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INOVIA [then PCTFILER] ANNOUNCES NEW SERVICE - EPVALIDATION

- *epvalidation* Service Validates Patents in up to 34 European Countries Simultaneously –
- *Saves Time, Money, Over Traditional Method* –

Sydney, Australia – 1 October 2007 – *inovia*, the largest global processor of foreign patent filings in the world, today launched a new service for patent owners and their attorneys called *epvalidation* (European patent validation). *inovia's epvalidation* service enables a patent owner to validate their patent in up to 34 European countries simultaneously. Patent owners often think they have reached the end of the process when their European patent is granted, but for their intellectual property rights to be protected in each individual European country, their patent must be *validated*.

"The development of *epvalidation* was a natural line extension for us," said Justin Simpson, Founder and CEO at *inovia*. "By automating the European validation process, we are able to realize significant time and cost savings for our clients with existing European patents."

Clients are typically able to reduce costs by about one-third when using *epvalidation* and capture significant time and process efficiencies. Similar to *inovia's* existing service – *pctfiler*, which automates the process of entering the national stage (filing foreign patents) – patent owners and their attorneys are able to click on www.inoviaip.com to obtain an online cost estimate for their selected European countries and place an order. *inovia* works with a network of 34 reputable agents across Europe to facilitate the validation process. This saves patent owners the time and money associated with finding their own legal representation in the European countries where they wish to validate their patent.

About *inovia*

Created by patent attorneys, *inovia* is an IP administration company specializing in PCT national stage entry and European validation. We work with a diverse range of clients, from large corporate law firms and companies to inventors, and attorneys in private practice. With offices in New York, London, and Sydney, and agents in over 54 countries across the globe, we provide support in all major time-zones and IP jurisdictions. *inovia's* patented technology is recognized by WIPO as a notable invention and our proven track record demonstrates that our services are a reliable and cost-effective alternative to existing, and often complex, IP administration procedures.

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