

# Intellectual Property Assessment & Valuation

TODAY'S BUSINESSES RELY ON THEIR PROPRIETARY ASSETS TO GROW PROFITABLY. PATENTS, TRADEMARKS, COPYRIGHTS, BRANDS, WEBSITES, TRADE SECRETS AND PROPRIETARY SYSTEMS MAKE YOUR BUSINESS UNIQUE AND DRIVE FINANCIAL PERFORMANCE.



Intellectual property (IP) valuation is a key element for developing business strategies that leverage your proprietary assets to increase the performance and profitability of your organization. Further, IP valuation is often a requirement to support transaction due diligence, financing transactions, litigation, restructuring and financial reporting.

## Our Services

### IP VALUATION

Your intangible assets are likely the most valuable assets at your business. They can be used as collateral, attract new investors and open opportunities to achieve additional profits. An IP valuation often uncovers cost savings as well as new business and growth opportunities.

### IP PORTFOLIO REVIEW

An IP portfolio review will identify the key assets driving your financial performance. Providing a clear understanding of which product and service offerings are leveraging your IP and which are underutilized. The results can identify new pricing strategies, license opportunities and monetization strategies.

### LICENSE OPPORTUNITY EVALUATION

Many IP assets can generate additional profits through licensing. Licensing can also reduce your development costs and time to market. However, successful IP licensing requires due diligence, partner evaluation and comparative analysis of licensing alternatives. Our team has the analytical tools and resources to benchmark and compare licensing alternatives and provide actionable valuations of your licensing opportunities.

### PRICE & REVENUE MODEL STRATEGY

Your IP assets should allow you to set prices. Your business can leverage proprietary assets to increase revenues, retain customers and reduce costs. Connecting IP to financial performance enables businesses to enhance profitability through a pricing strategy evaluation. We'll evaluate, compare and develop pricing strategies and revenue models to drive revenue and profit growth for your business.

## Enhancing Profitability through Valuation

The CBIZ Intellectual Property Valuation team has the credentials, connections and resources to provide insightful IP valuation advice that enables actionable and effective business strategies. We provide:

- Transparent valuations that comply with relevant standards around the world
- Enable a complete understanding of the connection between your IP assets and financial performance
- Expert testimony for patent, trademark, copyright and trade secret litigation

For more information about Intellectual Property Assessment & Valuation please contact:

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