

# 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.

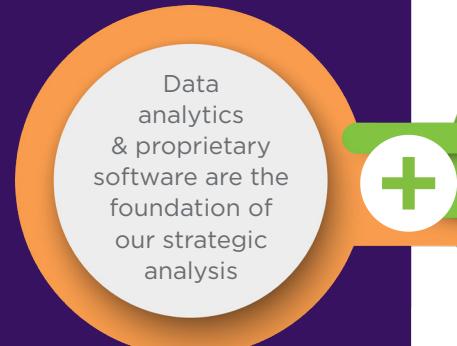
Best LuminEdge transforms how our clients leverage IP data—and how buyers, sellers, and investors apply IP information to make better decisions.

### 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



# 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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