



common assumption is that keeping everything in-house and within arm's reach simplifies business. Perhaps. As long as the established infrastructure is robust enough to manage it, and continuous operating capital is stable enough to sustain it.

Too bad employee acquisition isn't as easy as bringing in a clear fit, entering them into payroll and simply turning them loose. Moonlighting entrepreneurs whose primary objective is selling widgets over the Internet might get away with that. Cutting corners to cut costs isn't an issue for them because their work's formality requirements are inconsequential.

An order fulfillment is 6 hours late? Oops. No worries...

Just box it up, ship it, record the transaction, issue a sales receipt, make a deposit, take an owner's draw, cut a paycheck and everyone is happy. A business process so simple its operating instructions may well fit on an index card.

There is nothing simple about IP, whose very nature demands precision in every phase of operation. Structuring all of the necessary hiring/firing/human resource functions and workflow processes for an IP prosecution environment (where shortcuts are recipes for disaster) can be a complex undertaking.

Employee Costs

Initial considerations when evaluating whether or not to hire an employee in lieu of partnering with a services firm include the immediate costs of physically having the employee.

Wages are obvious as is the payroll system or service that taxes and disburses those wages. Many end-clients operate within R&D, grant or VC budget constraints. So cash flow can be inconsistent, even after an invoice-to-collections cycle has matured. Thus for some the added pressure of merely meeting payroll can be an adventure, especially for start-ups.

Keeping personnel records, planning & managing employee work schedules, vacations & sick leave, medical & fringe benefits, training, turnover... all significant endeavors. None of these efforts are a concern with outsourcing.

An additional benefit of outsourcing comes when reporting wages and earnings. It's as easy as processing a 1099.*

Infrastructure & Operations

Beyond office furniture & equipment; beyond computer, network & software purchases, licenses, upgrades & maintenance; beyond providing office space & the added overhead expenses they incur - is the need for managing assets in real time. Whether new or established, continuity cannot be achieved without written job descriptions, a performance evaluation & compensation structure, operational procedures and quality control processes.

Shooting from the hip will bury a business. Work is time, time is money... and getting it right takes a lot of work.

Remember, we aren't just boxing up widgets. So unless the choice is to do all the work oneself, billing employees will need to be IP-responsible and accountable. Accurate tools are a necessity. Procedures must be in place so the good work is repeatable and the bad work is identified and fixed.

IPParalegals already has the entire core infrastructure in place to provide everything from docketing through advanced

non-lawyer prosecution. We are good to go *now*.

Additionally, clients gain access privileges to our SSL encrypted Internet server. Accessible from the desktop, it features bank-level security for drag-n-drop file transfers of any size. This system is insured to \$1 million and doubles nicely as an efficient workaround for email bandwidth limitations.

Confidence

Of equal importance to any robust toolset is how it is applied. That means people. The IP law firm with a solid workflow model **and** a go-to paralegal with the necessary skills to manage it is truly fortunate. The technical severity of our craft however makes acquiring such expertise almost a career-long crusade. Experienced help that doesn't require micromanagement can be hard to find.

IPParalegals' staff has embraced this challenge for more than a quarter of a century, developing the specialized skills necessary to give our clients confidence in their practices. Our tools were forged exclusively through IP



prosecution, enabling an all-in attitude toward quality assurance and error-free work.

Unrelenting deadline management and diligent communication are core values within IPParalegals; espousing direct client & associate correspondence as well as drafting professional communiqués, form letters & responses.

Serious commitment to exacting detail is what sets us apart, supported by an extensive knowledge base in national and international Intellectual Property laws & procedures. IPParalegals understands how it works, having access points and business relationships worldwide. (A capital arrangement for compiling foreign filing fee comparisons by the way.)

Our esprit de corps renders extended availability in times of need. So whether we're on the phone with the USPTO at the crack of dawn, pushing through an 11th hour signature confirmation in Abu Dhabi at midnight, or expediting the issuance of a filing receipt from Shanghai at 3:00 in the morning - IPParalegals gets it done.

Summary

Hiring employees is a good thing. The bottom line just needs to be stable enough to justify them. The operating budget must have room for them. Infrastructure must be ready for them, and time must be made available to train and cultivate them.

If you don't have non-lawyer professional employees, retaining IPParalegals as your paralegal and docketing staff can be a huge stabilizing factor. If you have staff our rich services can be a productivity windfall: capably filling critical docketing or prosecution paralegal needs, as well as mentoring the staff that is already in place.

Experienced. Professional. Cost-effective. Accountable. Reliable. That's the IPParalegals difference.

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* Consult with a certified tax professional for your specific filing requirements.