



LES (USA & Canada)  
Silicon Valley Chapter

# **Build or Partner - Deciding Whether to Commercialize Enterprise Patent Portfolios with In-House Teams or Specialized Partners**

December 16, 2020

# LES Silicon Valley Chapter Speakers & Agenda

## Introductions

**Joseph Lee**, VP, Associate GC, IP Licensing, Hewlett Packard Enterprise  
**Pat Patnode**, President of GE Licensing  
**David Wright**, Former VP, Fellow & Patent CTO, Cypress Semiconductor  
**Keith Wilson**, EVP, Partnerships and Acquisitions, IPValue Management

Moderator: **Stefan Tamme**, VP of Licensing and IP Strategy, Rambus

## Framing Presentation

## Panel Discussion

## Q&A



# IPVALUE

## LES SVC DECEMBER 2020 VIRTUAL EVENT:

### Build or Partner - Deciding Whether to Commercialize Enterprise Patent Portfolios with In-House Teams or Specialized Partners

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Wednesday, December 16, 2020 - 12:00 p.m. - 1:30 p.m. (PST)

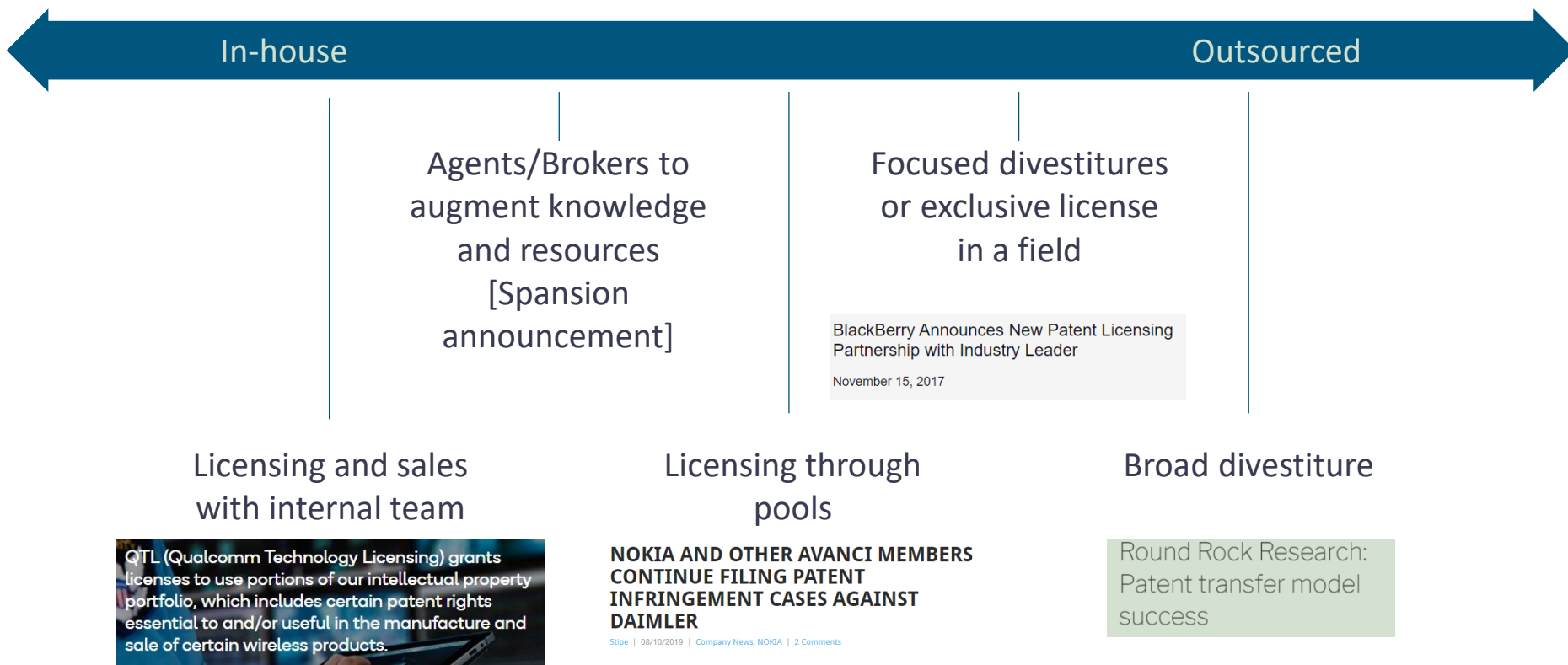
**Great things happen  
when ideas prosper**

# Hypothetical Scenario - Which Regularly Occurs!

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- Company with >15 years of innovation across multiple product types.
- Strong in some current markets; exited others without divesting key assets
- Substantial technology and patent assets accumulated over time
  - Management confidence that the inventions have been (or will be) adopted broadly in large markets containing a mixture of customers, competitors and others.
  - Senior Management has little basis to assess revenue expectations, but they are aware that similar portfolios have generated \$100s of millions or more of high-profit revenue over time (TI, Freescale, Sandisk).
  - Some infringement/adoption identified for specific patents and companies
  - Little or no prior investments to proof breadth and depth of adoption
- Limited cross-licenses
- CxO has decided to commercialize the portfolio has been asked to ensure

# Enterprises have range of options for using in-house teams or specialized partners to commercialize patents



# IPVALUE

# Thank you

[www.ipvalue.com](http://www.ipvalue.com)

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