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## PRESS RELEASE

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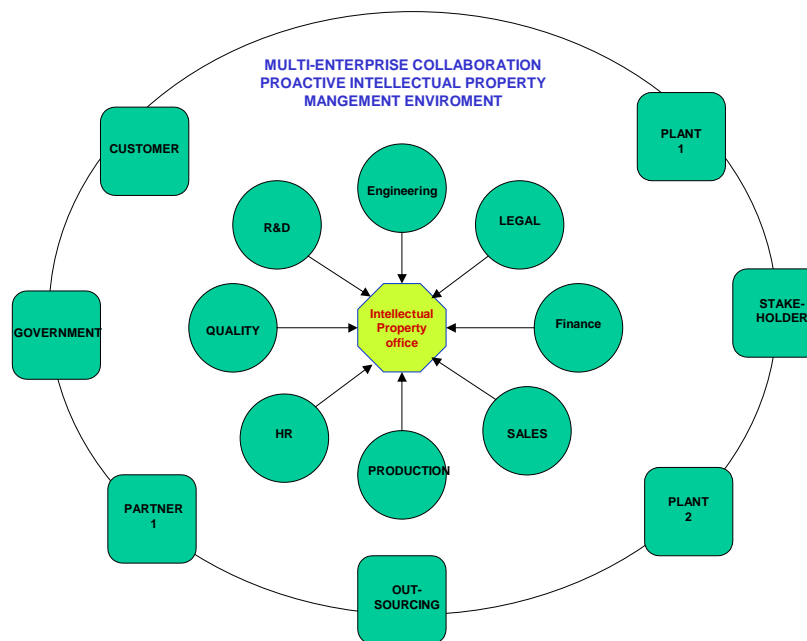
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### **PWR-Consulting Establishes New Consulting Practice:**

#### **Intellectual - Property (IP) - A Powerful Tool for Economic Growth.**

PWR-Consulting has established a new Intellectual Property Practice. The focus is on the use of Intellectual Property (IP) which is a powerful tool for economic growth. An IP item is not the product itself, but the special idea behind it. Intellectual property is, then, the way an idea or concept is expressed, and the distinctive way it is named and described. The word "property" in the term intellectual property is used to describe both physical and intrinsic things of value. IP ownership is important because experience has shown that potential economic gain provides a powerful incentive to innovate. Inventors, labor unions, government, and other organizations, are very concerned about the loss of U.S. technological competitiveness, patent rights, trade secrets and good jobs, however, we must acknowledge at the outset that, for most employees, intellectual property is either an unknown, misunderstood, or mysterious term.



## **Why You Need This Service**

Ask any company if they realize the importance of managing their Intellectual Property in today's highly competitive global economy and they will strongly answer in the affirmative. However, in too many cases if you were to ask most employees, including the senior staff, generically what are today's key intellectual property components, they often tell you that Intellectual Property is something that their legal staff worries about and includes such things as company patents and trademarks. This is a serious flaw in understanding and developing intellectual property as a tool for company growth. Employees must understand the importance of the many types of intellectual property. Today's IP issues and scope only comes to the attention of executive and employee when they are unexpectedly stung with a crippling lawsuit when they least expect it.

## **Why Do So Many Corporations Get Into IP Problems?**

There are too many costly intellectual property lawsuits clogging up the court systems draining corporate litigation accounts all over the globe. It is surprising how many corporations are caught unawares because of their narrow definition of what they consider intellectual property. A misunderstanding of the true value and scope of what is actually the extent of their company-wide IP resources accompany the reason for this gap in understanding.

Too narrow a view of the items constituting a complete IP program, a lack of knowledge, and a reactive style of program management often ignores important high value IP items such as licenses, product specifications, designs, manufacturing processes, software source code, trade secrets, competitive programs, proprietary software application, multi-collaboration design issues and even new product development issues. Unfortunately, this lack of awareness and education in matters of IP is all too typical and therefore most companies are ill prepared to not only respond from a legal point of view, but they are likely not taking advantage of the total worth of the IP resource capability available to them for a competitive advantage. Microsoft, for example, values its significant IP and records it as a high dollar asset on its books.

## **IP Also Results From Innovation Based on Existing Knowledge**

Intellectual property growth can also result from innovation based on existing knowledge. It is the result of creative improvements on what has worked well in the past, or of creative new expressions of old ideas and concepts. Building employee awareness of the role of IP is key to fostering a broad understanding of, and respect for, IP as a competitive tool. Employees must be made aware of intellectual property as one of the few remaining sources of competitive advantage in the global economy; many high-tech firms are currently seeking to undermine the intellectual property rights of inventors within the United States. PWR-Consulting has the knowledge necessary to aid its client in maximizing IP value from existing knowledge by focusing on both knowledge worker and transaction worker through business process value and technical expertise.

