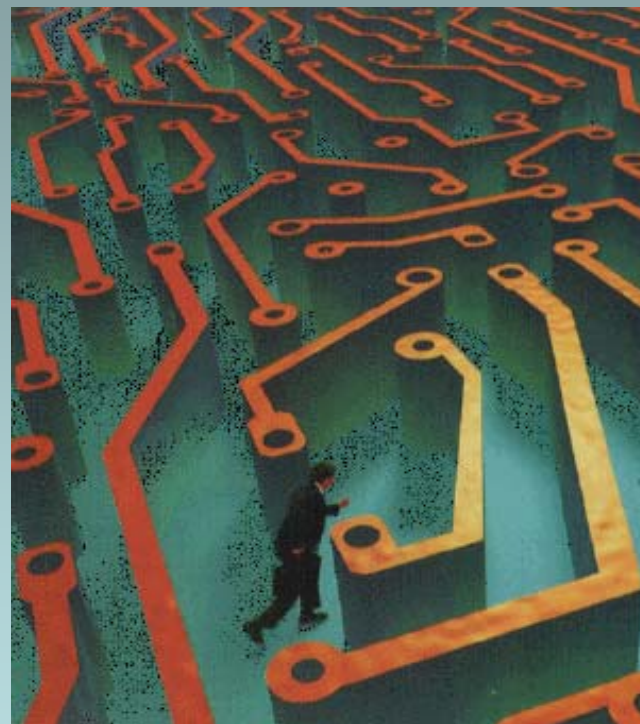


SURVEYING THE LANDSCAPE OF ESTABLISHED AND EMERGING PATENT MONETIZATION MODELS

New Opportunities for Technical and Patent Experts

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IEEE Consultants' Network of Silicon Valley
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Inflexion Point[®]
New Directions in IP Strategy

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., Lelmelson Fdn., NTP, RAKL (Ron Katz), LPL,
TPL Group (Patriot Scientific/Moore), Ferguson

- 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.

ESTABLISHED IP BUSINESS MODELS - *Institutional Aggregators and Investors*

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)

Conсор

CRA Intl (formerly Intecap)

ICMG (Pat Sullivan)

LECG

NERA

EMERGING IP BUSINESS MODELS

- IP-Based Corporate Spin-Outs
e.g., Analytic Capital, Blueprint Ventures, igniteIP, 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 FUTURE

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, Medimmune, LG/Quanta

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

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