



## In-Depth IP Strategy and Consulting

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Syndefense provides intellectual property (“IP”) advisory and consulting services to companies, research institutions and individuals. We help our clients maximize the current value of their IP portfolios and develop strategies to strengthen their IP position for the future.

IP has become integral to almost every aspect of a company’s operations and growth strategy, from R&D and market intelligence to M&A and financial planning. Syndefense is uniquely able to provide strategic insight and tactical advice across this spectrum by combining our deep in-house expertise with that of our broad network of IP specialists. The Syndefense network includes individuals and consultancies with strong track records in IP evaluation, technical analysis, patented technology mapping, market analysis, licensing, sale, acquisition and strategic partnering, including financial and tax planning related to IP.

Syndefense’s clients include owners of IP, as well as purchasers, licensors and licensees. Our core philosophy in all client engagements is simple: to support the fair utilization, protection and optimization of invention. We do not promote or engage in the monetization of IP through the litigation-centric patent assertion entity (PAE) model.

## Professional Services

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Syndefense provides a full range of IP-related consulting and tactical services.

### Defensive Asset Acquisition and Licensing

Almost all companies today use technology that could put them at risk from an assertion of patent infringement. This risk can arise directly – from technology used in day-to-day operations or incorporated into products or services – or indirectly, through indemnifications of customers or partners. And this exposure to patent risk expands in concert with a company’s growth and its visibility/success in the market.

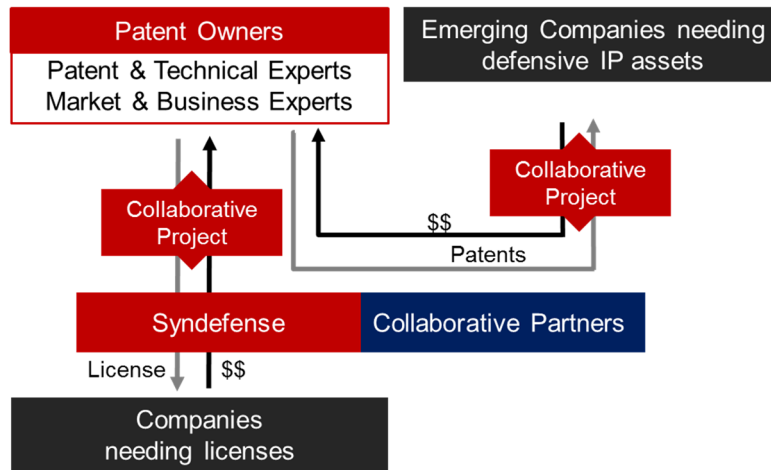
Syndefense helps operating companies reduce the risk of patent assertion by building a defensive portfolio of relevant IP and executing a long-term strategy to license patents and resolve patent disputes *before* they become expensive litigations. With our network of partners, Syndefense can help clients reduce IP vulnerabilities and ensure that patent-related events do not disrupt business continuity.

### Efficient Monetization of Patent Portfolios

Many companies have valuable, but non-strategic patents in their IP portfolios. Syndefense can help extract financial value from these underutilized assets through proactive licensing efforts. Again, we do not employ or recommend the litigation-driven approach of PAEs. We develop monetization strategies for Syndefense clients built around direct, negotiated transactions with appropriate licensees/buyers.

