

THE GENDREAU GROUP REVENUE STRATEGISTS

Delivering revenues, not just strategies, to companies worldwide since 1989.



We are **REVENUE STRATEGISTS**.

We help clients maximize revenues and increase the value of their businesses.

We specialize in:

- Partner and channel strategies that maximize revenues and reach
- Finding untapped revenues by repurposing existing products and technologies
- Revenue Strategies to help clients prepare for merger, sale, or acquisitions

Our clients are high tech and services firms located in the US and abroad.

We have been in business since 1989.

We are located in the San Diego area.

Strategies to Maximize the Value of Intellectual Property (IP)

Many think the purpose of a patent, trademark, service mark, or copyright is protection. However, the more important reason for protecting intellectual property (IP) is the economic incentive that protection creates.

*Intellectual property rights give creators exclusive rights to their creations, thereby **providing an incentive for the author or inventor to develop and share** the information rather than keep it secret.*

*The legal protections granted by IP laws are credited with significant contributions toward economic growth. Economists estimate that **two-thirds of the value of large businesses in the U.S. can be traced to intangible assets**. Likewise, industries which rely on IP protections are estimated to produce 72 percent more value per added employee than non-IP industries.*

*Additionally, a joint research project of the WIPO and the United Nations University measuring the impact of IP systems on six Asian countries found "a positive correlation [if not necessarily causal relationship] between the strengthening of the IP system and subsequent economic growth." **

Because **economic incentive is the real reason** governments grant temporary monopolies for inventive new ideas, companies and individuals who create these ideas should be asking themselves, "How can we proactively pursue and create the greatest economic value from these ideas?"

The answer to this question is complex, but some things should be obvious: First, getting a patent won't guarantee value creation. **All IP needs put be to work as rapidly, efficiently and broadly as possible.**

Second, just because IP does create revenues, profits, or some other measurable economic benefit does not mean that its value is being maximized. **IP is an investment and should be managed as such.**

Here are a few guidelines TGG recommends to help companies maximize the value of their IP:

- **Create a "value creation runway" for your IP.** Prior to seeking protection, think about "all" the possible problems the concept might be applied to, and wherever possible, file to protect more than just the original problem the concept was designed to solve.
- **Put your IP to work as quickly as possible.** Get offerings based on new IP to market as quickly and efficiently as possible— i.e., while premium pricing is possible and before competitive alternatives can be developed.
- **Think revenues – as well as costs – when it comes to managing IP.** Creating economic value begins by creating something that solves a need or problem that someone somewhere will want to spend money to solve. Understand the value of the problems your IP can be used to solve and then develop strategies to maximize revenues accordingly.
- **Build ecosystems around your IP.** Innovate at the distribution and channel level, not just at the product level. Proactively seek partnerships with companies, other organizations, and possibly other countries that could benefit by having access not only to the offerings created from your IP but also to the IP itself.
- **Make your IP work as long and hard as possible.** IP is the result of investment – often significant, both financially and emotionally. It should never be allowed just sit on the shelf unused, nor should it be allowed to rest on past laurels. Review your IP portfolio regularly. Sell or license unused or underutilized IP. Look for ways to repurpose existing IP to solve new problems.

* Article source: [Wikipedia](#). References cited for this excerpt:

- Robert J. Shapiro and Nam Pham, [Economic Effects of Intellectual Property-Intensive Manufacturing in the United States](#), July 2007
- World IP Organization (WIPO), [Measuring the Economic Impact of IP Systems](#), 1997
- Padraig Dixon and Christine Greenhalgh, [The Economics of Intellectual Property: A Review to Identify Themes for Future Research](#).

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