

RightHub[®]

It's time to define a new category:

Collaborative
Intellectual
Property
Infrastructure

RightHub[®]

Infrastructure
for protecting
ideas!

PEOPLE AT
RIGHTHUB

70+

We're an experienced world-class team of diverse individuals and backgrounds

OFFICES IN
THE WORLD

05

Our offices are located in United Kingdom, Sweden, Denmark and United States

CUSTOMER
ORGANISATIONS

1,7k

Across law firms and corporates spread over the world and continuously growing

ACTIVE AGENT
NETWORK

800+

Law firms around the globe actively making transactions on RightHub right now

Vision & Mission

01

Vision

To build the infrastructure for protecting ideas!

& Mission

(So)

We are building a collaborative and inclusive platform that connects forward-thinking creators and IP professionals everywhere.

The IP Industry

02

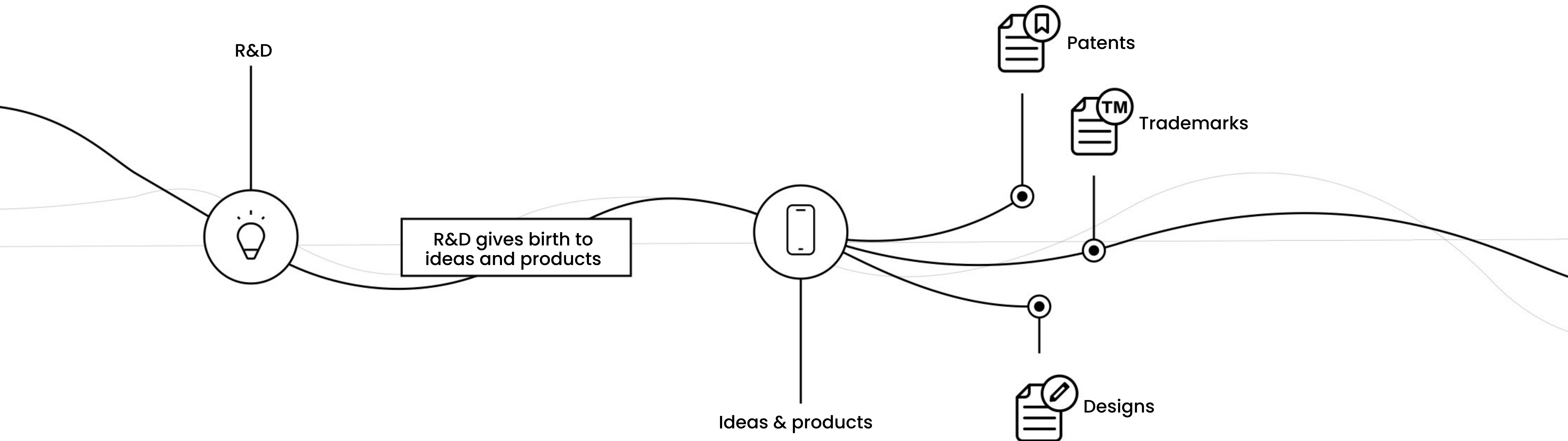
Intellectual Property is the lifeblood of Innovation & Branding

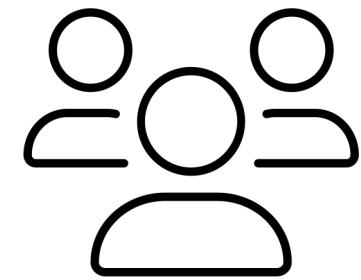
Different types of IP rights

- Patents (the technical solution)
- Trademarks (the brand)
- Designs (shape of the invention)
- Copyrights (creations)
- Trade secrets (never published)

Different application areas

- Physical world
- The internet
- AR/VR world
- Space



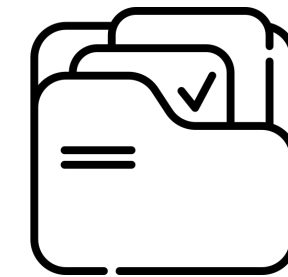


Community & Network

Get connected

The worlds first social platform for Intellectual Property Professionals across segments and geographies.

