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## INTELLECTUAL PROPERTY STRATEGIES

Corporations often have business and marketing plans, but defined and executable intellectual property strategies are rare. Today, most businesses derive their value from their intellectual properties and intangible assets. Therefore, development and execution of an IP strategy is essential for business success.

While a business plan can define overall strategic objectives and a marketing plan provides goals and budgets; an IP strategy maps the organization's intellectual properties and intangible assets and defines which assets best generate revenues and profits. Ultimately, the IP strategy is integrated with business strategy to identify how IP can contribute to enhancing growth, financial performance and valuation. In addition to establishing an IP Strategy, review and evaluation of IP portfolios can save time and money; and reduce risk in executing M&A, licensing, partnership and other transaction opportunities.

At Nevium, IP strategy services are based on IP valuation. IP valuation quantifies how IP assets are contributing to financial performance and provides the foundation for IP strategy, indicating how existing IP is benefiting the corporation. Developing and implementing IP strategies can improve profit margins, increase business value and guide execution of successful licensing and monetization transactions.

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## BUSINESS QUESTIONS NEVIUM ANSWERS DURING THE IP STRATEGY PROCESS

Nevium's valuation-based IP strategy services address many common IP-related questions, including:

- What assets are in our IP portfolio and how much are our trademarks, copyrights and patents worth?
- Should we sell or license any of our IP?
- Are we using the appropriate royalty rates in our license agreements?
- Are our products and services priced correctly?
- Are there additional opportunities to generate revenue and reduce costs?
- Are our investments in marketing or technology development effective?
- Are we getting a fair return from our licensees and licensing activities?

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## OUR IP STRATEGY PROCESS

We aim to teach IP analysis and strategy to key business managers, enabling the corporation to evaluate and execute more successful future transactions on its own.

Strategy engagements can include: transaction and guideline company benchmarking, industry and market research, IP identification and triage, business planning, verification of ownership, business valuation and valuation of individual IP assets and IP portfolios. Initial phases typically involve identification and evaluation of all the proprietary intellectual properties

and intangible assets owned and used by the business. Our visionary IP evaluation models connect IP to financial performance allowing clear communications of IP performance and strategy across the organization.

After identification, evaluation and valuation we work with clients to build tools and procedures for evaluating future transactions and opportunities. We work with clients to implement and execute the most profitable strategic opportunities, including transaction due diligence and negotiation.

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## SAMPLE IP STRATEGY PROJECTS

Our strategic advisory services include evaluation of brand extension and IP licensing opportunities from a business and financial perspective; development of licensing guides and analytical tools for optimal pricing of products, services and licenses; and financial review of potential licensing and transaction partners.

Sample projects include:

- Valuation and strategic advisory services for a non-profit industry association, allowing the organization to re-price its services portfolio and evaluate brand extension opportunities
- Evaluation and valuation of an apparel industry licensing opportunity for a Spanish-language rock band with a global fan base
- Valuation of technology and brand assets for a fitness products company evaluating re-financing strategies
- Valuation of technology and marketing assets and evaluation of future technology licensing and distribution opportunities for ownership of a wireless healthcare technology company evaluating an acquisition offer

We work for clients across the country operating in a wide variety of industries.

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## ABOUT NEVIUM

Nevium specializes in intellectual property valuations and expert testimony. We provide the IP community with a visionary approach to calculating and communicating the financial impact of trademarks, copyrights, patents, brands and intangible assets.

For IP litigators we provide expert damages testimony that combines our knowledge of Internet and social media analytic tools with accepted methodologies and concise narratives. For C-level Executives and In-House Counsel we provide IP valuation and portfolio strategies with a focus on connecting IP to financial performance and using IP to increase profits.

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## CONTACT NEVIUM

To investigate if an IP strategy project would be a fit for your organization or clients, ask Brian or Doug at:

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