

# Maximizing the Value of Your Intellectual Property.



## An IP WEBINAR SERIES

This dynamic web series is designed for SMEs from startup stage to exit, looking to maximize the potential of their intellectual property (IP) and patents. Across three comprehensive webinars, we explore the strategic management of IP to attract investor interest, the actionable steps to monetize patents successfully and prepare your IP Strategy for export. Presented by industry experts, these sessions provide invaluable insights on how businesses can leverage their IP to enhance company valuation, minimize risks, and unlock new funding opportunities.

This series is a critical resource for innovative companies seeking to enhance the success and value of their portfolio companies. By offering practical strategies for managing IP and monetizing patents, this training supports businesses in making informed decisions that drive growth, reduce risk, and secure funding—resulting in stronger returns for both the companies and their investors.

### Trusted By Leading Organizations



## DISCOVER THE WEBINAR TOPICS

### Showcasing Your IP Strategy to Investors



Discover how to create and present an IP strategy that boosts company valuation and investor appeal. This session explores the role of IP in mergers and acquisitions, fundraising, and strategic management. Attendees will gain practical advice on managing patents, trade secrets, and agreements to reduce risk and drive investment opportunities.

### Successful Patent Monetization



Learn how to turn patents into high-value assets with a strategy that starts on day one of your company's IP journey. Led by award-winning IP Strategy experts, this session will provide insights into how early-stage decisions can shape long-term patent value. Attendees will explore strategies for licensing, selling, and avoiding common pitfalls in patent monetization. This session equips companies with the tools they need to maximize the value of their patents and drive better business outcomes.

### Preparing Your IP Strategy for Export



Explore crucial tactics on how to avoid public disclosures, strategically invest in foreign filings, analyze competitors' IP activities, and assess the importance of each invention to prioritize international protections.