

Strategic Services from **Landon IP**



Turning the world's IP into your **strategic advantage.**







Strategic Services

Turning the world's IP into your strategic advantage

Know First. Finish First.

Intellectual property is a powerful tool in your hands—or in the hands of your competitors. But the most powerful tool of all may be a complete understanding of who controls what—you, your competitors, potential partners or the entire market.

How would your decision-making be enhanced if you truly understood the complete IP picture in your competitive marketplace? Imagine not only knowing the facts, but having a skilled, experienced partner who could help you understand how to use that knowledge to create value for your business.

Landon IP Strategic Services is that partner. Our strategists are among the world's foremost experts in the discipline of IP intelligence. They know how to discover who controls what concepts and technologies. They know how to analyze where this presents opportunities and threats to your business.

With Landon IP Strategic Services, you can be the first to know the key information about IP in your market. More importantly, you will have access to the best minds to drive the use of that information to ensure your success. Being the first to know means the best chance to finish first in the race for success.



In the Know, Positioned to Win

Master Your Intelligence

Intellectual property is a strategic weapon in the competitive business arena. By understanding your own IP assets, and those of others, Landon IP puts you in the best position to make the right moves. Do you vigorously defend your IP assets? Seek selective partnerships? Pursue strategic licensing opportunities? With their innovative IP management techniques, you will know the strengths and weaknesses of key players, and will enjoy experienced insight on the right moves to serve your customers and keep your competitors at bay.

Proven Knowledge, Solid Information.

In order to be useful, information has to be accurate. How do you know your information source is reliable? Landon IP analyses and recommendations are grounded on a world-class search arm that provides patentability, validity and clearance searches of the highest quality. In 2006, Landon IP was selected to provide PCT patent searches and written opinions for the USPTO in the areas of mechanical engineering, electrical communications, electrical engineering, physical sciences and life sciences.

Their research capability is recognized as the standard-setter. Trust the information that comes from the leaders in IP research.





STRATEGIC ANALYSIS SERVICES

Technology (Patent) Landscape

Know the Lay of the Land

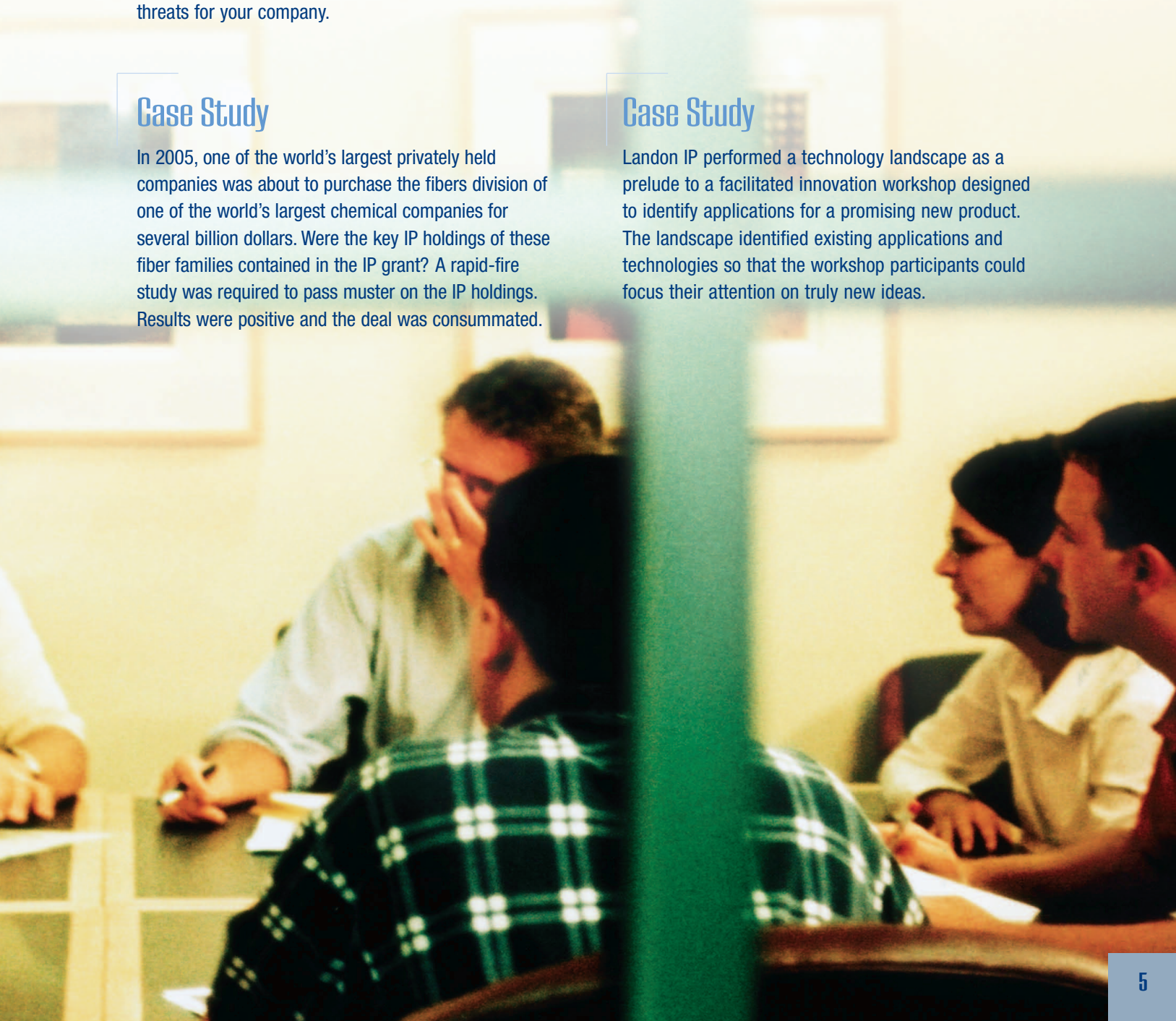
Where is technology going? How is it likely to affect your company, your customers and your competitive environment? With a Technology Landscape study performed by Landon IP, their technologists will give you a clear picture of how current technologies can solve problems, who controls them and where they present opportunities and threats for your company.

