

# IP Consulting Services

*For most businesses, their IP assets are their most valuable asset class, yet these assets often do not even appear on the Balance Sheet!*

**IPOfferings has a wide array of IP consulting services designed to help companies better manage and deploy their intellectual assets.**

*Are all of your patents, trademarks and service marks, copyrights, trade secrets, and technology and know-how accounted for?*

*Is the management and deployment of your IP producing optimal ROI?*

*Are your IP assets included in your annual Business Plan and your Strategic Planning process?*

*What are your tactical IP goals and your strategic IP objectives?*

**We provide IP M&A guidance and expertise.**

In addition to being a leading patent brokerage firm, IPOfferings is a leading supplier of consulting services related to intellectual property – patents, trademarks and service marks, copyrights, trade secrets, and technology and know-how – for businesses, universities, individuals and other holders of intellectual property.



For many businesses, their IP assets are their single-most valuable asset class. When Canadian telecom giant Nortel filed for bankruptcy and was liquidated in 2012, its patents sold for more than the total of all of the company's operating units. Despite their significant value, many companies do not record the value of their intellectual assets, and fewer businesses invest the time and effort they should in properly managing and deploying these valuable assets.

Patents are a unique asset because they come into existence differently than any other asset. You invest in R&D to develop a new technology. You apply for a patent, and you expense both your R&D and patent prosecution costs. Two or three years down the line, a patent is issued. But no accounting procedure occurs that puts that patent on your Balance Sheet as an asset. As a result, most patents are dramatically under-valued and, unfortunately, under-utilized! Here are a few of the services we provide:

- ◆ **IP Strategy Recommendations and Implementation:** Assist clients in both developing – and implementing – a strategy to optimize the value and utilization of their IP assets.
- ◆ **IP Assessment and Valuation:** Determine the relative value and best utilization of an organization's IP.
- ◆ **Patent Evaluation and Valuation:** Not just the value of a patent, but if the patent should be kept, abandoned or sold.
- ◆ **IP Prioritization:** Which IP assets are most critical?
- ◆ **Transaction Action Plan:** When it is time to divest or acquire, what are the key steps that will insure success?
- ◆ **IP Transaction Services and Support:** Make sure transactions go smoothly and that they are concluded in the best interests of the client.
- ◆ **Brokerage – Selling and Acquisition:** This is often integrated with other services to provide a total solution and improved corporate ROI.
- ◆ **Patent and Technology Licensing:** Inventions can be practiced, but they can also be monetized via licensing, avoiding an investment in engineering, manufacturing, marketing and distribution.
- ◆ **M&A and Equity Investment Diligence:** What is the smartest allocation of your IP assets?
- ◆ **Arbitration, Negotiation and Alternative Dispute Resolution:** Costly litigation can be avoided via these alternatives.
- ◆ **IP Strategy Coordination and Alignment:** Is your management and allocation of intellectual assets in sync with your core competencies and corporate objectives?
- ◆ **Tactical and Strategic IP Strategies:** What can be done in the short term to leverage IP assets, and what long-term initiatives will pay off in the out years?
- ◆ **Patent, Trade Secret, or Technology and Know-How:** What is the smartest way to protect the emerging technology in the pipeline right now?
- ◆ **Protective, Offensive or Defensive:** Patents are developed, acquired and asserted for one of three reasons. Has each patent been categorized so it can be most effectively deployed?
- ◆ **Efficient IP Portfolio Management:** Are your IP assets – that are likely already seriously under-valued – being deployed for optimal impact and ROI?
- ◆ **Patent Strategy:** File for new patents or acquire existing patents? Assert, renew, let expire, sell, license or give away patents not in use?
- ◆ **IP M&A:** Most businesses think of merchant banks when mergers and acquisitions come to mind, but for the acquisition or divestiture of an IP-rich business or business unit, you need IP experts who know what to look for, what to watch out for, and the right questions to ask!



IPOfferings also offers [Patent Brokerage](#), [Patent Valuation](#), [Patent Enforcement](#), and [Patent Acquisition](#) services.

**Getting Started:** Call us at **845-337-6911** or contact us at [patents@IPOfferings.com](mailto:patents@IPOfferings.com).