

## Section 1) EXECUTIVE SUMMARY

Date	January 1, 2010
Company Name and Address	Word-for-Word Transcription Service, Inc. 100 Allenby Street, Suite 140 Beverly Hills, CA 90210, USA
Phone number Fax number	Phone: + 1 310 992 7000 Fax: + 1 310 992 7001
Email address Website	<i>info@word-for-word.com</i> <a href="http://www.word-for-word.com">http://www.word-for-word.com</a>
Authorized representative name	Michael Allen
Authorized representative signature	
Business contact person Technical contact person	Please direct all questions to Michael Allen

### Proposal highlights:

- In business since 2001, Word-for-Word is a unique transcription service that offers extremely high-quality and personal attention with a single point of contact for all your transcription needs.
- The company is bidding only on the *Portuguese component* of the RFP. We are prepared to take on the entire project, or will accept the division of the project with other providers that WIPO selects during this bidding process.
- Each of the transcribers at Word-for-Word are experts in their language pairs and have years of experience doing professional transcription. Additional transcribers can be added to the project as needed, even in additional language pairs.
- All documents are kept in the strictest confidentiality and will be seen only by the transcribers involved.
- The financial proposal is generous and includes the combined work of multiple transcribers on each document. Prices for Portuguese and French are exactly the same.

## Section 2) GENERAL INFORMATION

### Section 2.1 Company Background

Word-for-Word is a boutique transcription firm that brings together some of the most talented linguists on the planet. We are proud to offer personalized and incredibly accurate service. Transcription is done by our small, enthusiastic group that specializes in transcription, localization, and editing in our working languages. Unlike agencies that will contract your job out to whomever will work cheapest regardless of qualifications, at Word-for-Word we do all our own transcriptions.

Word-for-Word transcriptions are handled personally by Michael Allen in conjunction with a small group of expert transcribers. While Mr. Allen will be a single point of contact for all your needs, you are welcome to speak with a specific transcriber whenever you need to, ensuring your job is done how you want it, and when you need it. All transcriptions are done in pairs, ensuring that your document is cleared by two independent transcribers. This means that even the most technical documents are perfectly accurate.

Based in Beverly Hills, California, Word-for-Word has been in continuous operation since January 2001. The company has served hundreds of clients, both individuals and multinational enterprises, all around the world. It is a member of the Better Business Bureau with not a single complaint.

### Section 2.2 References

Happy clients make excellent references. At Word-for-Word, we can offer our clients reliable and top-notch service no matter the size of the project. We are confident in our abilities because we consistently receive the praise of our clients in person, through additional work orders, and through referrals.

#### ***Recent transcription projects and references:***

<b>Creative Transcriptions – March 2008-present</b>	<b>Contact:</b>
Creative Transcriptions is a creative services firm specializing in technology-driven content. Jon contacted Word-for-Word with a rush job—4 songs that needed to be transcribed in a variety of romance languages in just a few hours. After a positive first experience, Creative now consistently turns to Word-for-Word for transcriptions.	Jon Goff Creative Transcriptions, LLC President goff@creativetranscriptions.com
<b>Legal Transcription – Apr-Aug 2008</b>	<b>Contact:</b>

<p>Dunn &amp; Martin LLP is one of the Global 50 law firms, with 200 attorneys worldwide. The Beverly Hills office has been working on an asylum case and asks Word-for-Word to transcribe a variety of documents on extremely short notice with tight turnaround times. Documents include: depositions, interviews, handwritten letters, etc. In all cases, an immediate price quote is given, the rush deadline agreed upon and the documents transcribed on time or early.</p>	<p>Heather James  Dunn &amp; Martin LLP  Associate  dunn@dunnandmartin.com  500 Market Street, Suite 3000  San Francisco, CA 94105  +1 415 800 8080</p>
<p><b>Radio Transcriptions – April-June 2008</b></p> <p>JWG is a large promotional media company. They were looking to hire a company on an ongoing basis to transcribe audio from radio commercials. Much like the WIPO project, files were to be received each week, although the amount was never known beforehand and the turnaround time was always to be 24 hours. Word-for-Word handled several files a week, always meeting or exceeding JWG’s expectations and deadlines.</p>	<p><b>Contact:</b></p> <p>Dina Dessner  JWG  Compliance Administrator  ddessner@tmpg.com  3126 Corporate Park Drive  White Plains, NY 10604  +1 914 900 1211</p>

