

IP-Logistics: A Consortium




“Extracting Hidden Intellectual Property”


Shaping a 21st Century Supply Chain




**Patents represent what percentage of
the total U.S. intellectual property?**



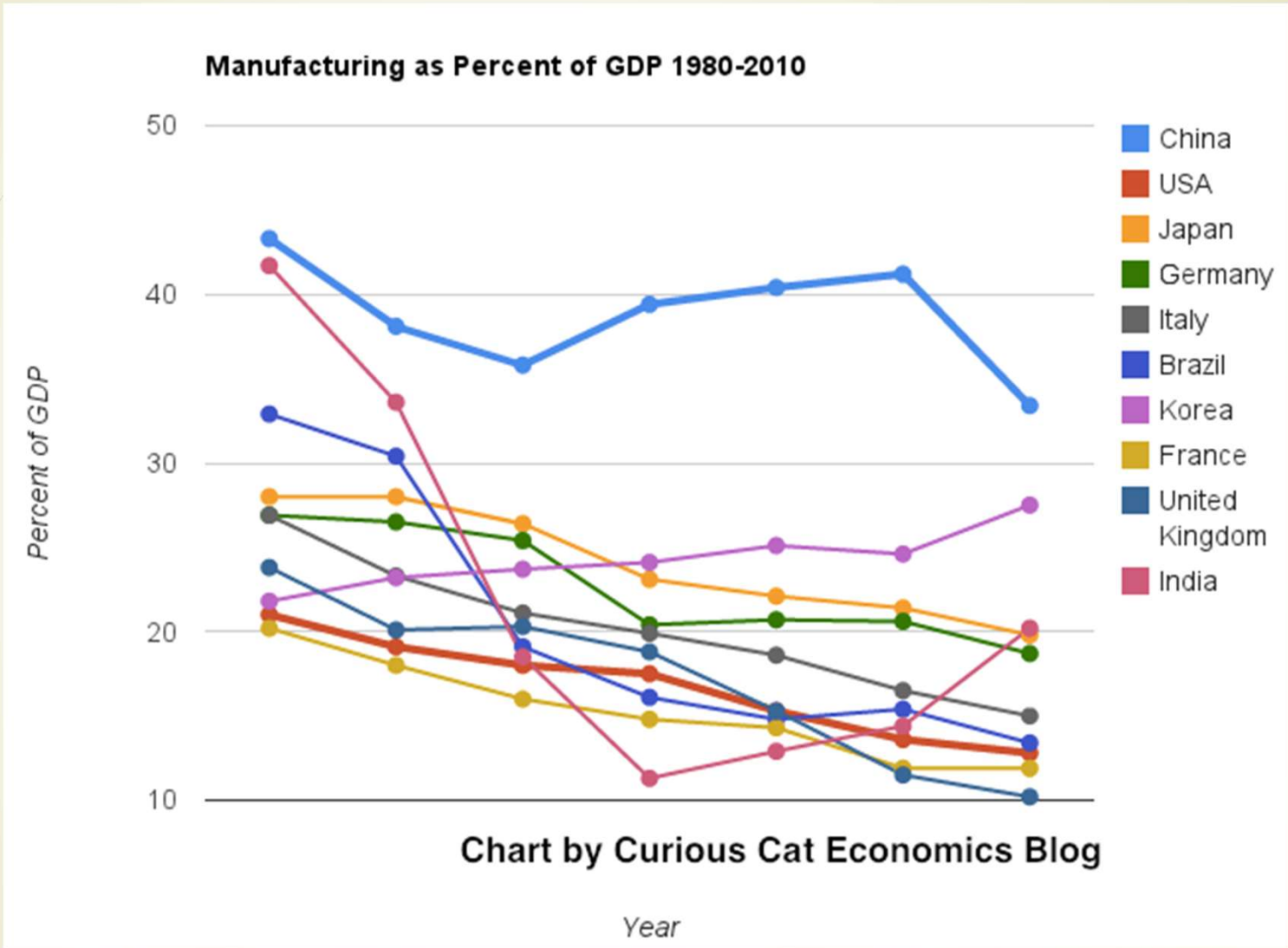
**What percentage of U.S. Government's
\$5.8 trillion dollar R&D investment since
1976 has resulted in new patents, jobs,
companies and taxable income?**




