

**WE  
CAPTURE  
WHAT  
MOVES**



# **PATENT PORTFOLIO AUDIT AND LICENSING POLICY**

CONFIDENTIAL

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# 01

## REASONS FOR A LICENSING POLICY



# REASONS FOR A LICENSING POLICY

## A. Why a licensing policy? (1/2)

- Patents represent an important investment notably financially for companies, and are considered as **intangible asset** that are of importance in evaluating the value and strength of a company.
- Furthermore, generally speaking, less than 10% of a patent portfolio contribute towards revenues of a company.

↳ Thus, there is a need to find **returns on investments (ROI) opportunities.**

# REASONS FOR A LICENSING POLICY

## A. Why a licensing policy? (2/2)

- Except for protecting the company's products (and by extension, its revenues), a patent portfolio's returns on investments can be of the following nature:
  - Royalties obtained from **licensing out**;
  - Revenues obtained from **selling** some of the patents;
  - Access to third party patents through **cross-licensing** deals.



# 02

## PORTFOLIO AUDIT



## A. Why a portfolio audit?

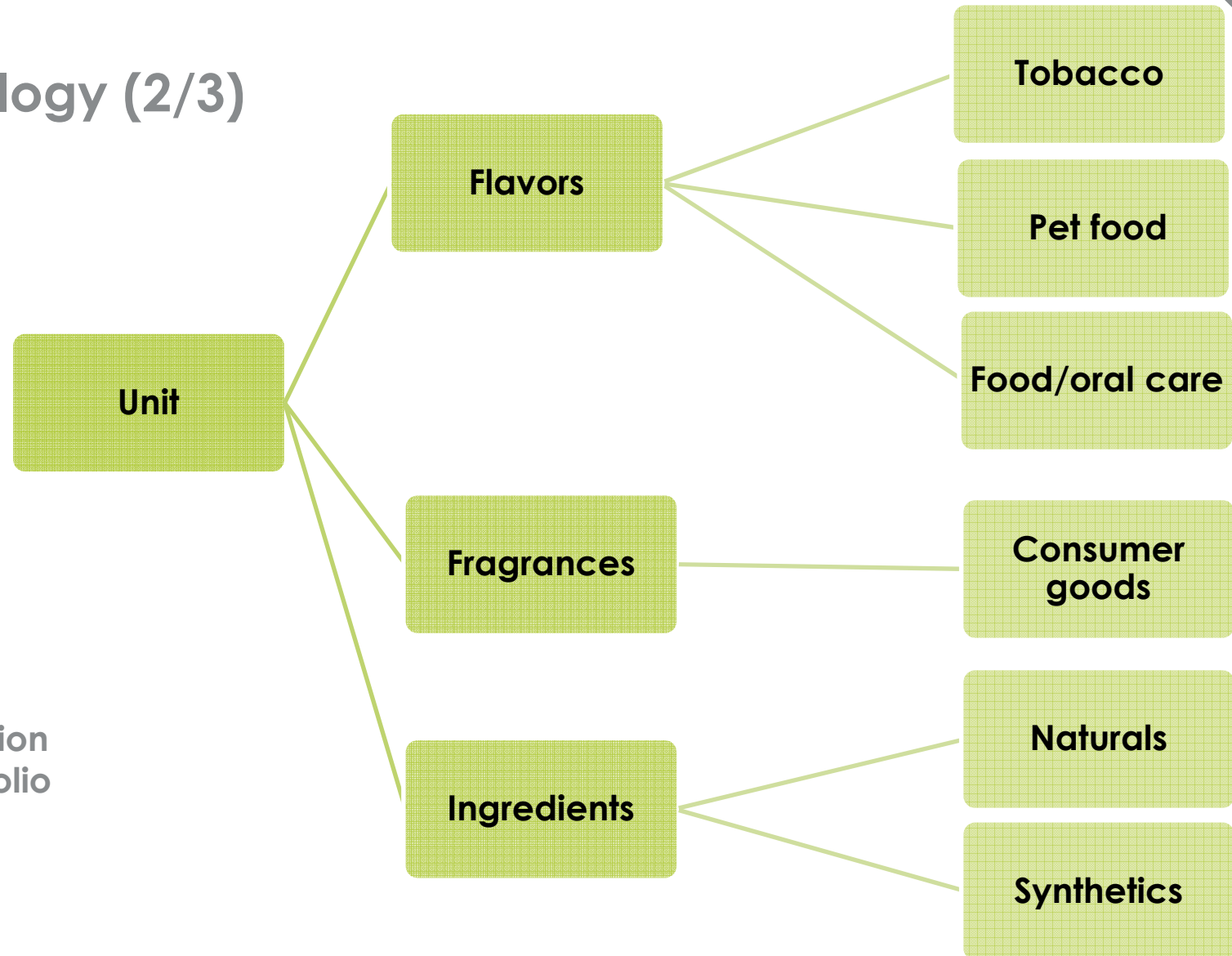
- A strategic portfolio audit enables Mane to strengthen its IP position and to identify licensing opportunities.
  
- Particularly, a portfolio audit allows:
  - To satisfy a general need to know what the company has and where the value in the portfolio lies;
  - To identify gaps in protection;
  - To survey Mane's portfolio for patents that are candidates for enforcement either by licensing or litigation, or that can/should be sold.

## B. Methodology (1/3)

- Segment the portfolio to assess it more efficiently:
  - Either by technology, product, technical standard or by business units;
  
- Example of categorization for MANE's patent portfolio:
  - Fragrances
  - Flavors
  - Ingredients



## B. Methodology (2/3)



Example of categorization  
of MANE's patent portfolio

## B. Methodology (3/3)

- Review the portfolio category by category, with each business/category manager and answer the following question for each patent:
  - is the patent exploited Yes/No?
  - is the patent a core patent?
  - can the patent technology be exploited in one of Mane's facility, Yes/No?
  - is the market adequately served Yes/No? Etc...

