



ProficientIP

Lean Intellectual Property Management



Intellectual Property CONSULTING

WE CAN HELP

Efficiently Protecting Your Technology

William Bunch - Principal

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Like you, intellectual property expert William (Bill) Bunch has seen the term intellectual property asset management defined in numerous ways over the years. Does it only relate to management of patents? Does it relate to management of other forms of intellectual property, including trademarks, copyrights, trade secrets and unpatentable subject matter? Does it affect the bottom line? Is it something that I need to worry about? Is it meant only for those chosen few top technology companies? Or, is there a different story?

With over three decades of intellectual property (IP) asset management in law firms and in corporations, and most importantly, real-life, in-the-trenches business experience, Bill's approach is different from most conservative approaches. Bill appreciates, and shares with listeners, that IP asset management need not be a complex matter, and may be handled in house in a manner that will save time and costs, and will allow one to use IP to enhance margins and market share. In addition, Bill also advocates use of IP strategies and IP asset management to enhance organic growth through successful product development and increased new product delivery.

Bill has the ability to communicate and motivate people to appreciate the importance of lean IP asset management and the results that come from its implementation. Bill is known for his practical approach that combines real-life experiences with the best practices in IP asset management that creates real value for organizations that develop intellectual property.

Bill worked as a US Patent Examiner for 5 years, at various boutique IP law firms for 5 years, and subsequently as in house IP counsel at large specialty chemical companies for over 21 years with increasing degree of responsibility. Over the years, Bill has developed lean IP asset management processes, which he has implemented at various organizations, including Monsanto, Solutia, W.R. Grace and Arizona Chemical, resulting in significant IP cost reductions and increased new product delivery, which have provided significant growth to these companies. Bill continues to use these techniques as a consultant working with the best and brightest in the IP asset management field.

Bill holds a bachelor's degree in chemistry, a master's degree in chemical engineering and a juris doctor degree. He is admitted to practice before the US Patent and Trademark Office and is a member of the Virginia Bar.

Efficiently Protecting Your Technology



Whether you need assistance in reviewing your intellectual property portfolio, streamlining your intellectual property asset management process, or using processes to improve your business planning and new product development, ProficientIP will partner with you to accomplish your goal.

Below is a more detailed description of the services that we provide:

Intellectual Property Portfolio Review

ProficientIP employs input from a variety of functions, including marketing, commercial and R&D, combined with claims-based IP portfolio analysis, which identifies the most promising intellectual property assets, and the weakest assets, including those that may need further technical development to improve intellectual property protection. We also carefully evaluate your intellectual property portfolio, and map the portfolio to company products and processes, to determine which assets are best to safely abandon without affecting the overall valuation of your portfolio. By trimming assets selectively, you greatly reduce the cost of maintaining and managing your portfolio while still maintaining desirable IP protection.

Lean Intellectual Property Asset Management

ProficientIP has developed proprietary processes to reduce the time and expense of protecting, maintaining and leveraging an intellectual property portfolio, including trade secrets, inventions, patents, trademarks and copyrights. These processes may be used to generate intellectual property strategies, and in product development, so as to successfully accomplish business objectives.

Intellectual Property Strategy

ProficientIP will work closely with the business leaders, and marketing and R&D personnel, to create and enumerate intellectual property strategies that compliment business strategies. In this process, patent landscape studies may be performed in order to identify white spaces where technologies and products may be protected, marketed, and sold without significant infringement risks.

Intellectual Property Processes for Business Planning and Product Development

ProficientIP has created processes that will facilitate organic growth via enhanced new product development using market driven product valuation, product blueprinting, and phase-gate methodologies.

Intellectual Property Competitive Intelligence

ProficientIP will work with the appropriate business, marketing, and R&D personnel to implement automated monitoring of competitive intellectual property activity, which will provide significantly less exposure to potential infringement claims, identify competitor's product development activity, and potentially assist in R&D planning and activity.

Intellectual Property Due Diligence and Acquisition Integration

ProficientIP offers complete and thorough due diligence services. Because we have many years of experience working with all facets of acquisitions and divestitures relating to intellectual property, including initial candidate screening, data room review, drafting and negotiating intellectual property contracts, and successful synergetic integration, our due diligence covers management of every aspect of an intellectual property portfolio with an integrated approach. In our intellectual property portfolio assessment, we research claim charts, financial impact and any available marketing materials to deliver you the most reliable recommendation for purchasing or disregarding an intellectual property portfolio offer.

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At ProficientIP, we don't just provide ideas for improving a company's intellectual property processes, we deliver real results. Our clients immediately realize significant reduction in costs and subsequently, growth in revenue, as a result of improved intellectual property asset management and business strategy. Below are some of the results our clients achieve:

- **Improved profitability** by leaning out intellectual property asset management processes.
- **Reduced intellectual property department budgets** from 20 to 50 percent by auditing intellectual property estates.
- **Enhanced organic growth** due to development of focused intellectual property strategies and successful product development.
- **Increased new product delivery** as a result of improved product valuation and development processes.
- **Improved efficiency** by reducing the amount of time and effort needed to manage intellectual property assets.
- **Reduced risk** by implementing processes that limit potential intellectual property infringement claims.
- **Enhanced profit margins and market share** as a result of properly protecting and leveraging intellectual property assets.
- **Improved R&D productivity** by employing intellectual property and valuation techniques that focus on strategic R&D projects.
- **Increased external growth** by identification, acquisition and integration of bolt-on organizations.



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