**In 1979, manufacturing
represented what percentage of the
total GDP for the U.S. and Germany?**

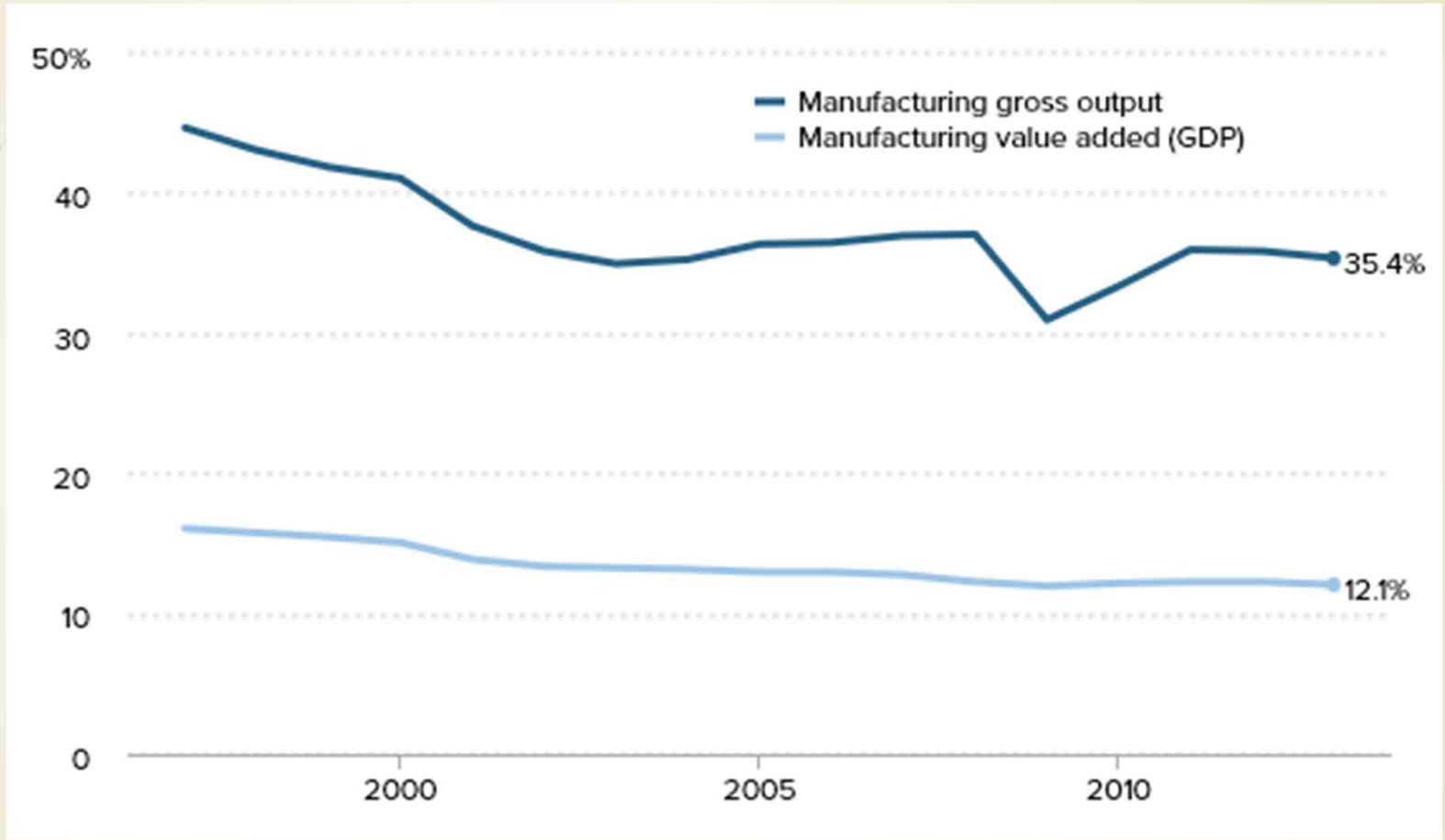


**In 2014, manufacturing represented
what percentage of the total GDP for
the U.S. and Germany?**





**In 2015, manufacturing plus services, i.e.,
accounting, legal, services, etc.
represented what percentage of the
