

BirchBob	Management Discussion	April 15, 2004
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■ MANAGEMENT DISCUSSION FORUM

Good morning ladies and gentlemen and welcome to the BirchBob Management Discussion Forum. My name is Michelle Moore and I will be discussing the new BirchBob website with company directors Barry Datlof and Jean-François Plucker.

<Q – Michelle Moore >: Is BirchBob the “missing link” of the technology transfer business?

<A – JFP/BD >: BirchBob is “the missing link” in the sense that BirchBob is a one-stop shop offering links to thousands of pages, dedicated expert forums and the resource of a global convergence of those interested in all aspects of technology transfer.

<Q – Michelle Moore >: How important is your site to the tech owner? The tech seeker? What does BirchBob offer them that they can't find anywhere else on the Internet?

<A – JFP/BD >: Tech owners will be able to keep up to date with events happening in their technology area and also to see if any developments are happening that could impact their field. Clearly, they can do that already through a number of resources on the Net, conferences, professional journals, etc. However, BirchBob will offer them a site with comprehensive up-to-date technology information in its forums, its articles and its precision searching of the Internet. This benefits the technology seeker as well. XML searching will allow users to drill down for relevant information and logically widen the scope of their search to find the newest technologies.

<Q – Michelle Moore >: Barry if you could please explain what BirchBob is bringing that is new for the technology licensing world? What are its challenges and how does BirchBob address those challenges?

<A – JFP/BD >: The new thing BirchBob offers is a web searching system capable of finding content technologies available for licensing. That is the core of BirchBob, mining sites that have been XML tagged. The challenge is that it is dependent on XML tagged forms. Not a problem when searching technology information from corporate giants but for small non-commercially oriented government/university research labs and sites XML tagging has not been standard practice so far. This is changing as the XML standard is being approved now by a Working Group of prominent Government and University Offices of Technology Transfer (OTTs). We've had R&D orgs support us already and that number is growing rapidly.

<Q – Michelle Moore >: We are almost out of time but if you would please summarize BirchBob's objective?

<A – JFP/BD >: Our primary objective is to connect the International Technology Community for licensable technology and R&D projects with those offering facilities and expertise. We are developing this platform for an international audience consisting of; 1) Research Organizations that catalog technology available for licensing (patents, trademarks, copyrights, and other goodwill). 2) Licensee Organizations that are looking to acquire technology available for licensing. 3) Other parties that have interest in technology available for licensing.

And in conclusion, I would like to add that this concept is new to technology transfer offices, we are seeing a tremendous response already from research and development institutions who are

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listing with us and are very excited about the opportunity to make their findings easy to retrieve from anywhere in the world via the Internet.

<Q – Michelle Moore >: Thank you Mr. Datlof and Mr. Plucker and good luck with BirchBob.