Micro-Pool from NPE encroachment by deterring NPEs from approaching a protected technology in the first place.

Each Micro-Pool deploys a host of defensive and offensive strategies to deter NPEs from a protected technology by:

- ▶ Monitoring companies in the protected technology (Micro-Pool) to identify NPE activity
- ▶ Competing head-to-head against NPEs to purchase or license patents that are sought by NPEs
- ▶ Reexamining patents in the protected technology that are owned by NPEs
- ▶ Reducing the number of patents available to NPEs in the protected technology
- ▶ Reducing effectiveness of demand letter campaigns against the protected technology
- ▶ Incentivizing startup and small company participation such that NPEs have few easy targets in the protected technology

The result of Unified Patents' proactive approach is a unique, effective and far less costly solution than litigating against NPEs. Unified Patents' solution delivers greater freedom to operate for Micro-Pool members and increases access to intellectual property for large and small companies. By partnering companies of all sizes, Micro-Pools can help make collaboration against NPEs much more effective.

Subscription to a Micro-Pool is calculated based on a fee schedule tied to company revenue and may be free for startups or small companies. Because Unified Patents offers its Micro-Pool solution on a technology-by-technology basis, companies can subscribe to and pay for only those Micro-Pools they need. This structure provides complete alignment between Unified Patents and its member companies. Companies can be confident that their subscription fees are exclusively used to reduce the risk of NPEs targeting their key technologies.