

PUBLIC CALL FOR ACQUIRING THE EXCLUSIVE RIGHT TO PROPAGATE AND COMMERCIALY EXPLOIT THE RASPBERRY CULTIVAR “RUBYFALL” AND “ALPENGOLD”

The CRA - Centro di ricerca per la frutticoltura di Roma (CRA-FRU) is the holder of the Community Plant Variety Rights of the primocane raspberries cultivar “Rubyfall” (CPVR n° 30130, 23/05/2014; described in annex 1) and “Alpengold” (CPVR n°30133, 23/05/2011; described in annex 2).

Now the CRA-FRU intends to grant a single exclusive licence to a company, for 5 years, across Europe continent, excluding Italy.

The appointed company will continue to protect, propagate and commercially exploit “Rubyfall” and “Alpengold” continue to protect, market and manage the intellectual property rights in all Europe continent, excluding Italy.

All interested Companies are invited to answer this call with an Expression of Interest, containing :

- a) Identifying marks and legal information.
- b) Brief description of the core business.
- c) Description of current propagation and commercial activities as a fruit and vegetable nursery and in particular in the field of *Rubus species*.
- d) A declaration stating that the Company has its own structures of propagation and laboratories *in vitro* culture.
- e) Description of the Development Project for “Rubyfall” and “Alpengold” with details about the expected results if the licence of the cultivar is acquired.
- f) Documented demonstration of appropriate experience in intellectual property management and commercial assessments at international level with qualified companies in the world.
- g) A declaration stating that the Company is available to take charge of : importing the propagation material; getting genetic-sanitary certification; protecting “Rubyfall” and “Alpengold” on behalf of CRA-FRU in all the Countries included in the Development Project described at point e), following all the necessary procedures and paying all the expenses.
- h) Business terms for the acquisition of the exclusive licence, to propagate and commercially exploit the cultivar, containing:
 - the offer of the royalties per plant (minimum cant’ be lower than euro 0,12 per plant
 - the indication about minimum guaranteed quantity, per each year, of plants.

CRA-FRU reserves the right to consider as invalid any offers not respecting the above conditions.

If a negotiation starts with the Company, business terms declared in point h) are not binding for the parties and are just considered as a starting point for negotiating. All the other terms of a possible licence agreement will be freely discussed during the negotiation, irrespective of the proposal regarding specific terms.

The Expression of Interest will be assessed in good faith and with warranty of equal treatment in case of comparable offers, with the final goal to identify the most reliable partner, the most profitable offer and the most promising and well-grounded Development Project.

CRA-FRU is free to start negotiations with more than one company if the answers contained in the offer are not sufficient to identify a single partner as counterpart of a negotiation.

In any case, the offers presented, do not commit CRA-FRU to answer or to start a negotiation.

The offer must be sent, in written form, in a sealed envelope with an external label reporting the inscription “Offer for Rubyfall and Alpengold” to:

CRA-Centro di ricerca per la frutticoltura di Roma

Via Fioranello,52

00134 Roma

Italia

The offer must be received by CRA before 12.00 of the 16/01/2014, under penalty of exclusion from the tender

For further technical information about the cultivars “Rubyfall” and “Alpengold” send a request by mail: **fru@entecra.it**

ANNEX 1

RUBYFALL

Cultivar type : primocane

Origin: Polka x Tulameen

Maturity time: medium- late

Harvest: III decade of Settembre
II decade October

Fruit weight: g 5,8

Firmness: N 2,3

° Brix: 5,69

Titratable acidity: meq/l 15,9

Description:

Primocane cultivar, thornless, fruit of large size (+35% compared to Polka), bright red color, excellent organoleptic characteristics.

Plant of medium vigour, easy to manage

Better performance in cooler areas



ANNEX 2

ALPENGOLD

Cultivar type: primocane

Origine: Polka x Tulameen

Maturity time: medium-late

Harvest: III decade of September
II decade of October

Fruit weight: g 5,30

Firmness: N 2,60

° Brix: % 12,0

Titratable acidity: meq/l 13,0

Description:

Primocane cultivar, thornless, fruit of large size (+30% compared to Polka), yellow-pink color. Excellent organoleptic characteristics. Plant of medium vigour

