



Making The Case For an Intellectual Property Management Solution: **Real World Benefits**

Six must haves

1. Flexibility:

Choose an IPM solution that allows you to implement your own best practices rather than comply with rigid, predefined processes misaligned with your organization. Configurability, rather than customization, is key to getting the most from your own processes.

2 Security:

Your IPM vendor should enforce the highest possible levels of security, including SOC 2 certification for data centers. Your IP is critical to your business and you should have high confidence that your information is secure. Choose a partner who utilizes third-party experts to validate and test software and perform penetration testing. Additional security features such as single sign-on and multi-factor authentication further protect your IP information.

Is there hidden value buried in my Intellectual Property (IP) portfolio? How can my IP organization be strategic when I'm stuck in the weeds just trying to keep the trains running on time? Can an Intellectual Property Management (IPM) solution really help me?

For many businesses, just keeping track of IP milestones such as filing new patent applications before statutory bar dates, paying maintenance/annuities on time and ensuring licensing royalties are paid and/or collected, can keep a team of attorneys busy. Businesses working internationally find that IP challenges are multiplied, since even knowing where to file and how much to file in those jurisdictions often can be a daunting task. The result is that IP attorneys and staff often don't have much time to look at the forest, rather than just the trees, when it comes to the value of their IP. Just establishing with the business agreed upon goals and objectives for all IP activities has become secondary to just keeping up with resource intensive operational needs, which is far from ideal.

This paper looks at three real-world case studies that demonstrate how the implementation of an Intellectual Property Management (IPM) solution was able to reduce the operational drain on an IP organization to allow that team more time to focus on strategy and create real value for the business. Further, this paper offers some best practices advice for choosing the right IPM solution.

Case 1: Large consumer electronics company

This consumer electronics behemoth couldn't see the big picture when it came to their IP. In particular, they wanted to limit overseas IP expenses, but had no clear way to communicate consistently with all the stakeholders involved in their portfolio. They found it difficult to build cases as to where to spend – and where to prune.

They needed an "IP dashboard" that gave them broad IP portfolio-wide information at-a-glance by geography, jurisdiction, asset type and date so they could quickly determine whether they needed to develop coverage in new geographies that they were entering and whether certain assets needed to be pruned. Before they adopted an IPM solution, such issues were daunting, resource intensive tasks. After adopting an IPM solution, the company was able to streamline processes enabling them to efficiently determine when and where they should seek international coverage, and were able to quickly build the case for or against spending money to protect their IP in each jurisdiction that mattered. They were also able to make informed decisions to stop spending money on assets related to products and services that no longer had revenue streams worth protecting. The savings on overseas investments was dramatic.

Further, the single repository at the heart of their IPM solution enabled attorneys to collect, aggregate, interrelate and act on data rather than allocating resources based on inertia and spending 'on autopilot' as they had in the past. They were able to demonstrate added business value to the company and also dramatic savings by pruning unnecessary assets that had substantial bottom-line impact for the business. They achieved quarter-to-quarter predictability and solid alignment between their IP, their product lines, and the associated revenue streams.

Six must haves (cont.)

3. Integration:

IPM systems should easily integrate with data and functions from other enterprise applications so you don't have to awkwardly switch between multiple systems. Manually importing and exporting information to and from other systems decreases analytic efficiency and risks losing contextual, cross-referenced information available from an integrated system.

4. Reporting:

Robust, highly configurable reporting must be able to present information the way you want to see it. Don't settle for 'canned' reports that don't exactly meet your needs. Having to export information out of your system to further "massage" the data in a spreadsheet should only be a last resort and not the norm.

Case 2: Small public mobile computing company.

This company was responsible for launching the first commercially successful hand-held computing device that served as the foundation for today's broad range of smartphones.

Over two decades, this company, which was greatly outmatched in size and resources by its competitors, strove to find ways to utilize intellectual property in an effective manner to compete on par with these much larger incumbents.

