

HIDDEN RULES OF THE IP ROAD

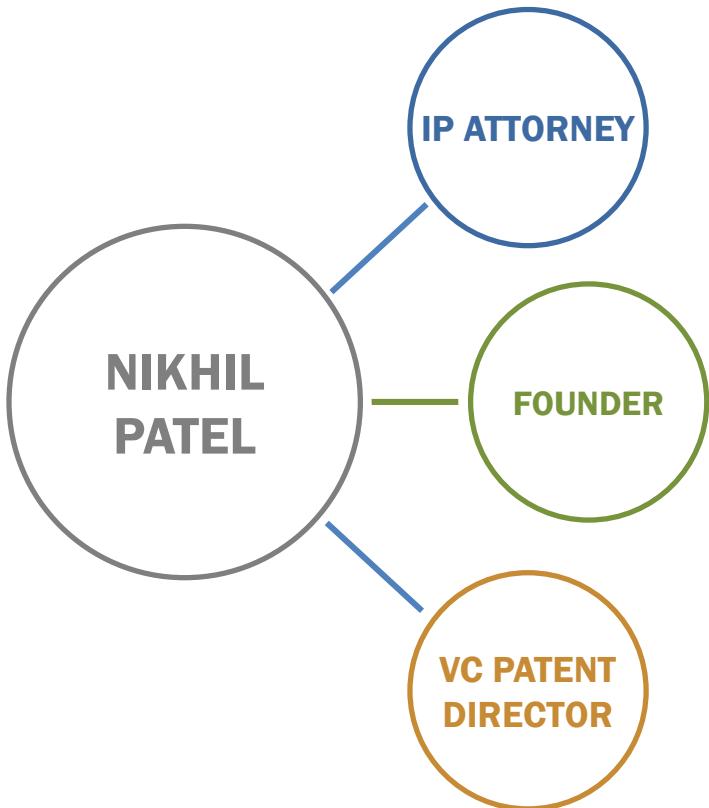
ATTRACTING INVESTMENT IN A COMPETITIVE LANDSCAPE

NIKHIL PATEL
LATHROP & GAGE LLP



Overview

EXPERIENCE



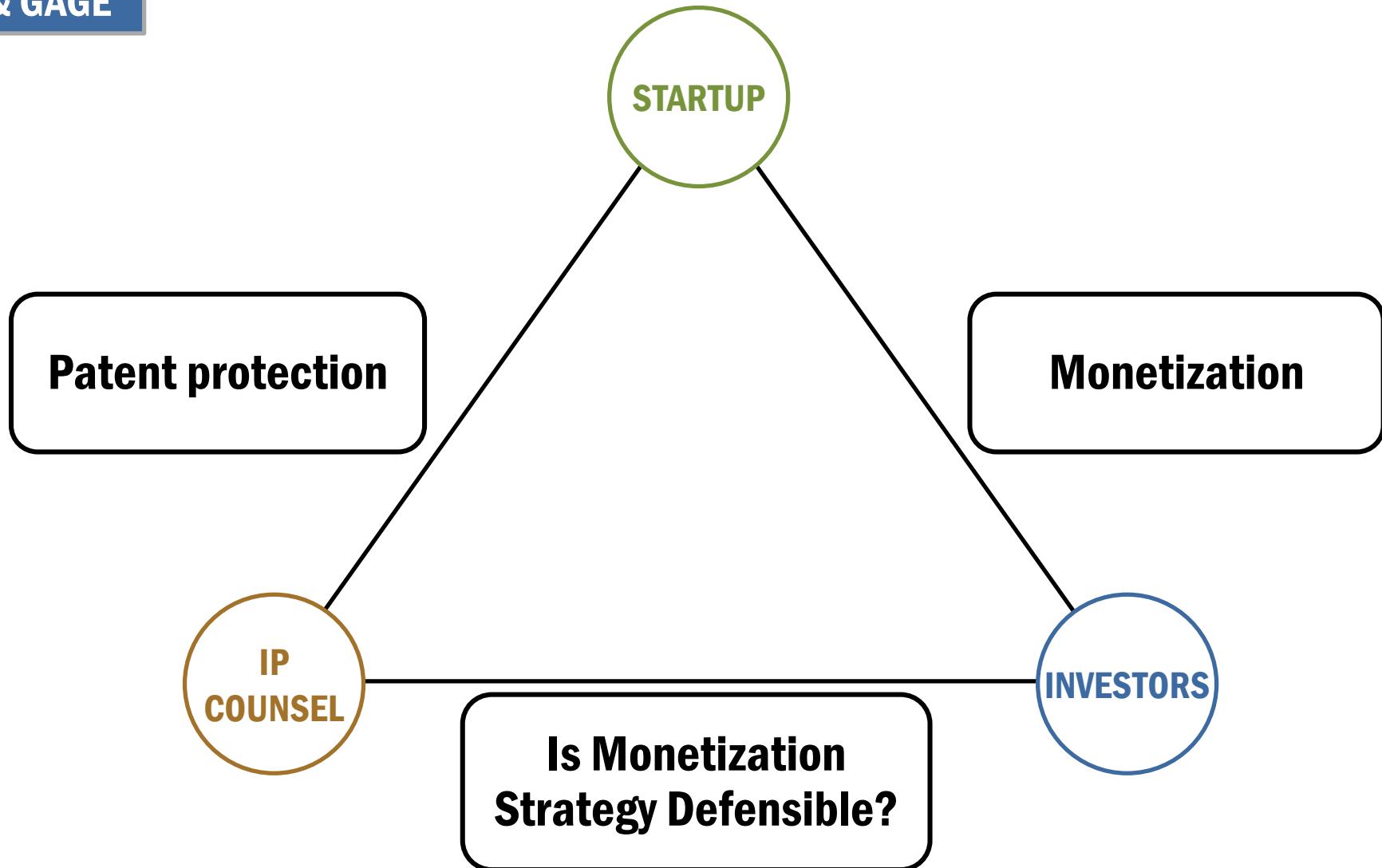
Lathrop & Gage – Of Counsel
Provide counsel and develop IP portfolios
in diverse technology areas

