

Best LuminEdge

Strategic Opportunities Revealed



Intellectual property (IP) assets are not only critical to a company's value, but also provide a competitive intelligence window into the company's market position and strategy.

Best LuminEdge transforms how our clients leverage IP data—and how buyers, sellers, and investors apply IP information to make better decisions.

Better Decisions - Made Easy.

Best LuminEdge is unique. Michael Best's proprietary system combines a patented data analytics tool with the depth of our top ranked professional team to reveal:



Essential information about the competitive landscape



Core innovation assets that align with the value of the business



R&D Opportunities



Avenues to generate additional revenue streams



Efficiencies to reduce costs



Potential future risks



Negotiation strategies to improve deal

Data + Skill = Actionable Insight

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

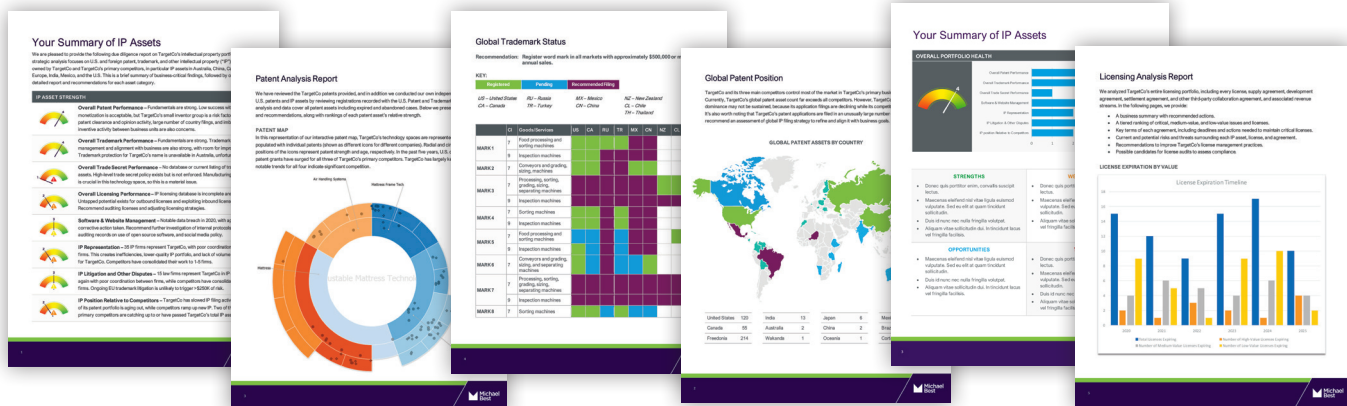


Our IP team interprets data & compares IP assets to business goals & competitors' IP



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

Our Reports Go Beyond the Basics



Action-Oriented Advice

We deliver a comprehensive report with a simple, actionable summary of our conclusions and recommendations for decision-makers.

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

Our IP Business Intelligence report includes:

- **Data.** A detailed assessment of the company's patent, trademark, and technology licensing portfolio.
- **Visualization.** 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.
- **Actionable Insights.** Analysis and ranking of opportunities to capture value in the IP assets, with recommended steps to improve ROI.

Meet Our 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.



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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 to find.

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

- Competitors with opposing patent strategies, (1) suggesting the value of a merged company with a stronger overall patent strategy, (2) the need for our client to remain independent but with a changed patent strategy, (3) or the need to invest where other competitors are not active.
- \$500 million revenue target with no active inventors, suggesting the need to build the inventor team before closing.
- Discovery of unexpected future loss of licensing revenue based on expiration of foreign patents during license term.
- Revealing acquisition targets previously unknown to client.