By utilizing an IPM solution, the company was able to use automation to develop and execute a comparable, if not advanced, intellectual property strategy against the much larger incumbents. This company literally was able to develop over a \$1B+ in IP value for their business with merely an IP attorney and a paralegal. The IPM solution truly was the great equalizer.

The company also recognized through the use of the IPM solution, that there was a shift occurring between using on premise IPM solutions and software as a service (SaaS) IPM solutions. In using an on premise system, it became clear that the company became overly dependent on corporate IT infrastructure and processes for everything from deployment, maintenance and user access to enhancements and upgrades to the system. By using an on premise solution, the speed by which the IP team could operate was greatly hampered. Further, access to the system by third parties (e.g., law firms and technical/ business experts) also became more difficult. It quickly became clear that a SaaS-based IPM solution was really the only viable model to ensure the high degree of efficient collaboration needed to develop a top-notch IP strategy. Of course, ensuring that the system was as secure as its previously in-house operated solution was also a key requirement.

Case 3: IT infrastructure company

Finally, we come to a company that had three major IP issues.

First was efficiency – in-house and outside counsel had misaligned goals and motivations, and billable hours were adding up around inefficient use of resources. Operationally, the company was struggling with efficiently using both its internal and external resources due to everything from the amount of time it took to get bills logged in their internal systems to tracking the back and forth IP-related communications and tasks. The lack of a central data repository, an efficient reporting system and a real-time dashboard as to the status of its IP portfolio, led to large inefficiencies and unnecessary resource-intensive activities.

An IPM solution solved these problems. First, the user interface enabled both in-house and outside counsel to quickly adopt a common methodology of interacting with one another, greatly reducing time spent on routine IP lifecycle management tasks.

Second, the IPM work flow was easily customizable for different types of IP assets and applications without the need for programming skills or having to adapt to rigid requirements found in other systems. The IP team was able to up level their efforts to more strategic endeavors and automate the tactical, operational tasks that would have otherwise required a substantial amount of their resources.

Lastly, the company needed to balance access with security. The objective of using a software as a service (SaaS) based IPM system was to ensure that the entire internal and external/extended legal, technical and business teams, who were using the system had easy access, but at the same time secure access. Easy access ensured that the system would be heavily used by authorized users including internal IP attorneys and staff, external outside counsel and technical and business employees as well as external experts.

Six must haves (cont.)

5. Expertise:

Choose a partner that has in-house IP domain expertise, including experienced senior in-house counsel who have been in your shoes and understand and can anticipate your current and future needs and wants. You're not only investing in the current product, but also the vision of where the product is heading and whether your partner "gets it."

6. Accessibility:

If the user interface (UI) and user experience (UX) isn't intuitive, the IPM solution just won't be used as much as it could be. Choose a solution that has a UI/UX that is user-friendly and accessible with a minimal need for training for counsel, inventors, business partners, legal service providers and other principals involved in IP management. With ease of use comes an uptick in user engagement with your system. With increased engagement comes additional strategic, contextual information being stored in the system that will provide you with greater insights into your IP.

This extended team approach provided the company with the ability to interact with anyone on its team with complete confidence that each person had the appropriate "need to know" access.

By using a secure IPM solution, generating larger amounts of contextual information about the IP assets through greater usage of the system by users was achieved. In fact, knowing that the IPM solution had been stressed tested by security experts provided the company a high degree of confidence that with the greater collaboration came a level of security that was as secure, if not more, than its own internal IT infrastructure.

Whats in your portfolio?

Businesses often don't fully appreciate what IP assets they have, especially when their IP portfolios are quite large.

Among the hundreds or thousands of IP assets a company may own, often a company may only have between three to five percent that are truly the 'crown jewels' that represent the bulk of the core portfolio value. The question often is how to confidently find those specific key IP assets, and know that you are not jeopardizing the true value of those assets when you have to make such critical decisions as to whether to allow an asset to expire, to sell the asset, or to pursue protection in other jurisdictions. Given the number of patents that may be involved with any given product or service and the continuous decisions that are having to be made on the IP portfolio, having a clear understanding that you are confident in, could have a huge financial impact for your company. Each commitment to pursue a filing and protect innovation is often a long term \$100,000 or more cost commitment throughout the asset's lifecycle. Each decision to maintain, enforce or abandon a patent asset also could have a million to multi-million dollar or more consequence to your company's business.

