

# INTELLECTUAL PROPERTY VALUATION

We support our clients by quantifying the economic value of intellectual property and intangible assets for strategic and monetisation purposes and / or disputes. We employ state-of-the art economic models to develop our IP recommendations.



## DISPUTES & LITIGATION

We support our clients in an array of IP disputes around the world, including patent infringement, trade secret theft and trademark and design issues.

- **Damages** calculations of lost profits, price erosion and/or reasonable royalties
- **Injury** assessment due to IP misappropriation
- **Distinctiveness** determination through economic analysis
- Support for **settlement negotiations**

## STRATEGY & MONETISATION

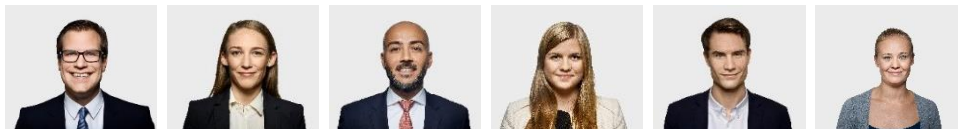
We provide economic analyses to optimize our clients' IP and enable them to make strategic decisions across business functions related to:

- **Divestments** of IP/non-core technology
- Identification, evaluation, etc. for **M&A purposes**
- **Venture Capital/Private Equity financing**
- **Early-stage technology** evaluation
- **Market assessments** to determine the potential for a (to-be-developed) technology and patents
- **Branding and specific design elements**

## LICENSING

We help clients maximize profitability through licensing (as licensor and/or licensee).

- Setup licensing structures and systems for individual assets and/or IP portfolios
- Determine **license rates** and other terms and conditions for commercialization purposes
- Evaluate non-financial license **terms and conditions** for compliance purposes, e.g. F/RAND obligations



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