One IP area especially rich for boosting corporate value and for creation of new products and ideas is content management. Yet, content management is one of the least understood areas of IP by employees. Global content piracy cost businesses \$30 billion-\$35 billion worldwide according to a new report from the International Intellectual Property Alliance (IIPA). And that is without Internet piracy, for which the group says is so large it cannot yet get "meaningful" figures. The IIPA comprises seven trade associations for copyright-related industries. IIPA presented that and other findings in a report to U.S. Trade Representative Rob Portman as part

of his annual review of copyright piracy. With respect to software, Business Software was worst hit in Russia, according to the IIPA, with losses of \$748 million. The piracy situation in China, the world's worst offender, remains "dire," the IIPA said. Copyright violations in China are estimated to have cost U.S. businesses \$2.37 billion (euro1.99 billion).

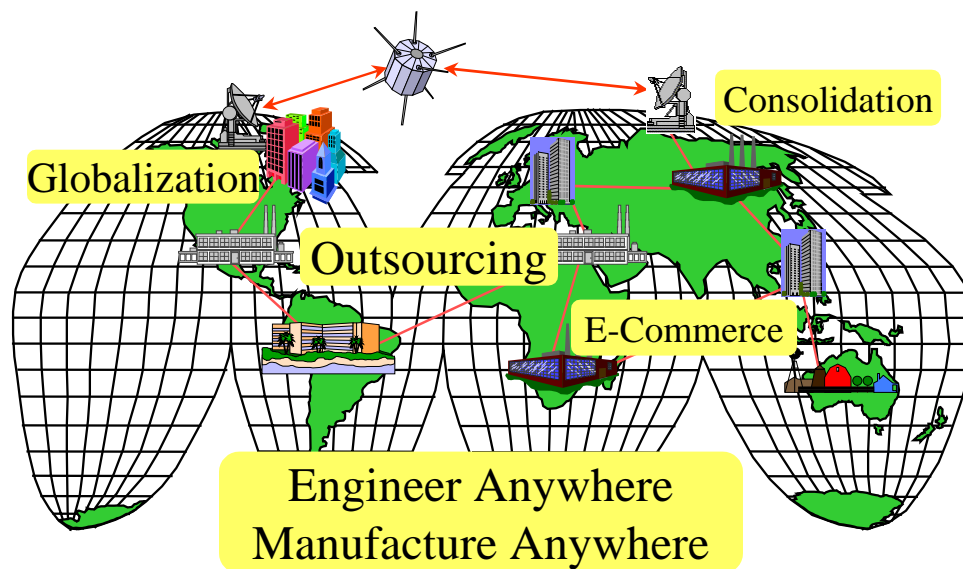
In addition to putting a number of countries on watch lists for their respective copyright protection practices, or lack of them, the group suggested seven priorities for the U.S. government:

1. Effective and deterrent enforcement,
2. Internet piracy, electronic commerce and treaty enforcement,
3. Optical disk piracy (includes software),
4. Piracy by organize crime,
5. End-user business software piracy,
6. Piracy of books and journals, and
7. Free trade agreements

All are areas requiring improved global protection standards are included in PWR-Consulting practice. Each of these areas will also continue to need surveillance and IP protection as companies continue to embrace outsourcing, e-commerce, and engage in great or collaborative engineering.

PWR-Consulting Executive IP Services

## Business Trends



Strategic alliances became popular as a way of coping with global market competition, and the value of M&As worldwide has, according to The Economist, continuously increased from U.S. \$0.5 trillion in 1990 to U.S. \$3.5 trillion in 2000. PWR-Consulting covers each of the areas in

above graphic in its IP education programs and hands-on consulting practice. PWR-Consulting provides complete management consultation in this sensitive area including:

- IP Modeling Services
- Executive Seminars
- Executive Education Programs
- End user Education Programs
- Full IP Office Development Strategies
- Risk Mitigation Services
- Company-wide IP Promotion
- IP Valuation Services

For more information about this exciting new service, contact:

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### **About PWR-Consulting**

PWR-Consulting has provided its business consulting expertise to manufacturers and enterprise application vendors since 1980. Consulting expertise has been supplied in Enterprise Resource Planning (ERP), Supply Chain Management (SCM), Manufacturing Execution System (MES), Customer Relationship Management (CRM), Product Lifecycle Management (PLM), Process Control, and Business Performance Management (BPM) disciplines. PWR brings decades of industry-specific experience in the business applications and manufacturing and supply chain market as well as a depth of knowledge in best business practices. With this foundation of experience and knowledge, PWR-Consulting is uniquely qualified to not only provide an unbiased perspective, but is also able to engage with its clients as an active team member. Our mission is to drive tangible results and benefits quickly and cost effectively. PWR-Consulting offers a variety of programs and service engagement options, including retainer-based consulting engagements, project-oriented engagements, management training programs, fixed-scope/fixed-price tactical projects and materials development, and subscription-based delivery of industry research.