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### **About Fantastic IP Consulting and Its Founder Eduardo Drake**

Fantastic IP Consulting was founded in 2011 by Eduardo Drake, with the sole focus of adding value to businesses, by not only designing and building strategic patents and other legal instruments that seek to capture competitive advantage and preserve profit margins, but also counseling on IP risk management, due diligence, and licensing issues. Eduardo Drake brings a creative and enthusiastic perspective to his work, viewing his role as trusted advisor and advocate to include equal parts diamond cutter, executive coach, teacher, and entrepreneur.

Seasoned through 20 years of lawyering and five years of engineering, Eduardo has worked with a wide variety technologies over his career, including information technologies, computer software, business methods, medical devices, and consumer products. He's also enjoyed the good fortune of being recognized as a Minnesota Super Lawyer for 8 years. Eduardo is a former shareholder in the law firm of Schwegman, Lundberg, & Woessner. During his 13 years at Schwegman, Eduardo worked with, learned from, and advised the in-house patent counsel of marquee companies such as Intel, HP, Honeywell, Gateway, Anderson Consulting, General Electric, Thomson Reuters, Micron Technology, Cardiac Pacemakers (now Boston Scientific), Cisco, and Microsoft. The firm, during this time, also earned 15 top-ten national rankings for the quality of its patent work.

Before joining the legal profession, Eduardo worked as an engineer at General Electric Aerospace Electronics, designing radar systems and infrared-search-and-track systems. Eduardo earned his law degree at the University of Virginia in 1994.

In addition to his passion for law, technology, and business, Eduardo is a devoted father of four: former U.S. Marine Patrick Downs, recent college graduate Bradley Downs, and seventh-grade twins Carson and Elaina Drake. He also enjoys yoga, snowboarding, and board games, and is currently nurturing the seeds of two non-law-related startup businesses.

### **II. Pricing and Values**

At Fantastic IP Consulting, we believe that our business partners should know the price of the meal before they eat it. Therefore, we're committed to articulating the scope and price of

work before starting any project, and if necessary using a change-order process to ensure no-surprise invoicing. To that end, we offer a detailed menu of fixed-price service packages for your consideration.

We also know that business ventures are living, breathing, dynamic enterprises operating in an ever-changing world. This means that even the best advice and protective strategies and tactics can easily grow stale and ineffective in the face of adaptive competition and new opportunities. We, therefore, encourage our business partners to see IP protection and related counseling as a continuous process, rather than a stand-alone event or milestone. Accordingly, you'll see that one or more of the security service packages on the menu include built-in consultation options to ensure that you ask questions as they arise and update us with information about your ventures. We believe these on-going consultation options are a great mechanism for not only boosting your IP IQ, but ultimately creating a true collaborative partnership that contributes to your massive success.

We're particularly excited about working with entrepreneurs that are fired up about what they're bringing to the world and want to go fast. To this end, one or more of our service packages leverage the relatively new Track 1 (Fast Track) accelerated examination program at the Patent Office. The program essentially moves you to the head of the line for examination, cutting the pendency of your application down from the average of 32-36 months (across all technology groups), to 12 months or less. In May 2013, one client who purchased this package received a Notice of Allowance (approval of their application) from the Patent Office, 7 months after filing in November 2012. We can't promise you these results, but we can say that if you think the chance of having a patent in hand within 12 months of filing is a great way to curb copycat competition, to get investors or M&A partners fired up about investing in your business, to get other companies to pay you licensing fees for your innovation(s), or to build excitement and momentum across your team, then you should look seriously at one of our fast-track service packages.

You may have noticed that our name and logo are different. This is no accident. They signify to us and the world that we're committed to being a hero to our clients, to being a new kind of firm: One that's as fired up about creating value in the world as the entrepreneurs we serve. One that's committed to delivering wisdom, imagination, and enthusiasm in all its offerings. And one that stands behind all its services with a 100% satisfaction guarantee.

In closing, I thank you for this opportunity to be of service, and invite you to call, Skype, or write me at [Eduardo@FantasticIPconsulting.com](mailto:Eduardo@FantasticIPconsulting.com) with any questions or concerns you have. We look forward to giving you peace of mind, adding value to your venture, and contributing to your massive success, in any way we can.

Very truly yours,

A handwritten signature in black ink, appearing to read 'Eduardo E. Drake', with a large, stylized flourish at the end.

Eduardo E. Drake  
Founder, Reg. Patent Attorney  
Fantastic IP Consulting, llc