

BAIRD

ADVANCING LIVES
AND THE DELIVERY OF HEALTH CARE™



IDEA SUBMISSION PROGRAM
TURNING ON THE POWER OF INNOVATION

OUR IDEA SUBMISSION PROGRAM

INNOVATION AT THE HEART OF HEALTHCARE:

Your idea may have the potential to help millions of people. But a great idea is not enough.

To turn concept into reality, you need the benefits of a relationship with an experienced medical manufacturer—one with the resources, expertise, and integrity to make it happen.

At BARD, our success stems from partnering with inspired individuals and organizations to bring innovative, new products to fruition.

YOUR PARTNER FROM THOUGHT TO FINISH:

As a world leader in health care, we have the network and know-how to propel your idea into mainstream use and expand your marketplace to the world:

- More than 100 years experience in product development and marketing
- Hundreds of patients on BARD innovations that have changed the landscape of health care products
- Multiple new products and line extensions introduced annually
- Tradition of integrity, quality, and innovation in product development
- Early stage review of your idea by top-level management
- Research and development resources to enhance your product's potential
- Hundreds of millions of dollars invested annually in the creation and acquisition of new technologies
- Extensive organization for national and global product distribution



SUBMITTING YOUR IDEA:

To ensure prompt consideration – and proper protection – of your idea, consider the following when submitting to BARD:

01

Fill out the BARD Product Submission Form, with special attention to the general (non-confidential) description of your product.

This will provide the information that BARD will need to determine if your submission could be considered for our product offerings.

02

If more than one person has contributed to the concept, list all such persons on the BARD Product Submission Form.

03

Following preliminary review, if both parties are interested in moving forward, BARD may request that the parties enter into a Confidentiality Agreement to allow for the exchange of more detailed information.

This agreement helps to protect you and BARD from any conflicts arising from other projects of a similar nature which we may already be pursuing.

04

BARD will then examine your idea thoroughly and contact you concerning next steps.

PRODUCT DEVELOPMENT PROCESS

7 STAGES

If the project is declined at any stage, the submitter will be notified within 30 days.

COMMERCIALIZATION

Launch product in full scale production, marketing, and sales, committing company and inventor resources and reputation.

CLINICAL VALIDATION

Perform clinical studies that may be required for some products to demonstrate safety and efficacy.

IDEA SUBMISSION

Completely fill out the enclosed form and submit it to the Bard contact as indicated on the Idea Submission form. Bard will respond within 30 days.

EVALUATION & SCREENING

Perform preliminary analysis to determine if your idea aligns with Bard objectives.



BUSINESS ANALYSIS

Expand your idea into a concrete business proposal that includes product features based on marketing research and a development plan for the product.

DEVELOPMENT

Fine tune your idea, concept, or prototype into a demonstrable and producible product.

TESTING

Perform laboratory and commercial experiments to substantiate earlier business judgments and evaluations.

CONFIDENTIALITY & PRODUCT PROTECTION:

In your initial submission, please do not provide confidential information. To protect your product idea, we recommend that you maintain the confidentiality of your concept and that you apply first for patent protection.

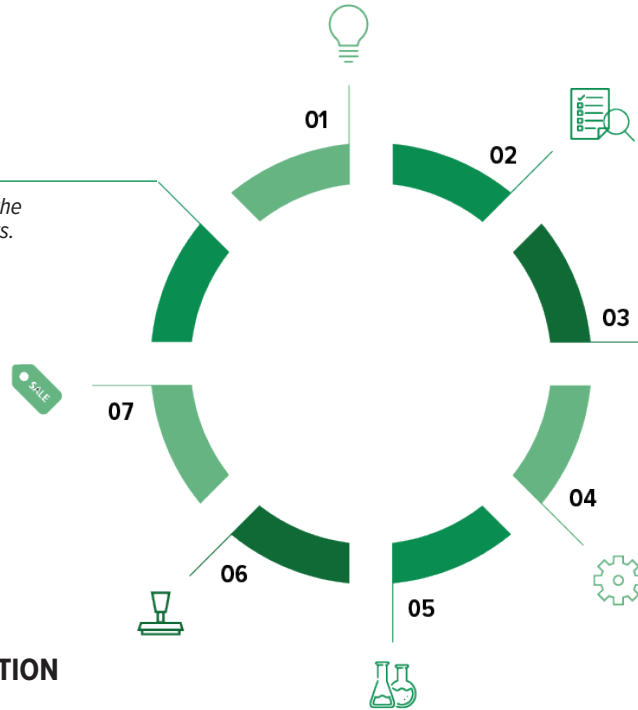
BARD may be aware of other products or concepts that could impact our decision to adopt your product idea. Due to potential preexisting confidentiality obligations, BARD may not be able to fully disclose its reasons for not adopting your concept. However, BARD strives to provide candid feedback on all submissions.

BARD can assume no obligation to protect, retain, or hold confidential any information disclosed in any submission or in conversations prior to a formal written agreement between you and BARD.

PATENTS & LICENSING

BARD welcomes the opportunity to work with you to protect, through the development of patents, copyrights, trademarks and/or trade secrets, the unique aspects of your idea.

Regardless of whether you have already patented your concept or worked with BARD to develop protection, BARD desires to generate the greatest social and commercial benefit from your idea. BARD will therefore work with you to develop a mutually beneficial arrangement. Such an arrangement may include license agreements for the development and commercialization of your product.





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