- Social activity feed
- Jobs & Events board
- 22k people profiles
- 7.5k Law firm profiles
- 500+ active daily users
- Chat & Notifications
- News feed
- Academy

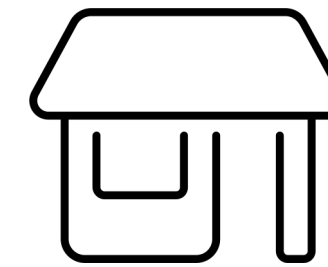


Portfolio Management

Complete case management

A revolutionary operating system accessible to everyone in the innovation lifecycle.

- IP lifecycle case management
- Advanced dashboards & reporting
- Client portal access
- Workflow management
- DMS
- Docketing Automation

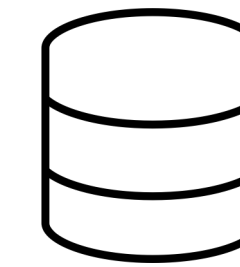


Marketplace

Buy and sell services

The first ever open access IP platform for consumers and producers to work together and transact.

- Marketplace (Buy and Sell IP Services)
- Quoting & Pricing
- Payments & Billing
- Tracking & Communication
- Call to actions
- Partnerships



Data

Everything at your fingertips

Instant access to every public Patent and trademark globally.

- Advanced IP analytics
- Access to over 130m Patents & 140m Trademarks
- Instant portfolio creation/onboarding
- Data verification services



Knowledge

Knowledge is power

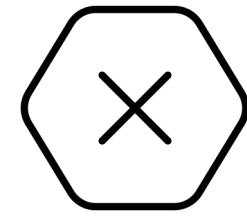
Every global IP Rule, law & Cost. All together in one single place, surfaced across our entire platform.

- Laws and rules
- Costs & Fees

The Problem

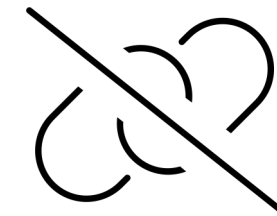
03

The way IP is obtained, maintained and enforced is fragmented and broken!



Poor data quality

No data standard. Manual sharing through email or letter. Risk of IP security breach, loss of rights and business revenue



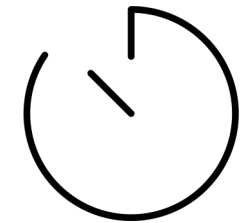
Fragmented management

Many legacy systems and static documentation, no connecting infrastructure, lack of APIs



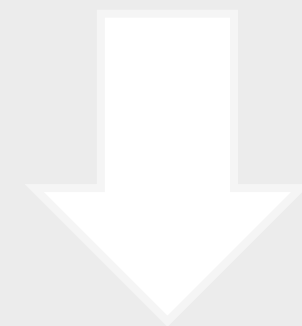
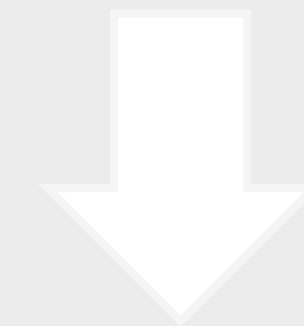
Manual workflows

Email based communication, cumbersome work processes with heavy data entry processes



Resource loss

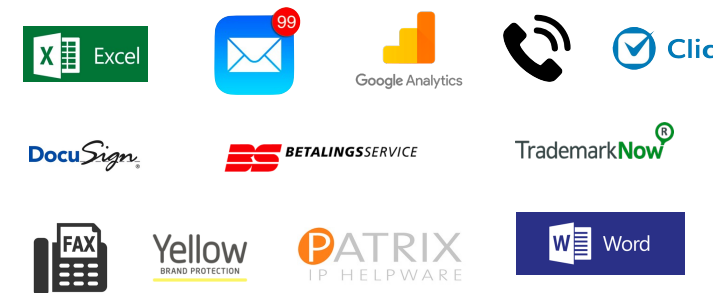
Time-consuming manual handling of transactions and and cross-border payments in a separate, external workflow