*We have plenty of satisfied clients. Further references are always available; just ask.*

## Section 3) UNDERSTANDING OF REQUIREMENTS

### Section 3.1 Content of Materials to be Transcribed

Having read through the *Terms of Reference* (Annex I), Word-for-Word is prepared to take on a 3-year contract for the transcription of the *Portuguese* components only. These include:

- vi. Transcription of Abstracts from Portuguese;
- vii. Transcription of Abstracts from French;
- viii. Transcription of *International Search Reports* (ISRs) and *Supplementary International Search Reports* (SISRs) from Portuguese;
- ix. Transcription of *International Preliminary Reports on Patentability* (IPRPs) and *Written Opinions of the Searching Authorities* (WOSAs) from Portuguese;
- x. Provision of abstract-based Terminological Records in Portuguese.

Word-for-Word will accept the award of one or more of the above components, as WIPO deems most suitable for its needs.

**Note:** *Word-for-Word is not bidding for the Korean transcription component.*

### Section 3.2 Quantity and Delivery of Materials to be Transcribed

WIPO estimates that the number of abstracts, ISRs, SISRs, IPRPs and WOSAs in Portuguese for the year 2009 to be 750 each. These will be delivered to Word-for-Word in batches of a determined number (e.g. 25/week), but may vary throughout the year. Word-for-Word also understands that this total is an estimate, and the actual number of documents may vary.

Depending upon WIPO's requirements for the total number of documents per week, Word-for-Word will be ready to take on the entire batch, or will accept the division of the project with other providers that WIPO selects during this bidding process.

Word-for-Word is happy to oblige WIPO's request to work on the abstract-based terminological records using the Patentscope Linguistics Database.

### Section 3.2 Content Delivery

Word-for-Word will receive the documents as ZIP files via WIPO's secure servers. The transcriptions will be carried out using the templates provided by WIPO and, like all documents we transcribe, will be rendered "publication-ready" and with the highest level of accuracy. Documents will be proofread by a native Portuguese- or French-speaker, depending upon the target language.

All documents will be kept in the strictest confidentiality and will be seen only by the transcribers involved. This has always been our policy for all documents.

## Section 4) WORD-FOR-WORD TRANSCRIPTION METHODOLOGY

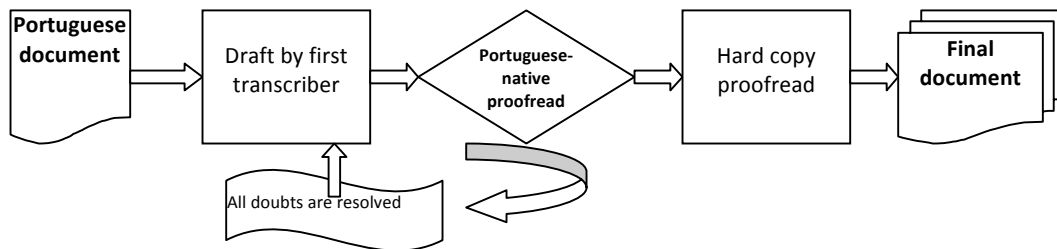
### People

What separates Word-for-Word from other transcription companies is our attention to detail and our unique partner process. Each transcription is handled personally by Michael Allen in conjunction with a small group of expert native-speaking transcribers, who are described in Section 5. Based upon WIPO's needs, this list of transcribers can be expanded either before or after the start date. Each of the transcribers at Word-for-Word are experts in their language pairs and have years of experience doing professional transcription.

### Process

All transcriptions are done in pairs, ensuring that your document is cleared by two native-speaking transcribers. The first draft of the transcription is done by the native speaker of the SOURCE language. The draft is then sent to a second transcriber who is also a native-speaker of the SOURCE language. This person compares the two documents to ensure the accuracy of the transcription and flags any dubious transcriptions for discussion. By email or by phone, the transcribers resolve all outstanding issues. Finally, the document is printed and the hard copy is proofread to eliminate any remaining errors.

#### *Sample Process Flowchart for WIPO transcriptions*



\* A similar process is used for documents from French.

