



Tuesday, September 08, 2009

**IN TODAY'S' INTENSELY COMPETITIVE JOB MARKET, ARE YOU INTERESTED IN GIVING
YOUR STUDENTS A COMPETITIVE ADVANTAGE?**

Dear Professor:

Educators in the nation's top Engineering schools answered with a resounding YES! Giving their students a competitive advantage is good for the school, the student and the alumni associations.

As member of the Standards Engineering Society and other industry trade organizations, we at IP-Shield have heard from industry professionals- ***your students' prospective employers***- that a grasp of Standards and how to apply them in the workplace is indeed a competitive advantage. **We also understand from University Professors that access to the Standards and real-world application is costly and difficult to work into a curriculum.**

We have the answer. IP-Shield has teamed with some of the most renowned Standards professionals in the industry, and has created a series of eight e-learning courses called "Standards Aware™" For ***less than the cost of a textbook***, these engaging courses will take the student from the very basic "What are Standards" through "Finding Standards" Each of the eight web-based courses is approximately one hour in length and includes a review and quiz to ensure student understanding of each topic.

To help students learn about standards and how to apply them in the workplace, the course also includes 5 Case Studies and access to the Standards which apply. **Additionally, the student will have online access to the IHS "Standards Expert" search engine for an entire year!** IHS is a leading provider of technical standards, codes, specifications, Government/Military standards and specifications, and related documents. IHS offers documents from more than 370 technical societies around the world.

This program would be a valuable add on to any engineering course or engineering certification program for your students. This collection includes the following items with a retail value of over \$1600:

- Standards Aware™ series (8 Courses)
- Copyright Aware™
- 1 Year membership to the Standards Engineering Society
- Practical Case Study Exercises with access to Standards provided by Standards Developing Organizations via IHS Inc.
 - ASTM, ATIS, IPC, SAE, and UL
- Access to IHS Standards Expert™ for the school year.

This winning combination of courses and case studies can be included in a curriculum, or offered as extra credit. We would like to offer your students this very valuable series at special academic pricing.

Please contact us at (866) 520-5783 or info@ip-shield.com to learn more

Sincerely,

A handwritten signature in cursive script that reads "John Toth".

John Toth