

## What forms of intellectual property are protectable?

 Trade Secrets

 Patents

 Trademark

 Copyright

## What are the ways I can monetize my intellectual property and use it to add value to my business?

Licensing

Enforcement

Sale

IP Backed Lending

Collaborations

Value Creation for IPO

## How can a Robust IP Strategy Can Align with Business Objectives?

- Startups seeking patents raise more capital than their non-patent seeking peers. About 68% of VC went to startups with patents or with patent applications from 2011 to 2020.
- Between 2011 and 2020, deal sizes for patent startups were 40% to 60% larger than those for nonpatent startups in a given year.
- Across stages, patent companies raise capital at notably higher valuation than nonpatent companies. Angel deals show the largest difference (the annual median is 93.2% larger on average), and late-stage deals clock the second-highest figure (the annual median is 51.2% larger on average).
- Valuation step-ups from round to round are highest for companies that begin patenting activities between financings.
- For acquisition exits, the median exist value for patent companies is 154.9% higher than it is for nonpatent companies per year on average. It is 48.2% higher for public listings.

\*PitchBook Patent Research

## What is the monetary value of a patent?

Asking Price	Per Patent Application Asset	Per U.S. Issued Patent	Per Patent Family
Average	\$178,000	\$302,000	\$418,000
Median	\$120,000	\$250,000	\$325,000
Minimum	\$25,000	\$33,000	\$75,000
Maximum	\$700,000	\$1,138,000	\$3,500,000

\*Richardson Oliver Insights, Brokered Patent Market Report 2020