

e-LYNXX Corporation

U. S. Business Method Patent No. 7,451,106

The Gindlesperger Method

***Application:* Applies to all organizations that buy customized goods and services and their third party procurement and system providers**

The business method patent covers any computer-operated system for procuring customized goods or services that computer-operated matches supplier attributes with specifications to identify qualified suppliers, disseminates a solicitation to at least two identified suppliers and receives and for wards a bid response to the buyer.

***Description:* Comprised of five steps**

The business method patent applies to any computer-operated system that associates suppliers with a particular buying entity for the purpose of procuring customized goods or services that includes the following five steps:

ENTER supplier attributes (e.g. production capabilities, location, quality and business status)

ENTER project specifications (e.g. required production capabilities, location, quality and business status)

MATCH supplier attributes to project specifications (to determine sub-set of qualified suppliers)

SEND project specifications to sub-set of qualified suppliers

RECEIVE a bid response from at least one supplier

***Innovation:* Forms backbone for any computer-operated system that manages procurement of customized goods or services**

Store-front and e-catalogue systems are available to manage procurement of inventoried items that are mass produced and kept in a warehouse until they are ordered. Customized goods and services are very different as these are ordered and produced to precise and unique specifications at the time of purchase. Examples include commercial print, construction services, direct mail, labels, machined parts, marketing materials, product packaging, temporary staffing, textiles, transportation, trucking, and more. The impact of this patent is enormous since 6 to 30 percent of a typical organization's revenues are expended on procured customized goods and services.

***Benefits:* Allows pre-qualified suppliers with excess idle capacity to provide an extraordinary low price without risk of establishing future buyer price expectation**

The patented methodology allows a buyer to obtain optimal cost reduction through its own pre-qualified supplier base. Cost reduction is achieved, because the method establishes an environment where suppliers are permitted to bid based solely on availability of their production capacity. Suppliers are free to respond to each opportunity by bidding high, low or not at all

without regard to buyer pricing expectations, without setting precedent for future bid prices and without putting at risk their receipt of subsequent opportunities for which the supplier is qualified. This method allows the buyer to locate open capacity, wherever it exists within its supplier base at the time the customized goods or services are needed, and realize the associated savings.

Contact: Requires license to use patented methodology

Every organization with a computer-operated system designed to procure customized goods or services – that follows the steps outlined in this new patent – will need a license to use the patented methodology. This would apply to systems that are developed internally as well as systems obtained through third party brokers, procurement services and system providers. Those not presently using the patented methodology may wish to enjoy the benefits of unprecedented cost reductions that result from its application.

Please contact Anthony Hawks, Chief Legal Officer, at e-LYNXX Corporation for more information regarding licensing opportunities. He can be reached from 8 am to 5 pm EST on normal work days at 888-876-5432 or by e-mail at anthony.hawks@e-lynxx.com.