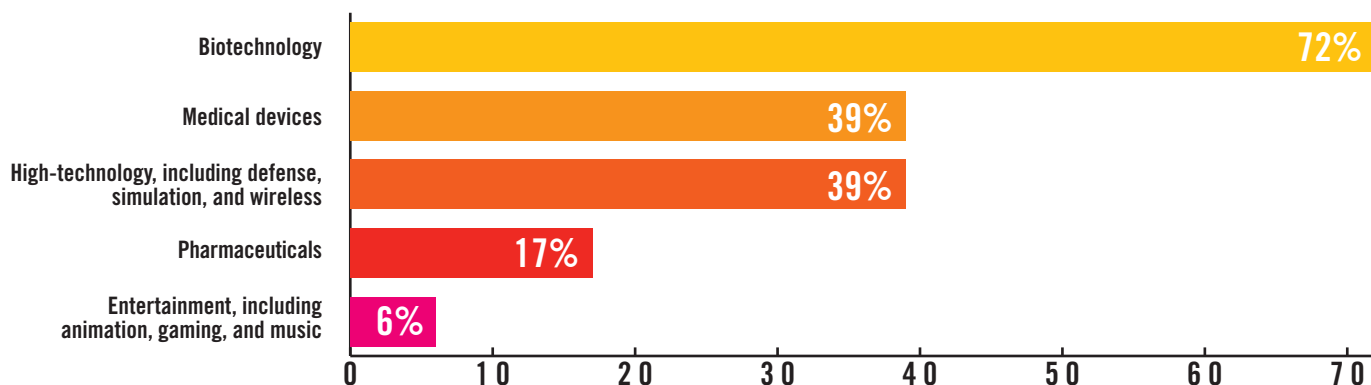




2008 Florida IP Flash Poll Results

Florida's New Economy

In your opinion, which of the following areas will see the most growth in Florida in the next two years?*

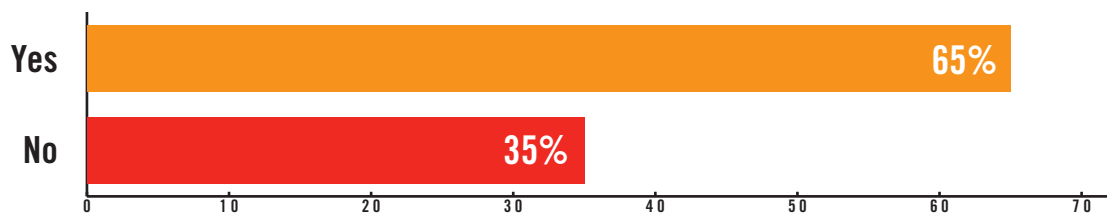


*respondents asked to check two

It is clear biotechnology is the next economy in Florida, with the state spending close to \$1 billion to attract research institutions and biotechnology companies sprouting up throughout the state. The medical device industry also is transforming with Florida's biotechnology boom due in part to the growing overlap between the medical device and biotechnology spaces with new drug delivery systems.

Protecting Intellectual Property

Does your company currently have processes in place to adequately protect your intellectual property (IP)?



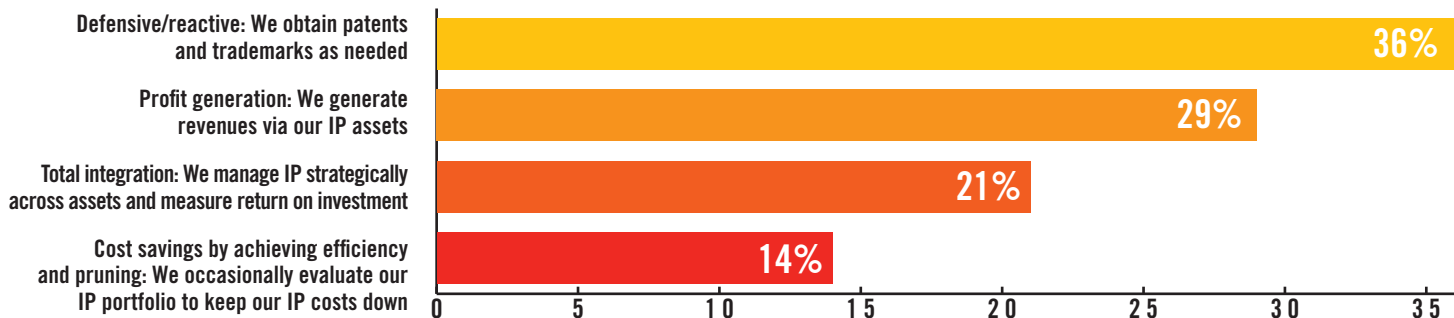
Although nearly two out of three respondents indicated they are adequately protecting their IP, anecdotal evidence shows that may not be the case. Many businesses underestimate the importance of having procedures in place to protect their IP. In a state like Florida, with so many start-ups, this can be a critical miscalculation.