total U.S. GDP?**






How would you define a “Primary Job”

versus

a “Secondary Job” in America?

Primary Jobs defined as...


“A product or service sold to a national market where the profits come back home to the local HDQ.



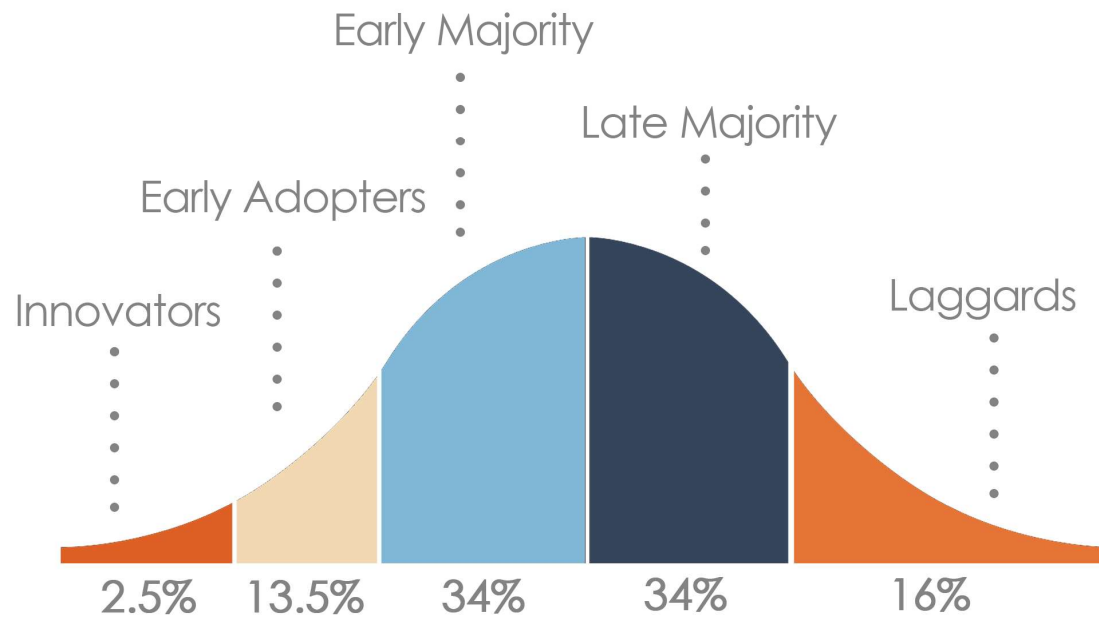
**Which segment of the American
economy is best positioned to scale
and create Primary Jobs?**



