

IDEA SUBMISSION GUIDE



From concept to clinical



COMMITTED TO
SIMPLY DOING MORE
FOR DENTAL PROFESSIONALS

OUR MISSION

Straumann is a global leader in implant dentistry and oral tissue regeneration. For more than half a century, our company has been driven by a passion for scientific discovery. This passion has helped us pioneer and expand the field of modern dental implantology. By following our guiding principle of being "committed to simply doing more for dental professionals," we aim to deliver superior solutions that enable practitioners to provide the best possible care to patients.

Close collaboration with the dental professionals who use our products has also been a hallmark of Straumann's success. To continue this tradition and facilitate the process of turning concepts into clinical solutions, Straumann maintains an Idea Assessment Committee to receive, review, and provide feedback on the ideas submitted by our valued customers.



This Idea Submission Guide will lead you through the process for submitting your idea. Thank you for your interest in Straumann. Through collaboration, we can continue to enhance the quality of dental care that patients around the world receive.

Our epoch is characterized by rapidly advancing technologies and ever shorter life cycles. Speed is increasing in every area of life. It is an advantage to be well prepared for these developments in order to pioneer them.

We are convinced that our future can be a successful one only through close collaboration with our customers.

We invite you to a brief journey in time through Straumann's more than 50 years of innovation and industrial history so that you get to know our "roots" a little better.

OUR HISTORY



1954 Prof. Dr. h.c. Reinhard Straumann founds the "Dr. Ing R. Straumann Research Institute AG." The company's objective is to use new materials and design principles to significantly improve timepieces, which at the time were run on an exclusively mechanical basis. The development of non-magnetic, fatigue-resistant, fracture-proof, corrosion-resistant, and temperature-compensating spring alloys, which were used very successfully by famous timepiece manufacturers and are still today sold under the brand names of Nivaflex and Nivarox, helped the institute achieve worldwide recognition.



1960 Dr. h.c. Fritz Straumann, son of the company's founder, contacts the Swiss Association for the Study of Internal Fixation (AO/ASIF) and focuses on researching the biocompatibility of materials, their corrosion behavior, and implant fatigue under the aspects of biomechanics and fracture healing. Straumann becomes a multinational company researching, developing, producing, and selling/marketing implants and instruments under the brand name of Synthes for operative fracture treatment.



1974 Straumann's departure into implant dentistry takes place through the intensive collaboration with Prof. André Schroeder at the University of Berne. Titanium plasma-sprayed (TPS), rotation-symmetrical hollow cylinder implant is developed and gives convincing clinical results. Prof. Schroeder's histological analysis demonstrates osseointegration between TPS implants and the surrounding bone.



1980 Dr. h.c. Fritz Straumann and Prof. Schroeder found the International Team for Implantology (ITI). The ITI consists of well-known dentists, implantologists, and orthodontists and works in close collaboration with the Institut Straumann on further developing implants. Great emphasis is also placed on training dentists and their assistants.



2002 Straumann acquires Kuros Therapeutics AG and extends its activities into the field of biomaterials, particularly to novel substrates for tissue regeneration. In 2003, Straumann acquires the Swedish company Biora, a pioneer in the area of biologically-based regeneration of oral tissue.



2005 Straumann launches SLActive™ implants with the breakthrough hydrophilic and chemically active surface. The same year, SLActive™ wins the Frost & Sullivan Technology of the Year Award in the Medical Device industry.



IDEA SUBMISSION GUIDE

1. Before discussing your idea with Straumann, please sign two copies of the Information Submission Agreement and return it to Straumann Manufacturing, Inc. at the following address:

Attn: Engineering and Development
Straumann Manufacturing, Inc.
60 Minuteman Road
Andover, MA 01810

2. Straumann Manufacturing, Inc. will countersign the Agreement and send it back to you.
3. Once you have received one original countersigned Agreement, please fill out the Idea Submission Form or send your idea in any format available (including models, PowerPoint presentation, issued patent, filed patent application, in either electronic or hard copy) to the address set forth above.
4. Engineering and Development will forward the idea to the Idea Assessment Committee at Institut Straumann in Basel, Switzerland.
5. After you have submitted the idea, Engineering and Development will attempt to let you know within six weeks whether Straumann has decided to pursue the idea.*

** Please note that many ideas, inventions and technologies are already available to Straumann through the work of Straumann employees, publications or disclosures of other individuals or organizations.*



INFORMATION SUBMISSION AGREEMENT

Straumann Manufacturing, Inc., a Delaware corporation with a principal place of business of 60 Minuteman Road, Andover, MA 01810 ("Straumann"), and the individual or entity named on the signature page of this Agreement ("Discloser") have entered this Agreement as of the date set forth on the signature page.

1. Introduction

1.1 This Agreement governs the submission of certain ideas, information, concepts, technical drawings, or other developments (collectively, the "Discloser Information") by the Discloser to Straumann. Straumann or its affiliates (collectively, with Straumann, the "Straumann Entities") will evaluate the Discloser Information in connection with a potential business opportunity between the Discloser and Straumann. By signing this Agreement, Straumann does not commit to entering any business arrangement with Discloser.

