

A Strategic Approach to IP

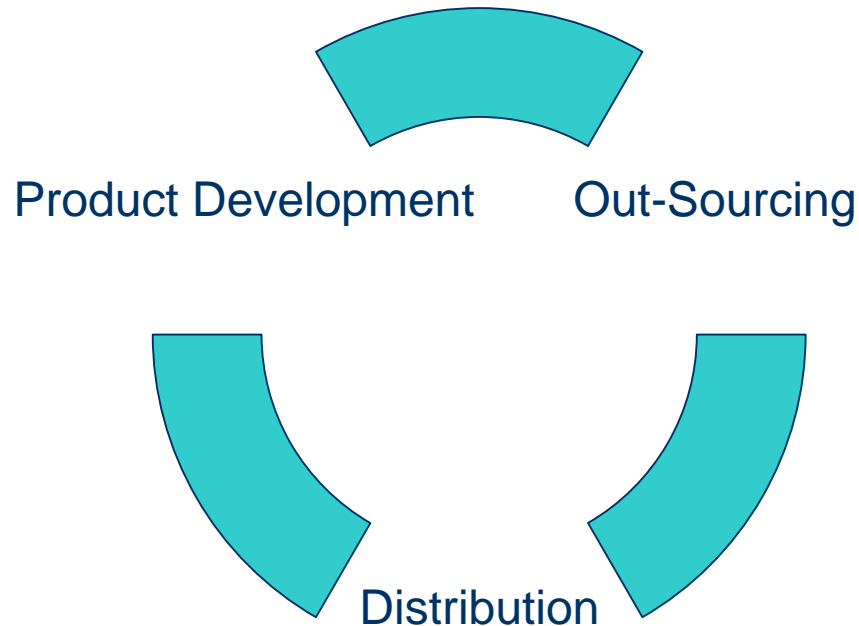
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My background

- Law & Politics
- Matsushita
- Synopsys
 - Core technology provider to Boom
 - First hot IPO of '90s
 - Same venture people did e-Bay, Ariba
 - 10x growth with sustained profitability
 - Corporate Venture Fund
- Early Stage

IP Flow is Integral to U.S Asia Business



Legal Remedies Will be Inadequate

- Cadence – Avant!
 - Four years later
 - Irretrievable market share
 - Customers don't care
- Borland-Symantec

Need to move Upstream and think Systems

- Involve Lawyers Earlier
- Integrate your thinking
- Three Systems Level Approaches
 - Cisco
 - Omniva
 - Pro-Tec Data