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Society of Physician Entrepreneurs (SoPE) Partners with e-Zassi to Drive Innovation

Member Benefit Will Help Physicians Bring New Medical Technologies to the Marketplace

FERNANDINA BEACH, Florida, June 29, 2011 – e-Zassi.com a proprietary software platform that is revolutionizing the process of technology transfer has announced a new strategic partnership with the Society of Physician Entrepreneurs (SoPE) that will offer its members access to the e-Zassi suite of software tools. The partnership is the latest example of how the \$250B medical device industry is embracing the proprietary e-Zassi platform which allows all subscribers to securely and safely collaborate early in the development process without jeopardizing intellectual property rights of the innovator or limiting the buyer's freedom to operate.

SoPE's vision is to accelerate physician originated biomedical innovation and with this partnership all SoPE members will receive a subscription to the e-Zassi.com medical device online network. In this unique vertical network built exclusively for medical device participants they will have access to the e-Zassi DNA profiling software that powers the suite of search/match and collaboration features. Members also receive a discount on the InnoVision™ software to assess and market their medical technology.

Peter von Dyck, CEO of e-Zassi, said, "Physician innovators are a major force behind the creation, development, commercialization and clinical adoption of important new medical technologies around the world and as the avenues to finance and commercialize new medical technologies are becoming more challenging due to regulatory, reimbursement and patent reform, we are honored to empower and protect them with our platform."

“The mission of the SoPE organization is to accelerate physician originated biomedical innovation, and to provide physician entrepreneurs with the opportunity to network with their peers and others involved in the innovation commercialization process. By partnering with e-Zassi, we are able to help realize our mission and deliver value to our membership,” Arlen Meyers, MD, MBA, SoPE Chairman and President.

About e-Zassi.com

e-Zassi is the first web-based life science business intelligence & collaboration platform that provides bilateral IP security for research and industry. This secure, digital approach is simple to use, more cost effective than traditional methods and protects all parties from confidentiality risks delivering immediate competitive advantages. For additional information call 866.474.6328 or visit www.e-zassi.com.

About SoPE

Society of Physician Entrepreneurs (SoPE) is a physician led non-profit member organization. SoPE's core mission is to help doctors who have ideas for products or services that will improve healthcare. SoPE provides education programs; a networking venue and services, including access to sources of financing that can assist them in bringing their idea to life. On a bigger stage, SoPE is spearheading an effort to promote a better understanding of the processes involved in the introduction of new healthcare related products and services and working with all stakeholders in healthcare to identify ways to improve and accelerate the process. For additional information call 703.879.7710 or visit www.SoPEnet.org.

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