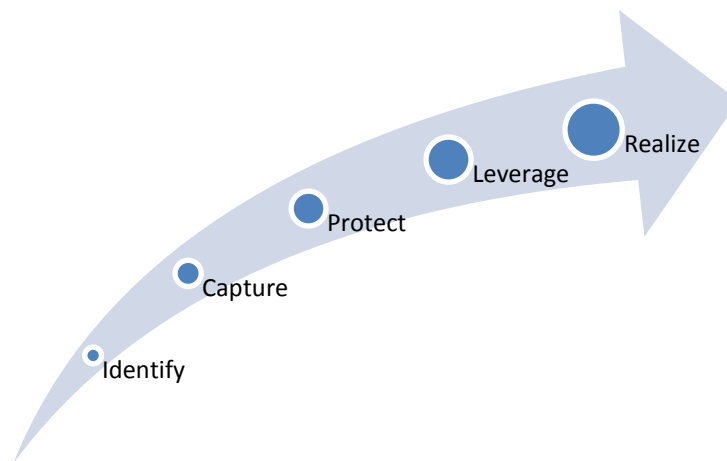


# How NewCo Can Create and Maximize Corporate Value Using IP Strategy



# Where is NewCo's Value?

- 70 % of business value in form of intangible assets
  - For “information” companies, likely much higher
- BUT-this value does not exist because we say it does



To Realize Value We Must

*Make NewCos'*

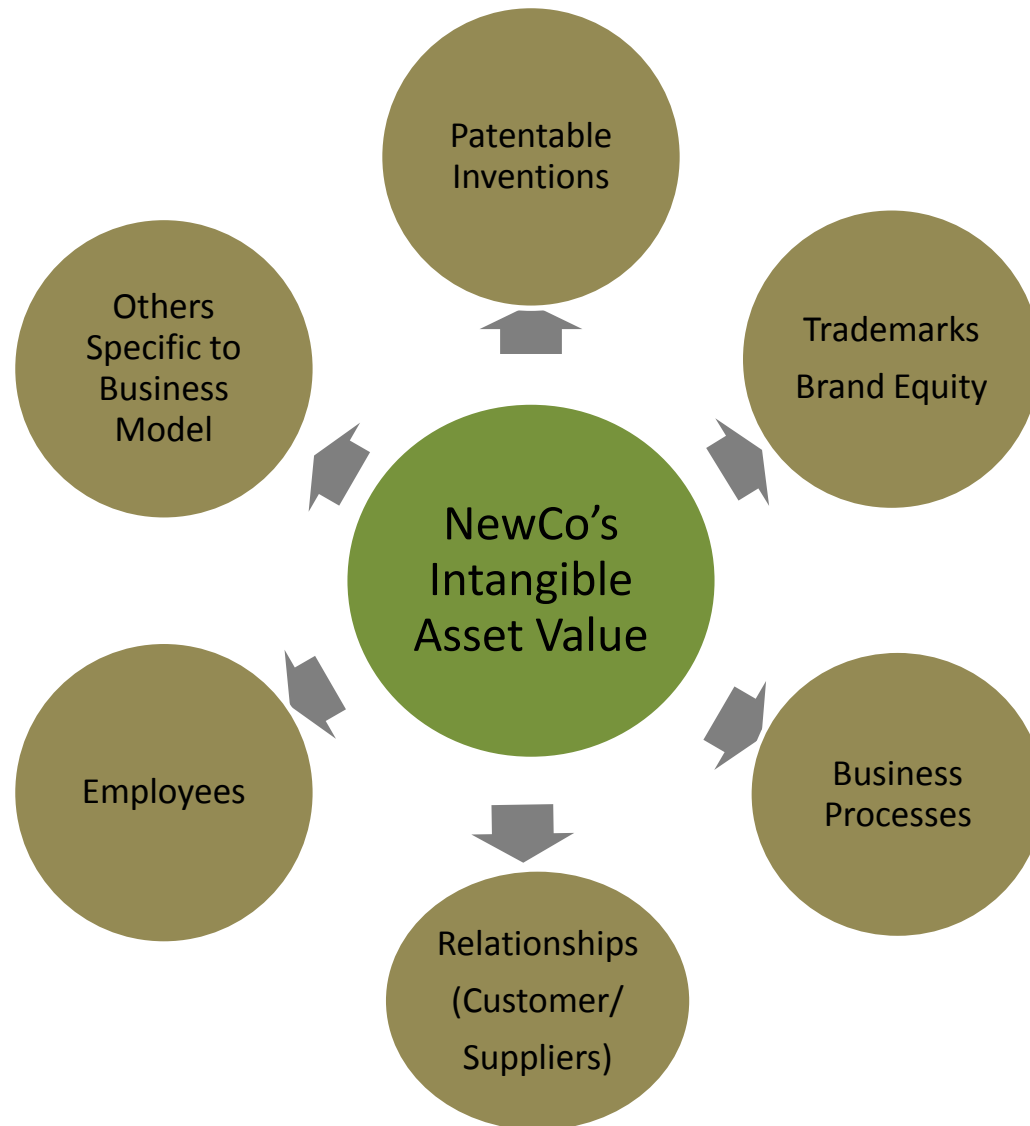
*Intangible Assets TANGIBLE*

*Goal to reduce asset value  
attributed to “goodwill”*

# How Do We Identify NewCo's Value?

- *What makes NewCo different from its competitors?*
  - Identify each and every one
- *Would NewCo be harmed if this difference was lost to a competitor?*
- Important qualifiers
  - Copying is legal and appropriate if you don't protect your competitive advantage
  - Some things are not protectable, but knowing this is the case allows you to plan accordingly

# Possible Sources of NewCo Competitive Advantage



# The Hutter Group's IP Strategy Consulting Business Model

1. Determine NewCo's short and long-term business goals

- Immediate and likely future competitive issues
- Investment opportunities
- Exit strategy

2. Collaborate with business team to understand those elements of NewCo's business model that create competitive advantage

3. Develop cost effective, executable intangible asset management strategy to allow NewCo to maximize long-term corporate value

4. Work with NewCo's business team to ensure that

- Skills necessary for strategic plan's execution transferred to NewCo
- Appropriate legal and business (if necessary) resources identified