



" Today's Asset, Tomorrow's Value "



COMPANY PROFILE

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# PINTAS

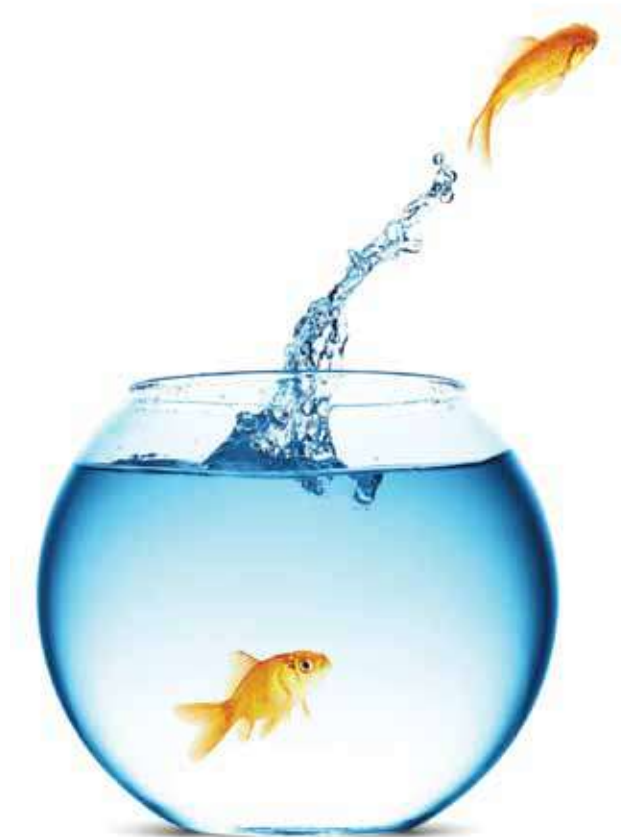
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**PINTAS** is a multi-disciplinary intellectual property boutique firm that provides customized solutions relating to patents, trademarks, industrial design, copyrights, trade secrets and other forms of intellectual property assets.

We have the vision and capabilities to help our clients to achieve business success through intellectual property rights. The essence of this vision is fully manifested in the company motto: "Today's Asset, Tomorrow's Value".

From concept to market, and every stage along the way, we protect, enforce, capitalize, and find ways to expand your intellectual property assets. We turn your ideas into valuable business assets.



*"I want to put a ding in the universe"*  
*Steve Jobs*  
*Co-founder & CEO of Apple Computer Inc.*

## PINTAS Vision:

To become a world class intellectual property service provider who leads through innovative solutions and unrivalled customer service.



*"The invariable mark of a dream is to see it come true."*

*Ralph Waldo Emerson  
US essayist & poet (1803 - 1882)*

## PINTAS Mission:

To help create, preserve and enhance our clients' value through intellectual property assets



*"If we did the things we are capable of, we would astound ourselves."*

*Thomas Alva Edison  
Inventor, scientist (1847 - 1931)*

## UNIQUE SELLING PROPOSITION

### The key to our success is twofold.

First, we have in our team highly experienced and qualified intellectual property professionals who provide quality and innovative intellectual property solutions to our clients.

Second, we provide highly responsive and personalized customer service with uncompromised integrity.



*"You have to learn the rules of the game.  
And then you have to play better than anyone else."*

*Albert Einstein  
US physicist; Nobel Prize in Physics 1921 (1879 - 1955)*

We serve companies and organizations in nearly every industry, from traditional manufacturers to high-tech multinationals and everything in between, including manufacturers, educational and research institutions, retailers and franchisors.

By developing and maintaining close relationship with our clients we could grow synergistically to attain our business success.



Our professionals provide a level of expertise that can only be achieved by a firm devoted exclusively to intellectual property practice. Our professionals hold graduate or post-graduate degrees in the sciences, engineering, law and finance, covering a comprehensive spectrum of disciplines.

We understand the special needs of technology-related companies, and their investors. This detailed knowledge and experience provides insight and a deep understanding of clients' needs which enables our attorneys to provide the highest calibre service in meeting our clients' intellectual property challenges, and leveraging their intellectual property rights.





Our IP practice groups are organised into three areas of focus, namely strategy, legal and finance.

## STRATEGY

*Business has only two functions - Marketing and Innovation.*

*Peter F Drucker  
US management guru (1909 - 2005)*



### IP AUDIT / ANALYTICS

Take stock of your and your competitors' intellectual property assets and capabilities by way of **PINTAS IP AUDIT / ANALYTICS**

### IP STRATEGY

Through **PINTAS IP STRATEGY**, we help to make intellectual property the center piece of your corporate strategy





## LEGAL

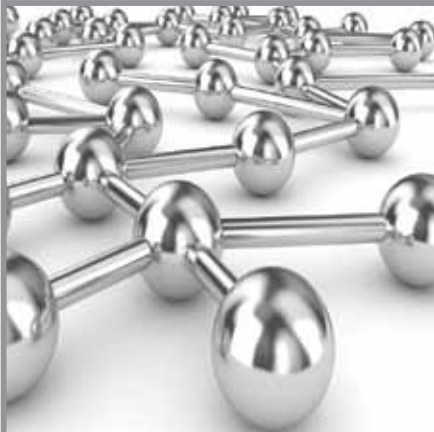
*The superior man, when resting in safety, does not forget that danger may come. When in a state of security he does not forget the possibility of ruin.*

*Confucius*

*Chinese philosopher & Reformer (551 BC - 479 BC)*

### IP PROTECTION

Under **PINTAS IP PROTECTION**, we help to protect your intellectual property assets in all your strategic markets and production bases worldwide



### IP STRUCTURE

**PINTAS IP STRUCTURE** helps IP owners to set up a most favorable and tax efficient corporate structure to own their IP assets

### IP ENFORCEMENT

**PINTAS IP ENFORCEMENT** helps IP owners to proactively protect your profit margin and market share from copycats through effective enforcement tactics



## FINANCE

*Not everything that counts can be counted, and not everything that can be counted counts.*

Albert Einstein  
US physicist; Nobel Prize in Physics 1921 (1879 - 1955)



### IP FINANCE

Under **PINTAS IP FINANCE**, we raise funds through securitization of your IP assets.

### IP TAX

**PINTAS IP TAX** helps turning your IP assets into tax planning tools.



### IP VALUATION

Under **PINTAS IP VALUATION**, we trace your revenue back to your IP Assets in order to account fairly and accurately the value of your IP assets.



# PINTAS



-  Joint Venture Office
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