



About PAID

4A's/ANA Patent Assertion Information Aggregation and Dissemination Program

The 4A's/ANA Patent Assertion Information Aggregation and Dissemination Program (PAID) is a platform to collect patent assertion information related to patent assertions against association members.

The patent assertion information that you provide will be aggregated and combined with other relevant marketing-related patent information. The information collected by PAID will be disseminated to members of the marketing community via periodic Patent Assertion Landscape Summary (PALS) information updates. 4A's members will be able to monitor PALS information updates by going to the [4A's Patent Web site](#).

PAID is structured to allow association (4A's) members to share patent assertion information with the marketing community in a confidential manner.

4A's/ANA Patent Assertion Information Aggregation and Dissemination Program PALS information updates will provide association members with a strategic advantage in monitoring and assessing patent assertion demands by Patent Assertion Entities (PAEs).

PAID Information Collection Logistics

When an association member or a client of an association member receives a patent assertion demand (whether an infringement notice letter or an "offer to license" a patent), after consultation with your legal adviser the agency is encouraged to contact the 4A's and anonymously provide information related to the patent assertion.

The information that we request that you provide is summarized below in the form of an ANA/4As patent assertion questionnaire (Please note: you can/should provide only information that you deem relevant and appropriate.)

ANA/4As Patent Assertion Questionnaire:

1. Has your company (or your client) entered a confidentiality agreement or NDA with the entity asserting the patent against your company (or client)?
2. What are the patent numbers of the asserted patents?
3. What is the full legal name of the entity asserting the patents?
4. Who is the personal contact at the entity asserting the patents?
5. What function or feature (of the app, website, etc.) does the patent assertion entity say may infringe its patents or may require a license? Please provide verbatim if possible.
6. If the patent assertion entity does not specify a function or feature, what products/services does the entity say may be impacted by the asserted patents?
7. What demands/settlement offer, if any, has the entity made?
8. Can you provide a redacted copy (e.g., without your or your client's company name) of communications sent by the asserting entity? Can the association share the redacted demand letter with other interested parties?

In the event that you are concerned about preserving confidentiality, your communication with the 4A's can be conducted through the following steps:

1. Call the 4A's main line, 212-682-2500, and ask to be transferred to Tom Finneran, 4A's EVP Agency Management Services at extension 760.
2. Inform Tom that you wish to confidentially discuss a patent matter and you will not need to provide your name, the name of the agency or the name of any client.
3. Tom will *anonymously* collect the patent assertion questionnaire information that you want to provide.
4. If you are interested in providing a redacted copy of the assertion complaint you will be encouraged to mail the redacted copy in an unmarked envelope to 4A's Tom Finneran, EVP Agency Management Services (1065 Avenue of the Americas, 16th Floor, New York, NY 10018).

PAID/PALS Information Updates

The patent assertion information that you provide will be aggregated and combined with other relevant marketing related patent information. The information will be disseminated to members of the marketing community via periodic Patent Assertion Landscape Summary (PALS) information updates. 4A's members will be able to monitor PALS information updates by going to the [4A's Patent Web site](#).

PALS information updates will let members know which PAEs are likely to file suit and other tactical details. Armed with the information provided by PALS, members will be better prepared to assess and manage patent assertion risks. Information updates will help the marketing community deal with PAEs and hopefully lead to lower risk and lower cost solutions.

If you have questions about patent assertion activities or want to understand more about the ANA/4A's Patent Assertion Information Aggregation and Dissemination Program (PAID) please contact Tom Finneran (tfinneran@aaa.org, 212-850-0760).