1.2 Discloser acknowledges and agrees that the Straumann Entities are receiving and reviewing Discloser Information at Discloser's request, and Discloser hereby grants to the Straumann Entities any and all rights, licenses, and privileges that may be necessary or appropriate to permit the Straumann Entities to evaluate the Discloser Information to assess potential business opportunities between the Discloser and Straumann.

2. Discloser Information

2.1 Discloser expressly acknowledges and agrees that the term "Discloser Information," as it is used in this Agreement, does not include ideas, information, concepts, technical drawings, or other developments that: (i) is or are generally known outside of Discloser, (ii) Straumann can demonstrate was or were already known to the Straumann Entities prior to the delivery of the Discloser Information to Straumann, (iii) is not or are not owned exclusively by Discloser, and (iv) is or are obvious to someone knowledgeable in the field of implant dentistry or oral tissue regeneration.

2.2 Discloser agrees that the Straumann Entities shall have no obligation to Discloser, whether contractual or otherwise, with respect to information that is not Discloser Information, and Discloser hereby releases the Straumann Entities, individually and jointly, from any and all claims, whether in law or equity or otherwise, related to any such information.

2.3 Discloser shall clearly mark all Discloser Information that it provides to Straumann pursuant to this Agreement, and the confidentiality requirements of this Agreement shall not apply to any information that has not been marked in accordance with this Section 2.3.

3. Confidentiality

3.1 Subject to the terms of this Agreement, the Straumann Entities will maintain Discloser Information in confidence for a period of two (2) years from the Effective Date. Notwithstanding the foregoing, the Straumann Entities will have no obligation to maintain the confidentiality of Discloser Information to the extent that such information (i) becomes generally known through no act or failure to act on the part of the Straumann Entities, (ii) is disclosed to the Straumann Entities on a non-confidential basis by a third party that is legally free to do so, (iii) is conceived or developed independently by or on behalf of the Straumann Entities, or (iv) is disclosed by the Straumann Entities or any of them pursuant to a valid order of a governmental agency, court, or other administrative body having jurisdiction over the Straumann Entities or any of them. To protect the confidentiality of the Discloser Information, Straumann will use the same degree of care that it uses generally to protect Straumann's confidential information.

INFORMATION SUBMISSION AGREEMENT

3.2 Discloser understands and agrees that the Discloser Information may be similar or identical to existing information that the Straumann Entities possess or have independently developed (the "Straumann Information"), and that the Straumann Entities shall have no liability to Discloser with respect to any such Straumann Information. Straumann's acceptance of information from Discloser does not constitute an admission or acknowledgment by the Straumann Entities that such information constitutes Discloser Information under this Agreement.

4. Other Acknowledgments and Agreements

4.1 Discloser represents and warrants that it: (i) has the right to provide the Discloser Information to the Straumann Entities, (ii) it is the owner of all right title and interest in and to the Discloser Information, and (iii) to Discloser's knowledge, there is no other right, license, contract, agreement, understanding, or similar lien that could prevent, diminish, or impair the disclosure of the Discloser Information or any related information to the Straumann Entities. Discloser acknowledges that this Agreement does not grant or convey to Discloser any right, title, or interest in any intellectual property of the Straumann Entities.

4.2 This Agreement is the entire agreement between the parties with respect to the subject matter hereof. The internal laws of Massachusetts shall govern the construction and interpretation of this Agreement, and the exclusive jurisdiction and venue for any dispute arising from this Agreement shall be in the state and federal courts of Massachusetts.

4.3 This Agreement may not be modified except in a writing manually signed by each of the parties.

4.4 This Agreement shall expire one year from the effective date, provided that the confidentiality obligations set forth in Section 3.1 shall survive the termination of this Agreement as provided in that Section.

4.5 This Agreement may be executed by facsimile signature page or by an electronic image of a manual signature to the Agreement. This Agreement may be executed in one or more counterparts each of which together shall constitute one original. This Agreement will not be binding upon either party unless and until both parties shall have signed the Agreement.

In consideration of the promises contained herein, the parties have executed this Information Submission Agreement effective as of the date set forth below.

Straumann Manufacturing, Inc.
60 Minuteman Road
Andover, MA 01810

Discloser (print name)

Head of Engineering and Development

signature

date received

address

telephone

date

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IDEA SUBMISSION FORM

1. Describe the application or field-of-use in which you originally intended to use your idea

2. Describe your idea (attach patent or patent application if applicable)

3. Attach a sketch of the product if applicable (including photographs and technical drawings if available)

4. List the product advantages and disadvantages

Discloser name

telephone

fax

address

email

Practice/hospital or affiliation

Discloser signature

date

For hospital, university, or institution only:

Licensing officer/counsel name

title

telephone

www.straumann.com



STRAUMANN GUARANTEE

International Headquarters

Institut Straumann AG
Peter Merian-Weg 12
CH-4002 Basel, Switzerland
Phone +41 (0)61 965 11 11
Fax +41 (0)61 965 11 01

National Distributor

Straumann USA, LLC
60 Minuteman Road
Andover, MA 01810
Phone 800/448 8168
978/747 2500
Fax 978/747 2490
www.straumannusa.com