**How many manufacturing companies
with less than 500 employees
exist in the U.S.?**




**What percentage of those manufacturing
companies could be innovators
and successfully scale?**



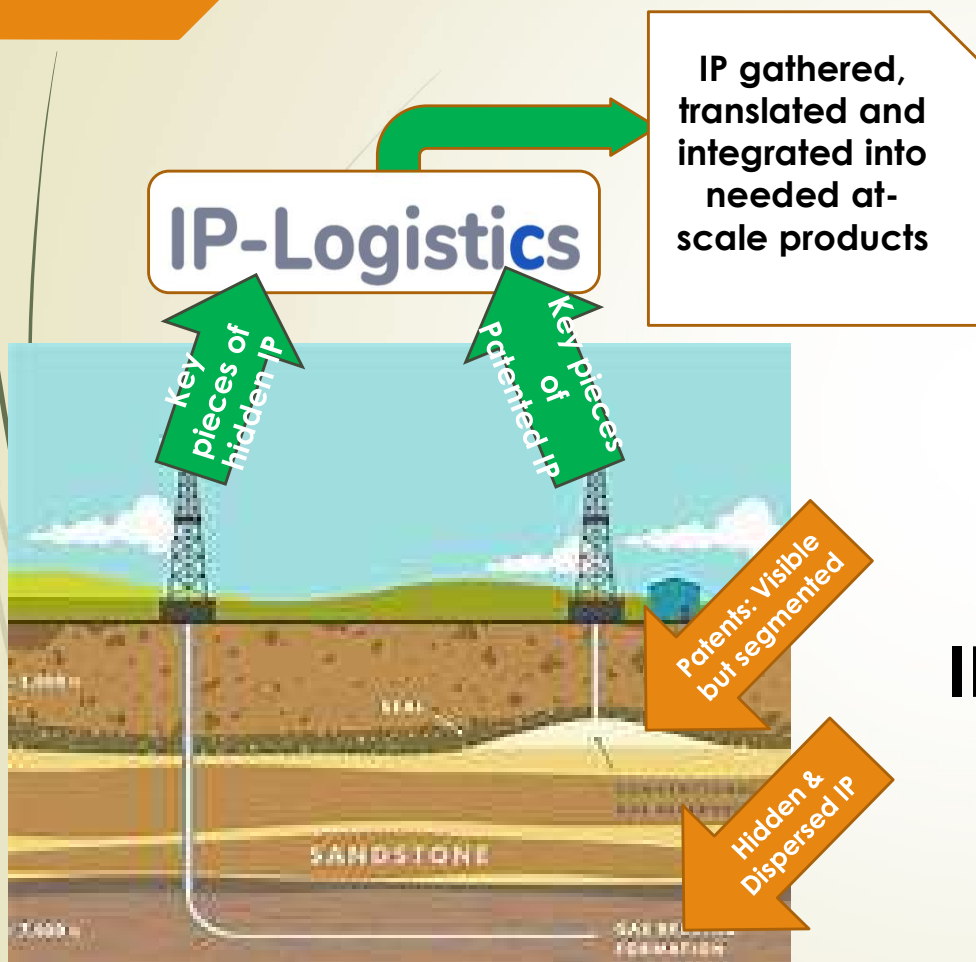
Rogers Diffusion Of Innovation Bell

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**Where will one find the reservoirs of
hidden intellectual property that could
be transferred across state borders?**

Locate & Extract “Hidden IP” for Integrated Solutions Emerging and Complex Needs




- **Universities** only patent inventions with known path to market and have more in notebooks & file drawers
- **Mid-Size companies** have many underdeveloped ideas and are limited by risk and personnel capacities
- **Would-be inventors** of products are daunted by the cost and a labyrinth of processes for IP protection, prototype construction, engineering and manufacturing
- **Corporations...** Experimental knowledge and formal trade secrets are all deliberately hidden to compete

IP-Logistics builds the “seismic” tools to detect and “drilling” technology to tap hidden reservoirs & release flow.



**What are the best methods to extract
hidden intellectual property (IP),
mingle IP and then refine IP into
integrated commercial systems?**




Where is the database of privately-held companies that can successfully scale by licensing integrated systems for either commercial or consumer markets?



“If anything imaginable is possible, if there are no constraints whatsoever, what would be the nature of a trustworthy organization to...

effectively facilitate the fair exchange of ‘integrated’ intellectual property including trade secrets?”

