



INVITATION TO NEGOTIATE

ITN15-05-07 - Three (3) Coleus Cultivars

Florida Foundation Seed Producers, Inc. (FFSP) invites all interested parties and stakeholders to submit comments and/or proposals for the exclusive licensing opportunities disclosed in this announcement. For more information, please contact FFSP at jholm@ffsp.net.

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ITN Description and Specifications

- **ITN Title:** Three (3) Coleus Cultivars
- **ITN Number:** ITN15-05-07
- **ITN Territory:** As proposed by ITN respondents
- **ITN Announcement Date:** February 20, 2015
- **ITN Proposal Due Date:** Friday, April 17, 2015, 12PM EST
- **Cultivar Descriptions:**



ITN15-05—'UF12-73-5' (U.S. Patent Pending)

'UF12-73-5' has novel foliage color with superior stability in both sun and shade, and the lanced shape of the foliage is extremely uniform across the plant throughout development. It has a vigorous, upright habit with excellent lateral branching, thus providing ample vegetative propagules for producers.

'UF12-73-5'

ITN15-06—'UF12-74-3' (U.S. Patent Pending)

'UF12-74-3' was selected mainly for its novel foliage color patterning and shape, and also for its foliage color stability in sun and shade. As the foliage matures, it continues to develop a deeply contrasting maroon and lime green leaf with patterns also similar to a holly leaf .



'UF12-74-3'

ITN Description and Specifications

ITN15-07—'UF13-6-11' (U.S. Patent Pending)



'UF13-6-11' was selected mainly for its novel foliage color patterning and shape, and also for its foliage color stability in sun and shade. This is a rare plant because it has color stable foliage that is consistent deep pink surrounded by chocolate brown with bright lime green accents at the leaf margin.

'UF13-6-11'

What is an ITN?

Newly developed cultivars, experimental lines, and plant germplasm are routinely approved for release through UF's Florida Agricultural Experiment Station (FAES). Florida Foundation Seed Producers, Inc. (FFSP), a non-profit corporation and direct support organization of the University of Florida, is continuously seeking strategic production and marketing companies in commercialization of a diverse portfolio of newly developed plant cultivars. For certain crops, several companies may express interest in an opportunity for an exclusive license for an improved plant cultivar. The Invitation to Negotiate (ITN), implemented in 2006, is a process which enables FFSP to fairly and objectively evaluate all commercial proposals and comments to effectively identify superior companies to deliver new cultivars to the public. In return, licensed companies provide royalties back to FFSP for reinvestment in the breeding and development of new, improved cultivars at the FAES.

The ITN process encourages an open engagement of all interested companies and stakeholders. Companies submitting proposals and/or comments to an ITN will be evaluated consistently and fairly by a review committee comprised of staff members of FFSP and expert faculty advisors from FAES.

FFSP strives to secure the partner/partners that best meet the needs of the State of Florida and its people, UF, and the FAES breeding program. Responders to the ITN will be evaluated using a consistent methodology, allowing review committee members to weigh core elements and objectively evaluate multiple proposals. The ITN specifications objectively guide critical responses in a proposal and are designed to explore the project's commercial scope for a sustainable business, consistent with the necessity to deliver FAES plant breeding products and technology to the public. The ITN requires interested companies to describe their prior experience and current business model. Companies are asked to describe a plan of action concerning the new business opportunity. The ITN also requests details of marketing and production plans which will successfully deliver a sound commercial operation and ensure that sustaining royalties are returned to support the FAES breeding program. Initiation of an ITN and the participation by a company in an ITN process does not mean an exclusive agreement will be eventually awarded; only that responsive companies will receive consideration and a fair evaluation of proposals and comments submitted.

At the conclusion of the ITN process, it is everyone's hope that most details can be mutually agreed upon, resulting in an award of a license to a qualified and successful partner.

Please refer to the general conditions of this ITN for specific specifications and instructions.

Instructions for Submitting Comments and/or Proposals

If you or your company is interested in commenting on and/or submitting a proposal for this exclusive licensing opportunity, please complete the three steps on this list:

Step 1: Carefully read the general conditions of this announcement.

Step 2: Complete and sign the Acknowledgment Form(s) of this announcement and mail or fax to: Florida Foundation Seed Producers, Inc., Attn: Jim R. Holm, By U.S. Mail: PO Box 110200, Gainesville, FL 32611-0200, By Express Courier: G022 McCarty Hall D, Gainesville, FL 32611-0200, Fax: (877) 839-9162

Step 3: After FFSP receives the Acknowledgment Form(s), you will receive a sample questionnaire which you may use to submit your proposal(s). If you are only interested in commenting, please indicate such on your Acknowledgment Form(s), and submit your comments upon returning the Acknowledgment Form(s). All proposals and comments must be received by Florida Foundation Seed Producers, Inc. (By U.S. Mail: PO Box 110200, Gainesville, FL 32611-0200, By Express Courier: G022 McCarty Hall D, Gainesville, FL 32611-0200) prior to the ITN Proposal Due Date specified in the ITN Description and Specifications of this announcement.

All proposals and comments will be objectively and confidentially evaluated. FFSP is committed to evaluating proposals and comments using the following three (3) principles of the ITN process:

- 1. What is good for the State of Florida and its people?**
- 2. What is good for UF/IFAS?**
- 3. What is good for the breeder and the breeding program?**

NOTICE: Late proposals and/or comments will not be accepted or considered.

If you or your company is interested in commenting on and/or submitting a proposal for these exclusive licensing opportunities, please complete and sign this Acknowledgment Form agreeing to the terms and conditions of the ITN and fax it back to Florida Foundation Seed Producers, Inc. FFSP will then send your company a sample questionnaire which may be used for submission of your proposal.

SUBMIT ITN RESPONSE AND COMMENTS TO:
FLORIDA FOUNDATION SEED PRODUCERS, INC.
 Attn: Jim R. Holm
 G022 McCarty Hall D
 PO Box 110200
 Gainesville, FL 32611-0200
 Fax: (877) 839-9162

Acknowledgment Form



INVITATION TO NEGOTIATE

ITN NUMBER(S) (Please indicate any cultivars of interest):	
ITN TITLE: THREE (3) Coleus Cultivars	
PROPOSER NAME/COMPANY NAME:	PROPOSER CONTACT (NAME):
PROPOSER'S MAILING ADDRESS (Phys.):	CITY – STATE – ZIP CODE - COUNTRY:
TELEPHONE NO.:	EMAIL:
ALTERNATE TELEPHONE NO.:	WEBSITE:
FAX NO.:	

Is it acceptable to send your ITN sample questionnaire via e-mail? _____ Yes _____ No

If no, what method should be used? _____

I certify that this ITN Proposal is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting an ITN Proposal for the same materials and is in all respects fair and without collusion or fraud. I agree to be bound by all terms and conditions of this ITN and certify that I am authorized to sign this acknowledgement form and submit an ITN Proposal for the Proposer.

SIGNATURE

DATE

NAME (TYPED), TITLE