

IP STRATEGY SERVICES

IP and Brand Management & Monetization



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CORPORATE INTELLECTUAL PROPERTY STRATEGIES

Corporations often have business and marketing strategies, but rarely do they have intellectual property strategies. While a business strategy can define overall strategy and a marketing strategy provides marketing goals and budgets; an IP Strategy maps out your intellectual property and intangible assets and defines which assets best generate revenues and profits.

Completion and execution of an IP Strategy can increase profit margins and serve as a guide to executing successful licensing and brand extension transactions. Ultimately, an IP Strategy is integrated with your business strategy to identify how your IP is growing your business; and with your marketing strategy to analyze how your marketing spend is adding to the value of your organization.

BUSINESS QUESTIONS NEVIUM ANSWERS DURING THE IP STRATEGY PROCESS

- What assets are in our IP portfolio?
- Should we sell or license out any of our IP?
- Are we using the appropriate royalty rates in our license agreements?
- Are our products and services priced correctly?
- Can we better manage and monetize our IP?
- Is our investment in marketing effective?
- How much are our trademarks, copyrights and patents worth?
- Are we getting enough from our licensees?

OUR PROCESS

Our ultimate goal is to teach IP management and strategy to key business managers, enabling the corporation to evaluate and execute more successful future transactions on its own.

PHASE ONE - IP IDENTIFICATION & ORGANIZATION

A snapshot to identify and evaluate all proprietary assets. Organize and value the IP portfolio to detect strengths and weaknesses.

- IP Portfolio Review & Triage
- Marketing Performance Review
- IP and Proprietary Asset Valuations
- Peer Group Financial Performance Comparison
- Brand Equity Analysis and Benchmarking
- Alternative Strategy Identification

PHASE TWO - STRATEGY EVALUATION & CUSTOM TOOLS

Quantify specific IP leveraging strategies to identify opportunities that will be the most profitable. Build custom tools and teach management how to leverage them in executing successful transactions.

- Brand Extension Profit Comparison
- Licensing Guides and Opportunity Evaluation Toolkits
- Develop Pricing Tools
- Opportunity Valuation

Following Phase Two we work with clients implementing the most profitable strategies, due diligence, negotiation and licensing performance review. These tasks can be delivered on a success fee basis.

CONTACT NEVIUM

To investigate if an IP Strategy assignment would be a fit for you or your client, ask Brian or Doug at -

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