

The Willy Johnson Brand - making it work for you!

The Willy Johnson brand has been established over a period of forty years and has generated national and international media coverage with such high-tech inventions as Microsharp (screen technology), Medi-Sine (medical diagnostics) and Microbar (security encryption) and low-tech inventions such as the Willit (high performance golf tee), Micropacer (computerised running shoe) and Cubeez, the Sweetoy (seen in over 40 countries as a children's tv programme). Willy's knowledge and view of life are quite unique, providing him with the ability to create on an intuitive level - seeing the 'missing link'.

This ability is available to companies to aid in product development through QuilliCo's consultancy services ...

Consultancy Services

The following are guidelines for the development of a proposal.

The scope of the work to be covered by an agreement needs to be defined carefully and precisely, restricting the area of work as much as

possible. Given that a company will request ownership of the results of consultancy work it is important that there is no conflict between Dr Johnson's role and his ability to continue his own development of IPR.

It is essential to have a clear understanding of who will own the results generated to ensure that any background or overlapping knowledge is not inadvertently transferred.

Dr Johnson's contract allows for the ownership of IPR, created directly during the course of a consultancy contract, to be held by the company. Background IPR or IPR produced outside the consultancy is not included.

Confidentiality and non-disclosure is assumed to be part of any contract agreed.

QuilliCo cannot accept any liabilities arising from consultancy activities beyond the value of the contract.

Willy's expertise extends from high-tech to low-tech inventions, his intentions are to improve our world through ... *intuitive business creation*. Examples of some of Willy's successfully trademarks ...



Cubes. The Sweetoy.

The QuilliCo Investments Limited team:

Dr Willy Johnson -
Chairman

Alyssa Burns-Hill, MSc, FRSH -
Marketing and Business
Development

Gary Hill, BSc -
Information Technology

Eric Legg -
Business Manager

QUILLICO
INVESTMENTS
LIMITED

P O Box 118
The Grange
St Peter Port
Guernsey
GY1 3 HA
Channel Islands

Tel: +44 (0) 1481 723362
Fax: +44 (0) 1481 713304
Email: admin@quillyco.com

QUILLICO INVESTMENTS
LIMITED

DR WILLY JOHNSON'S
TECHNOLOGY TRANSFER
COMPANY

www.willyjohnson.com

www.quillyco.com

About Dr Willy Johnson

Dr Willy Johnson is an internationally acclaimed inventor whose portfolio of inventions ranges from the complex world of electronics and chaos theory to the seemingly simple worlds of golf tees and childrens' toys. In particular, though, his work on improving the clarity of television and computer screens has brought him global recognition. Dr Johnson's history and scope as an inventor is long and distinguished as it goes back to the 1960s and Willy has more than 100 patents to his name.

How does Willy do it?

Intuition is a critical aspect of innovation and invention. Ask any Nobel Prize winner (Dr Daniel Cappon asked four) or great inventor: "To what do you owe your success?" It seems that the more self-assured, the more honest the respondent, the more likely it is that success will be attributed to intuition. It has also been established that contrary to popular myth, intuition can be far more effective than any model of quantitative analysis. Willy will concur with this completely as not

only has his intuitive vision brought him business success but also, his collaboration with Southampton University in the UK brought him, an honorary Phd in Design. We now live in a creative economy and a creative economy requires insight and vision to produce results. It is the inspired person who can see the higher potential in order to bring insightful product development and improved customer or client relationships.

So what is creativity?

Quite simply, it is the ability to generate something new and consists of all creative acts in which intellectual work creates intellectual value. Intellectual value creates profits and demonstrates brand and corporate development. Just as land defined the agricultural age and capital and mineral wealth the industrial age, intellectual capital is the currency of the creative age. Organisations are experiencing change in the business environment. This change can be seen as one that is going from a steady state to a chaotic state. In



the past managers would develop their business through the use of linear models and analytic thinking. But, it is becoming clearer that these models are becoming increasingly ineffective in the chaotic business environment. It is proposed that as a result of this change of the business environment it is becoming increasingly evident that intuitive vision is a key ability to be possessed by any organisation. In this chaotic business environment you need to reach decisions without sufficient data or when information is too costly to assemble. Dr Daniel Cappon proposes that: "Whoever today neglects intuition does so at the peril of failure, especially in the hard-boiled realm of R & D. The reason is that in every project, intuition is crucial at the beginning (the hunch), in the middle (choice of optimal method), and in the end (application)."

Introduction

QuilliCo Investments Limited is the technology transfer company of Dr Willy Johnson. The company holds the Intellectual Property Rights (IPR) and shareholdings of many of Dr Johnson's inventions and innovations.

QuilliCo Investments Limited has a good track record in:

- Developing IPR;
- Licensing IPR to existing companies;
- Creating new companies involving R & D and IPR;
- Offering consultancy services to existing companies.

QuilliCo Investments Limited is the company that acts as a focus for identifying, evaluating, protecting and marketing the potential commercial value of Dr Johnson's IPR output. Dr Johnson is widely recognised as Britain's most prolific inventor.

Commercial Development of QuilliCo IPR

Following expressions of interest, QuilliCo Investments Limited needs

to enter into assessment of the ability of a potential partner/licensee's ability to perform:

- There is a need to balance the rights of the patent holder with the ability of others to implement. (The patent holder has a government-granted monopoly to exploit its patented technology. Patent holders cannot be forced to share those rights.)
- A licence will be made available upon reasonable and non-discriminatory terms and conditions. (Interpretation of this does not mean that all licensees must have exactly similar licence agreements. The issue overall is fairness and reasonableness.)
- The patent holder can agree to licence on reasonable and non-discriminatory terms and conditions, but it can also condition the granting of any such licence to a would-

be licensee.

- In any agreements it will be important to clarify the ownership/licence of the IPR if the product will be manufactured, packaged or modified abroad.

Licensing

Licensing enables QuilliCo to maintain ownership, and therefore, control, of its IPR whilst generating an income. A licence will constitute an agreement involving the transfer of rights from QuilliCo to another. These rights commonly control the use (for copying, manufacture, sale, etc) of IPR (a patent, copyright material, trademark, confidential know-how).

A licence deal may include a lump sum payment for the right to exploit the IPR (either exclusively or non-exclusively as well as geographic scope and/or industry sector of the rights) plus a royalty on the licensee's sales. The contract may also include a consultancy arrangement under which Dr Johnson provides the company with on-going assistance.