

# ASSESSMENT REPORT ON IP FOR SALE OR LICENSE

## MAKE YOUR IP DECISIONS WITH CONFIDENCE

When you're considering buying, selling or licensing a specific target intellectual property, you want to know the potential upside and snares ahead before you make the first call to your prospect. Obtaining critical information early in the process saves you valuable time prior to deeper discussions. Be more certain of your commitment to the deal, assess ways to enhance the transaction, and improve your strategy to negotiate to your advantage by conducting the evaluation research first.

## Get the Information You Need Before You Make the Call

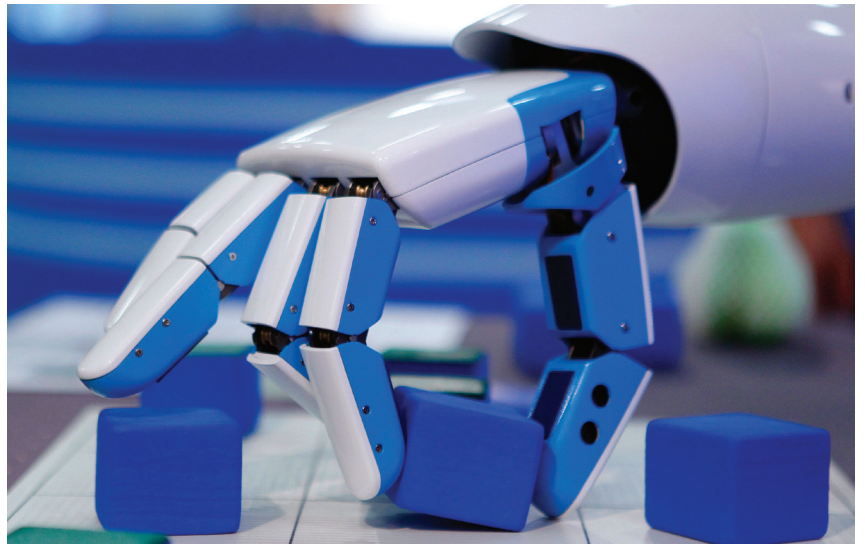
Your *Assessment Report on IP for Sale or License* gives you the edge in intellectual property licensing or acquisition. Use this kit to prepare the negotiators on your team with information about:

- Current owners and their ownership rights
- Availability of key inventors and their know-how
- Technical scope, size, global reach, vitality and impact of targeted intellectual property
- Patenting hurdles, strengths and weaknesses
- Similar or related intellectual property at other companies
- Red flags, such as existing patent litigation

## Conduct Successful Negotiations

Being well briefed on intellectual property status helps make negotiations successful. The *Assessment Report on IP for Sale or License* can strengthen your position with essential research for a range of intellectual property transactions and issues, including:

- Acquisitions or mergers
- Entry into joint ventures or consortia
- In-licensing
- Out-licensing
- Supply-chain collaborations



REUTERS/Nicky Loh

## Know What You Don't Know

As a buyer or seller, not knowing what you don't know can result in missteps, sometimes surfacing late in negotiations. Conducting the proper research up front can help uncover the downsides and deal-breakers before you've invested your organization's resources.

Such research can uncover issues for the buyer like:

- Confused or contested ownership of the intellectual property
- Loss of inventor know-how
- Absence of necessary territory coverage
- Failure of owner to offer all the enabling IP
- Equivalent technology available in your own organization
- Existing challenges to the IP target
- Potentially dominating rights held by another party
- Exclusivity not ensured because work-arounds are possible
- Litigious nature of the selling party

Thinking of selling instead? You'll want to be aware of roadblocks as well, including learning that:

- Further developments prohibited by insufficient expertise or commitment by the buyer
- Complementary technology owned by buyer is not robustly protected
- Better development partner or price exists in another buyer
- Non-exclusive licensing might be preferable for a large opportunity
- Another part of your organization depends on the technology you intend to divest

### GET EXPERT RESEARCH ASSISTANCE TODAY

Discover early in the game the possible challenges and areas of negotiating strategy opportunity related to the intellectual property you want to license, sell or purchase. Your *Assessment Report on IP for Sale or License* will help you assess the viability of the venture when it's of the best use to your organization—before discussions begin.

Contact us at [ts.ipconsulting@thomsonreuters.com](mailto:ts.ipconsulting@thomsonreuters.com) to learn how we can help you turn information into powerful knowledge.

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