### Policies

All transcriptions are kept in the strictest confidence. The only individuals granted access to the documents are the transcribers involved, all of them known to WIPO. Word-for-Word has a stainless reputation for maintaining non-disclosure terms and for completing work accurately and on time. As per WIPO's requirements, all transcriptions will be completed within 2 weeks of issue. Any difficulties in meeting such a timeline because of extraordinary circumstances will be communicated in a timely manner.

## **Section 5) PROPOSED TRANSCRIBERS FOR THE PROJECT**

### **Michael Allen**

Since he has been old enough to walk, Michael has wanted to do nothing else but be an entrepreneur. He holds a degree in Business as well as a Master's degree in Architecture from the University of California at Los Angeles.

**Nationality:** American

**Languages:** English, , Portuguese, French

**Location:** Beverly Hills

### **Diana da Silva**

A Portuguese transcriber living in the USA, Diana started her career as a researcher and consultant in Terminology. She holds Bachelor's and a Master's degree in Linguistics, and has experience transcribing a variety of texts, ranging from technical manuals to subtitling.

**Nationality:** Portuguese

**Languages:** Portuguese, English, French

**Location:** Los Angeles

### **Severine Hebert**

Severine grew up in Paris born to Brazilian parents. After completing a law degree in France, she moved to Portugal where she spent 3 years working as an attorney. Her knowledge of Portuguese and French are outstanding, even including legal and technical terms. She has been in Beverly Hills working as a transcriber for Word-for-Word for 8 years, and in that time has completed a myriad of projects of all sorts.

**Nationality:** French

**Languages:** French, English, Portuguese

**Location:** Beverly Hills

Detailed CVs by request. Transcribers are available 365 days a year. Additional qualified transcribers can be made available depending on the scope of project and contract length agreed upon.

## Section 6) CONTRACTUAL CONDITIONS

### **Point of Contact**

Your point of contact for all transcription needs will be Michael Allen, Word-for-Word's Language Director and principal transcriber. He is available by phone, email, fax or instant message.

### **Proposed Contract Terms and Conditions**

This Service Contract Agreement ("Agreement") is entered into as of \_\_\_\_\_, 2010 (the "Effective Date"), by and between Michael Allen of Word-for-Word Transcription Service, Inc. in Beverly Hills, California (the "Transcriber") and \_\_ (WIPO) \_\_ ("Client"). This contract serves to confirm that the Client will retain transcription services from the Transcriber to transcribe documents ("Documents") of varying length from Portuguese or French in accordance with the guidelines issued at the commencement of work and/or on a case-by-case basis by the Client ("Guidelines").

**Services:** It is understood and agreed that the Client shall transmit Documents for transcription by email or other electronic means and that the completed transcriptions will be delivered in a similar manner within 2 weeks, as designated by the Guidelines, or as agreed upon for each batch. Transcriptions will be carried out by the Transcriber, which includes Michael Allen and transcribers working for Word-for-Word Transcription Service, Inc. An updated list of transcribers working on Documents shall be made to the Client whenever demanded.

**Compensation:** The Client has agreed to pay flat fees for Abstracts, International Search Reports, Supplementary International Search Reports and abstract-based terminological records regardless of length. The Client has further agreed to pay fees per word (determined by the target language) for other documents. All prices are in Swiss francs and are listed in the Price Schedule attached to this contract. The Transcriber will provide the Client with ongoing invoices stating the work performed and total fees.

**Confidentiality:** The Transcriber agrees: (i) not to disclose to any other person any Confidential and Proprietary Information, other than pursuant to applicable law, regulation or subpoena or with the prior written consent of the Client; and (ii) not to use any Confidential and Proprietary Information in any manner, except in connection with the business during the term of this agreement.

**Duration:** This term of this agreement shall begin on the date first above written and shall be valid and binding on both parties for \_\_\_ (3 years) \_\_\_ or until such time either party wishes to terminate this agreement by giving not less than fourteen (14) days' prior written notice to the other party.



