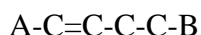


CASE HISTORY

A research institute has an active research program in molecular whatchamagigs (MWs). An invention disclosure has been submitted to the intellectual property department. The invention disclosure identifies a new MW compound having the structure



where A and B are specifically defined chemical moieties. Prior to approving the case to be assigned to the patent attorney, Asleep A. Switch, the commercialization manager, I. M. Greedy, decides to pay a visit to the lab to discuss the invention with one of the inventors, Lief M. Alone. There he learns that the MW of the invention is the result of many months of arduous, complicated research. First of all, the invention derives from a discovery that A provides unique properties to a carbon chain, but it was found that the resulting molecule is very unstable. Months of further research and the testing of many hundreds of compounds resulted in the discovery that B stabilizes the molecule in a way never thought possible. The stability of the molecule was difficult to determine, requiring the development of a modified test protocol and device. Computer software was developed to analyze the data and eliminate some of the compounds. Further, Alone notes that a colleague at another institution, Ike T. Copy, is testing the new MW on rats, following up on a known fact that MWs can have positive effects on lowering blood pressure when administered parenterally. It is thought that the new compound, owing to its unusual chemical properties, could have utility in a transdermal approach to lowering blood pressure. Initial results have been promising. Greedy then meets with Switch to discuss protection strategies for this technology.