



COVID-19: PATENT MONETIZATION STRATEGIES FOR BUSINESSES

HOW MONETIZATION CAN HELP BUSINESSES CONTINUE TO GENERATE REVENUE DURING UNCERTAIN TIMES

- Companies may be feeling vulnerable as they try and assess the impact COVID-19 may have on their enterprise and revenue stream.
- These same companies may have devoted significant resources to the development and/or acquisition of patent portfolios, which all too often, are later underutilized or even ignored.
- Through implementing systematic monetization strategies, companies can convert their portfolios into passive income streams and accelerate financial growth in an otherwise uncertain, fiscal environment.

HOW WE CAN HELP

- **Comprehensive portfolio evaluation & customized monetization strategy**
We will evaluate your portfolios to identify underutilized assets that may be ripe for monetization. As businesses are being impacted by COVID-19 differently, we will work with you to create a plan that is in harmony with your business objectives.
- **Execution**
Once a strategy has been settled upon, we will work with you to realize your opportunity. We will bring to bear significant experience in enforcement litigation and licensing to help you maximize the returns on your investments.
- **Incentive alignment**
Throughout the monetization process, we will work with you to ensure our incentives are aligned through flexible alternative fee arrangements.

We will be your partners every step of the way.

“Nicole and Paul demonstrate significant technical expertise regarding complex electrical and mechanical engineering and design concepts, and convey clear explanations of them in the courtroom. They are superb, creative and aggressive litigators who inspire high confidence without ever overselling the legal merits of a dispute.”

- IAM Patent 1000 2019

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REPRESENTATIVE SCENARIOS

- Monetization of entire portfolio to maximize return during wind-down
- Monetization of core portfolio(s) to overcome marketshare stagnation
- Monetization of ancillary portfolio(s) to provide additional top-line revenue