

## **Univation Raises the Bar in R&D**

All clients want to know they've got the edge in technology; that they've got the game changing technology that provides value to their industry. A company that is able to form a solid intellectual property foundation and continue to expand its portfolio with relevant, leading edge technology is a company any client will want to engage. To find a company committed to working on the newest, leading edge technology but at the same time continues research on core innovation would appear to be a perfect choice.

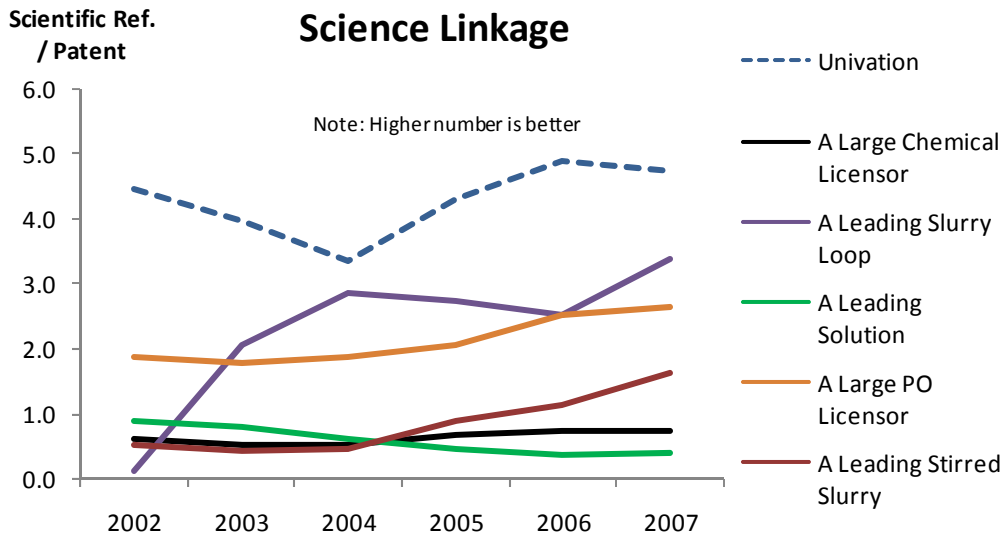
Intellectual Property is the foundation on which Univation's business rests. Without continuous focus on innovation and judicious development of our patent portfolio, our customers would not have access to the latest technologies and improvements in the polyethylene industry.

Core research and leading-edge technology are a fundamental business objective for any company maintaining a leadership role in its industry. Univation invests in research and development with the long term needs of our clients in mind. Evidence of our innovative R&D work can be found in our continually expanding patent portfolio on PE process, product and catalyst technology inventions. One of the ways Univation gauges success in this area is through the use of innovative metrics provided by The Patent Board. The Patent Board is the leading independent business-based patent advisor that utilizes proprietary data, tools, analytics and technologies to identify innovation, movement and the business impact of patent assets on a global basis. They have unparalleled strategic insight gleaned from a 40-year history in studying and analyzing patents and patent portfolio development.

Based on a current analysis of The Patent Board metrics, Univation consistently ranks\* at the top of the polyolefins industry on the following four critical innovation drivers:

