

## STRATEGY

We treat patents as a corporate asset of significant value, and approach monetization as a business strategy, not as a source of litigation.



## MINE PORTFOLIO

Mine portfolios for untapped value-driving patent assets:

- During the “initial sort” stage, Mintz uses its proprietary automated techniques to hone in on pockets within the portfolio that are most likely to contain the greatest number of “value drivers”
- During the “deep dive” stage, Mintz deploys its team of internal and external experts to identify potential litigation grade assets with the broadest market coverage



## IDENTIFY IMPLEMENTERS

Identify potential implementers and infringing products:

- Identify areas of interest and accused products for further analysis
- Test potential value drivers against Mintz’s technical document repository and reverse engineer accused products as necessary



## FORMULATE STRATEGIES

Formulate and develop client and target-specific monetization strategies:

- Prepare “litigation-ready” evidence of use charts
- Conduct early evaluation of validity challenges



## MAKE THE MARKET

Make the market across traditional and developing business sectors through industry specific knowledge, experience, and contacts with specific purchasers:

- Present compelling data-driven value and threat assessment tailored to each interested party
- Promote assets through exclusive network of elite investors and monetization experts



## GENERATE REVENUE

Generate revenue by launching target-specific strategies:

- Negotiate licenses, sale, and/or strategic partnerships
- Enforce patents in the federal district courts, the International Trade Commission, and abroad