

Active IP Management

Ideas move the world. We move ideas

Präsentation at the German/Russian Day of Technology Transfer
St. Petersburg, 15.12.2011

The trading of intangible assets and new technologies has grown steadily in the last 20 years

The exchange of technologies between different industry segments and international regions creates economic value

- The demand for goods and services based on new technologies in the areas of clean technologies is rising fast
- Nanotechnology is essential to many leading technologies
- Only new fast communication infrastructures are enabling vast changes in our lives
- Florenus is focusing on growing industry segments e.g. Cleantech, Information and Telecommunication Technologies, Medical Technologies, New Materials and Security Technologies

Ideas and technologies are the new currency of the 21st century

Florenus markets technologies for our customers to international regions

- Florenus sells intellectual property and offers services for technology oriented companies.
- Florenus is looking for and identifying technologies which fulfill the criterias of our customers.
- Our team has experience in management, sales and marketing of complex technologies and projects in international markets.
- Today we are marketing technologies for 6 industrial customers, 3 universities and a transfer agency. There are Top 10 companies of Germany included.



What are the aspects of companies to buy, licence in/out or sell technologies?

- Which IP/technology has to be developed by our own or could be licenced in because of our competitive situation.
- Could we enhance the efficiency in our research and development group.
- Could the licenced or bought technology /IP add value to our product strategy.
- Could we get a financial advantage comparing to own development.
- Are their value potentials which could be developed with our unused IP Portfolio.



In any cases companies will mainly decide on financial and strategic aspects

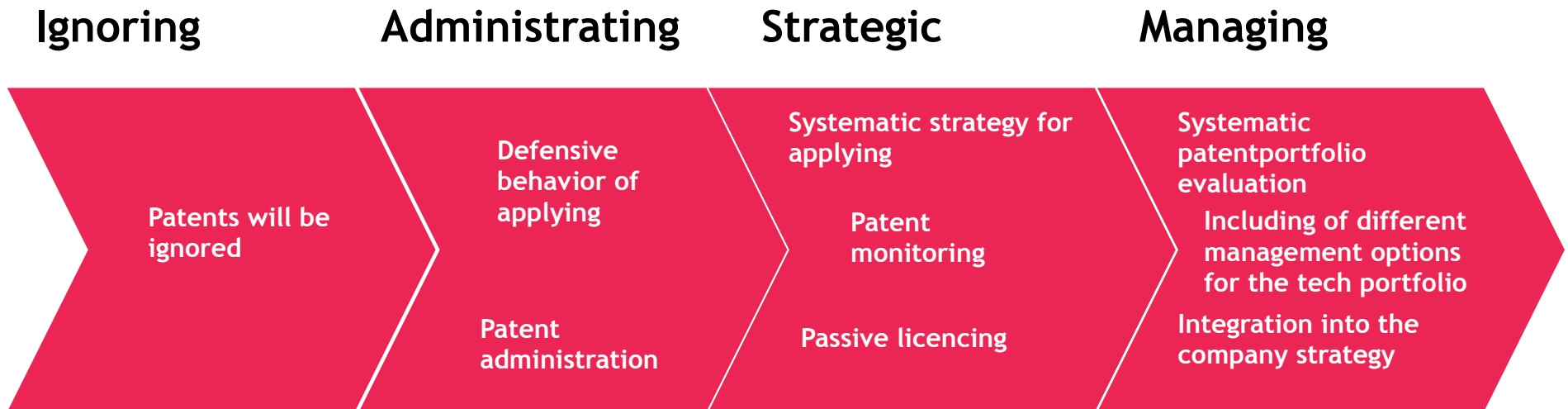
What is the value of active IP Management?

- **Cost cutting:**
reduce your patent costs.
- **Better Rating:**
Raising your company capital by activation your patents.
- **Higher operating income:**
developes more potential for research department.
- **Increasing RoI / RoA:**
more Return on Invest/Assets because of additional income.

More Innovation potential because of additional income for company assets!



