



MONETIZING INTELLECTUAL PROPERTY

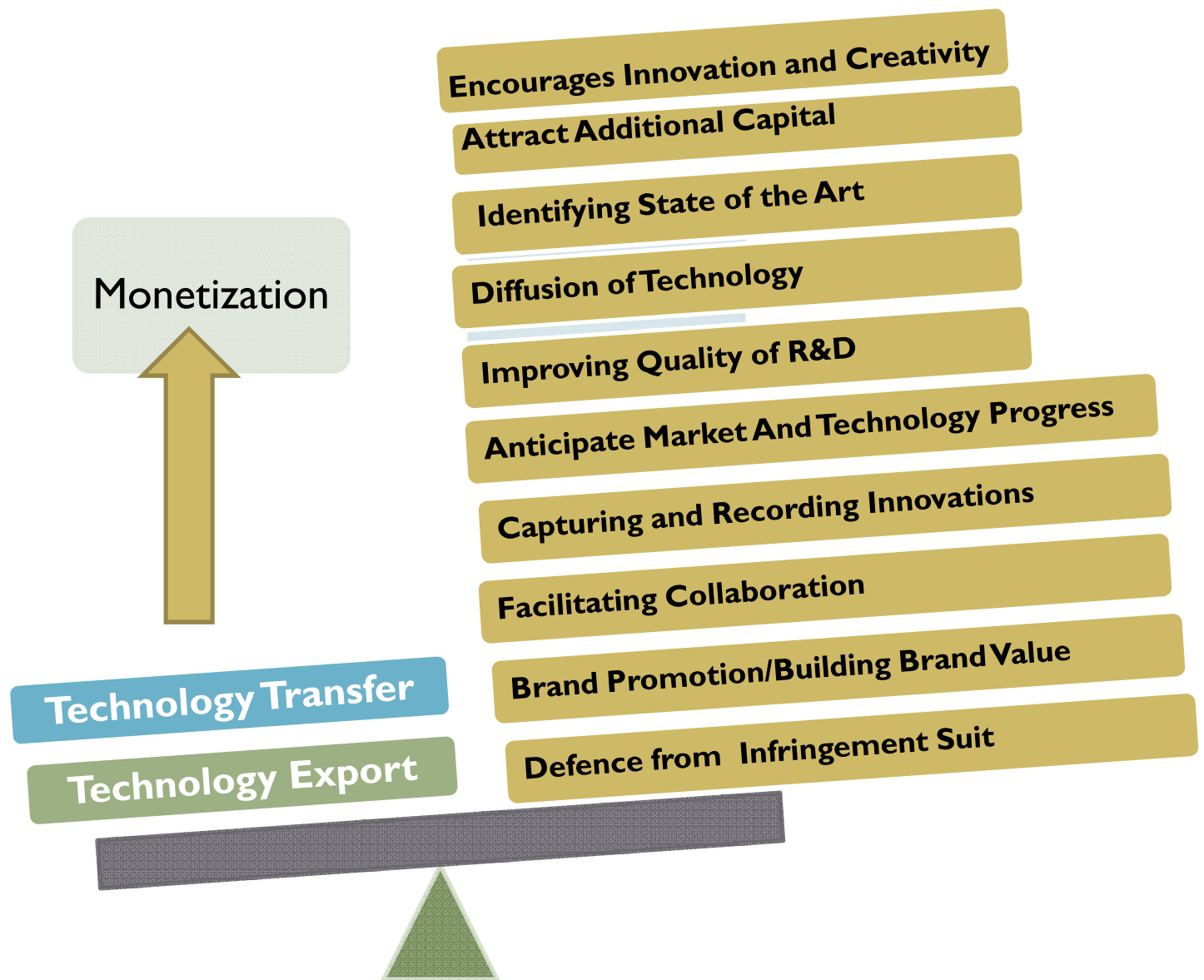
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MONETIZING INTELLECTUAL PROPERTY

IP-Knowledge Asserted With Legal Ownership

- Patent Not always = \$, €, ₹
- Patent rarely licensed alone
- Mostly technology/product (bundle of IPs) is licensed
- Earning of cash not the “only” justification for filing of patent

Patent: Strategic Tool

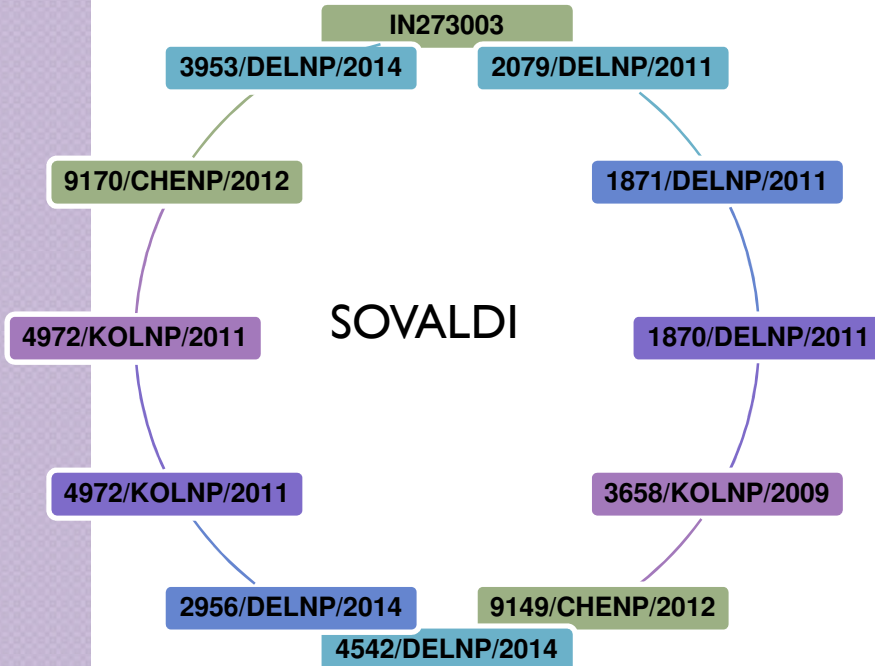


MONETIZING INTELLECTUAL PROPERTY

Technology Transfer

Product

Technology



Bundle of IP



Conclusion

- **Treat Patent in a Holistic Manner**
- **A Tool to Maximise Business Goals**
- **Quality is More Important than Quantity**