Florida's Innovation Boom: Achieving Growth Through IP

Characterizing an Approach to IP

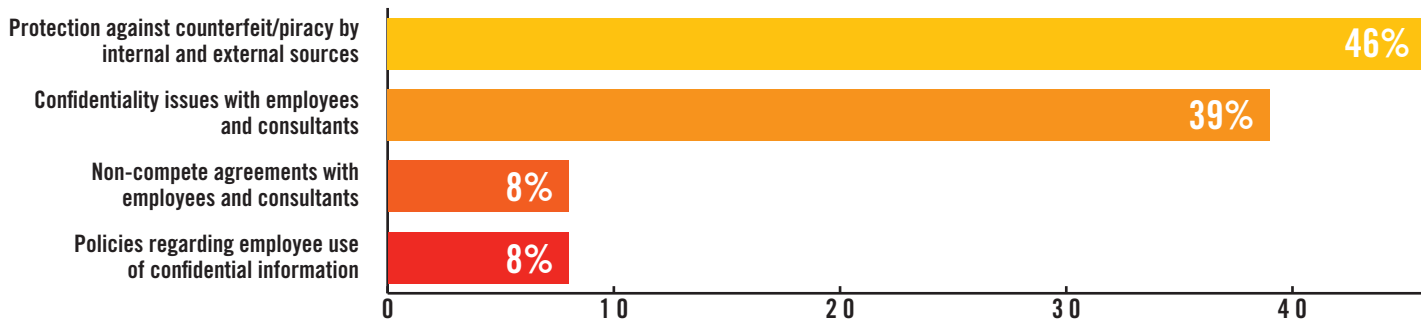
Which of the below do you think best characterizes your company's approach to IP?



Many companies take a defensive/reactive approach to their IP, obtaining patents and trademarks as needed. However, companies that follow this path often overlook key opportunities with their most important product line and can be blindsided by outside factors from the marketplace. Total integration is not about spending more on IP, but stepping back to look at a business as a whole.

IP Issues When Doing Business Overseas

What IP issue has you most concerned when considering doing business overseas?



Nearly half of respondents said the most important issue is protection against counterfeit and piracy by internal and external sources, while about 40 percent said confidentiality issues with employees and consultants. Fewer than 10 percent of respondents said non-compete agreements. In a state like Florida, with its proliferation of start ups, non-compete issues are crucial. Businesses need to assume at the point of hire that this person eventually will leave and take critical company information with him or her.

For More Information

For more information about this survey and its results, please contact your Foley attorney or Anat Hakim at ahakim@foley.com.

Foley.com



Methodology — Foley distributed the flash poll to potential attendees in advance of the conference Florida's Innovation Boom: Achieving Growth Through IP, held in April 2008. A total of 21 responses were received. Due to rounding, not all totals will add up to 100 percent.

BOSTON • BRUSSELS • CENTURY CITY • CHICAGO • DETROIT • JACKSONVILLE • LOS ANGELES • MADISON • MIAMI • MILWAUKEE • NEW YORK • ORLANDO
SACRAMENTO • SAN DIEGO • SAN DIEGO/DEL MAR • SAN FRANCISCO • SHANGHAI • SILICON VALLEY • TALLAHASSEE • TAMPA • TOKYO • WASHINGTON, D.C.

©2008 Foley & Lardner LLP • Attorney Advertising • Prior results do not guarantee a similar outcome • Models used are not actual clients but are representative of clients • 321 N. Clark Street, Suite 2800, Chicago, IL 60610 • 312.832.4500 • 08.4642