IP Monetization – Why?

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Presented to: WSBA Corporate Counsel Section Quarterly Meeting
February 11, 2014
Reasons Companies Monetize IP

- ROI
- Tactical or Strategic opportunity
- Change in direction
- Liquidity
- Exit opportunity
- NPEs looking to increase revenue
- Anyone who owns IP may want to monetize at some point
Assessment: Is there IP to Monetize?

- Evaluate intellectual assets
  - What is it?
    - Patents, trademarks, trade secrets, copyrights
    - Core/Noncore
  - Where is it?
    - Integrated with the business
    - Ownership/Tax considerations
Assessment: Value Considerations

- Size of portfolio
  - Individual property or family
- Quality of portfolio
  - Breadth – scope & geographic
  - Well crafted/vetted/diligence
- Subject matter
  - What’s hot/what’s not