
▶ **MAXIMIZING THE VALUE OF YOUR INTELLECTUAL PROPERTY**

What is your technology worth? Our systematic approach ensures that you know the answer and why. We use software specifically designed to accommodate the requirements necessary to manage the properties and characterize them. FPI's Scoring Model enables a quantitative metric of licensability for each patent. We apply a variety of sophisticated information resources to compile a concise overview of the industry and markets for each technology group. We explore the possibility of a strategic fit through careful analysis of the technology. Then, not only do we glean the right contacts from well-known resources, but we proactively generate our own. Carefully prepared, insightful materials to spotlight your technologies are a hallmark of our technique. We make regular, personal contact with the prospects to provide additional information and to monitor their level of interest. Optionally, we negotiate suitable terms and follow through on all aspects of successful licensing, including maintenance and royalty payments.

As individual services or part of a comprehensive program, we offer:

▶ **PATENT LICENSING**

- ◆ Portfolio organization
- ◆ Patent evaluation
- ◆ Technical evaluation
- ◆ Market evaluation
- ◆ Marketing materials development
- ◆ Prospect identification
- ◆ Marketing program implementation
- ◆ Follow-up and negotiation

▶ **TECHNOLOGY SOURCING**

- ◆ Opportunity assessment
- ◆ Business planning
- ◆ Market assessment
- ◆ Partner identification
- ◆ Portfolio analysis
- ◆ Technology scouting
- ◆ Assistance with licensing-In



▶ **TECHNOLOGY COMMERCIALIZATION**

- ◆ Opportunity assessment
- ◆ Business planning
- ◆ Market development
- ◆ Partner identification
- ◆ Capital development

▶ **TECHNOLOGY ASSESSMENT**

- ◆ Definition of key technology features
- ◆ Identification of emerging technologies
- ◆ Evaluation of current vs. new technology
- ◆ Patent valuation
- ◆ Summary evaluation

▶ **FIRST PRINCIPALS, INC.** draws on its unique combination of technology know-how, expertise in market and industry analysis, and technical and competitive intelligence research to create products and services customized to your needs. We rely on cost-effective methods to turn under-performing intellectual property into revenue without the direct cost to the client of full-time, in-house staff. Our tools and techniques are supported by an unparalleled level of execution and attention to detail.