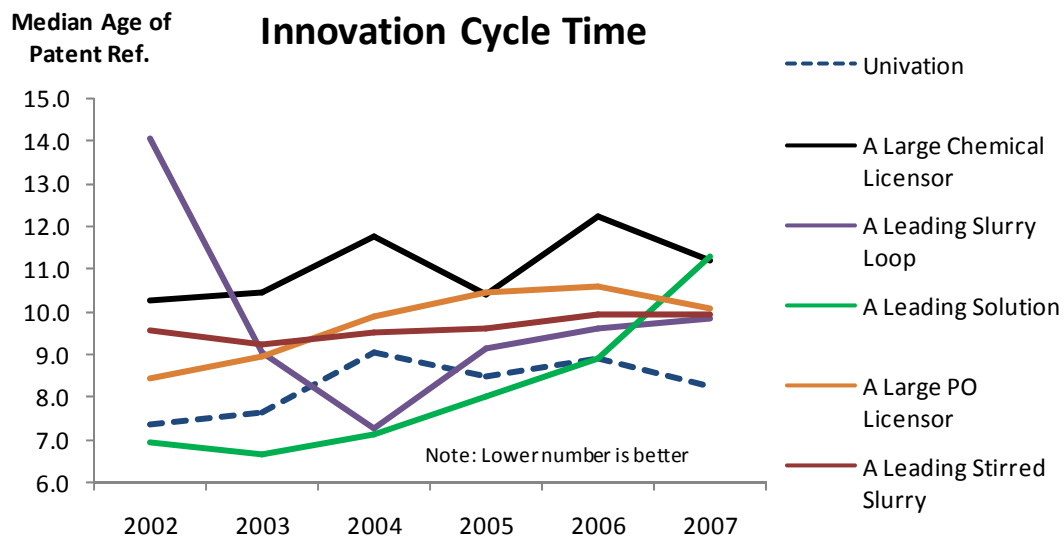
### **Science Linkage**

Defined as the degree to which a portfolio is building directly off of scientific research. This signifies whether a portfolio is leveraging leading edge research as a building block for innovation versus secondary or tertiary research.



### Innovation Cycle Time

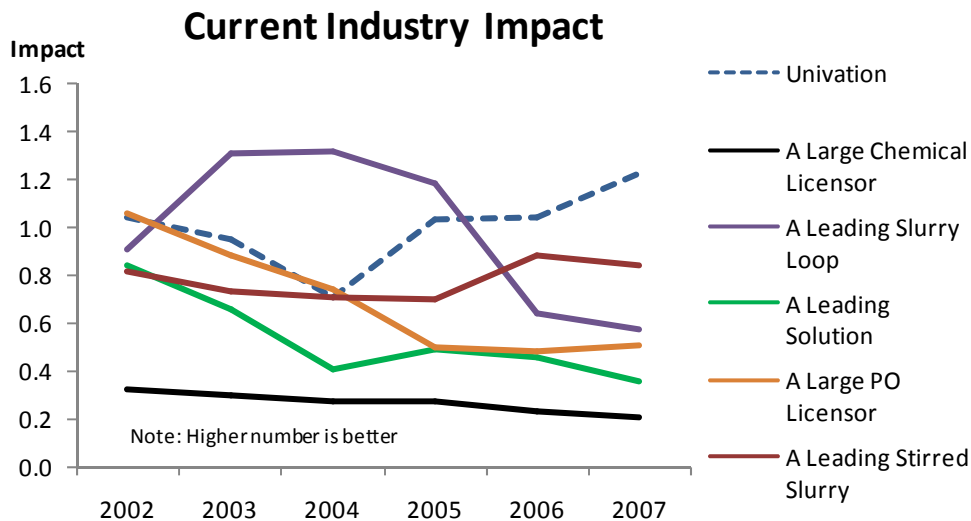
Defined as the speed of innovation for a portfolio of patents as measured by the median age of cited patents. This metric indicates whether a patent or patent portfolio is building off of newer inventions or prior art and indicates the speed at which a company turns leading-edge technology and core research into patent assets. Measured in years, a lower number is most desirable.



It is clear from these two metrics, Univation demonstrates a commitment to working on the newest, leading-edge technologies in our industry. Our technology developments are building on the youngest patented technologies, sometimes by several years over our competition. Additionally, a significant proportion of our research is based on core or fundamental innovation, not necessarily previously cited in other patents.