## Section 7) PRICE

September 29, 2009

**To:**

Oscar Paris  
Director  
Procurement and Contracts Division  
World Intellectual Property Organization  
34, chemin des Colombettes  
1211 Geneva 20  
Switzerland

**Re: Financial offer for RFP N° PCD/09/1046 Transcription of Portuguese abstracts, ISRs, SISRs, WOSAs, IPRPs and the creation of abstract-based terminological records**

Dear Mr. Paris:

Thank you for the opportunity to bid on the RFP contract for Portuguese transcriptions. I am confident in the abilities of the transcribers at Word-for-Word Transcription Service, Inc. and have no doubt that you will be pleased with the high quality and promptness of our services.

As requested, I am including Annex IV, the *Price Schedule* proposed for transcription of abstracts, ISRs, SISRs, WOSAs, IPRPs and the creation of abstract-based terminological records from Portuguese/French. All prices are in Swiss francs (CHF). The validity of this price schedule offer is 90 days (3 months), ending on January 8, 2010. Within that time period Word-for-Word will be pleased to sign a contract locking in these prices for a period of 3 years, or as specified by WIPO guidelines.

As the owner of Word-for-Word Transcription Service, Inc., I am authorized to provide this bid on RFP N° PCD/09/1046 and look forward to your timely response. My aim is to provide you with the best services possible at a fair price. If the issue comes down to price alone, please feel free to contact me and I am sure we can find a mutually agreeable solution.

Cordially,

Michael Allen  
Director/Owner and responsible financial representative  
Allen@ibabbleon.com  
+1 310 992 7000

## ANNEX IV

### To Request for Proposals (RFP) N° PCD/09/1046

### PRICE SCHEDULE

Date	September 29, 2009
Company name	Word-for-Word Transcription Service, Inc.
Address	100 Allenby Street, Suite 140 Beverly Hills, CA 90210, USA
Telephone and Fax number	+1 310 992 7000, fax +1 310 992 7001
E-mail address and/or Home Page address (if available)	Allen@ibabbleon.com http://www.word-for-word.com/
Name of authorized representative	Michael Allen
Contact name	Michael Allen
Contact name phone and fax number	Michael Allen (310) 992 7000, fax: (310) 992 7001

DESCRIPTION			
			CHF ....
A) <u>Description</u>	B) <u>Estimated annual workload in 2010<sup>1</sup></u> <u>(Quantity)</u>	C) <u>Fixed all-inclusive unit price</u> <u>(in Swiss francs)</u>	D) <u>Total estimated annual cost</u> <u>(in Swiss francs)</u> D = B x C
<b>Transcription of:</b>			
(a) Abstracts ( <i>see Annexes I and II</i> ):			
Korean	...7608.....	.....--.....	.....--.....
Portuguese	....750.....	.....45.....	.....3375.....
(b) International Search Reports (ISRs) ( <i>see Annexes I and II</i> ):			
Korean	...7608.....	.....--.....	.....--.....
Portuguese	....750.....	.....45.....	.....3375.....
(c) Supplementary International Search Reports (SISRs) ( <i>see Annexes I and II</i> ):			
Korean	7608 maximum	.....--.....	.....--.....
Portuguese	750 maximum	.....45.....	.....3375.....
(d) International Preliminary Reports on Patentability (IPRPs) ( <i>see Annexes I and</i>			

<sup>1</sup> For more details on the estimated annual workloads, see sections 3.1 to 3.3, pages 6-7 of Annex I – Terms of Reference. Please note that WIPO does not guarantee to meet or exceed the estimated workload.

<p><i>II):</i>  Korean  Portuguese</p> <p>(e) Written Opinions of the Searching Authorities (WOSAs) (<i>see Annexes I and II):</i>  Korean  Portuguese</p> <p>(f) Provision of abstract-based terminological records (<i>see Annexes I and II)</i>  Korean  Portuguese</p>	<p>...7608.....  .....750.....</p> <p>...7608.....  .....750.....</p> <p>...7608.....  .....750.....</p>	<p>.....--.....  250 per 1000 words</p> <p>.....--.....  250 per 1000 words</p> <p>.....--.....  .....10.....</p>	<p>.....--.....  .....187 500.....</p> <p>.....--.....  .....187 500.....</p> <p>.....7500.....</p>
<p><b>TOTAL COST:</b></p>			<p>CHF...392 625.....</p>
<p><b>Notes:</b></p> <p><b>Volume Discounts</b> of 10% are available for individual texts over 5000 words.  <b>Bulk Discounts</b> of 10% for large orders are sometimes available based on delivery requirements (deadlines, uniqueness of individual documents).  <b>Prices listed are for Portuguese. French</b> transcriptions are priced identically to prices for Portuguese.</p>			
<p>Name of authorized representative (<i>please print or write out in block letters</i>):</p> <p><b>Michael Allen</b></p>	<p>Signature of authorized representative:</p>		

