SURVEYING THE LANDSCAPE
OF ESTABLISHED AND EMERGING
PATENT MONETIZATION MODELS

New Opportunities for
Technical and Patent Experts

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ESTABLISHED IP BUSINESS MODELS -

Overview

- Market Makers & Transaction Intermediaries
- Enforcers and Litigation Financiers
- Institutional Aggregators/Investors
- IP Product Companies
- Analytics Toolmakers & Service Providers
ESTABLISHED IP BUSINESS MODELS -
Market Makers & Transaction Intermediaries

- Licensing Specialists
  - Corporate Licensing Spin-Outs (e.g., AT&T KV, BIPCO, Philips IPS)
  - University Tech Transfer Agents (e.g., University TLO’s, BTG, UTEK, Texelerate)
  - Independent Licensing Agents
    (e.g., General Patent, IPAC, IP Finance, IP Value, Lava Grp, Thinkfire)

- On-line Exchanges/Bulletin Boards (e.g., InnoCentive, NineSigma, Open IP.org,
  The Dean’s List, Tynax, Yet2.com, Virtual Ventures)

- Brokers (e.g., Bramson, Fairfield, Iceberg, Inflexion Point, IPB AG, IPEG BV,
  iPotential, PatentBridge, PCT Capital, Pluritas, Semicond. Insights, Sherwood)

Note: some ILAs and Exchanges have expanded their services to include brokerage--
(e.g., IP Value, Lava, ThinkFire, Yet2.com)
ESTABLISHED IP BUSINESS MODELS - Market Makers & Transaction Intermediaries (cont.)

• Auction Houses (e.g., Ocean Tomo, IPA Gmbh, IP Auctions)

• IP-Driven M&A Advisors (e.g., Inflexion Point, Ocean Tomo, PCT Capital, Pluritas)

• IP-Backed Finance
  - Royalty Stream Securitization (e.g., AllseT IP, UCC Capital)
  - IP-Collateralized Lending (ABL) (e.g., OceanTomo/Perot, Paradox)
ESTABLISHED IP BUSINESS MODELS -
Enforcers & Litigation Financiers

- Single Inventor Assertion Firms
  e.g., Lemelson Fdn., NTP, RAKL (Ron Katz), LPL,
  TPL Group (Patriot Scientific/Moore), Fergason

- Patent Licensing & Enforcement Companies (PLECs)
  e.g., Acacia, General Patent, TechSearch/Niro, Plutus, C2-GTI, (Refac)

  *Note:* there is some overlap between this category and the
  Institutional Aggregators and Licensing Agents.

- Litigation Financiers/Investors
  e.g., Altitude, Rembrandt, NW Patent Funding, Oasis

  *Note:* options include equity investment, debt financing, and buy-out.
Institutional Patent Aggregators

• Strategic (i.e., Corporate) Investors
  Intellectual Ventures (US)

• Financial Investors
  Coller IP Capital (UK)
ESTABLISHED IP BUSINESS MODELS -
IP “Product” Companies

• IP/Technology Development Companies, e.g.,
  AmberWave
  ARM
  InterDigital
  MIPS
  Mosaid
  Qualcomm (?)
  Rambus
  Tessera
  WiLan
  etc.

Note: these companies may utilize a revenue model based on
  - technology transfer (design info, process know-how, and consulting)
  - patent enforcement, or
  - both
ESTABLISHED IP BUSINESS MODELS -
Analytics: Toolmakers & Service Providers

- Patent Rating Services and IP Analysis Software, e.g.,

  Anagua
  1790 Analytics
  IP Checkups
  Intellectual Assets
  Innovation International
  Patent Ratings (Ocean Tomo)
  Patent Cafe
  TAEUS
  The Patent Board
  TOPCAP

- Valuation Specialists, e.g.,

  CAV (Prof. Ted Hegelin)
  Consor
  CRA Intl (formerly Intecap)
  ICMG (Pat Sullivan)
  LECG
  NERA
EMERGING IP BUSINESS MODELS

• IP-Based Corporate Spin-Outs
e.g., Analytic Capital, Blueprint Ventures, ignitel P, Inflexion Point,
IP Group plc, New Venture Partners

• Patent-Based Public Stock Indexes
e.g., OT 300 Index, Patent Board WSJ Scorecard

• Defensive Patent Pools, Funds and Alliances
e.g., Constellation Capital, Open Invention Network,

• IP Transaction Best Practices Development Community
  Gathering2.0
The BIG Question --

*What effect (if any) will the changing legal environment have on the various IP business models, individually and collectively?*

Supreme Court cases, e.g., eBay, KSR, Medimune, LG/Quanta

Patent reform initiatives in Congress, e.g., damages allocation

New PTO examination rules - claim limitations, IDS, continuation practice, obviousness guidelines, etc.