Case Study

In 2005, one of the world's largest privately held companies was about to purchase the fibers division of one of the world's largest chemical companies for several billion dollars. Were the key IP holdings of these fiber families contained in the IP grant? A rapid-fire study was required to pass muster on the IP holdings. Results were positive and the deal was consummated.

Case Study

Landon IP performed a technology landscape as a prelude to a facilitated innovation workshop designed to identify applications for a promising new product. The landscape identified existing applications and technologies so that the workshop participants could focus their attention on truly new ideas.



Technical Competitive Analysis

Keep Tabs on the Competition

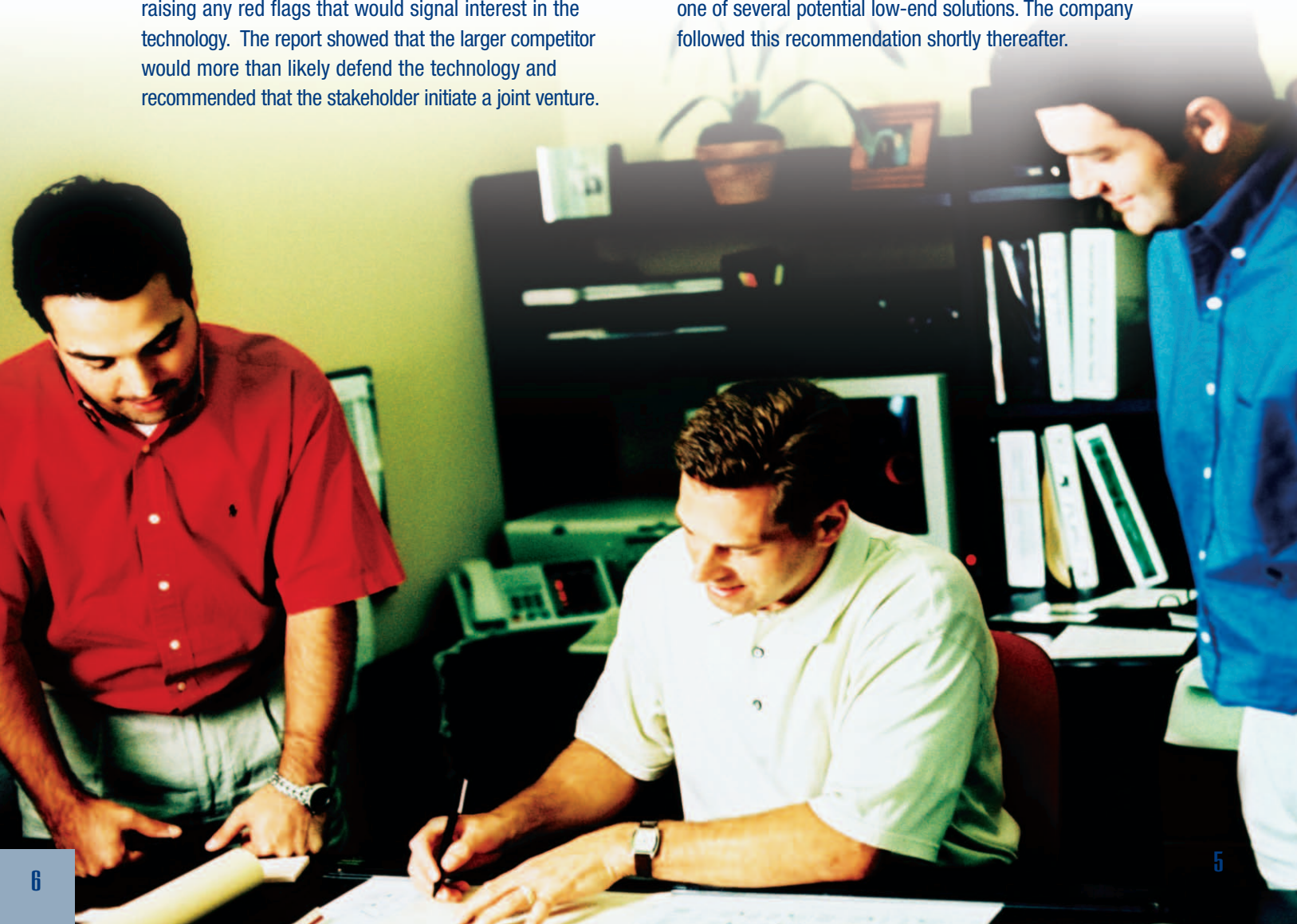
Your competitors have excellent technology too. What are its strengths and weaknesses? Can it threaten your R&D initiatives? Are your competitors using their technology to its best advantage? If not, how can you exploit the opportunity? A Landon IP Strategic Services team consisting of a technologist and a business strategist will find the answers and help you determine the best course of action for your competitive strategies.

