

IP Monetization – Why?

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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