

MEETING WITH PATENT ATTORNEYS... WASHINGTON, D. C.
June 19, 1963, At the request of H. R. Mayers

GE Program

Lawyers computed.

Everyone do it- 7

Value - app. perf.

cost

Examples

x x x x x x x

Piano - old - modified - new

New tech.

Eval. function

How lose appropriate costs

Develop cost consciousness

Apply VA to Patent / city

Show how hard GE works to get 10¢