



# STRATEGIC PATENT ACQUISITION

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## What Are Strategic Buyer/Seller Objectives?

### ***BUYER***

- Fill Critical Gaps in Patent Coverage
- Obtain Initial Patent Base in New Area
- Remove Risk of Assertion by Troll (Take off Street)
- Deter/Defend Patent Attack by Competitor
- Obtain Leverage for Cross-licensing
- Support Valuation for Liquidity Event
- Generate Royalty Revenue



### ***SELLER***

- Technology No Longer Core to Business
- Patent Scope Larger Than Anticipated Business (Sale Plus Field-of-use Grant-back License)
- Generate Operating Cash
- Reduce Administrative Burden of "Overhead" Patents
- Use as Contribution to Joint Venture
- Realize Capital Gain

