

Intangible Assets

&

IP Analytics

Aerospace & Defense Forum

LA Chapter

November 16, 2012

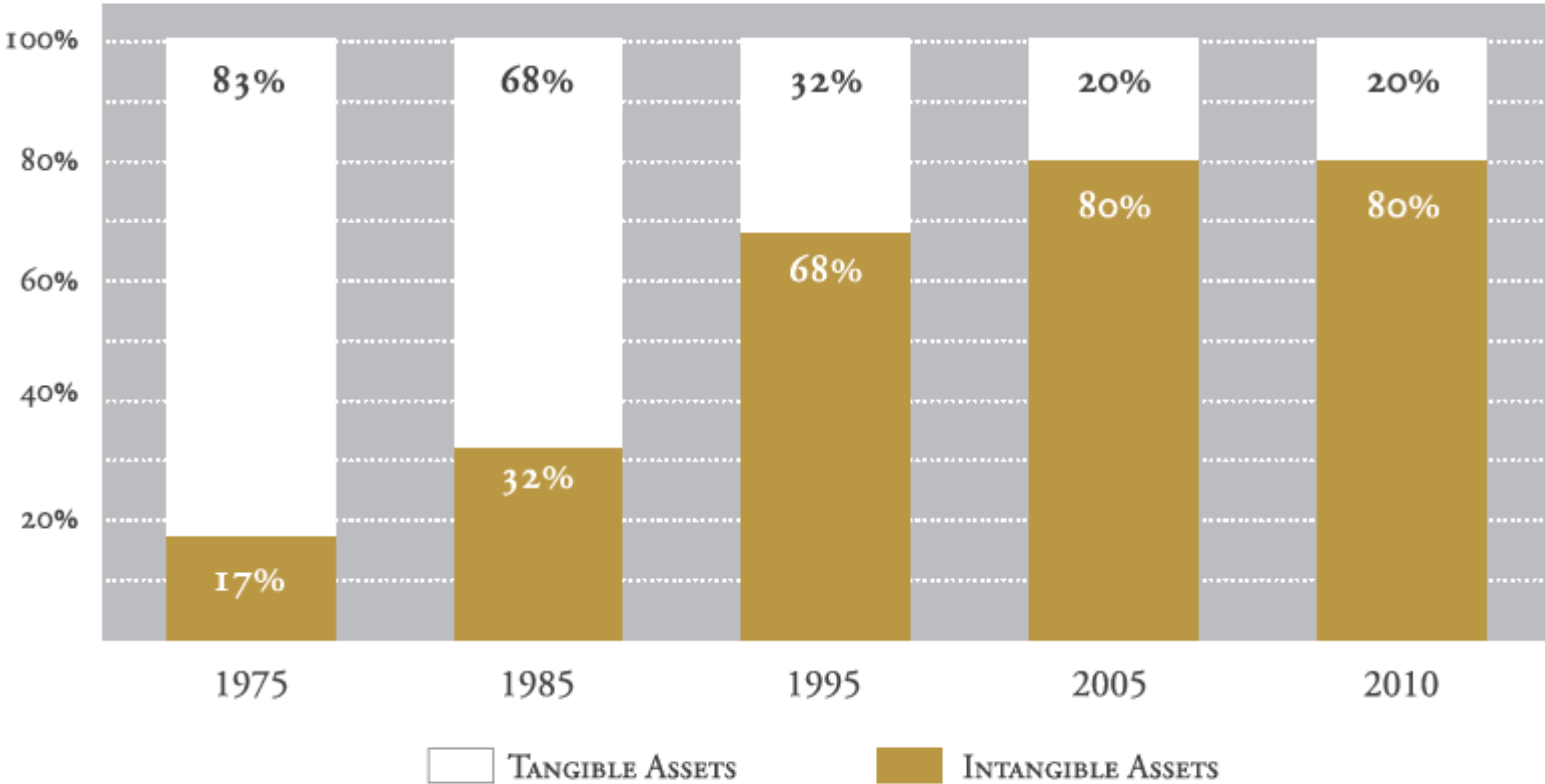
Rich Leamon

Intangible Assets & Intellectual Property (IP) Analytics

- Trends in the Value of Intangible Assets
- Components of A&D Deals Intangible Assets
- Description of IP Analytics