Case Study

In the mid 1990s, stakeholders at one of the largest chemical manufacturers in the U.S. faced a dilemma. Should they risk an infringement lawsuit or initiate a joint venture with an even larger competitor that shared similar technology in a new catalyst? The investigation sought to determine how important the larger competitor considered their version of the new catalyst to be, without raising any red flags that would signal interest in the technology. The report showed that the larger competitor would more than likely defend the technology and recommended that the stakeholder initiate a joint venture.

Case Study

In 2006, one of the top patenting companies in the U.S. launched a competitive intelligence investigation to see how a major communications initiative stacked up against competitive solutions. The investigation showed a potentially disruptive increase in the quality and interoperability of low-end solutions. The report recommended that the company partner with or acquire one of several potential low-end solutions. The company followed this recommendation shortly thereafter.





IP-Based Market Analysis

Master Your Market

What have leading innovators been doing to impact your market? What will happen next? Knowing the answers will help you decide where to commit R&D dollars, where to pursue partnership initiatives and how to mitigate the risk of these moves. Should you claim an IP stake in current opportunities? A Landon IP Strategic Services team will help you understand the market inside and out—and help you make the best decision.

Case Study

In 2001, a leading consumer products company needed a better solution for how to combine soaps that wash off with compounds that provide enough stickiness to leave behind a conditioning agent. The investigation sought licensing options in order to increase the pace of development. The report showed that the company already owned the state-of-the-art technology in the field, and that it should dedicate resources to further advancing that technology.

Case Study

In 2004, a major biotech company specializing in developing treatments for disorders that affect the central nervous system, was faced with an overabundance of new product development choices. The corporation needed assistance to uncover the white space in their field. The resulting analysis evaluated IP involving various combinations of therapeutic targets, appropriate delivery methods and the eventual treatments that could potentially ensue for multiple therapeutic areas. A process map allowed the company to standardize their internal procedure for following future implementations involving different combinations of these targets, delivery methods and treatments.



Internal IP Assessment (IP Audit)

Intellectual Inventory

Many companies don't know their own intellectual strength. An analyst from Landon IP Strategic Services clarifies the nature of your company's IP assets through an extensive search of all your patents and patent applications. The result is a clearly categorized picture of your patent portfolio—leading to more focused research, better decisions about the products and services the company sells, more profitable licensing strategies and more solid acquisition plans. Let us take inventory of your IP assets—then show you how to make the most of them.

Case Study

In the late 1990s, a pioneer in datamodem communications and holder of a decade-old treasure chest of Telecomm Standards patents required strategy and execution in the outlicensing of their portfolio, while maintaining reserve defensive rights still necessary for internal, ongoing product lines. A complete inventory of key patents and those players practicing without a license was performed leading to a licensing campaign that secured eight-figure revenue without a single lawsuit.

Case Study

In early 2000, a major international consumer electronics firm considered launching a takeover bid of another major international consumer electronics firm from another country. The investigation sought to determine the wisdom of the idea without signaling to anyone that the idea was being considered. A deep IP portfolio analysis of the target company showed that it had fewer promising initiatives than appeared on the surface and that the target company was not worth the investment required to make the acquisition. The company used this information to help determine a course of action by which it would instead arrange licensing deals with selected technology of the targeted competitor, thus adding high value to its own initiatives.