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

Jarvinian Wireless Innovation Fund –
IP Director

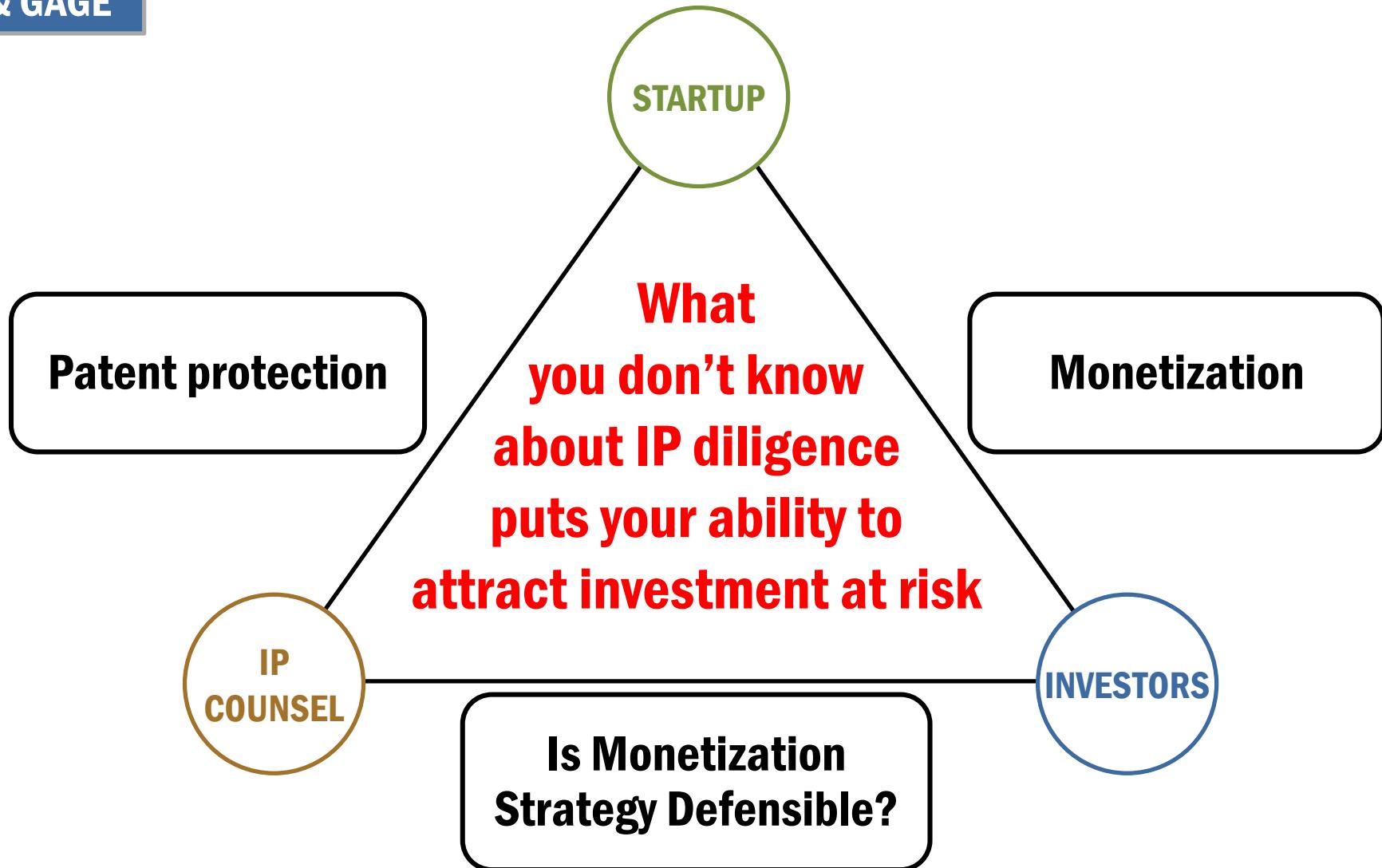
Relationships

THE FUNDING TRIANGLE



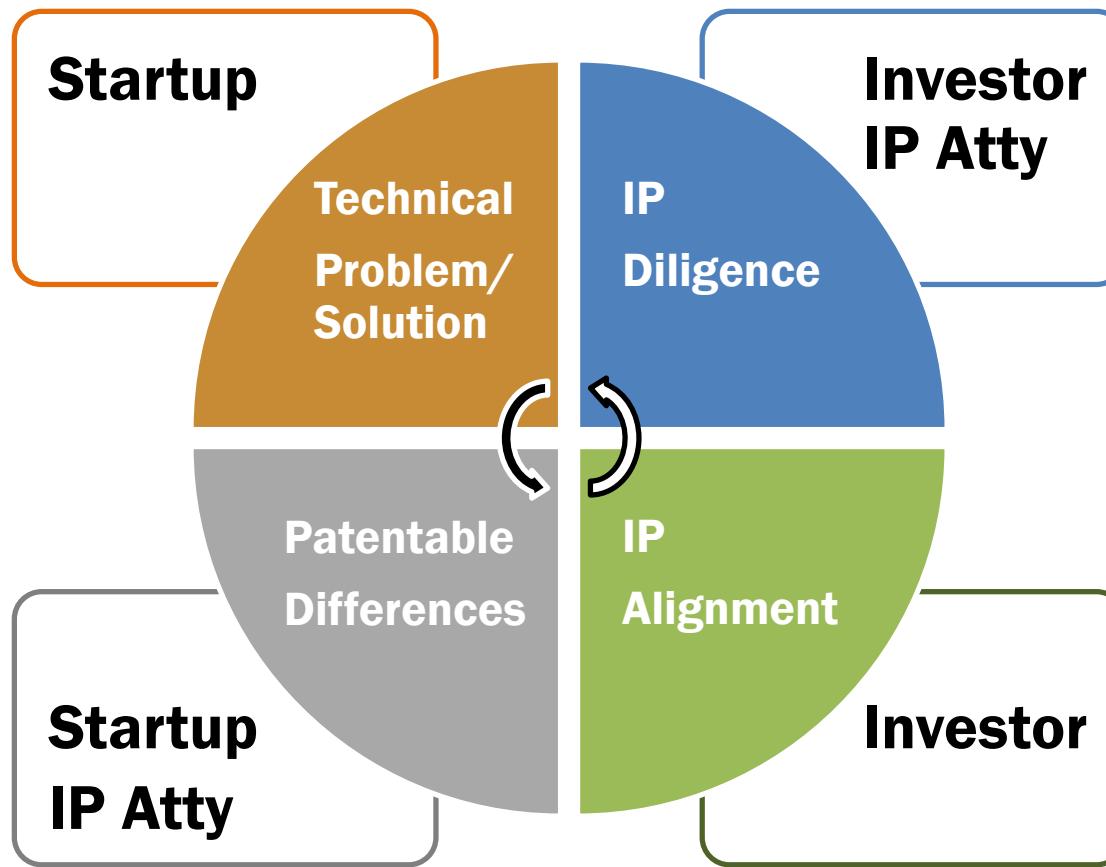
Relationships

THE FUNDING TRIANGLE



Interactions

CIRCLE OF IP DILIGENCE



IP Diligence

KICKING THE TIRES

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

IP
Diligence

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



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