

Contract & License Development

► MAXIMIZE CONTRACT REVENUE

Construct relationships to drive higher ROI

Developing successful relationships across sales channels requires key components of IP definition and measurement to attain the expected ROI. Companies create and sustain healthy business alliances by doing the following:

- 1** Revenue stream protection
- 2** Revenue maximization over the product time horizon
- 3** Additional revenue from ancillary licensed products
- 4** Traceable product licenses

► GET RESULTS

Revenue and operational benefits of an optimal license strategy

PCG fine-tunes key contract and license elements to construct a licensing strategy that will improve contractual relationships and optimize returns. Firms partnering with us will boost revenue and decrease administrative overhead.

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|---|---|---|
| <input checked="" type="checkbox"/> Assurance of expected revenue streams | <input checked="" type="checkbox"/> IP control from traceable, measurable licensing | <input checked="" type="checkbox"/> Decreased administrative burden on back office operations |
| <input checked="" type="checkbox"/> Revenue goal and market penetration achievement | <input checked="" type="checkbox"/> Less burdensome customer license model | <input checked="" type="checkbox"/> Increased sale force focus on products instead of licensing |

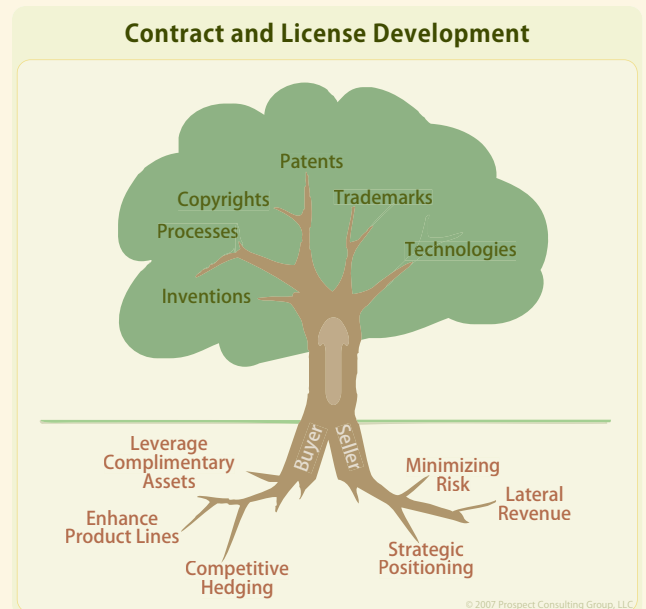
► TRUST OUR EXPERTISE

Rely on our license development to drive maximum ROI

PCG creates optimal license structures to drive sales contracts and agreements, business relationships, internal revenue models and follow-on products. Our approach protects your revenue stream, maximize revenue over the product time horizon and ensure ancillary licensed products can generate additional revenue.

Contract & License Development focus points:

- Company strategy and time horizon
- Company's organizational structure and operations
- Product life cycles of current and historical products
- Product functionality and components
- Industry standards for similar products
- Company's expected revenue streams or goals from the product(s)
- Research of company's target market



Our work has optimized our clients' licensing structures and maximized return on investment. Let us do the same for your company.