84%
of company value represents IP

Don't lose it!
Mistakes can cause significant negative business impact

7
software products is the average use by IP owners

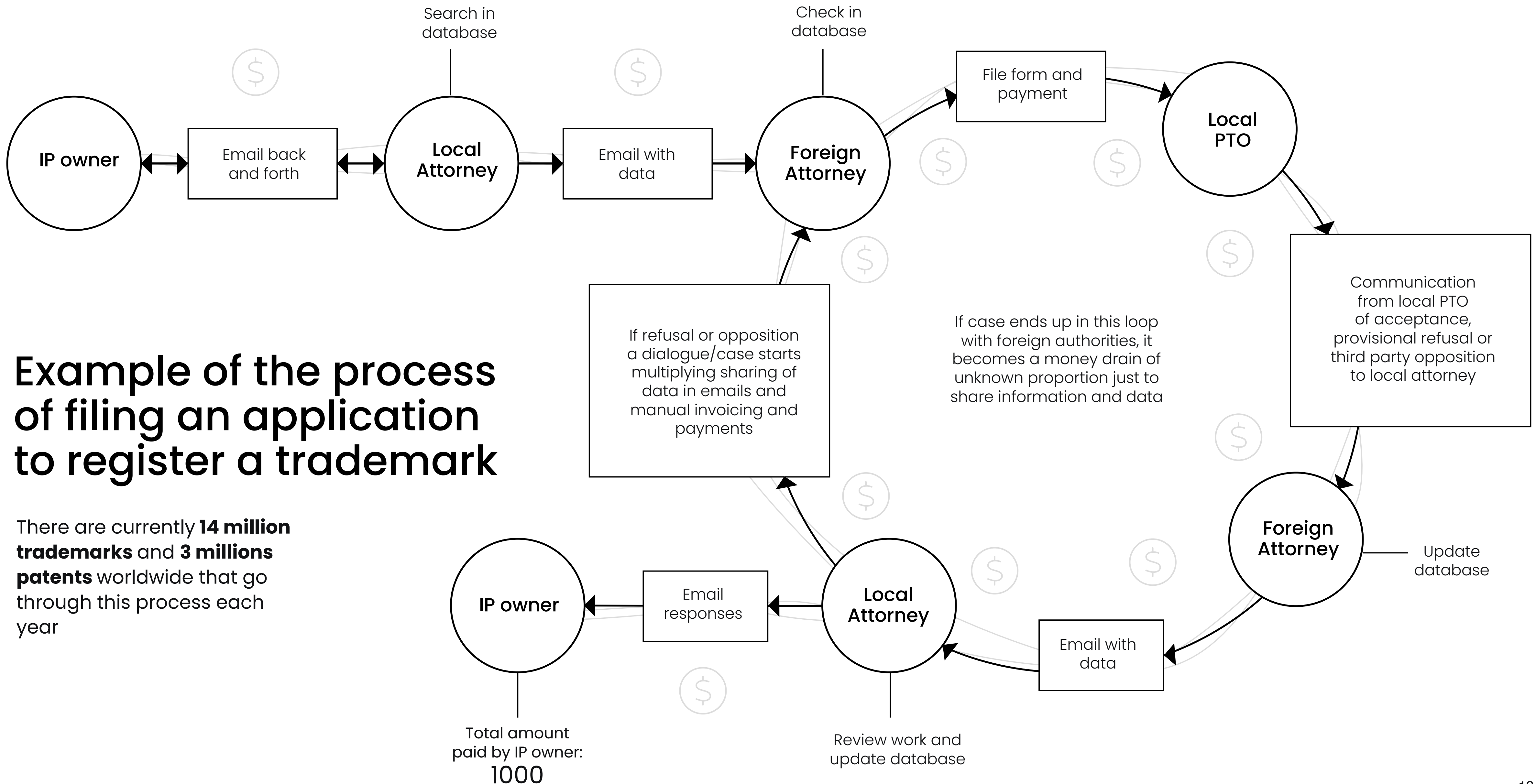


50
interactions needed for one filing

A simple IP filing/renewals process requires 50 interactions across multiple stakeholders and systems

€300-1,000
in overhead cost for a typical IP renewal

With RightHub for the same IP renewal, it is only €30-100.



