

Quinn Law Group PLLC of Novi, Michigan and Ideation International Inc. of Farmington Hills, Michigan announce a collaborative effort to offer the I-TRIZ methodology of inventive problem-solving and related intellectual property development tools in the United States. These tools, which include Ideation's Directed Evolution® process, are used proactively to analyze invention disclosures and patent claims for expanding or strengthening a patent or patent portfolio. Quinn Law Group and Ideation are also collaborating to use the toolset in patent deconstruction for infringement avoidance, litigation support and design-around.

Quinn Law Group PLLC is a 15 member intellectual property firm with expertise in mechanical, chemical, electrical, materials, aerospace, automotive and software arts. Quinn Law Group has been named a top 100 patent firm nationally in *Intellectual Property Today*. Quinn Law Group clients include General Motors, NASA and Eaton Corporation and Quinn Law Group attorneys work with various universities and small to midsize companies in the US and abroad. Quinn Law Group attorneys are being trained in Ideation TRIZ and Directed Evolution® so that clients may benefit from these tools in conjunction with Quinn Law Group intellectual property services.

Ideation International Inc. is a private, U.S.-based company founded in 1992 and headquartered in Farmington Hills, Michigan. Ideation provides a structured methodology for resolving complex problems and analytical services facilitating intellectual property development via Ideation's I-TRIZ methodology and Directed Evolution®, a proprietary software based process. Ideation's staff of world's leading TRIZ scientists employ I-TRIZ and Directed Evolution® to assist clients to resolve difficult and critical inventive problems, eliminate technological roadblocks, predict failures, and invent future generations of business- and technology-based systems and processes.

"This unique approach is the only structured system for continuous innovation we have seen," remarked Christopher Quinn of Quinn Law Group. "The Ideation methodology is very powerful. Quinn Law Group attorneys work with inventors every day who can be helped by the I-TRIZ tools to more quickly and efficiently discover engineering solutions, enhance invention disclosures, strengthen patent portfolios by building patent fences around predicted future developments, and potentially avoid patent infringement problems. "

Zion Bar-El, Ideation International Chairman and founder comments, "I am delighted to have Quinn Law Group embrace the Ideation Operating System for Innovation as an intellectual property development tool to provide an extended value proposition to their clients. Also, I am excited about the potential opportunity to introduce the highly qualified attorneys of the Quinn Law Group to Ideation's many global partners."

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