

# HIDDEN RULES OF THE IP ROAD

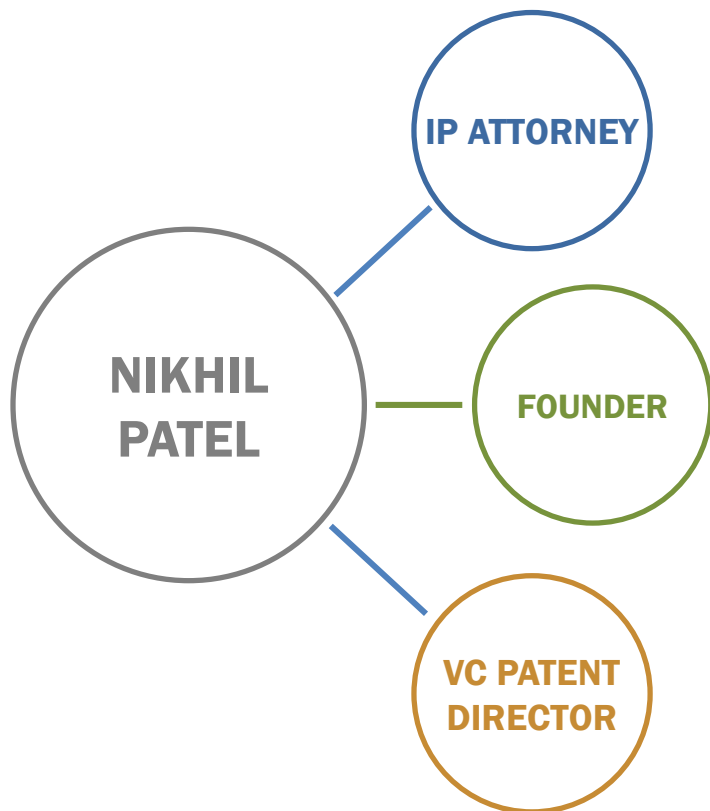
ATTRACTING INVESTMENT IN A COMPETITIVE LANDSCAPE

