CHINA TECHNOLOGY and INTELLECTUAL PROPERTY SCOPE of SERVICES
Ocean Tomo has a long history of working with Asian clients seeking to realize the value of their global intangible assets. Indeed, the origination of the name Ocean Tomo reflects the company’s experience in working with Asian clients to satisfy their intellectual capital needs.

Continued advances in Chinese research and development combined with National programs to increase patent filings has created a substantial need by Chinese firms to apply intellectual property (IP) management best practices. Ocean Tomo has substantial experience advising IP owners at all levels of maturity and sophistication. Our China Technology and Intellectual Property Services (CTIP) Services focus on specific issues most relevant to Chinese firms active internationally, with service teams that help clients to feel comfortable and secure in these important matters.

Ocean Tomo’s offerings leverages the unique intellectual property Opinion, Management and Advisory Services of Ocean Tomo with the essential Chinese business, market and legal insights of partners within China. The collaboration results in a superior understanding of:

**CHINESE BUSINESS CULTURE**
Through significant professional experience working in China, the CTIP Service liaisons provide unique Chinese business and cultural insights to all Ocean Tomo engagements on behalf of Chinese companies facilitating a better understanding of client needs.

**CHINESE MARKETS**
Our partners and liaisons in China are part of professionals who are part of the CTIP Services team share a thorough understanding of current market conditions in China. With this insight our professionals are better equipped to develop solutions for our Chinese clients to realize the value of patent, trade secret and brand assets.

**CHINESE LEGAL AND IP ISSUES**
If applicable, a network of independent counsel can help clients to incorporate up-to-date legal and IP rulings in China to support cross border licensing or other technology transfer transactions.

Ocean Tomo’s China Technology and IP Services team works to apply a comprehensive offering selected from:

**OPINION SERVICES**
- Financial damages testimony for IP or non-IP technology focused litigation
- Expert services regarding commercial success for companies involved in International Trade Commission or Inter Parties Review proceedings
- Fixed fee patent appraisals

**MANAGEMENT SERVICES**
- Licensing assistance including research on market based royalty rates including Royalty Rate Reports to submit to Chinese courts in patent disputes
- IP management and monetization training programs
- IP strategy and operations
- Patent analytics

**ADVISORY SERVICES**
- Patent and technology brokerage
- Public and private patent auction including www.OceanTomoBidAsk.com platform
- M&A due diligence for Asian companies seeking to acquire US patents or an interest in US businesses or US companies seeking China interests
China Technology and IP Services Are Driven by the Client Situation

Chinese Client Situation

Subject of International Trade Commission investigation seeking a limited or general exclusion order prohibiting infringing goods from entering the US

Involved in intellectual property (IP) litigation in the US

Subject to Inter Partes Review (IPR) proceedings in the USPTO seeking to invalidate patent(s)

Seek valuation in order to prepare to sell patents, use as security collateral, among others

Explore the potential of acquiring a company with technology in the US

Structuring strategic IP portfolio

Exploring monetization of underutilized patents

Training new IP staff

Ocean Tomo Services

Serve as expert witness on issues related to domestic industry and commercial success

Serve as expert witness actively participating in the discovery process and providing an expert opinion on economic damages

Serve as expert witness addressing opinions of commercial success

Provide independent, third party appraisal of patent value; identification of potential counter parties

Review maturing patent portfolios to identify potential M&A opportunities and targets; assess IP values owned by the target company; implement advantaged transaction structure

Evaluate competitive threats and opportunities presented by the active patent landscape; correlate patents to existing and planned products with the goal of reallocating patent prosecution resources

Evaluate the value of patents to third parties; offer a place to sell/buy patents; identify potential buyers

IP management and monetization training

Featured Engagements

Verizon

Ocean Tomo was retained by Verizon Communications Inc. to provide IP Advisory Services focused on Yahoo! Intellectual Property assets in advance of the company’s acquisition of Yahoo!

CSIRO

Ocean Tomo determined the damages related to the widespread infringement of CSIRO’s essential WiFi patent against multiple defendants across multiple industries. After depositions were completed, all parties settled the case totaling over $220 million.

BASF

Ocean Tomo Transactions represented the German chemical company BASF SE in the sale of over 500 issued and pending patents related to OLED. The ~$96 million USD IP transaction between BASF SE and the wholly-owned subsidiary of Universal Display Corporation, UDC Ireland Ltd. was comprised of 86 patent families, representing 15 years of research and development by BASF in phosphorescent materials and technologies.

MEDIA PROTECTION TECHNOLOGY COMPANY

Seeking to bring two of its seminal innovations to the U.S. market, the company engaged Ocean Tomo to develop monetization strategies for each. Leveraging senior team members from Innovation Management, Intellectual Property Strategy, and Valuation, we developed two strategies: an asset sale for one portfolio and a venture development strategy for the other.

GLOBAL DIVERSIFIED TECHNOLOGY MANUFACTURER

Ocean Tomo supported the Legal, IP, Compliance and Information Security teams with the a multi-year project designed to upgrade and enhance the IP and trade secret management program across their global enterprise. We identified significant areas of operational and IP risks leading to the design, development and implementation of a new Global IP and Information Protection program with associated policies, tools and guidelines.
Ocean Tomo, the Intellectual Capital Merchant Bank® firm, provides financial services related to intellectual property and intangible assets including financial expert testimony, valuation, strategy consulting, patent analytics, investment advisory, innovation management consulting and transaction brokerage.

Our Opinion, Management, and Advisory Services are built upon more than three decades of experience valuating intellectual property in the most rigorous of venues – State, Federal and international courts. Our financial, market and technical experts provide a unique understanding of the contributory value of proprietary innovation. This is the cornerstone of our business. This insight permeates every practice and client engagement.

Collectively, Ocean Tomo professionals have:

- Executed over 1000 engagements involving IP worth in excess of $10 billion;
- Successfully closed transactions where disruptive technology played a key role, with cumulative value in excess of $750 million;
- Conducted over 300 valuation engagements and 500 financial damages expert testimony engagements.

Ocean Tomo assists clients – corporations, law firms, governments and institutional investors – in realizing Intellectual Capital Equity® value broadly defined.