What's the net benefit of all these approaches?

An increase in your confidence and ability to ensure that your IP is effectively available and used as a strategic business tool that is truly valued by your company.

How Lecorpio helps

Lecorpio offers an IPM solution that brings all interested parties together in an efficient work flow-based approach. Everyone from inventor to in-house counsel to outside counsel utilizes the same central data repository and seamless work flow system, giving them access to the same real-time information that empowers you and your extended team to be as efficient as possible.

Buried under assets?

For those organizations where the sheer amount of IP assets creates an overwhelming amount of data, Lecorpio's IPM solution provides organized, real-time information as to the status and characterization of assets and what the cost profile is for creating, maintaining and enforcing those assets. This capability accelerates decision-making and enables IP teams to take a more strategic approach toward each asset.

Buried under reporting?

Lecorpio offers a suite of pre-configured reports, as well as the ability to further tailor reporting to meet your specific business needs. Users have reported the ability to repurpose paralegals whose sole function had previously been to generate IP reports, and Lecorpio clients are amazed at how much more productive they are and how much more actionable they can be with the real-time information that they have access to. Just having the ability to automate

reporting and reduce the use of internal resources for purely tactical, operational purposes, exposed enough value for one company to justify the hiring of another IP attorney, while at the same time reducing total spend.

Buried under annuities?

Knowing where to spend and where to prune – both now and in the future – can keep teams of IP attorneys up at night. Many Lecorpio clients have reported reducing their annuities spend by 10 to 20 percent by having the ability to effectively review overall costs and produce models that can forecast over time how much your organization will need to spend six months or a year from now. Even if your company is only spending just \$100,000 a year to maintain its portfolio, savings that can be realized from pruning still can be significant.

Buried under analytics?

With Lecorpio's IPM solution, a company can characterize their own patent portfolio, enabling sophisticated analysis which can provide assurance that the company's patents cover more revenue of their competitor, than the competitor's patent portfolio covers of theirs. Even if you have a smaller patent portfolio, this confidence can provide you with greater assurances that your smaller company can defend against a larger competitor that tries to overwhelm you with the sheer size of its patent portfolio. Such a deterrence value places the smaller competitor in a position of strength in an industry that they would otherwise be perceived as the "small fish". Equally important, the ability to maintain and report on a high quality IP portfolio, simplified by the IPM solution, can assist in developing proactive counter assertion or cross-licensing strategies before the need arises by giving IP teams a real-time strategic understanding of its portfolio strengths and weaknesses.

Buried by dubious assertions and suits?

Finally, the insight provided by the Lecorpio IPM solution allows an organization to rapidly determine if there is liability – and how much – for a quick, informed decision. By centralizing your tracking of patent assertions and litigation and being able to respond quickly with identifying relevant prior art or non-infringement arguments, you are further empowered to quickly assess how dubious the assertion is by a legal entity attempting to settle such an assertion for mere litigation nuisance values and whether you have a strong, cost-effective response to the initial questionable engagement. Having real-time access to contextual information that you have amassed over time provides you with an ability to continue to iterate and reuse the information that you have collected, characterized and analyzed in projects related to prior assertions, ongoing patent portfolio development and/or offensive or defensive patent licensing efforts.

What's next?

Lecorpio's powerful IPM solution provides companies with a single, centralized IP data repository and strong work flow capabilities to help deliver business value by simplifying and enhancing IP lifecycle management - allowing your resources to focus on more strategic endeavors. Lecorpio's IPM solution truly unleashes the value of your IP and empowers you to demonstrate strategic business value of your IP to your company.

To find out exactly how Lecorpio's IPM solution can deliver bottom-line benefits for your company, visit www.lecorpio.com.