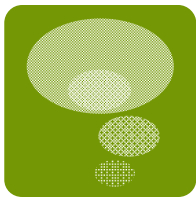


Picking the Right Legal Advocate

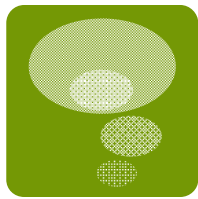
Eben Bayer
CEO and Co-Founder
Ecovative Design
10/10/2012

Ecovative: Who We Are



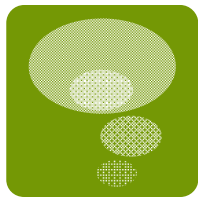
- Triple Bottom Line Materials Development Company
- We grow mushrooms based materials for a variety of uses
- Emerged from our University's Product Design Innovation **Undergraduate** Course at RPI with Professor Burt Swersey
- Received assistance from USG for some initial financing of our company's endeavors besides business plan competitions
- Bootstrapped and consistently refined our idea
- Featured in [TED](#), [CNN](#), [NYTimes](#), [WEF](#), etc.

Lean Mode of Operation



- Startups have to operate with no frills
- Use publicly available resources
- Learn new concepts on our own
- Connected with Friends, Students, Family, and our University's Alumni Network for initial development

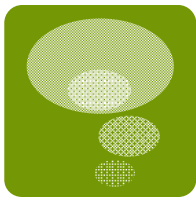
Figuring out IP-Law



- Went to University's Office of Technology Commercialization
- Provided basic guidance on IP-Law
- Studied the concepts behind the law on our own
- Sought out reputable sources for information

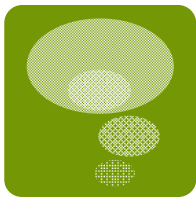
Filing a Patent on the Cheap

End



- Provisional Application
- Pro-Se (Drafted original applications on our own)
- Study simple Patents to understand the logical flow of composition
- Do the grunt work yourself
- Stay involved once legal representation takes over as handle

Picking the Right Advocate



- Understands clients needs
- Responsive to inquiries
- Pro-active
- Technically competent
- Pragmatic
- Strategic