

Intellectual Property Asset Management Review

► GAIN CONTROL OF IP ASSETS

Exploit IP utilization

Intellectual Property (IP) Assets are a critical component of a company's position in the competitive landscape. Companies that clearly understand their IP assets and successfully leverage those assets across media and distribution channels are able to:

- 1** Monitor IP Asset utilization and return
- 2** Streamline IP value chain processes
- 3** Generate cross-functional asset collaboration
- 4** Improve recycling of shared assets

► MAXIMIZE RETURN ON IP

Extract the most return from IP assets

PCG streamlines related IP value chain processes and systems to reduce operational costs, decrease time to market and maximize utilization of IP assets. We tailor outcomes to improve our clients' returns on assets.

- Decreased cost of managing IP Assets
- Reduced asset cost
- Reduced risk surrounding IP Assets
- Seamless customer service
- Decreased time to market
- Better analytics of product penetration into your market and customer base

► TRUST OUR EXPERTISE

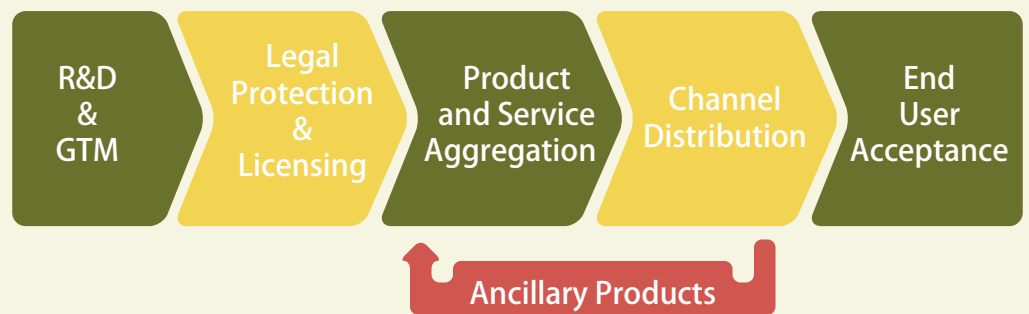
Streamline the IP Value Chain

PCG applies proven methodology for Business Process Optimization using process analysis and reengineering implementation. We combine industry best practices with expert analysis of a leading IP asset management solutions provider to deliver an optimal implementation to our client.

Approach to the IP Value Chain

- Our approach focuses on components of the IP value chain, from acquisition through disposition.
- Questions we ask:
 - 1) Is the client exploiting all potential sources of income across all distribution channels?
 - 2) Is the client effectively managing their asset portfolio and maximizing utilization of all IP assets?
 - 3) Do key decision makers have appropriate visibility to the collective rights associated with their IP?

Intellectual Property Value Chain



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Our work extracted the most out of IP Assets and maximized return on investment for our clients. Let us do the same for your company.