

Big Corporation (BC) Technology Acquisition Chart

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Unsolicited Technologies Submitted to BC

BC Expresses Interest
Normally only happens in situations in which the submitter knows somebody inside BC or BC was already aware of the technology and had some pre-established interest

BC Has No Interest
99.5 percent of all submittals are thrown in the trash unread or returned to submitter with letter saying the submitter will have to sign a document giving their technology to BC before they will look at it unless it is patented.

True Interest
BC is truly interested in evaluating the technology for potential use

Legal Interest Only

Non Disclosure & Confidentiality Agreements
BC Tries to get the inventor to sign away all or part of their rights just to get BC to look at the invention.

Discredit the Device
BC is purely interested in testing and discrediting the device due to product liability lawsuits against them for not using the device. Sometimes called litigation testing.

Bury the Device
BC want to license and shelve the technology for legal purposes, or to prevent cannibalization of existing sales.

Evaluates Technology
Testing of the technology

Fails
Technology is rejected due to poor performance, manufacturing problems, endurance, no real use for it now, or a host of other problems

Passes
BC is interested

Evaluate Intellectual Property
How broad are the patent claims? Is there any pre-existing art that can be used to have the patent declared invalid? Was the invention in public use over a year before the patent was filed? Can BC get around the patent?

Weak Patent Can be Circumvented
Inventor is sent rejection notice and BC proceeds to produce their own totally legal version of the invention

Strong Patent Cannot be Circumvented
BC chooses one of three paths

BC Elects to Steal the Idea Anyway.
Patent suits are incredibly expensive. Most inventors cannot afford to challenge BC in court. Inventor is sent rejection notice. Anything incriminating is shredded or destroyed and BC proceeds to copy the invention.

BC Elects to License the Idea
BC will point out weaknesses in the invention, tell the inventor it will cost BC a fortune to develop and tool for producing the invention, tell the inventor how poor BC is right now. BC will attempt to negotiate an EXCLUSIVE license with no upfront money, no bonuses for making certain quotas, and no minimum payments. BC will not reveal any ideas they have for improving the device OR the fact they plan on having it made in China where it will most likely be copied by pirates that will be very costly and hard for the inventor to stop.

BC Elects to Joint Venture
BC foresees need for ongoing help, guidance, and assistance from inventor and inventor's technical team. A joint venture is formed in which both groups participate and bear the risks together. BC will try to put the profits on their side and risk on the inventor's side.

Please note, we are not saying BC's are evil. We are just saying if you submit an invention to a BC, they are most likely following a process that looks something like this chart.