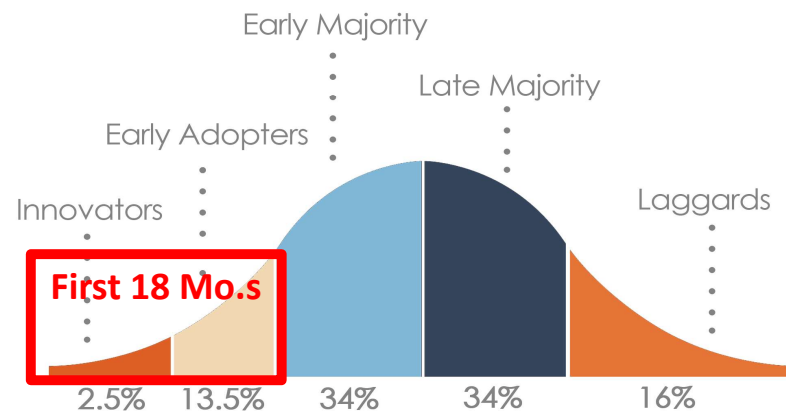
Adapted from Dee Hock, VISA



**Is this important to the future of the U.S.
economy and essential supply chain or
are we just “tilting at windmills?”**

Core Team's Focus: Engage the first 16% of stakeholders

- **John Fitzpatrick**...Electrical Engineer, industrial engineering consultant and industrial executive management with Harley Davidson and Indian Motorcycle Company. Teaches Cybersecurity...M.S.
- **Joe Rollins**...Founder and former Principal of the Springdale Innovation High School before joining the NWA Council to partner with constituents to innovate by creating formal and informal work-force related programs for K-12, higher education and professionals in Northwest Arkansas.
- **Greg Leman**...Industry product development with Dow Chemical after completing a Ph.D. in Chemical Engineering. At Baylor University, Greg was a clinical professor involved with intellectual property, start-ups and strategic decision making.
- **Dursun Delen**...Professor of Management Science and Information Learning at Oklahoma State University. Dr. Delen has a Ph.D. in Industrial Engineering and Management from OSU. He was a scientist with Knowledge Based Systems, Inc., focused on advanced analytics research projects funded by corporations and federal agencies including DoD, NASA, NIST and DoE.
- **William Wilkie**...Visionary regarding intellectual property and emerging economies in the 21st century. Ph.D. as well as an executive role leading a Tier I automotive supplier company. Bill's passion is invisible intellectual property and commercialization for primary job and headquarters creation.



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Founders are Prepared and Partnering

The Founders

The Tasks –

The founders share ownership regarding the impact of hidden intellectual property in the 21st century for Northwest Arkansas.

Partnering Connections

Dr. William Wilkie
Organizational psychologist, visionary on IP, executive for Tier I, recruiter/coach/owner.



Keeper of the VISION

Recruit staff & skunk-works leaders

- Vistage, Int.
- NIST-MEP
- Universities

Joe Rollins
Visionary, innovator, educator, networker for NW Arkansas as well as a patent holder.



Brand NWA... a national site for IP

Partner with Walmart supply chain

- NWA Council
- K-12 Education
- Universities

John Fitzpatrick
Electrical engineer, industrial consultant, executive and entrepreneur.



Leverage Vistage and MEP; Cognitive System for Mfg

Find & connect Design & Prototype Talents

- Vistage Facilitators
- Tulsa Influencers
- Cybersecurity

Dr. Greg Leman
Transformation leader in corporate, education, and entrepreneurial sectors.

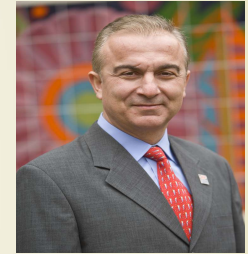


Apply cognitive systems to customer research

Build university network from existing IP base

- Baylor University
- Blueprints Lab
- Tremonti

Dr. Dursun Delen
Real-world knowledge discovery with data and text mining expert.



Apply AI and machine learning principles

Design algorithm, identify, & integrate hidden IP

- Oklahoma State University
- DoD, NIST & DoE
- AI National Associations



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