From Administration to aktive IP Management

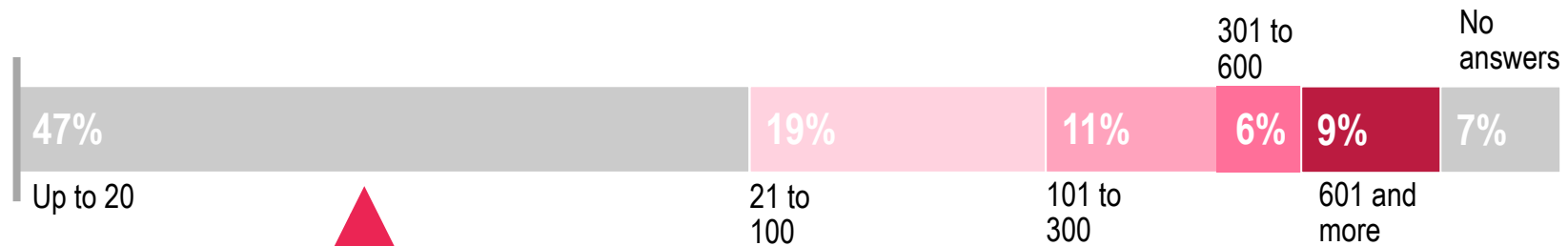


- **An empirical analysis of WHU shows up that companies which manage their patents actively are financially much more successful.**

*Quelle: „Erfolgswirkungen des Patentmanagements“, Prof. Holger Ernst, Otto Beisheim School of Management WHU, 2003

Statement to Patent Management

time budget spent for patent management (man days)



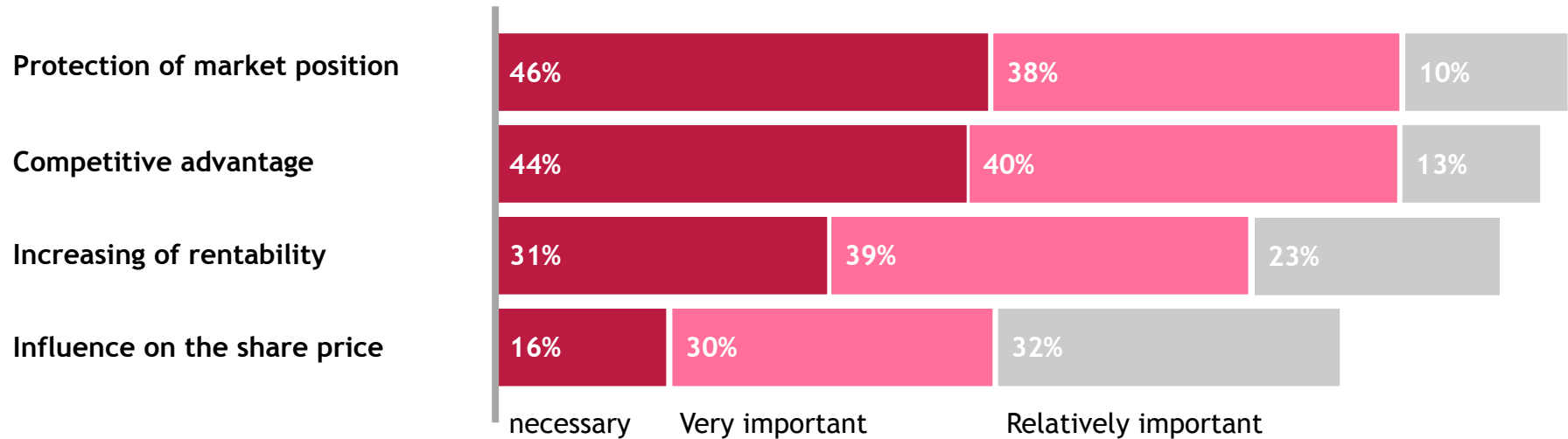
**Strategic Management
doesn't work.**

- Only 34 % of companies spent enough time for their technology management to get out the full financial potential of the IP portfolio.

