



ipCapital Group Completes Study of Patent Metrics Common to Licensed Patents

WILLISTON, VT -- October 18, 2006 -- ipCapital Group has completed a study of patent metrics that will allow intellectual property (IP) owners to readily identify and understand licensable patents in their IP portfolios. "Many companies have a significant amount of IP and would like to increase revenue or further innovation through licensing," said John Cronin, Managing Director & Chairman of ipCapital Group. "This research will enable companies to devote their licensing efforts to patents with a greater probability of being licensed and direct IP strategies for the development of licensable patent portfolios."

The initial analysis of this data identified a variety of remarkable trends. For example, many IP owners assume that a patent must be granted prior to being licensed. In fact, the study indicates that many patent applications are successfully licensed across a variety of industries. Additionally, the study confirmed the importance of patent family members and patent citations.

The study included over 1,000 patent licensing transactions. Information was collected via a number of publicly available sources and incorporated into a searchable database. The data was not limited to a specified industry, company size, transaction time frame, or rationale for licensing so as to include a diverse sample of transactions. Details of each transaction were rigorously analyzed to determine which attributes contribute to a patent's attractiveness for licensing. Researchers Michael Bielski and Justin Kunz are continuing to gather additional transaction data and build upon the initial analysis.

To maximize return on licensing investment, IP owners should first identify and understand their licensable IP. Holders of extensive portfolios know this initial step can be a time consuming and difficult process. This study will help IP owners readily mine portfolios for patents with the greatest probability of being licensed, thus accelerating their early evaluation efforts. The strategic selection of strong licensing candidates will direct subsequent steps that systematically evaluate the strength of the IP underlying the transaction, outline the value that the IP provides from a business, market, product, and/or technical direction, and communicate value to key stakeholders.

Since 1998, ipCapital Group (<http://www.ipcg.com>) has maximized financial results for organizations that seek to develop and execute IP strategies, strengthen and monetize IP portfolios, and establish and implement Intellectual Asset Management (IAM) practices. This professional services provider has an interdisciplinary team trained in business, law, marketing, and product development that provides a systematic and comprehensive view of the full lifecycle of IP, from creation to monetization to retirement.

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