**NIKHIL PATEL**  
**LATHROP & GAGE LLP**



# Overview

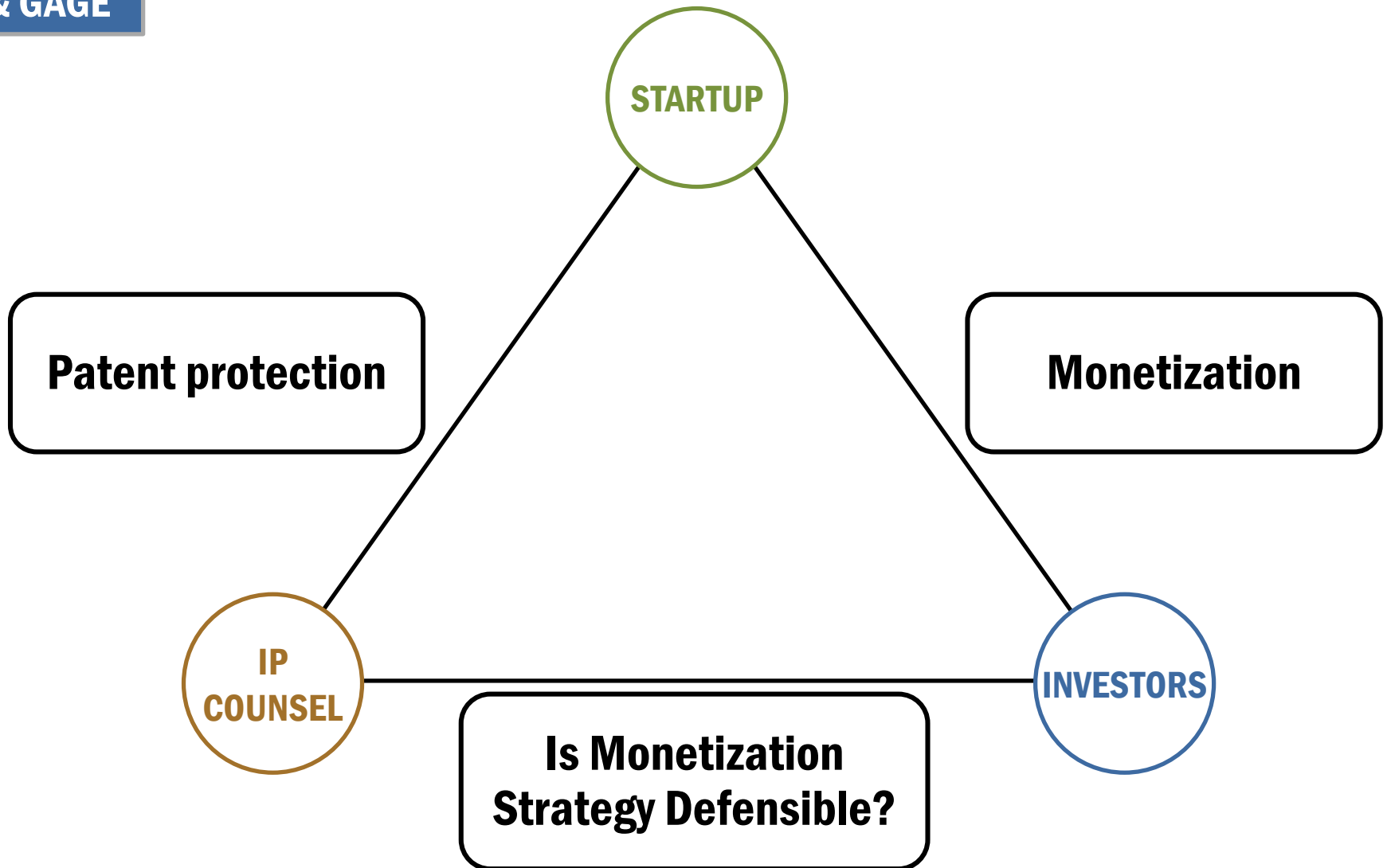
## EXPERIENCE

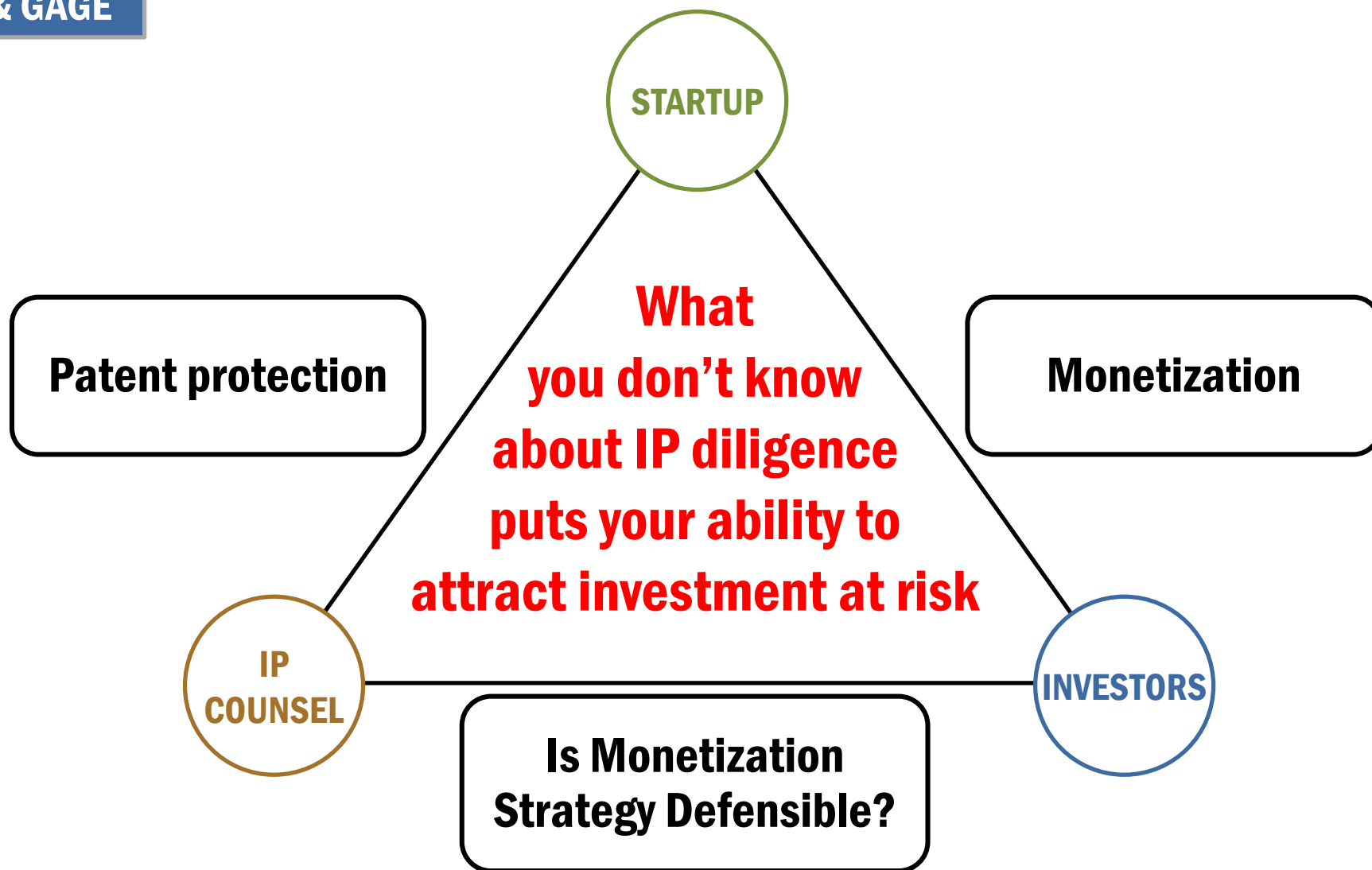


**Lathrop & Gage – Of Counsel**  
Provide counsel and develop IP portfolios  
in diverse technology areas

**OmniView Sports – CEO**  
Personalized Sports Viewing Technology  
**OpenGym – CTO**  
Outdoor Fitness Experience

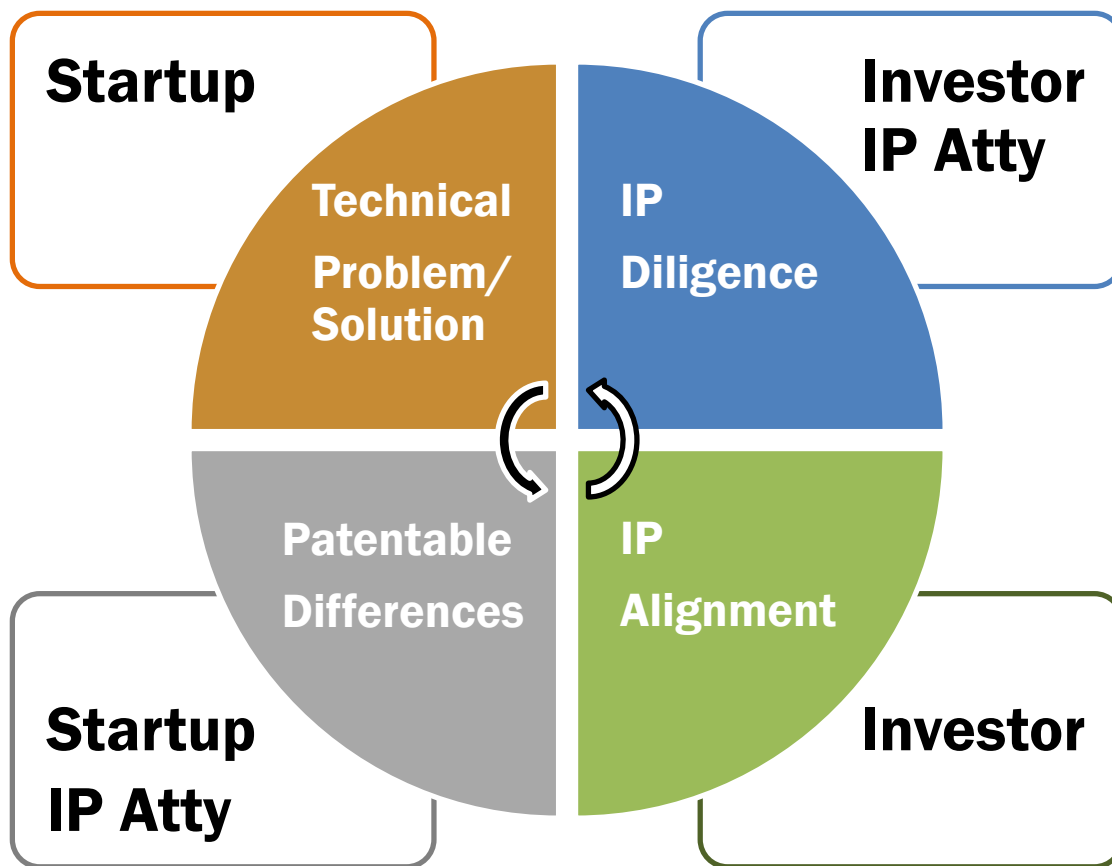
**Jarvinian Wireless Innovation Fund –**  
**IP Director**





# Interactions

## CIRCLE OF IP DILIGENCE





# IP Diligence

- **Formalities**
- **Freedom to Operate**
- **Validity**
- **Coverage**
- **Strength**

# **Improved Approach**

## **DIRECTING YOUR IP**

- **Identify suitable IP**
- **Regularly update IP portfolio**
- **Refocus IP strategy**



**Business  
Plan**

# Conclusion | TAKEAWAY

**IP must be strategically  
mapped to your business  
model to drive investment**





# CONTACT US

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