Best LuminEdge

IP Value Revealed

Intellectual property (IP) assets are critical to a company's value and market position. Yet conventional IP lawyers and many companies often fail to look at IP assets in a competitive or strategic framework.

That's where we come in. Best LuminEdge transforms how our clients value IP portfolios—and how buyers, sellers, and investors value IP assets in transactions. It also gives our clients essential information about the competitive landscape.

Our Innovative Solution

Best LuminEdge is unique. We help illuminate an IP portfolio to find your competitive edge.

Michael Best's proprietary system combines a patented data analytics tool with the depth of our top-ranked professional team. With more than 160 lawyers, engineers, and scientists, our IP group covers all the bases in IP law and technology. We have the depth and technical skill to evaluate each owned and competing IP asset in a broader context. With these tools, we help clients see the big picture and competitive landscape.

Data + Skill = Actionable Insight

Data analytics & proprietary software are the foundation of our strategic analysis

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Our IP team interprets data & compares IP assets to business goals & competitors' IP

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We distill it all into clear, **Actionable Advice** to help you uncover the true value of a company

Michael Best

Action-Oriented Advice

We deliver a comprehensive report with a simple, actionable, summary of our conclusions and recommendations for decisionmakers. This competitive intelligence gives our clients information unavailable to competitors. Our clients can turn that into a strategic or pricing advantage.

Whether you're evaluating a potential investment target, doing strategic planning, or looking to better manage your IP portfolio, Best LuminEdge can help.

Our report includes:

- Detailed assessment of the company's patent, trademark, and technology licensing portfolio.

- A business-centric IP report, with a high-level summary, scorecard, and interactive map to give you an easily digestible picture of the IP assets.

- Analysis and ranking of opportunities to capture value in the IP assets, with recommended steps to improve ROI.

We Find What Others Don't

Michael Best identifies crucial factors that impact enterprise and asset value—information other analysts are not looking for and are unlikely find.

Using Best LuminEdge, we've helped clients uncover previously hidden risks and opportunities such as:

- Potential litigation brewing between investment target and a competitor, based on convergence of patent filings in a common area.

- Competitors with opposing patent strategies, suggesting the value of a merged company with a stronger overall patent strategy or the need for our client to remain independent but adjust its patent strategy or investments where other competitors are not active.

- $500 million revenue target with no active inventors, suggesting future decline in IP value.

- Discovery of unexpected future loss of licensing revenue based on expiration of foreign patents during license term.

- Revealing acquisition targets previously unknown to client.

- "Rembrandt in the attic" patent, which brought our client a windfall of millions in licensing revenue.

Our Reports Go Beyond the Basics

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