



Winning a Game of Inches:  
*Gaining Momentum Through IP*

## Getting The Most Out Of Your IP



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### Panelists:

- **Kathlyn Card Beckles**, Executive Director & Assistant GC IP & Technology Law, JPMorgan Chase Bank
- **Michael Bishop**, GC, AT&T Intellectual Property, Inc.
- **Fernando Borrego**, Senior Counsel, BASF Corporation
- **Vincent Castiglione**, GC, Coby Electronics Corporation
- **Kevin Cranman**, GC, Ericsson Television Inc.
- **Jim Ewing**, Vice-Chair, Chemical, Biotech & Pharma Practice
- **Amar Thakur**, IP Litigation Practice
- *Panel Assistance by: Michael Kramer*

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### **Developing IP Aligned To The Business**

- Processes to identify important and potentially valuable innovation for protection within the IP portfolio
- Creative IP preparation and prosecution strategies to accelerate allowance of essential IP to the business
- Strategies for optimizing the portfolio beyond the core needs of the business and toward revenue generation

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### **Managing IP Enforcement**

- Putting the IP portfolio to work for the business through enforcement financing arrangements
- Aligning the sometimes competing interests of clients, counsel, and financiers
- Future trends in IP enforcement fee arrangements and the impact on defendants

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### Seizing IP Opportunities For The Portfolio

- Identifying valuable IP within the business
  - Where are the treasures?
- Encouraging IP development
  - Incentivizing development within the business
  - Building a culture of IP generation
- Monitoring your portfolio and your competitors'
  - Overlooked opportunities

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### Efficiently Acquiring The IP Portfolio

- Prioritizing IP generation
  - Identifying the valuable and the necessary IP
  - Aligning the multiple objectives of the business
- Containing costs
  - Removing internal inefficiencies
  - Managing outside counsel

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### Demonstrating The Value Of The Portfolio

- Increasing the portfolio development budget
  - Demonstrate value to the business
  - Strategic initiatives and growth goals
- IP Valuation
  - Metrics to quantify and enhance value
- Aligning portfolio development
  - Prioritizing IP based on the needs of the business

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### The Portfolio As A Revenue Generator

- Acquiring a winning portfolio for the business
- Monetizing the portfolio
  - Balancing out-licensing and enforcement
- Strategies to achieve near-term wins
  - Mining the existing portfolio
  - IP acquisitions outside the business

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### Today's IP Enforcement Landscape

- Alternative legal fee structures
  - Rebalances the risks and rewards of litigation
- IP Enforcement financing
  - New possibilities for IP monetization
  - Management of potentially divergent objectives

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### Dealing With NPE Litigation

- Proliferation of NPE enforcement
  - Managing expectations within the business
  - Working with joint defense groups
- The impact on IP litigation strategy
  - Balancing settlement vs. litigation
  - The dynamics of litigation against an NPE

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## The Future Of IP Enforcement

- Evolution of IP enforcement
  - Preparing the business for fewer competitor suits
  - Controlling enforcement costs
- The next fee and financing arrangements
  - Longevity of enforcement financing

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## Questions?

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