Data Set Creation

Classification: Achievement

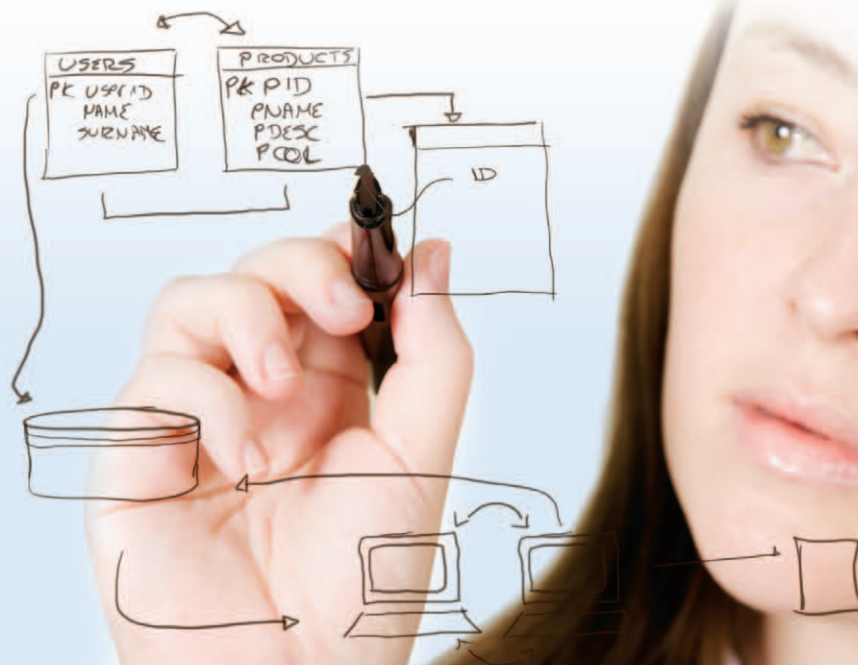
How do you organize your intellectual assets and your files regarding those of others? There is no one answer that fits every organization. An expert strategist from Landon IP not only understands how to effectively organize and categories your IP assets, but how to do so in a way that best fits the needs of your organization. Data Set Creation provides a data set to include any or all patents, patent applications, trademarks, trade secrets and non-patent literature in the format needed by the customer. Data is organized by proprietary or public classification codes, technology, technology groups, divisions, departments, affiliation or inventors. The result is solid information, easily accessible, according to your needs.

Case Study

In the mid 1990s, a major petrochemical company produced a classification system designed to identify both what the technology described by a patent document is and what it does. This classification system became the base from which to assemble an ever-growing database of relevant patents for deeper analysis by the R&D and strategy departments. The database also provided considerable economies by obviating the need to search and download the same patent documents repeatedly.

Case Study

A major high-tech company planned a divestiture and needed a database to track which patents went with which half of the split organization. The resulting database tracked patent and patent applications as well as license deals on record. The database, constructed in 1996 on an SQL server, is still in use.



IP STRATEGIC DESIGN

Assets in Action

Landon IP Strategic Services does not hand you a set of recommendations and wish you luck. They make sure you are able to execute the plan effectively. Our experienced business analysts design winning business development strategies to optimize the value of our findings and recommendations—a value that is especially crucial for companies who may not have the available staff or internal experience to execute the recommended tactics on their own. Intellectual assets only deliver on their value if they are effectively utilized. We will make sure yours deliver the value you need.



IP Process Improvement

Perfecting the Process

Well-trained people making the best use of tools and ideas will result in the best possible IP decision-making process. The professionals at Landon IP Strategic Services will conduct hands-on training of key people, recommend key improvements and help companies maintain already-effective processes. They are experts at leading process improvements without disrupting effective operations. The result will be a more proficient IP process that leads to better strategic moves and better rewards.

Case Study

In the early 2000s, the stakeholders in a medium-sized chemical company faced a dilemma. The patent office had granted another company—sometimes a competitor and sometimes a partner—a patent for technology the medium-sized chemical company already owned. The stakeholders in the medium-sized chemical company did not want to jeopardize their relationship with the other company, yet did not want to leave the problem patent unchallenged. An investigation showed that a third company would also have interest in seeing the problem patent invalidated. A decision was made to make the problem patent known to the third party, which then took it upon itself to invalidate the patent. By using the strategic play of “strike with a borrowed hand” the medium-sized chemical company was able to achieve its objective of invalidating the problem patent without being involved.

Case Study

In 2005, a growing medical devices company sought a technical analysis of its portfolio of intellectual property in order to determine where to make acquisitions and where to fund internal R&D initiatives. Landon IP Strategic Services served as a “red team” third party evaluator to validate or invalidate decisions to expand the scope of conditions treated. Recommendations aligned with top management’s desired course of action that had, prior to the investigation, not been presented to Landon IP Strategic Services. The company proceeded with several acquisitions as a result.





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