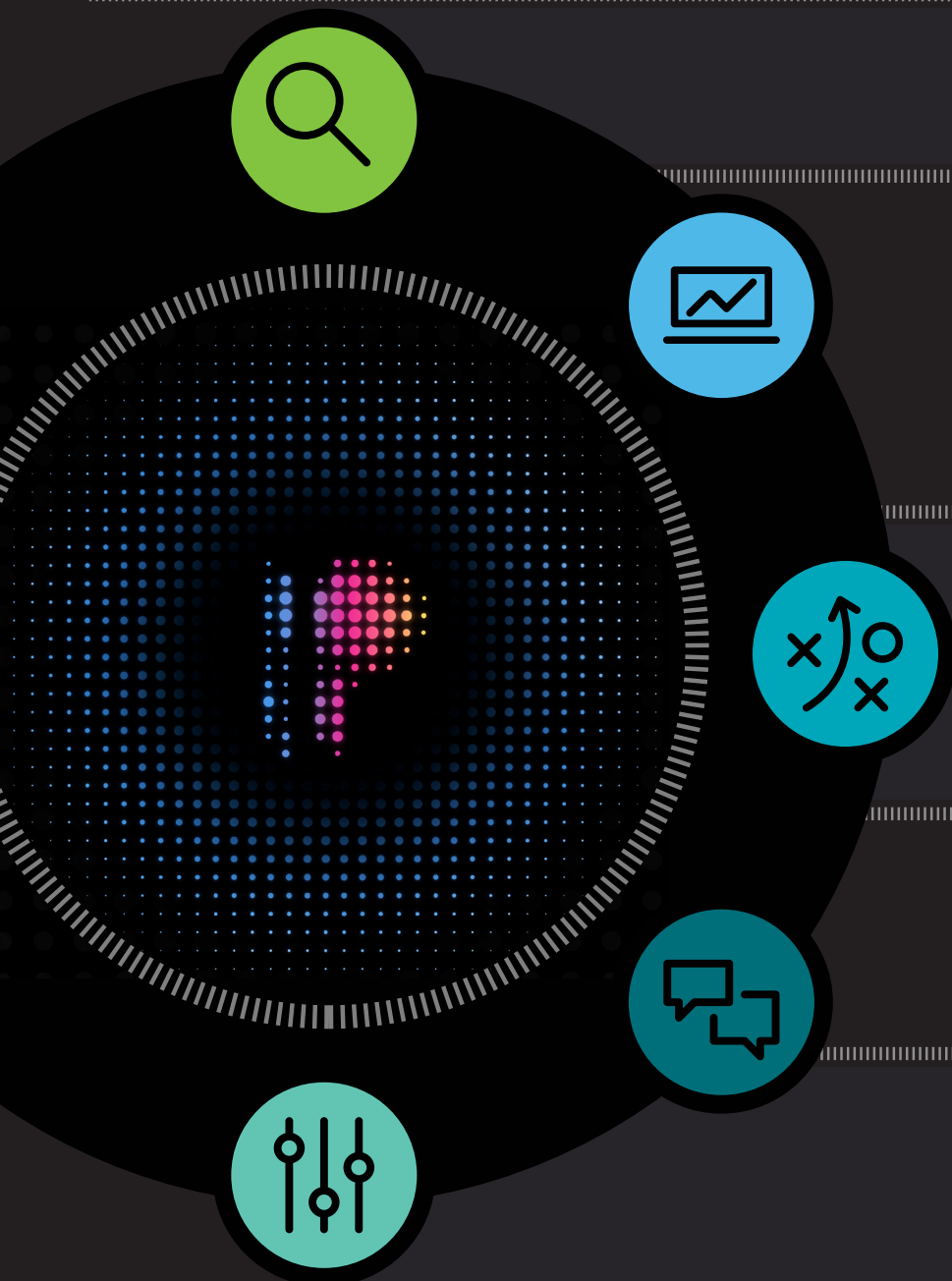


IP Transaction Advisory



ORIGINATION

- IP scouting
- Portfolio mining

GO TO MARKET PREPARATION

- Market opportunity assessment and feasibility
- Evidence of use
- Marketing preparation
- IP due diligence
- Licensing and tech transfer strategy design
- Pricing and ROI analysis

EXECUTION

- Buy side and sell side
- Tech and IP deal architecture
- Market qualification
- Deal execution
- Tax advisory

POST DEAL SUPPORT

- Portfolio optimisation
- Know-how transfer
- Royalty audit

IP VALUATIONS

- Licensing, tech transfers, acquisitions and sales
- Lending and insurance
- Transfer pricing and government incentives
- M&A

End to End IP Transactions Advisory

Deloitte has a successful track record of advising clients on the buy side and sell side at all stages of a variety of IP transactions. We excel at assessing opportunities and risks as well as establishing market positioning of IP assets for successful deal execution. By offering a deep understanding of the value and market relevance of intellectual assets, Deloitte helps clients strategically select assets to sell, buy or license and then helps execute outreach, price negotiations through to closing and beyond.

Origination

Deloitte's unparalleled market reach coupled with proven proprietary analytics and mining techniques enable us to identify IP assets primed for monetisation or acquisition. This allows us to consistently bring to market, or to buy-side clients, high-quality assets that consistently result in attractive transactions to all market participants.

Go to Market Preparation

We provide a rigorous technical and market review of patents and other IP assets to articulate the advantages and any

disadvantages of the subject IP, including breadth of patent claims, ease of design-around, ease of detection, likelihood of the patented technologies being implemented in third party products, feasibility of effecting a technology transfer and the likely price range for the IP assets.

This rigorous IP diligence process provides a strategic view of the risks and opportunities tied to each transaction. This includes ensuring all information is presented correctly and potential risks are identified prior to the execution of the transaction.

IP Transaction Advisory

Execution

Identify monetisation approaches and provide strategy recommendations based on the IP evaluation and market assessment, this will include careful target selection and the design of bespoke and robust processes to run each transaction to optimise value.

Post Deal Support

Technology transfer transactions often require the comprehensive capture and transfer of know how. IP transactions can benefit from tax advantages. Licensing deals require ongoing royalty monitoring. Buyers occasionally go on to license or divest a subset of the acquired assets. Across the full spectrum of post-transaction activities, Deloitte's comprehensive IP Advisory suite of services plays an important role for our clients.

Valuations

Deloitte is uniquely positioned to combine the real world IP transactions experience of the IP Advisory team with the expertise and rigour of the firm's deep finance and valuations. This allows us to value IP rights in a variety of contexts and for a range of purposes, including, for example, price setting and price negotiations in IP transactions and M&A scenarios, transfer pricing, tax implications of moving IP across jurisdictions, fund raising, insurance, etc.

Furthermore, we understand what drives IP value and can deal with the full breadth of IP rights, from patents to trademarks, trade secrets and data enabling our clients to understand and maximise the value of their IP rights.

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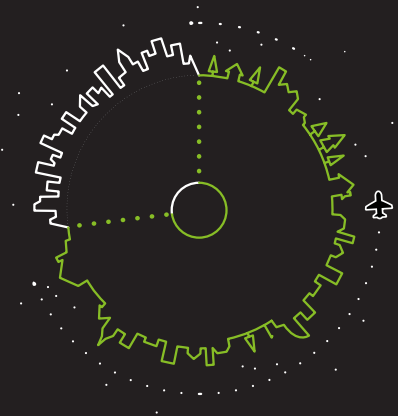


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Global Reach

North America, Western Europe, Japan, China, South Korea and Taiwan account for 75%+ of all global IP transactions

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