Die Sicht des Kapitalmarktes

78% of the british investment manager saw influence in 2002 of the IP-Strategy on their company share price at the stock exchange.

How important is the existence and quality of a IP-strategy for the following areas?



Quelle: Howrey, 2002

Which tools could support your financial development?

Tool:

- accounting
- ‚Sale and Lease back‘
- Licencing in maintenance business
- Licencing of technologies in other applications and industry segments
- Licencing to competitors
- Sales of non used technologies

Effekt:

- Raising of company capital
- Alternative to credit financing
- More income
- More income
- More income
- More income
- Operating income for research

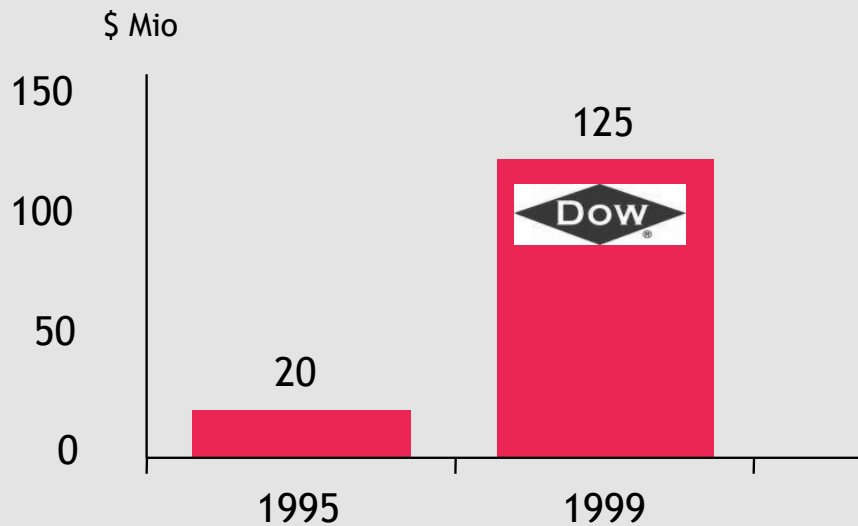


 There is a set of tools belonging to the IP portfolio to raise the financial power of companies

Dow Chemical: Successful Licence Programm.



Lizenzeeinnahmen:



Quelle: Dow Chemical

Kommerzialisierungs-Programm:

Structuring

30.000 Patents were proofed and systematic registered; a lot of IPs were not supported anymore

Licencing

Active and open licence program for selected IP s

Monitoring

Software-based process, to look at the technology environment and to get known of infringements

Income of licencing is pure Cash Flow!

Successful technology management uses different channels for creating economic value out of intellectual property

We offer you comprehensive technology management covering the marketing of technologies

- Our offering is based on four business lines: **Technology Trading, Technology Scouting, Technology Consulting, Technology Services**
- Our service follows strict and transparent processes
- Using our industry experts we estimate marketability of the technologies we look at
- Our processes combined with our technology and market expertise reduce risks for you
- With the combination of our services from organizing financing through scouting technologies and marketing technology assets we create value
- Worsed case: we may reduce your patent expenditures

Technology Trading

Marketing, sales and licensing of technologies, organizing of technology pools

- We do a Technology Due Diligence first to qualify the technology in terms of State-of-the-Art, competition, USPs, markets
- We prepare a sales long list and condense it with you
- We prepare market materials
- We work the “short list” to generate market interest
- We assist you in negotiating the agreements
- After each stage we assess the probability of success together with you
- So you only pay when success is likely
- The marketing process from start to completion of a sales or license contract may take up to 18 month

The trading of technologies follows a process for qualified portfolios



Current Projects (samples)

- **Elektroluminescence technology**
- **New tooth cleaning product**
- **Security technology for tasteless payments**
- **Technology for Data compression**
- **NIR drying technology**
- **DNA based product protection**
- **Fiber optics Technology**

thank you.

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