

# Patent Brokerage Services

*IPOfferings  
represents  
inventors,  
businesses and  
other patentees.*

**The client is  
always in charge.**

*IPOfferings is the  
ONLY patent  
broker that designs  
and executes BOTH  
a Marketing  
Program AND a  
Sales Campaign to  
monetize our  
client's IP assets.*

**All other patent  
brokers just make  
cold calls!**

*Our newsletter goes to  
10,000+ opt-in corporate  
and IP executives.*

*Our website gets  
hundreds of visitors  
a day!*

*We generate coverage for  
the patents we represent  
in the trade press.*

*We develop a prospect list  
of not just companies, but  
the key executives who  
will be involved in the  
decision-making process.*

*IPOfferings works on  
contingency. We are paid  
out of the revenue we  
generate for our client.*

**IP MarketPlace** is a trade  
mark of IPOfferings LLC.

IPOfferings is a leading patent broker and the go-to firm for both sellers and buyers of intellectual property, especially patents. Founded in 2008, IPOfferings enjoys an impeccable reputation in the IP community.

IPOfferings represents patentees – large corporations, small to mid-sized businesses, individual inventors, universities, and other organizations – that are seeking to monetize their patents, as well as buyers who are seeking to acquire or license patents and other forms of intellectual property.

IPOfferings is the ONLY patent broker that uses state-of-the-art marketing to promote our clients' patents to tens of thousands of prospective buyers or licensees. *All of the other patent brokers just make cold calls!*

For the client seeking to monetize a patent, a patent portfolio or a portfolio of patents and other IP such as trademarks or service marks, copyrights, trade secrets, and technology and know-how, we put together a unique, multimedia marketing campaign.

- ◆ Perform a thorough analysis of the IP to determine its unique aspects and commercialization potential. The true value of a patent is in the products that can be created from the invention covered by the patent, and the sales and profits generated by those products.
- ◆ Research to see if there is Evidence-of-Use, and if there is, create Claim Charts.
- ◆ Develop a Patent Brokerage Prospectus, the primary sales document. The Prospectus includes an overview of the portfolio, applications for the technology covered by the portfolio, what products can be developed from that technology, and the market dynamics for those products.
- ◆ Promote the portfolio in our **IP MarketPlace™** newsletter that goes to 10,000+ opt-in corporate executives and IP professionals who want to be informed about the latest technologies.
- ◆ Post the portfolio at the **Patent MarketPlace** section of our website. Go to any search engine and type in “patent broker” or “patent brokerage” and see who pops up on the first page of search results. It is no surprise that our website has hundreds of visitors a day, so just adding the portfolio to the **Patent MarketPlace** will often generate inquiries.
- ◆ Generate **press coverage**. Issuing a news release to the trade press will often result in news articles in trade publications that generates leads from prospects we did not initially consider.
- ◆ Create a Prospect List. This includes not just the companies that are likely to invest in the portfolio, but the key executives at each company – they are often people we know and have worked with on other properties – who would be involved in the decision-making process.
- ◆ Take the portfolio to the prospect list. We then contact via e-mail, regular mail and telephone the prospects we have identified and follow up with each of them.
- ◆ Generate offers for the portfolio that we take back to our client until we consummate a transaction.

For some clients, IPOfferings works on a 100% contingency basis. We take no payment on the front end, but are paid a Success Fee on the back end out of the revenue we generate for our client.

For other clients, we work on a partial contingency basis in which the client covers the direct marketing costs to take the client's IP assets to market. We are still incentivized to do our best to monetize the patent or patent portfolio because our only compensation is a Success Fee based on the revenue we generate for our client, and the marketing costs paid by the client are subtracted from the Success Fee.

IPOfferings is very selective in the properties we choose to represent. To have your portfolio considered for representation by us, submit a detailed list of your IP – along with any related information that will help us understand the technology – to [patents@IPOfferings.com](mailto:patents@IPOfferings.com).

**How Do You Select the Right Patent Broker?** Only IPOfferings conducts a comprehensive **Marketing Campaign** for the patents we represent. Ask the other brokers what actual “marketing” they do in addition to just making cold calls. Ask for a sample of the marketing piece they send to prospects and compare them to an IPOfferings' Patent Brokerage Prospectus. Do they publish a newsletter? Do they promote patents at their website? Is their website search-engine-optimized? Do they generate press coverage? The decision will be easy!

**Questions?** Call us at **845-337-6911** or email us at [patents@IPOfferings.com](mailto:patents@IPOfferings.com).

# IP Offerings

