

Value-Added Solutions (VAS) Overview

Overview

Becoming an Intellectual Ventures® (IV®) licensee opens doors to a collection of value-added solutions and services that complement our customers' licensing investments. Each is designed to strategically address our customers' Invention Gap™ exposure and provide solutions in three core areas:

- **Strategic Defense:** Mitigate risks in current or near-term patent infringement lawsuits
- **Design Freedom:** Efficiently access new technology areas to gain competitive advantage
- **Return On IP:** Improve buying power and extract value from current IP

Strategic Defense

IP-for-Defense (IPFD) for current/suspected aggression from Practicing Entities

The frequency with which high-tech companies are involved in patent infringement litigation and the cost to defend such litigation are increasing. IV's patents can serve as counter-assertion for accused infringers, enabling more efficient negotiations to reduce liabilities and achieve favorable licensing terms.

Litigation Clearance for current/suspected aggression from Non-Practicing Entities

Legal, settlement, and damage award costs are daunting for companies whether the litigation each faces is active, pending, or a future possibility. IV can help customers by procuring and then licensing patents in litigation. IV has invested more than \$500M to successfully clear more than 100 active or imminent patent-infringement cases across multiple jurisdictions for our customers.

Design Freedom

Strategic Buying for protection of future areas of concern with existing IP

Identifying and purchasing patent rights within targeted technology areas on the open market can be cost prohibitive for an individual company. Through the Strategic Buying process, IV acquires targeted assets in areas of mutual technological interest and licenses them to our customers.

Sponsored Invention can help protect future areas of concern with new/created IP

Sometimes, the invention a company needs to leapfrog its competitors or drive new innovations doesn't exist yet. Through Sponsored Invention, IV collaborates with companies to generate and patent the inventions they need through joint brainstorming sessions that jumpstart the invention process.

Return on IP

IP Monetization can help strengthen your buying power in licensing or acquiring IP

The costs for companies to maintain a large patent portfolio can challenge valuable financial resources and disrupt management focus. IV helps companies identify underutilized assets in their portfolios and helps monetize them.

Customer Testimonials

"Unfortunately, there are companies in our space that will use intellectual property to stifle innovation, so we are collaborating with Intellectual Ventures because they are a company that catalyzes innovation through intellectual property rather than constraining innovation."—Dave Grannan, president and CEO, Vlingo Corporation

"This partnership with IV is a remarkable opportunity for a company like Digimarc, with breakthrough technologies, but limited means to efficiently propagate its technologies throughout addressable markets. IV's scale and expertise is well suited, we believe, to accelerate the licensing of our inventions on a global basis, faster than we could ever contemplate achieving alone."—Bruce Davis, chairman and CEO, Digimarc

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