

Intellectual Property Services

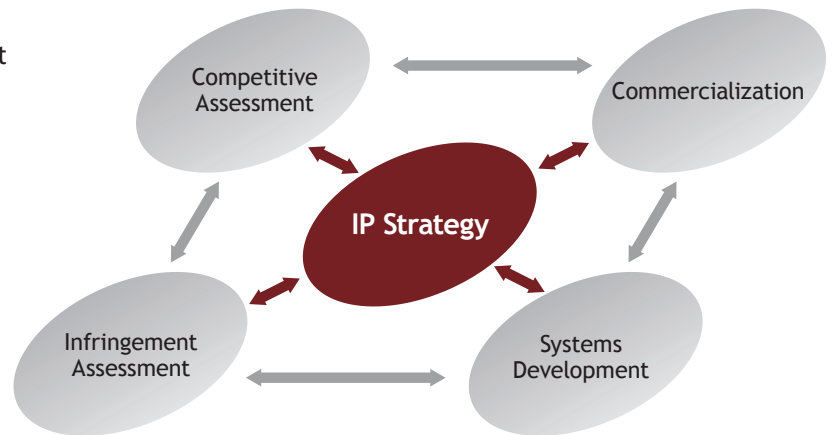
Leverage IP to Deliver Value

Intellectual property is a key driver of growth in companies today, providing the foundation for product innovation and development. Revenue opportunities are no longer rooted solely in products or services. Leading companies are bringing in millions – and even billions – of dollars in revenue year after year from licensing intellectual property.

Although a company's IP portfolio is one of its most valuable and strategic assets, it is seldom fully leveraged. At Kalypso, we can help. Our expert team can guide and assist you in developing a strategy and implementing solutions to deliver significant and sustainable value from your IP portfolio.

IP Strategy and Management

The Kalypso IP Strategy and Management service offering is designed to help you manage, protect, and leverage your IP portfolio. We provide expert guidance through the IP management process to align your organization's IP strategy with fundamental business strategies, and help you tackle the IP management function itself to create an organization that is a strategic partner with the business and technical communities.



Our IP Strategy and Management methodology consists of **IP Strategy Development**, **IP Management System Development**, **Competitive IP Assessment**, **Infringement Assessment**, and **IP Commercialization**.

Our approach includes working with your organization to:

- Align IP strategy with business strategy
- Establish a system to manage IP that supports fundamental business strategies
- Identify opportunities and threats by surveying the competitive IP landscape
- Determine litigation or licensing opportunities through infringement investigations
- Review IP portfolio to prioritize assets with the most easily developed commercial applications
- Develop business plans, pitch packages, and proof of concept validation for technology assets or concepts

Because a well-structured IP management system can help protect products, determine revenue opportunities, and identify potential infringement situations, the design and implementation of an IP management process is crucial. Our team helps you optimize this process by developing a system that supports product and technology roadmaps, and by employing a roll-out and training plan that ensures effective implementation.

IP Commercialization

The Kalypso IP Commercialization service is designed to help you identify opportunities to extract value and generate incremental revenue from your IP portfolio. Our expert team provides strategic guidance through each step of the IP commercialization process to strategically leverage your IP to add revenue and reduce costs.

Our IP commercialization methodology consists of **IP Portfolio Cataloging & Screening**, **IP Market Assessment & Value Extraction Analysis**, **Commercial Concept Development**, and **Concept Marketing & Value Extraction**.

We help clients to develop a sustainable IP commercialization capability that maximizes value from IP assets by identifying opportunities for licensing, market expansion, infringement action, and technology expansion.



Our approach includes working with your organization to:

- Analyze and catalogue existing IP assets to determine IP portfolio value
- Identify assets with the highest value and the most easily developed commercial applications
- Validate the technical feasibility of the new application
- Conduct value extraction analysis and target company screening
- Develop business plans and pitch packages for selected technology assets or concepts
- Negotiate terms of licensing arrangements
- Perform competitor infringement reviews to enforce IP rights

About Kalypso

Kalypso is a consulting firm serving the world's most innovative companies. The firm helps clients to deliver on the promise of innovation. Service offerings encompass all aspects of innovation including product strategy, development, introduction, commercialization, lifecycle management, and PLM systems selection and implementation. In addition to the firm's deep industry, technology, operational, and training expertise, Kalypso provides a flexible, collaborative approach to deliver unparalleled client satisfaction.