## Section 8) TEST

Test 1. Abstract to be transcribed into English and French

### ABSTRACT

PRESSURIZED FLUID SOLID FRICTION SHOCK ABSORBER relates to an apparatus that, through solid friction, allows for the rapid dissipation of the elastic energy absorbed by a vehicle's suspension. A bag of pressurized fluid (6) puts pressure on the brake lining (5) of the brake shoes (2) against the internal wall of the shell (1), creating the solid friction forces that will dissipate the absorbed elastic energy. The pressurized bag of fluid (6) and the brake shoes (2) are attached to the shaft (4) by means of grippers (3). The pressurized bag of fluid (6) is supplied by a feeding tube (16), by a pressurized flask or by a compressor.

UN AMORTISSEUR DE FROTTEMENT SOLIDE UTILISANT DU FLUIDE SOUS PRESSION s'agit d'un équipement facilitant, par frottement entre solides, une dissipation rapide de l'énergie élastique absorbée par les suspensions de véhicules. Une enveloppe de fluide sous pression (6) presse les garnitures de frein (5) des sabots (2) contre la paroi interne de la chemise (1), générant des forces de frottement solide qui dissipent l'énergie élastique absorbée. L'enveloppe de fluide sous pression (6) et les sabots (2) sont reliés à la tige (4) au moyen de bagues d'entraînement (3). L'enveloppe de fluide sous pression (6) est alimentée via un tube d'alimentation (16) par une flasque sous pression ou par un compresseur.

Test 2. Text similar to IPRPs to be transcribed into English

“DEDICATED METHOD FOR MONITORING AND CONTROLLING VOICE AND VIDEO COMMUNICATION”

The present patent refers to computational methods in general, more specifically a dedicated method for monitoring and controlling voice and video communication that, according to its general characteristics, possesses as a basic principle to provide the formation of a specific and proprietary computational method that provides a flexible, efficient and user-friendly interface for interacting directly with the methods and events related to voice and video communication associated with telephones and similar devices in general, and controlled by cellular telephones, in order to provide any type of user a fully differentiated way to handle, and principally to program, the general forms of utilization of these telephone devices, particularly cellular devices, based upon the formation of a highly versatile and practical method of monitoring and control. With specific design for better access and user adaptability, practical features for handling and functioning, and, due to its general characteristics, easily adaptable to the most wide range of users, locations and telephones and similar devices in general, regardless of their particular characteristics.

The patent in question is characterized by aggregating components and processes in a differentiated model, which may serve the varying conditions that the nature of use demands, that is, monitoring and control of voice and video communication. This model ensures a method of monitoring and control with great functionality, versatility, efficiency, practicality, precision and interactivity thanks to a combination of excellent technical qualities, which offers advantages and improvements in the utilization of telephones and similar devices in general, and whose general characteristics differ from existing forms and models known in the current state of the art.

The present patent consists in the use of a modern, efficient, versatile and functional method dedicated to monitoring and controlling voice and video communication, formed by a set of properly incorporated telephone and computational solutions, comprising a method of complete and differentiated monitoring and control in its general characteristics, based upon a specific and proprietary methodology meant to allow for the monitoring and control of the widest

range of voice and video communications directly on the widest range of telephones and similar devices in general, independent of the platforms and equipment included, and that incorporates a proprietary structure comprising a voice and video monitoring and control system (SSCCVI); a set of manual operating devices for individual telephones (DOMATI); a set of automatic operating devices for individual telephones (DOAATI); a set of automatic operating devices for multiple telephones (DOAMAT); a set of monitoring and control devices for individual telephones (DSCATI); and a set of monitoring and control devices for multiple telephones (DSCMAT); so as to facilitate the formation of a complete and precise methodology that aggregates the widest range of telephones and similar devices in general, with great optimization and versatility in face of its operational capabilities by users in general.