

## IPVision Information > Knowledge > Wisdom

### IPVision Leads Use of Intellectual Property Research and Analytics in Support of Business Challenges

With intangible assets providing more than 60% of corporate value, IPVision's project service and analytics platform provide means for corporate executives, counsel, and investors to transform public and private data into actionable knowledge and wisdom. From understanding a firm's position to building a portfolio and crafting and executing integrated business and IP strategies – IPVision's reports and findings provide unanticipated insights and competitive advantages.



### Intellectual Property Strategies and Tactics

Intellectual property is at the heart of business decisions. Whether creating competitive positions, driving innovation, protecting freedom to operate, or considering business expansion, investments and acquisitions – value results from understanding and managing the intellectual property aspects of the issue at hand.

**The Core Challenge** A fundamental barrier to successfully addressing the role of intellectual property within business, legal and investment decisions results from the overwhelming amount of information. With intellectual property rights based in the law, and corporate value based in the market, organizations must overcome a natural tendency to leave intellectual property to designated experts alone.

IPVision's mission is to support organizations working to assess and proactively manage intellectual rights and positions. Our project services and innovative hosted platform provide firms with a new capability to use evidence-based methods to increase success and value. Whether considering routine decisions or strategic milestones, IPVision's abilities to provide informed, timely and thorough results are an important competitive advantage.

---

**“IPVision's unique approach provides a competitive advantage in portfolio development, acquisitions, litigation, and business strategy.”**

**— Bruce Sunstein,  
Partner and Co-founder  
Sunstein LLP**

### A Unique and Proven Approach

**Results Matter** IPVision's IP analytics reports and services elevate the potential for success in intellectual property strategy and tactics.

Across the business and intellectual property spectrum, IPVision's analytics contribute to economic and operational success. IPVision's analytics driven approach is applicable across industries, technology areas, single- and multi-firm portfolio analysis, and individual intellectual property rights.

The ability to understand complex relationships and value drivers within and across portfolios provides the competitive edge necessary to protect and deliver results over time.

### Typical Engagements

IPVision supports customers through project engagements and subscriptions. Typical engagements include working for executives and professionals in business, legal, investment and advisor roles.

- Technology & IP Landscapes
- Portfolio Assessments
- Claims Analysis
- Portfolio Quality Improvement
- Taxonomy Development & Dynamic Portfolio Mapping
- Patent Pruning
- Acquisition & Divestiture of IP Assets
- Merger, Acquisition & Divestiture
- Interconnection Analysis
- Build-Collaborate-Buy Analysis
- Strategic Patent Analysis and Defensive Strategies
- Competitor Portfolio Assessments
- Licensing for Revenue Generation
- Threat / Opportunity Screening
- Litigation Support

Customers include leading professionals from corporations, venture capital and law firms.

### Select Results

- **New business acquisition** IPVision's customer was exploring creation of a \$100M medical products business. IPVision identified key product areas and acquisition candidates. The project received approval to screen and approach acquisition targets.
- **Litigation - Prior art** After 6 months of efforts by a dozen law firms, the client engaged IPVision's analytics approach. Within two weeks, IPVision identified 28 previously unidentified prior art patents. Four of these were considered "significant" by the existing legal team, substantially buttressing the client's position.
- **Licensing** Within six months of project initiation, IPVision out-licensed 44 patents. Results provided to the customer included immediate licensing revenue plus contracted future revenue streams.
- **Investment Decisions** Recognizing the power of analytics in early-stage investing, IPVision created a patent strength / screening system for venture capital backed companies and has analyzed over 9,000 VC-backed companies to date.

**Creating and Capturing Perspective** Investors, corporate executives, their counsel and advisors face an overwhelming amount of data and information. IPVision's unique approach helps customers employ intellectual property analysis across the following strategic and tactical cycles.

1. Understand the Portfolio
2. Build the Portfolio to Achieve Greater Value
3. Screen Opportunities and Threats
4. Defend and Enforce Rights
5. Generate and Capture Value

Our ability to extract and map meaning from complex information relationships assists our customers in integrating intellectual property into their value creation and risk management decisions.

### CONCLUSION

#### Valuable Results are the Beginning of Our Commitment

IPVision is respected by customers for both the rigor and depth of its analysis. Rather than focusing upon key words and simple high-level characterizations, IPVision results clearly communicate and provide access to the detailed data and information behind findings. We recognize that valuable insights and findings are not the end of the process. As time passes or a situation and knowledge evolves, organizations and experts require the ability to conduct deeper-analysis and iterative research.

IPVision customers avoid the time-delays and economic costs of traditional approaches by gaining access to the innovative IPVision analytics platform in both delivered projects and subscription form.

**Growing from the rigor and leadership of MIT** IPVision is ready to support your process and transactions. IPVision builds upon deep professional experiences in the legal, financial, technical and intellectual property domains. Our senior executive team is supported by operational, development, and analyst experts in the IPVision platform and in serving customers through ongoing engagements or discrete projects.

Additional information about IPVision is available on the [ipvisioninc.com](http://ipvisioninc.com) website or from our leadership.