## C. Extraction and classification (1/2)

- After categorization and analysis of the portfolio, we should extract in collaboration with Management;
- **Core patents**, i.e., patents essential for Mane because said patents allow exploitation of another patent for example;
- **Defensive patents**, i.e., patents that Mane considers as important in view of its competitors;
- **Sufficiently exploited patents**, i.e. patents that Mane exploits and serve adequately the market.

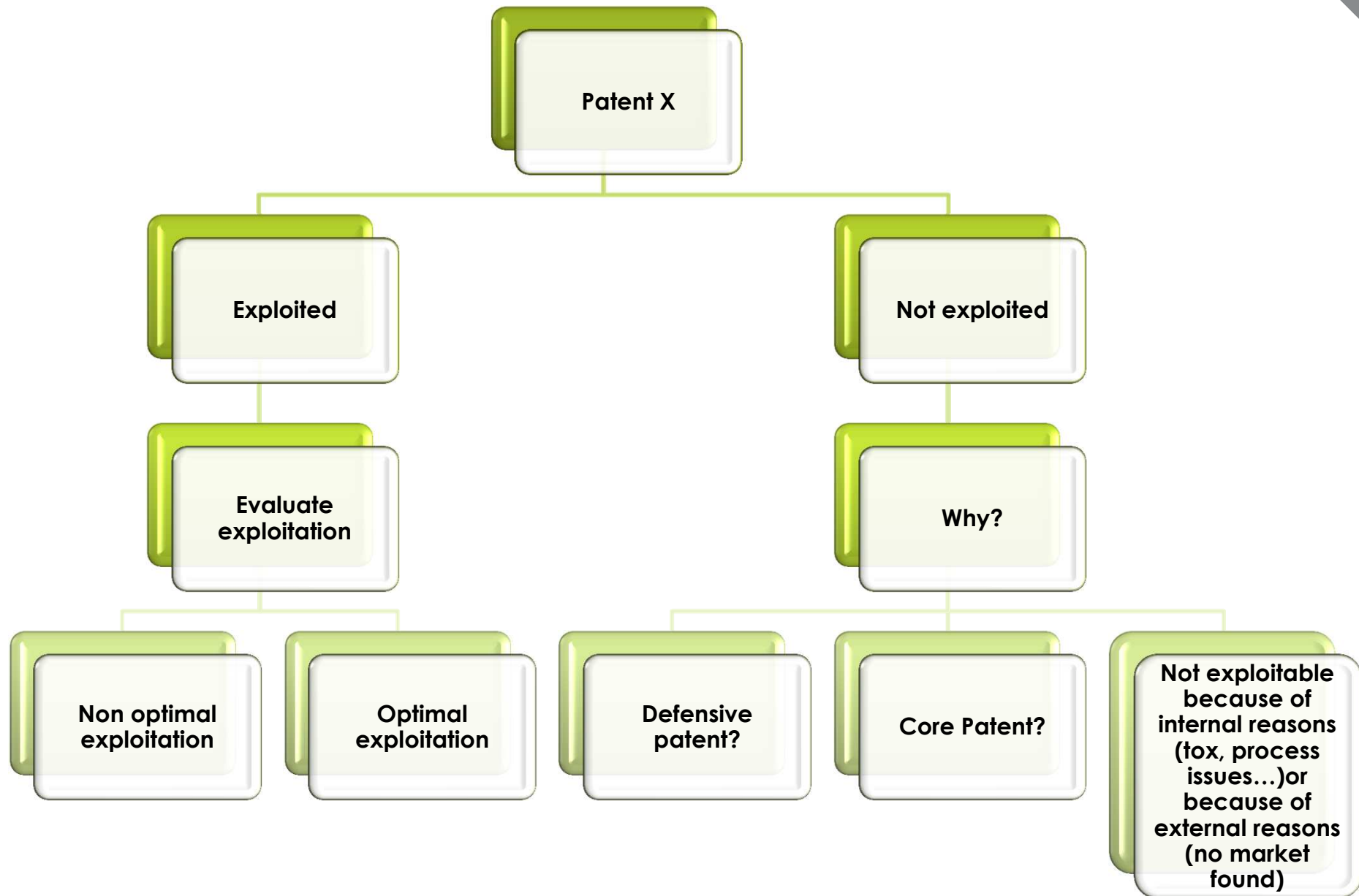


The above patents **should not be proposed for licensing in/out.**

## C. Extraction and classification (2/2)

- After categorization and analysis of the portfolio, we should extract in collaboration with Management;
  - patent families and/or technology that might be proposed for **licensing out**;
  - patent families and/or technology that might need **licensing in**;
  - In a perspective of ROI, we obtain a list of “**patent of interest for licensing-out**”. Said patents correspond to non-sufficiently exploited or not exploited at all patents. **Cross-licensing** is eventually possible with said patents of interest and/or patents of interest for licensing in.

# PORTFOLIO AUDIT



## D. Asset assessment

- Automated analysis of each patent of interest for **licensing-out** to ascertain a quantitative and qualitative measurement of:
  - Enforceability;
  - Intrinsic value for Mane;
  - Licensing or sale potential.

A close-up photograph of aloe vera gel and its leaf. The gel is a thick, white, translucent substance with a pointed, star-like shape in the foreground. Behind it, a vibrant green aloe vera leaf is visible, showing its characteristic ribbed texture. The background is a soft, out-of-focus light green.

**THANKS!**



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