

Exhibit A

ANNE H. CHASSER
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SUMMARY OF QUALIFICATIONS

“One of the 50 most influential people in the intellectual property world” (*Managing Intellectual Property* magazine, July 2003.) Achieved top-level executive experience in both government and higher education administration. Launched highly profitable licensing enterprise. Former President of two major intellectual property trade and educational organizations and former Commissioner for Trademarks, United States Patent and Trademark Office. Author, *Brand Rewired: Connecting Intellectual Property Protection, Branding and Creativity*, published July 2010.

PROFESSIONAL EXPERIENCE

UNIVERSITY OF CINCINNATI, Cincinnati, Ohio

Associate Vice President, Office of Research (January 2010 to present)

Reports to the Vice President for Research. Works collaboratively across all University colleges and departments to drive innovation and develops corporate, industry partnerships and initiatives.

Associate Vice President for Intellectual Property (2005-2010)

Reported to the Vice President for Research. Directs the Office of Intellectual Property, including Office of Technology Transfer and Commercialization, University Trademark Licensing and oversight for commercialization of all intellectual assets of the University. Hired new team, benchmarked the University of Cincinnati (UC) Technology Transfer Program against its peers; developed a strategic plan focused on sustainable program that focuses on service to faculty, economic development and deal flow development. Increased invention disclosures by 30% in first year; increased deal flow by 28%; reduced patent legal expenditures by 60% in three years through extensive evaluation and reduction of patent portfolio in prosecution, filing of fewer patents.

Represented UC extensively in public speaking and outreach with higher education and IP organizations including; AUTM, Intellectual Property Organization, Academic Impressions, All Ohio Annual Institute on Intellectual Property Law, California Bar Association, International Trademark Association, Cincinnati Intellectual Property Association and at various universities and law schools. Serves as Chairman of the Board of the Live Well Collaborative; a new business model for academic and industrial collaboration for developing breakthrough products and services for the 50+ population.

UNITED STATES PATENT AND TRADEMARK OFFICE, DEPARTMENT OF COMMERCE, Washington, DC



Commissioner for Trademarks (1999-2004)

Presidential appointment; senate confirmed

Reported to the Secretary of Commerce under an annual performance agreement. Direct report to the Under Secretary of Commerce for Intellectual Property and Director of the United States Patent and Trademark Office (USPTO) and the Deputy Under Secretary and Deputy Director. Served as the Chief Operating Officer for all trademark related operations. Oversaw \$67 million annual budget and staff of 300 attorneys and 350 technical support staff. Broad areas of responsibility included: strategic planning, budget planning and execution, collective bargaining issues with professional and technical support staff, training, employee development, contract compliance, operational workflow, and outreach with customers, constituency and intellectual property industry groups, legislative, judicial and executive branches.

Served on the executive committee, management council, executive resource board, and performance review board for the oversight and management of the USPTO. Led the transformation the Trademark Office into a model e-government operation by leveraging information technology and increasing user acceptance of web-based electronic trademark application filing system from 9% to over 75% in five years. The USPTO received the 2001 USA Today Quality Cup runner up award for its electronic filing system and was the 2000 semi-finalist for the Ford Foundation Excellence in Government Award.

Represented the USPTO at national and international meetings. Spoke extensively throughout the United States at professional, trade association meetings and at universities and law schools.

THE OHIO STATE UNIVERSITY, Columbus, Ohio

Director, Trademark and Licensing Services (1983-1999)

Reported to the Assistant Vice President for Business Operations. Established the University trademark management and licensing program; managed institutional trademark policy, registration, and prosecution; negotiated and ensured contract compliance of 550 licensees; implemented local and national enforcement programs. Positioned the University as a leader in collegiate licensing by collaborating with other universities, intellectual property counsel, internal university departments and business community to develop business practices, industry policies, standards and guidelines. Forged key relationships through leadership in professional and trade associations. Built the program into a \$3 million profit center with over \$75 million in Ohio State products sold at retail.

Special Assistant to the Vice President, Business and Administration (1991-1992)

Reported to the Vice President for Business and Administration on a one-year special assignment. Designed, facilitated and implemented a strategic marketing plan for the Office of Business and Administration. Served on task force for Total Quality Management project.

Assistant Contracts Officer, Office of Contracts Administration (1976-1983)

Reported to the University Contract Officer and was responsible for the review of university contracts including, sponsored research, grants, patent administration and the registration of university trademarks.

PROFESSIONAL AFFILIATIONS AND HONORS

International Collegiate Licensing Association

Inducted into the ICLA Hall of Fame (June 2011)

Ohio Technology Transfer Officers' Council Chair (2007 to 2010)

The Ohio Technology Transfer Officers' Council provides a forum for all Ohio's academic, medical and government research institutions to share information, insight, best practices and experiences in an open and candid environment to improve the institutional technology transfer function within each organization, to enhance inter-institutional collaboration, and to elevate the role, visibility and proficiency of institutional technology transfer throughout the State of Ohio and nationally.

International Trademark Association (INTA)-President (1999); Board of Directors (1993-1999)

INTA is a trade association of leading trademark owners and service providers, with 4,000 members in over 135 countries. INTA supports the advancement of trademark and related intellectual property issues as an essential element of effective trade.

Association of Collegiate Licensing Administrators (ACLA)- Co-Founder; President (1990); Board of Directors, Steering Committee

Association had 300 college and university members, licensees and service providers affiliated with collegiate licensing. ACLA merged into the International Collegiate Licensing Association in 2001 with the National Association of Collegiate Directors of Athletics.

PUBLICATIONS

Brand Rewired: Connecting Intellectual Property Protection, Branding and Creativity, co authored with Jennifer C. Wolfe, published by Wiley & Co, published, July 6, 2010.

"A Historical Perspective: The International Trademark Association and the United States Patent Trademark Office," *The Trademark Reporter*, 93 (I), 3 1-4 1,2003.

"True to Your School: Trademarks Area of Value to Nonprofits, Too," *Intell. Prop. Strategist* 1 1 (April 1995).

"How to Develop a Brand-Name University," 5 No. 1 *Intell. Prop. Strategist* 1, 1 (1998).

TESTIMONY

Cybersquatting and Consumer Protection: Ensuring Domain Name Integrity, 1999: Hearings Before the Senate Comm. on the Judiciary, 106th Cong., 1 st Sess. (1999).
Internet Domain Names and Intellectual Property Rights, 1999: Hearings Before the United States House of Representatives Comm. on the Judiciary, Subcommittee on Courts and Intellectual Property, 106th Cong., 1st Sess. (1999).

EDUCATION AND PROFESSIONAL DEVELOPMENT

M.A., The Ohio State University (Public Policy and Management)
B.A., University of Dayton (American Studies)
Institute for American Universities, Aix-en-Provence, France
College for Financial Planning, Certified Financial Planner (CFP)
Center for Creative Leadership, Leadership Development Program

SELECTED BOARDS AND COMMUNITY ACTIVITIES

National Inventors Hall of Fame, Board Member 2005 to present
Cincinnati Intellectual Property Law Association (“Cincy IP”) Board Member
Live Well Collaborative, Chair of the Board 2008 to present
Ohio Technology Transfer Officers Council, Chair 2007 to 2010.
Association of University Technology Managers, Public Policy Committee 2006 to present
Intellectual Property Owners Association, member 2008 to present
Institute for American Universities, Board of Directors, 2004 to present
McGregor School of Business, Antioch University, Board of Visitors, 1997-1998
University of Dayton, Alumni Advisory Board Committee, 1996
Very Special Arts Ohio, President, Statewide Board and Board of Directors, 1991-1997