

# Monetizing Intellectual Property Portfolios



Economic downturns traditionally result in the valuing, selling, and licensing IP portfolios for instant liquidity. IP portfolios can serve as a viable lifeline for businesses and strategic investments.

Companies are facing steep liquidity challenges due to COVID-induced factors. Valuing, selling, and using IP all require in-depth experience, and the number of variables in any deal or portfolio seemingly make each situation unique.

There are key considerations when evaluating how to value, sell, or license intellectual property, including:



- Understand the value of portfolio given current market conditions
- Explore corporate models featuring IP
- Align IP use with business growth objectives
- Create workflow and tracking system when for acquiring, using, and maintaining IP
- Establish business related budget criteria for IP costs



- Leverage underperforming or underutilized patents for future financial gain
- Package various technology patents together for greater financial gain
- Identify potential buyers across markets and segments
- Explore investment groups that offer IP-backed loans and equity investments
- Prepare pitch materials for sale that include claim charts



- Know your portfolio and the potential uses across markets and segments
- Create opportunity for broad use of patent and long-term revenue stream
- Consider a patent pool consortium arrangement
- Establish boundaries to protect the IP
- Ensure requirements of licensing agreement can be met



## KEY CONTACT:



**Drew Schulte** | Counsel  
Intellectual Property  
+1.212.858.1217  
drew.schulte@pillsburylaw.com