

**THE COMBINED VALUE OF YOUR  
PATENTS, TRADEMARKS AND TRADE  
SECRETS CAN EXCEED 50% OF YOUR  
ORGANIZATION'S MARKET VALUE!**



**ARE YOU GETTING ALL THE VALUE  
YOU CAN FROM THESE ASSETS?**

**ARE YOU CERTAIN?**

## THE EFFECTIVE MANAGEMENT OF YOUR INTELLECTUAL PROPERTY (IP) IS CRITICAL TO WEALTH CREATION IN YOUR ORGANIZATION.

“Vertex’s unique and comprehensive assessment of patenting activity in antenna technology helped us better understand the value of our patent portfolio, identify licensing opportunities and provided direction for future research.”

*Jeet Hothi*

*Director, Technology Transfer Office*

*Kevin Shackell*

*Licenses and Agreement Advisor*

*Communications Research Centre Canada*

*Ottawa, Ontario*

*www.crc.ca*

“In addition to the many intangible benefits provided by Vertex, the direct measurable payback has significantly exceeded their fees.”

*Tim Barber*

*Intellectual Property Specialist*

*AstenJohnson*

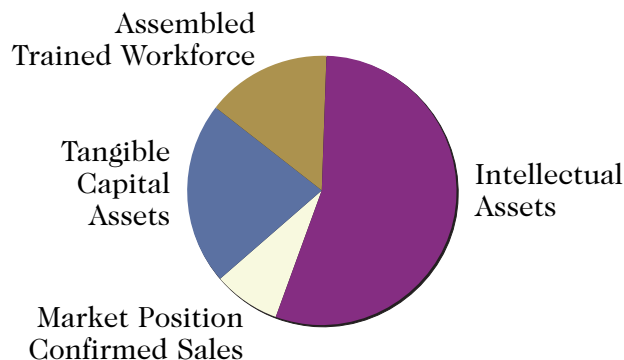
*Kanata, Ontario*

*www.astenjohnson.com*

### CRUCIAL QUESTIONS:

- What do you risk if your staff doesn’t understand IP issues?
- Do you know the value of all your trade secrets? (What about the less obvious trade secrets you are sure to own?)
- What steps should you take to protect your confidential information?
- What is your IP worth?
- Should you patent your inventions?
- What patents do your competitors have?
- Why would you want to license your IP?
- Who should you license your IP to?
- What royalty might you expect?
- How do you negotiate and structure a license deal?
- How can you acquire the missing-link technology you need?
- Do you cost-effectively manage and fully exploit your intellectual assets?

### VALUE OF A TYPICAL 21ST CENTURY BUSINESS



# INTELLECTUAL PROPERTY IS NOT JUST A LEGAL MATTER, IT'S AN OPPORTUNITY FOR PROFIT

VERTEX BRIDGES THE GAP BETWEEN YOUR  
INTELLECTUAL PROPERTY POTENTIAL AND YOUR LEGAL TEAM

YOUR ORGANIZATION	VERTEX	YOUR LEGAL TEAM
Strategic Planning	Identify & Manage IP	Obtain Patents
Technology	Trade Secrets	Obtain Trademarks
Development	Patentable Inventions	Draft Agreements
Implementation	Patent Portfolios	Licenses
Operations	Avoid Problems	Joint Ventures
	Commercialization Strategies	NDA's
	Market Research	Contracts
	Find Opportunities	
	Channels to Market	
	Licensing	



“Vertex’s bus industry technology gap analysis and its guidance in the consortia building process has provided meaningful assistance and focus for the start-up of our not-for-profit organization.”

*Barry Mitchell*

*Executive Director*

*Vehicle Technology Centre Inc.*

*Winnipeg, Manitoba*

*www.vtci.ca*

**SINCE 1998 VERTEX HAS SERVED OVER 100 CLIENTS AND HAS DONE BUSINESS IN EVERY PROVINCE OF CANADA.**

Our clients include:

**BUSINESS:** Both large organizations with over a billion dollars in sales that have emerging IP management needs, and small- to medium-sized businesses that are short of intellectual asset management and technology commercialization expertise.

**GOVERNMENT:** Departments seeking to transfer their technology to the private sector and requiring technology commercialization experience and expertise.

**NOT-FOR-PROFIT:** Organizations involved with technology development and technology commercialization activities.

“Vertex’s sixteen-country, in-depth opportunity assessment, together with its clear technology development and commercialization recommendations formed key aspects of our business plan and helped us attract investors.”

*Angella Hughes*

*Xogen Technologies Inc.*

*Calgary, Alberta*

*www.xogentechnologies.com*

## HELPING YOU PROFIT FROM YOUR TECHNOLOGY AND KNOW-HOW

Vertex Intellectual Property Strategies Inc. brings a team of professionals with broad, multi-industry experience to help you with your intellectual property management needs. Using Vertex's proprietary and proven methodologies, we help you fully identify, appropriately safeguard and effectively exploit your intellectual assets.

### OUR CUSTOMIZED SERVICES INCLUDE:

- Intellectual asset management
  - Analyzing and benchmarking practices
  - Developing and implementing policies and protocols
- Licensing strategy—formulation and execution
  - Identifying who to approach
  - Setting the royalty rate
  - Developing terms for agreements
  - Negotiating agreements
- Market research
  - Competitive assessment
  - Market intelligence
- Software based patent analysis for
  - Patent landscapes
  - Development of R&D and patent licensing strategies
- Software for intellectual asset management
- Technology acquisition assistance
- Valuation
  - Benefit-Investment Valuations (VTV™ Analysis)
  - Technology valuation for licensing and business valuation
- Workshops designed to address your specific IP training needs

“Year after year, Vertex has provided us with valuable assistance – from improving our intellectual asset management practices to creating successful technology licensing and joint development agreements, which we anticipate will contribute significantly to our bottom line.”

*Archie Reynolds*

*Vice President and General Manager*

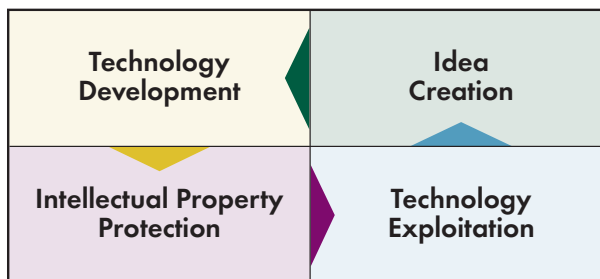
*Norjohn Limited, a Division of Walker Industries Holdings Limited*

*Burlington, Ontario*

*www.walkerind.com*

The Vertex team will help you address your intellectual asset management challenges, discover new opportunities and avoid hidden pitfalls. We help you navigate our Technology Commercialization Roadmap.

### VERTEX'S TECHNOLOGY COMMERCIALIZATION ROADMAP



View detailed roadmap at [www.vertexips.com](http://www.vertexips.com)

We look forward to discussing your specific needs and exploring how we can contribute to your organization's success.

**Learn more about profiting from Intellectual Property  
at [www.vertexips.com](http://www.vertexips.com)**



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