

Google Patent Starter Program

The story of Larry Page and Sergey Brin starting Google in Susan Wojcicki's garage is now legendary. At Google, we not only remember our roots, but we respect the startup culture: the great ideas, the passion and the long hours that develop them, and the resulting innovation and technology that ends up benefiting the whole world. That is why we celebrate the startup community and offer our support and assistance in many different ways.

The world of patents can be very confusing, cumbersome and often distracting for startups. All too often these days, the first time a startup has to deal with a patent issue is when a patent troll attacks them. Or when a prospective investor may ask them how they are protecting their ideas ("You don't have any patents???"). These problems are the impetus behind the Patent Starter Program, which offers eligible startups and developers the following benefits:

1. Participants will receive -- **at no cost** -- two patent families from Google's patent portfolio. Google will identify a group of 3-5 assets generally based on the company's business focus from which each participant can choose 2.
2. Participation in LOT Network's License On Transfer (LOT) program. LOT Network is an industry-led, networked, royalty-free patent cross licensing arrangement for transferred patents launched by industry participants, including Canon, Dropbox, Google, and SAP with contributions by many others (currently covering over 325,000 patent assets). Under the LOT program, every company that participates grants a license to the other participants where the license becomes effective only when patents are transferred to non-participants. While membership in the LOT Network is a requirement for participating in this program, LOT membership fees will be waived for the first two years of participation.
3. Visibility to Google's patent portfolio. Google maintains a portal accessible to participants in the program that allows users to search Google's non-organic patent portfolio for assets that Google may be willing to sell. There is no cost for access to the portal, and Google will provide fair valuations on assets with which we are willing to divest.

We are only offering this program to the first 50 eligible startups or developers that sign up, so don't delay. There's some fine print that you should fully understand before participating, and we encourage participants to speak with an attorney. More detailed information about the Patent Starter Program is available on our Patent Website (<http://www.google.com/patents/licensing>), including eligibility requirements, the form to sign up, and other information to provide assistance to you in making your decision.