Intangible Assets are 80% of S&P 500 Market Capitalization

COMPONENTS OF S&P 500 MARKET VALUE

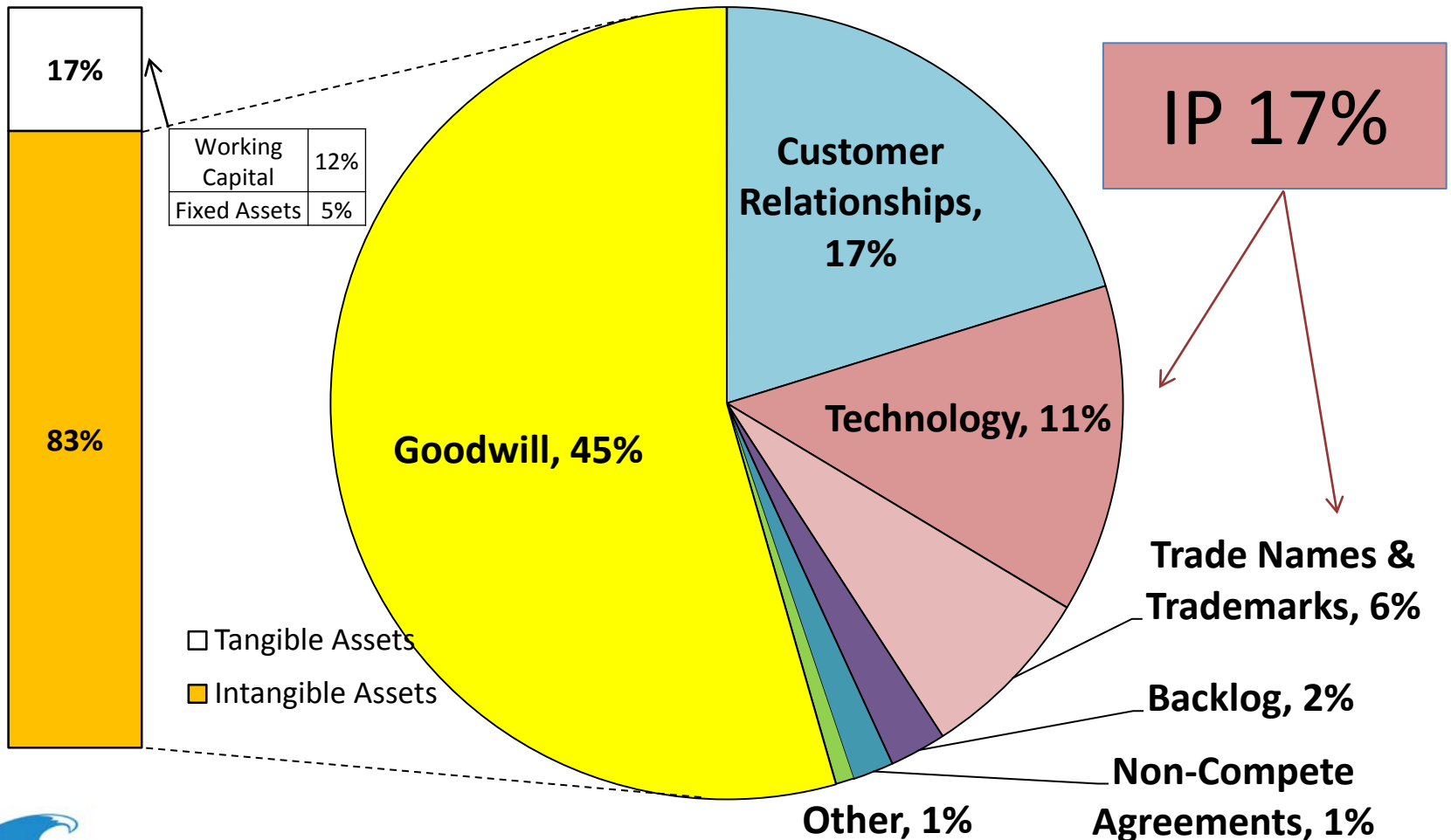


Source: Ocean Tomo

20 A&D Transactions

Intangible Assets are 83% & IP is 17%

Source: Stout Risius Ross Journal 2nd Quarter 2010

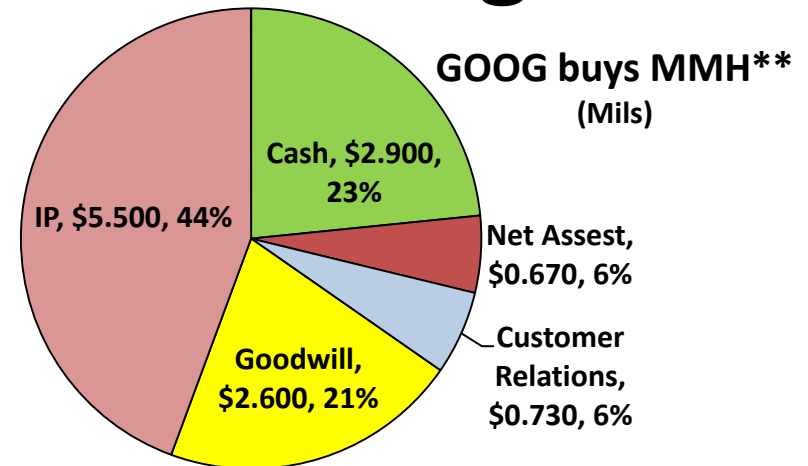


IP is Having Higher Valuations

- 7/11 Apple & Microsoft* buy Nortel Networks **IP for \$4.5B**
- 5/12 Google buys Motorola Mobility, \$12.4B** including **IP for \$5.5B (44%)**

* Also RIM, Sony Ericsson & EMC

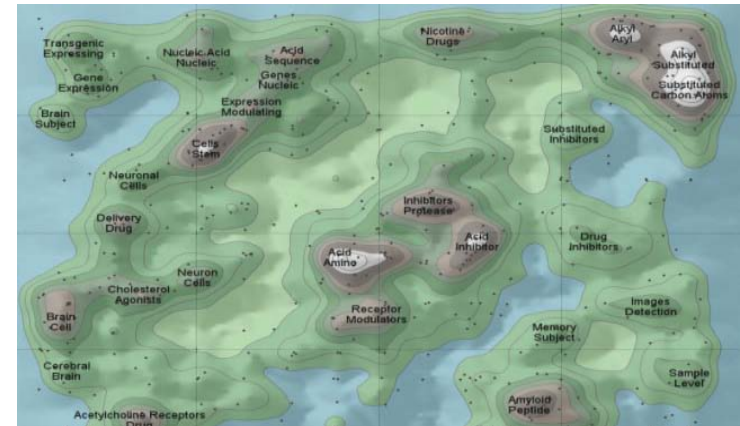
** Google 6/12 SEC 10-Q



Analytics help determine IP Valuation

- Patents Relationships and Trends Determined using Large Patent Data Bases
- Semantic Clustering Identifies Underlying Technologies and IP Portfolios
- IP Portfolios Valuation
 - Relates to Product Profit
 - Licensing Potential
 - Sale of Portfolio

ThemeScape example of Clustering



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