

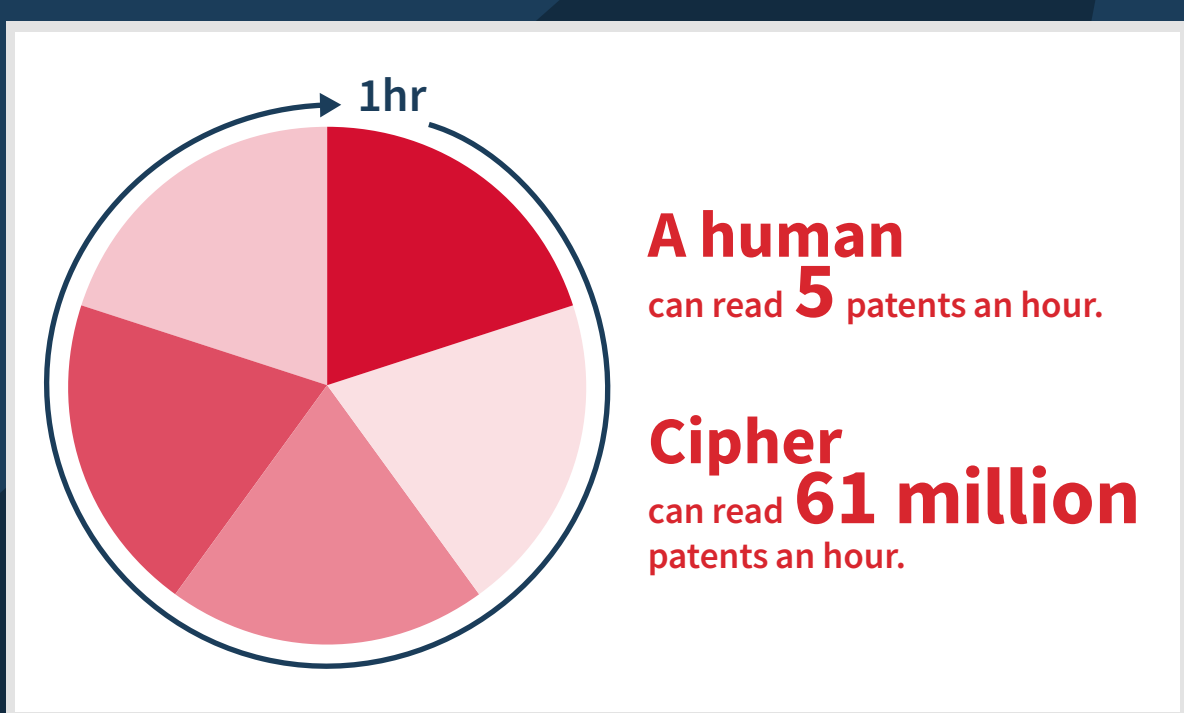
Patent Due Diligence: do more for less

? What are the current challenges with due diligence?

Conducting patent due diligence is too time-consuming and expensive. There is too much patent data out there to review in a timely manner manually and IP teams are brought in too late in the process to have the greatest impact.

? Becoming more efficient paves the way to real risk mitigation and the opportunity to contribute with strategic insight.

Using CIPHER's **Universal Technology Taxonomy**, performing due diligence on patent assets will save you time, reduce costs and allow for a robust approach.