## Current Industry Impact (CII)

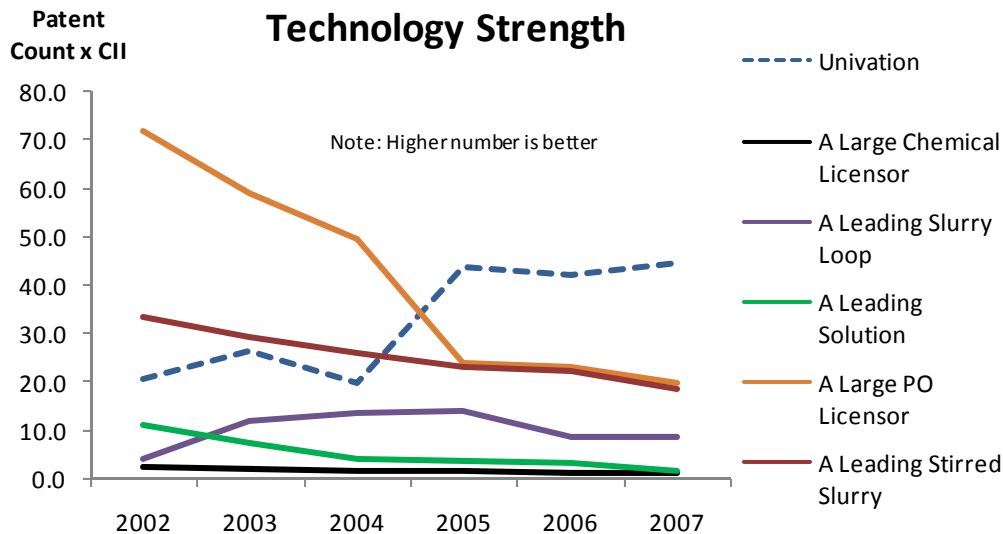
This gauges the degree of influence a portfolio has on patents issued in a given year and quantifies how influential a company's patent portfolio is on the development of technologies in other chemical companies. This index examines the frequency in which Univation's U.S. patents are used as the basis for other innovation within a given year. In the last few years we have begun to separate ourselves from competition on this important metric.



This metric indicates Univation's patents influence other patents during the indicated years, while competitor's patents become less influential. Our patents are cited twice as often as other patents in this peer group.....we lead, they follow.

## Technology Strength

Builds off the CII index by incorporating the number of patents issued and provides an aggregate assessment of patents and innovation by considering the combined quality and quantity aspects of a company's portfolio.



This metric shows a similar trend with Univation creating distance from our peers. This is the primary metric The Patent Board uses in their publications, including The Wall Street Journal – Patent Scorecard published weekly in the Journal.

Univation is the leading technology licensor to the worldwide PE industry for good reasons. We've committed to working on the newest technologies in our industry but at the same time continue research based on core innovation. Our patents are cited twice as often as the patents of our peer group making us a more influential company. We continue to forge the way in the development of gas-phase polyethylene related technologies. This commitment to leading edge technologies in our industry ensure that Univation's patented technologies will be ground breaking and will influence others in our field. Our customers have access to this technology and know they will be kept at the forefront of innovation. Our future continues to hold new advancements for the UNIPOL™ PE Process, catalysts and our customers.

\*Ranking based on 3 year rolling average (2000 – 2007) filtered on polyolefin product, process and catalyst patents

#### About The Patent Board

The Patent Board helps clients unlock the value of patent assets to increase performance, improve profits, gain knowledge, identify opportunities, research competitors, and pursue the right investments. Founded in 1968 as a patent analytics and research institution, The Patent Board is the leading independent business-based patent advisor of best practices research, tools and metrics for patent analysis and intellectual property investment analyzing innovation, movement, and the business value of patent assets across every industry on a global basis. The Patent Board is the official patent ratings partner for The Wall Street Journal with the weekly Patent Scorecard seen worldwide at WSJ Market Data Center online, Intellectual Asset Magazine (UK) and Intellectual Property Today. Visit The Patent Board's website for more information at [www.PatentBoard.com](http://www.PatentBoard.com).

## About Univation Technologies

Univation has comprehensive technology programs focused on the UNIPOL™ PE Gas-Phase Process, UCAT™ Conventional Catalysts, XCAT™ Metallocene Catalysts and PRODIGY™ Bimodal HDPE Catalysts. UNIVATION, XCAT, PRODIGY, and the stylized "U" are registered trademarks (Reg. U.S. Pat. and Tm. Off. and other countries) of Univation Technologies.

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