



Equal IP

Setting standards for managing
Intellectual Property agreements

Three Questions

Do you have the right internal controls to protect your IP portfolio revenues?

Do you know if all royalties due are received?

Do you know if your licensees are complying with other terms in the agreement?

Our Experience

The majority of active licences will be underpaying.

Investigations often recover an extra 25% of royalties.

Governance legislation such as Sarbanes-Oxley requires clear controls to protect royalty income.

ONE SOLUTION 

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Pro-active Licence Management

Designing processes aimed specifically at monitoring and protecting licence income.

Recognising that the other party has more information than you and taking the right steps to redress this.

Focusing on actions that achieve the highest return on any cost outlay.

What will Pro-active Licence Management achieve?

Substantial extra revenues which go straight to the bottom line
and

Evidence of compliance with regulatory requirements.

How can Equal IP assist?

We provide a service that **will** generate extra revenues.

We have expertise in licence portfolio management, royalty audits and corporate governance that can be used in full or in part depending on your needs.

We have worldwide experience in the US, Europe and the Far East.

We have worked in many technology areas including life sciences, electronics, chemicals and instrumentation.

In short, we are able to be both a front and back office unit that creates measurable value for your IP.

More information on Pro-Active Licence Management

Portfolio Management

Equal IP's specialists have been responsible for the financial management of several hundred licences and have also acted as advisors to organisations with smaller portfolios. We can provide practical, cost effective advice on portfolio management that will lead to higher revenues.

Developing Risk Criteria

Equal IP understands the type of issues that can lead to underpayment and so can help licensors develop appropriate risk criteria for their portfolio. These can help organisations focus their limited resources on likely problem areas to achieve the best return on their time.

A proper risk framework will help companies comply with the legal requirement to have proper internal controls over their assets. It will also help defend against suggestions of negligence if other stakeholders do not believe their interests are being protected.

Proportionate Response

Equal IP can advise on the right steps to take when underpayment is suspected. One of the merits of risk criteria is to allow a proportionate response to any problems that arise. A full audit is only appropriate in a minority of cases. In many instances a phone call or a meeting may resolve problems. Proportionate responses are important to achieve results cost effectively and prevent disruption to business relationships.

Audit

Equal IP's specialists have unparalleled expertise having carried out well over a hundred audits. Their experience allows them to rapidly focus on key issues and put together a clear analysis of moneys owed backed up by evidence.

We avoid box ticking and look beyond the black and white issues. Equal IP believes that it is often the less clear-cut areas which form the bulk of the value in an audit settlement.

Settlement Negotiations

Audits often involve some form of negotiation to achieve a settlement. Equal IP's experts have practical experience in helping IP owners maximise their settlement.

Equal IP

Equal IP is a firm specialising in IP management and audit. Its IP specialists are amongst the most experienced IP auditors in the world. Unlike most IP auditors they have also had practical experience managing large licence portfolios.

Our aims are to:

Provide a flexible and efficient service unencumbered by high overheads and command chains.

Help licensors maximise their income by providing practical support for licence management, revenue audit and settlement negotiations.

Rebalance the relationship with your partners by providing you with the information you need to manage your licences well.

Understand, maintain and improve the relationship you have with your partners in the agreement.

Go the extra mile without charging excessive costs – our references will vouch for that.

EQUAL IP CONTACT

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**Operating Globally,
Effective Locally**