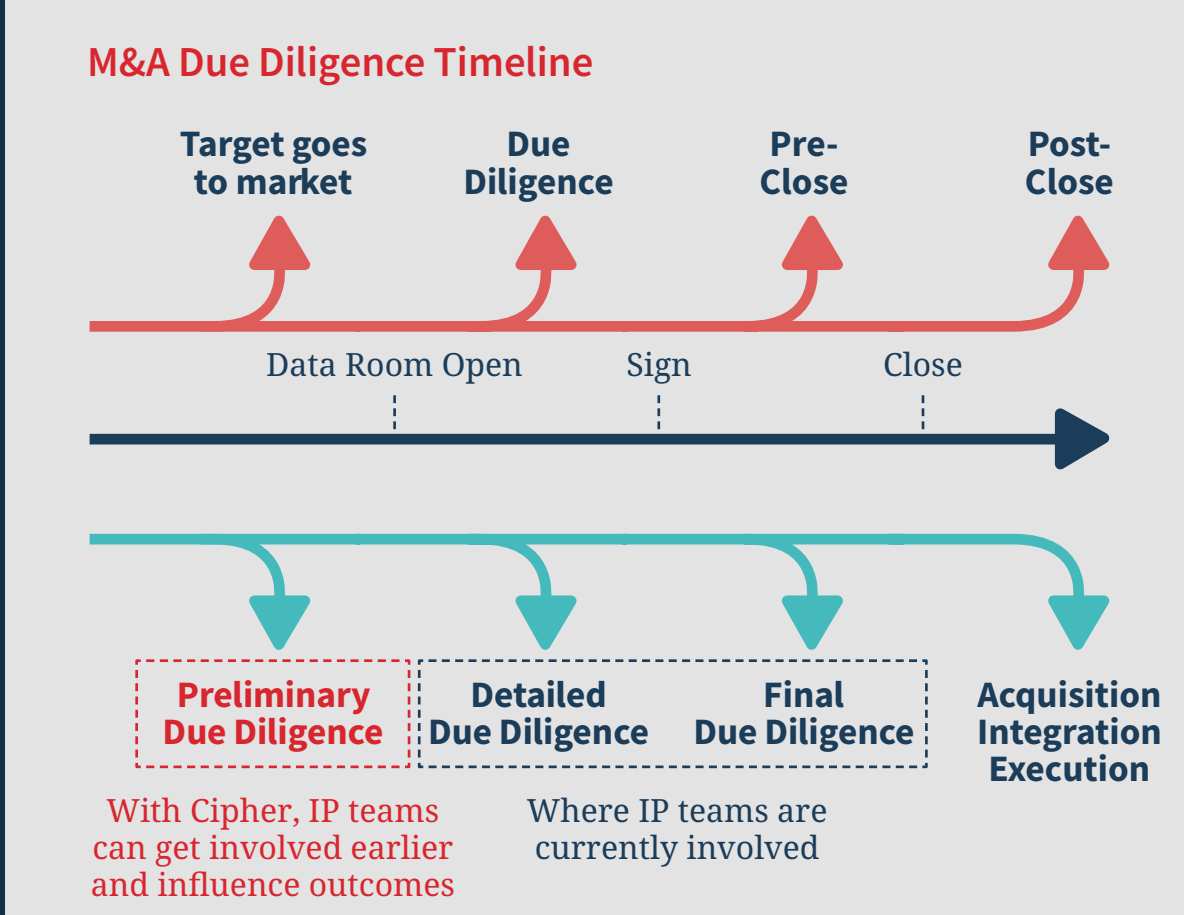
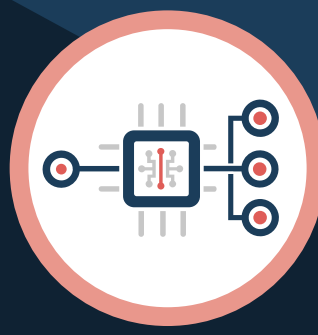
? What does an efficient due diligence process look like?

- Step 01 Identify your target**
 - Analyse target portfolio by organisation search or custom upload
 - Cluster the target portfolio by technology
 - Analyse using size, age, geography or quality
 - Use cost data which provides current and projected portfolio costs
- Step 02 Compare your target to others**
 - Search by similar organisation or select comparison group
 - Benchmark similar portfolios to deliver competitive intelligence
- Step 03 Assess the litigation risk**
 - Analyse litigation by or against target and analyse sector risk (using same or broader cohort)
 - Filter by operating company or NPE
- Step 04 Focus on the right areas**
 - Using CIPHER **custom classifiers** or our **Universal Technology Taxonomy**, focus on technology areas of interest
 - Gain strategic insight

? With an efficient due diligence process in place, what opportunities does this give you?

Contribute more strategically to any due diligence process.

Respond strategically and be part of the deal team at the beginning. Having patent data at your fingertips will not only save costs and mitigate risk but will allow you to influence a deal right from the word go. Your data-driven insights will help to build a robust strategy in commercial transactions.



? Take a due diligence approach to all commercial transactions.

- Licensing** - with the increased prevalence of portfolio cross-licensing, classification provides a compelling solution to calculating the balance of trade between the organisations.
- Acquisition and divestment of patent assets** - due diligence can now include assessment of price, providing objective evidence of whether the transaction represents good value.
- Inbound patent assertion** - when faced with a large portfolio (and little evidence of relevance) due diligence delivers rapid identification of those assets that pose a real-world threat.



- With CIPHER you are able to:**
- Proactively support M&A teams
 - Efficiently provide strategic insight
 - Mitigate risks and cost
 - Help build a robust strategy

Find out more about how you can leverage the intelligence gleaned from our **Universal Technology Taxonomy** in supporting your due diligence work.