Example of the process of filing an application to register a trademark

There are currently **14 million trademarks** and **3 millions patents** worldwide that go through this process each year

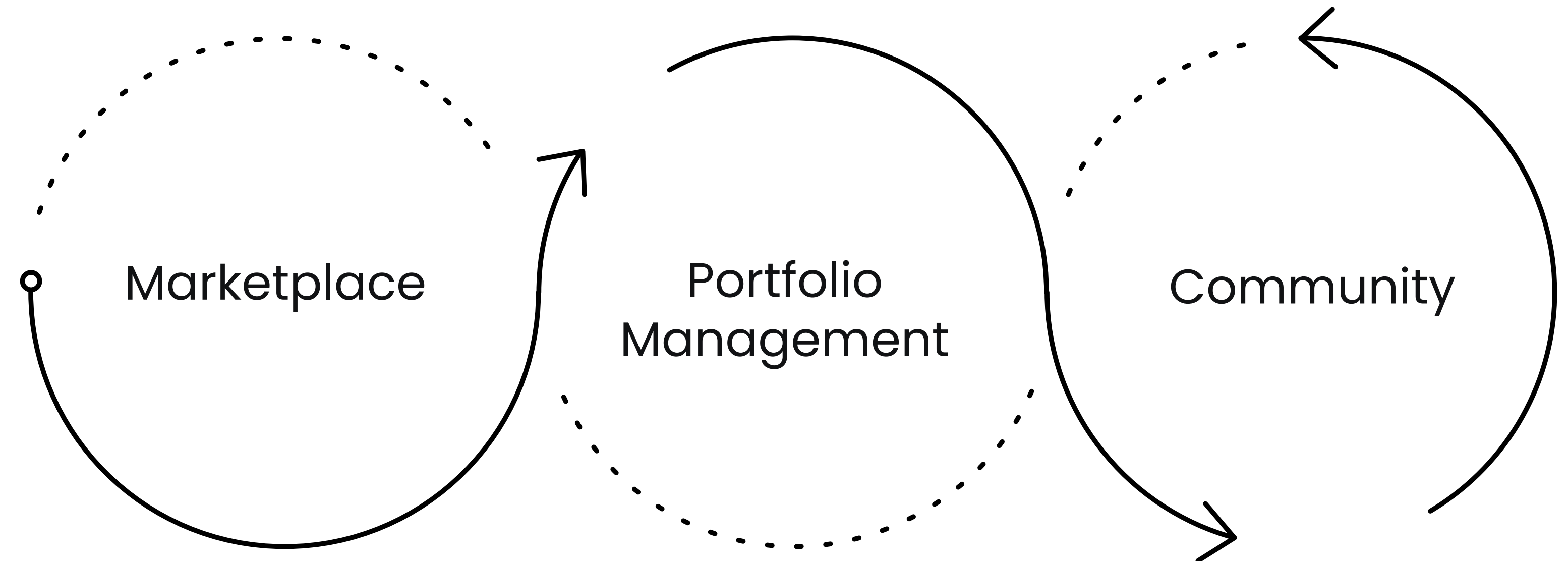
The Solution

04

The Three Platform Pillars

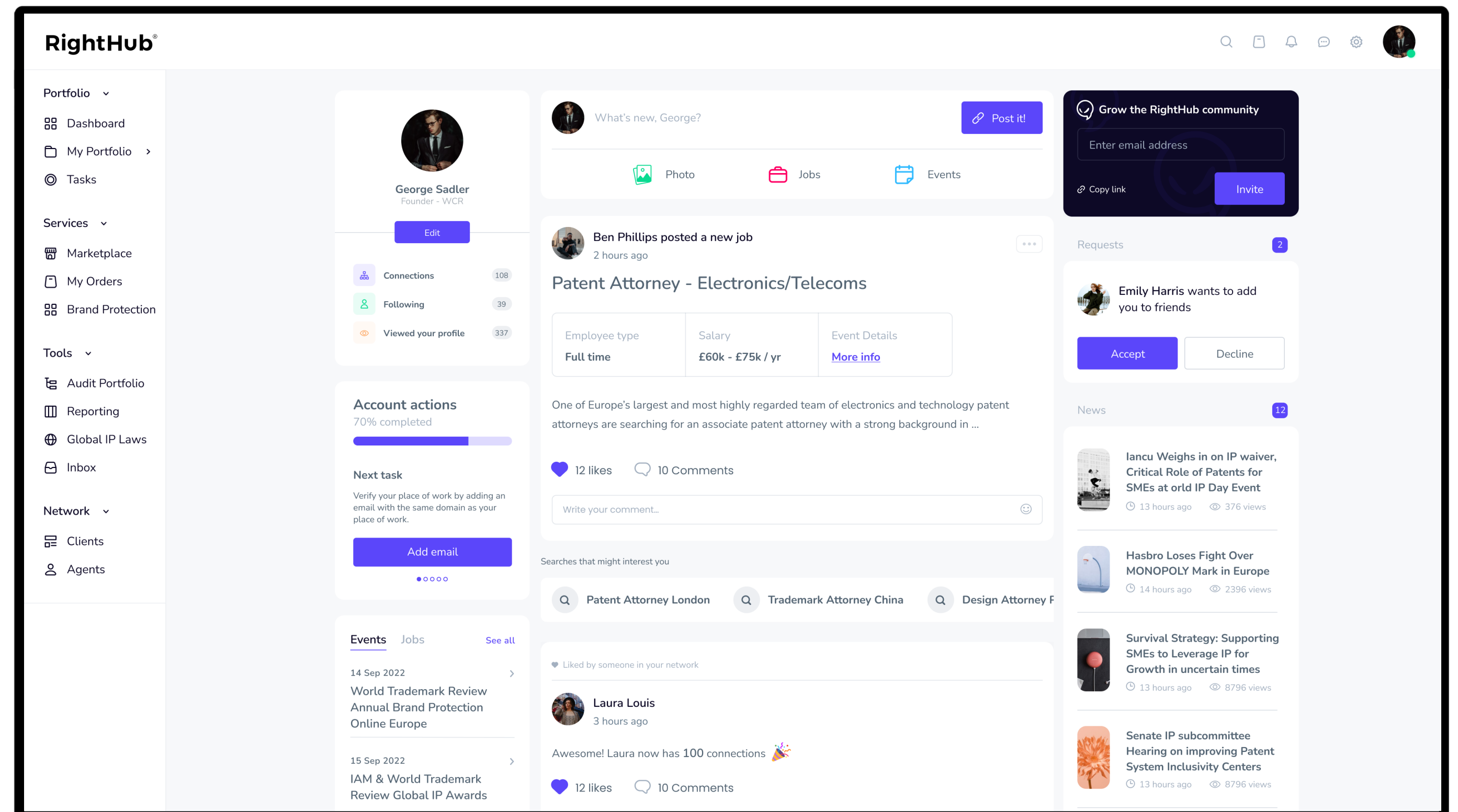
The first, true platform for the IP industry

- Data driven (creating the industry data exchange standard)
- Connects all relevant stakeholders
- Making IP available for everyone, in an easily-consumable way
- Simplifying transactions between all participants
- Removing risky and costly admin within IP Portfolio Management
- API driven and open for 3rd parties to participate



Community

- Brings together industry stakeholders
- Allows any service provider to create presence and market their capabilities
- Allows IP owners to find the right service provider
- Provides insight into each stakeholder
- Provides legitimate and verified data of each individual and service providers



The screenshot displays the 'Renew Ripple Glass' interface in RightHub. The main content area is titled 'Renew Ripple Glass' and includes a progress bar with four steps: STEP 1 Preparation (completed), STEP 2 Processing (current), STEP 3 Verification, and STEP 4 Renewal report. Below the progress bar, the status is 'Waiting for PTO processing' with a sub-note: 'Waiting for PTO to process renewal application. Upon receiving renewal confirmation from PTO submit amendments to IP record data below.' The 'IP Record Details' section shows a table for 'Ripple Glass' with the following data:

Renewal date	Client	Registration number	Registration Date
29.11.2021	FERM Living ApS	DM/093 798	29.11.2016

Below the table are links for 'Download PDF' and 'Official Record'. A checkbox labeled 'Renewal confirmation received from PTO' is present, and a 'Continue to verification' button is at the bottom right. The right sidebar contains a 'Communication' section with a 'Write a comment' input field and a 'Files' section with a 'Drop files or click below to upload' area and a 'Share files' button.

Marketplace

- Maximize output from R&D investments by minimizing admin cost
- Allows any type of IP transaction to take place and be tracked
- Facilitates payment for simplicity and certainty for all parties involved
- Financial solutions for service providers to improve cashflow
- API's to integrate with any external software products

Portfolio Management

- Manage IP portfolios from idea, through search, filing, registration, renewal, monitoring and enforcement
- Collaborate internally and invite external stakeholders to collaborate with you
- Little to no data entry
- All transactions initiated and fulfilled with a click of a button

