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

STARTUP

Patent protection

Monetization

IP COUNSEL

INVESTORS

Is Monetization Strategy Defensible?
Is Monetization Strategy Defensible?

What you don’t know about IP diligence puts your ability to attract investment at risk

Patent protection

Monetization

IP COUNSEL

INVESTORS

STARTUP

THE FUNDING TRIANGLE

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Interactions

CIRCLE OF IP DILIGENCE

Startup

Technical Problem/Solution

IP Diligence

Patentable Differences

IP Alignment

Investor

Investor IP Atty

Startup IP Atty
IP Diligence

KICKING THE TIRES

- 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

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