

TECHNOLOGY AND INTELLECTUAL PROPERTY MANAGEMENT SERVICES

An organization's ability to effectively manage its emerging technologies and related intellectual property often directly impacts its market success and shareholder value. By using proven methodologies and best practices, we help organizations develop and improve processes, execute transactions, and reduce risks related to technology and intellectual property.

SERVICE HIGHLIGHTS:

- Resolutions across the entire intellectual asset life cycle—creation and acquisition, management and protection, and value extraction
- Large collection of TIPM best practices and documented methodologies relating to open innovation, licensing-in and -out, IP due diligence, competitive intelligence, M&A and others
- A proprietary diagnostic tool that compares clients' current TIPM practices to FTI's best practices and helps create a plan to implement improvements
- Expertise using various IP analytic and competitive intelligence tools to support many of our services
- Extensive expert network of respected scientists, engineers, physicians and other specialists in virtually any technology area and industry
- Global operations and capabilities

The market value of companies is now driven primarily by intangible rather than tangible assets. Being able to most efficiently and effectively create and acquire, manage and protect, and extract value from newly developed technology and its underlying intellectual property (IP) is critical to organizational success and, sometimes, even survival. Despite the increasing importance of technology and IP, many companies struggle to utilize best practices for technology and IP related transactions and processes. Successful technology and intellectual property management will assist many functions across an organization including innovation efforts, R&D, new business and product development, legal, M&A, licensing, information technology, and tax, among others.

FTI's Technology and Intellectual Property Management (TIPM) practice helps our clients increase revenues, decrease costs, reduce risks and improve competitive advantages through the effective use and management of technology and its underlying IP. Our services assist clients to develop and improve the execution of their IP strategies. The benefits generated by effective TIPM can often be mapped directly to increased shareholder value. The FTI TIPM professionals assist companies, financial institutions, universities, government labs and agencies, and other not-for-profit organizations to establish processes and strategies, and facilitate transactions across the entire technology and IP life cycle. Assets that we focus on include established and emerging technologies and their related patents, trademarks, trade secrets, know-how, and copyrights, among others.

There are three primary areas of expertise required to best manage technology and IP: business, technical and legal. FTI's TIPM practitioners provide clients with the necessary business skills and experience. We offer our clients a wealth of IP process and transaction best practices and documented methodologies for a large range of IP services. In addition, we create and manage the larger TIPM team. As necessary we find and integrate technical experts onto our project teams to provide an in-depth understanding of the intricacies of the technologies and industries with which we are working. The FTI TIPM practice has created an expert network of hundreds of respected scientists, engineers, doctors and specialists representing virtually all industries and areas of technology. In addition, when relevant we can work in conjunction with our clients' in-house or external counsel, or other attorneys with whom we have developed close working relationships.

FTI HAS PROVIDED TIPM SERVICES TO CLIENTS IN A WIDE VARIETY OF INDUSTRIES INCLUDING:

- Agriculture
- Aerospace and avionics
- Automotive
- Biotechnology
- Chemicals
- Computer hardware and software
- Consumer products
- Electronics
- Financial services
- Food and beverage
- Government laboratories and organizations
- Manufacturing
- Medical
- Nanotechnology
- Oil and Gas
- Pharmaceuticals
- Semiconductors
- Telecommunications
- Universities and other not-for-profit organizations

FTI's TIPM services can be classified into two primary categories: Transactional Services and Process-Related Services. Some illustrative services in each category include:

TRANSACTIONAL SERVICES:

- Infringement review and analysis (identification of possible infringers, early case damage assessment, valuation assistance, licensing/negotiation planning and preparation)
- IP transaction due diligence (for sale, purchase, licensing, M&A, etc.)
- Technology commercialization/licensing-out (including portfolio screening, technology assessment, licensee identification, marketing, negotiation support and post-deal royalty compliance)
- Licensing-in (including “make vs. buy” decision-making, target identification, due diligence and negotiation support)
- Mergers and Acquisitions (including strategy development, target identification, due diligence and post-transaction integration)
- IP valuation

PROCESS-RELATED SERVICES:

- TIPM diagnostic (identification of TIPM current practices, comparison to FTI best practices, identification of risks or areas of opportunity and process improvement planning)
- TIPM process design and implementation (invention disclosure submission and assessment, licensing-in, licensing-out, M&A, etc.)
- Competitive intelligence relating to new technologies and intellectual property
- TIPM strategy development
- Trade secret identification and protection
- Open innovation/innovation networks (establishing and facilitating the optimal combination of internal and external innovation sources)
- TIPM software system selection
- Strategic decision-making assistance—with an emphasis on quantitative methods and tools—related to litigation, settlement, licensing, participating in standards, antitrust issues, etc.



About FTI Forensic and Litigation Consulting

The FTI Forensic and Litigation Consulting segment is a leading global provider of strategic solutions for law firms and corporations facing complex disputes and investigations. Our team of experienced advisors provides complete end-to-end services – from electronic discovery and forensic accounting to dispute advisory, compliance and monitoring, and trial services.