Experts in the valuation, monetization, and calculation of economic damages for intellectual property and intangible assets.

IPmetrics®
Intellectual Property Consulting

- **Valuation**
- **Expert Witness**
- **IP Management**

www.IPmetrics.com

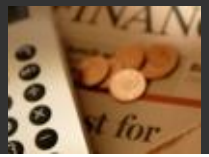
For additional information, please contact us at:
info@ipmetrics.com or 858.538.1533

Industry Experience

IPmetrics professionals have provided valuation and/or financial analysis services related to the full spectrum of intellectual property and intangible assets to a diverse array of clients across numerous industries including:

- Apparel & Accessories
- Automotive
- Bio-tech / Pharmaceuticals
- Business Services
- Chemicals / Petroleum
- Consumer Goods
- Defense / Aerospace
- Entertainment
- Financial Services
- Food & Beverage
- Gaming
- Health & Beauty Aids
- Health care
- Industrial Equipment
- Information Technology & Software
- Luxury Goods
- Medical Devices
- Non-Profits
- Publishing
- Restaurants
- Retail / Franchising
- Sports / Sporting Goods
- Technology
- Telecommunications
- Toys & Games

IP Valuation



IPmetrics® provides intellectual property valuation services regarding trademarks, patents, copyrights and trade secrets, as well as the full spectrum of intangible assets. Our team of experts have performed valuations of complex intellectual property portfolios (across multiple industries) for numerous Fortune 500 clients and law firms of national and international prominence. Key areas of concentration include:

- Appraisal Services
- Bankruptcy / Reorganization
- Financial Reporting
- Loan Collateralization / Securitization
- Purchase Price Allocation
- Royalty Rate Studies
- Transaction Due Diligence
- Transfer Pricing
- Valuation for Internal Management

IP Expert Witness

Our combination of experience and education uniquely positions IPmetrics to provide intellectual property infringement damages assessments, expert witness testimony and strategic consulting services supporting IP litigation efforts. Our professionals have provided expert services to many major law firms, including:

- Akin Gump Strauss Hauer & Feld
- Arent Fox
- Browne George Ross
- Fish & Richardson
- Goodwin Procter
- Greenberg Traurig
- Holland & Knight
- Kilpatrick Townsend & Stockton
- Loeb & Loeb
- Murphy Rosen Meylan & Davitt
- Perkins Coie
- Quinn Emanuel Urquhart Oliver & Hedges
- Robins Kaplan Miller & Ciresi
- Sidley Austin
- Susman Godfrey
- Weil Gotshal & Manges
- Wiley Rein
- Wilson Elser

IP Management

The strategic analysis services we offer encompass the full scope of IP management, including asset inventory and audit, identification and triage, licensing strategy development and implementation, valuation and monetization, and disposition of intellectual property and intangible assets. Our IP management services include:

- Brand Strategy Assessment
- Deal Assessment / Negotiation
- Estate Tax Planning and Valuation
- Internal IP Management Review
- IP Asset Securitization
- IP Due Diligence Audit
- Licensing Strategy Analysis
- M&A Consulting
- Monetization
- Sale / Disposition
- Technology Transfer

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IPmetrics is based in California USA

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