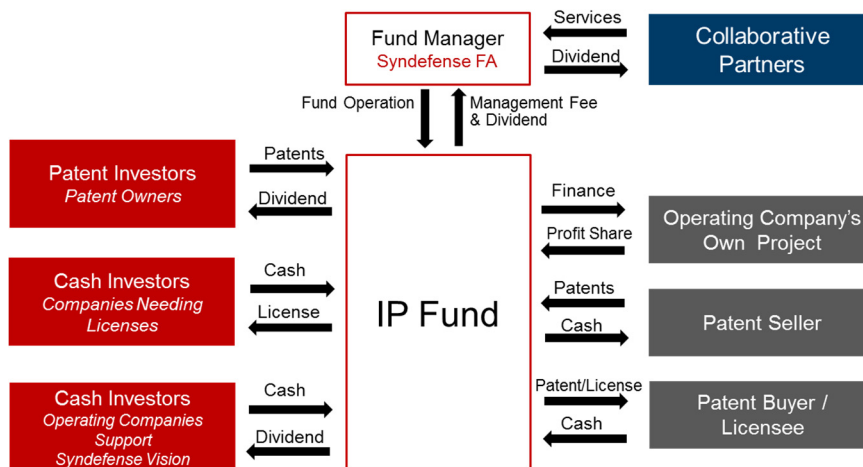
Few companies have the full range of necessary resources to conduct this kind of licensing process. Syndefense does. With our network of industry experts, we can coordinate with the client's in-house team to evaluate and prioritize non-strategic assets, identify suitable licensees/buyers, price the assets, and structure and execute the transaction(s). (See **Figure 1**)

**Figure 1: Effective Patent Transaction**



Reflecting our commitment to an orderly and non-litigious exchange of patent value, we also manage the Syndefense IP Fund (See **Figure 2**), which provides an alternative for companies that might otherwise choose to sell or assign patents to a PAE. The IP Fund is capitalized by Syndefense, along with several operating companies and other members of our strategic network. Through the Fund we can streamline the process of providing assignment revenue to the owner before then pursuing non-PAE buyers and/or licensees for the asset. Revenue from these license deals are used to further capitalize the IP Fund.

**Figure 2: Collaborative IP Fund**



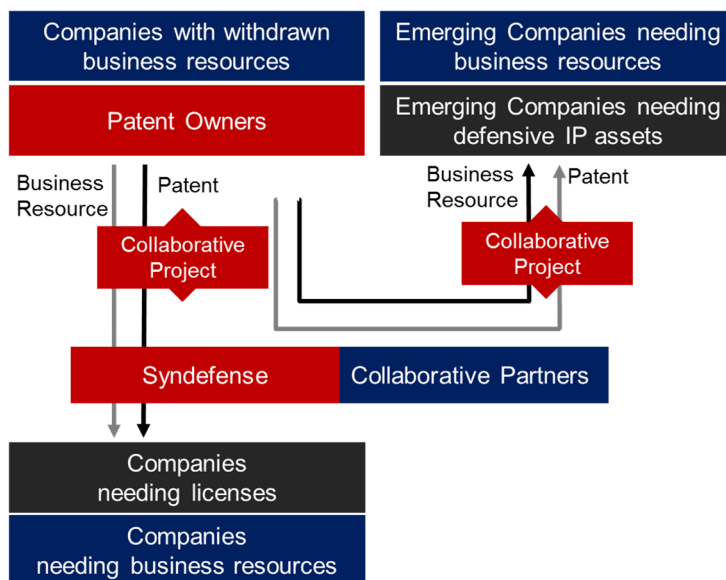
**IP-based M&A and Strategic Alliances**

Intellectual property is often a key – and frequently complicating – factor in closing a merger or acquisition (for example, when a company acquires a product line or manufacturing asset it often requires a separate transaction to secure the underlying patents supporting the acquired business). Similarly, companies entering a new market or launching new products or services need to establish a defensible IP position in their new technology sector. And many companies exiting a particular market or product sector do not extract full value (or simply write off) their existing business resources, such as technical experts, production facilities and established distribution channels.

Syndefense believes that combining these resources with IP assets can allow companies to generate capital from business assets that would otherwise go undervalued or abandoned.

This kind of tactical use of IP is not a core competence for most companies. Most M&A transactions today use financial valuation metrics that often don't properly value IP. And few companies understand how properly packaging IP assets can create significantly higher value for both buyers and sellers (See **Figure 3**).

**Figure 3: IP driven mergers & acquisitions**



Syndefense is well positioned to facilitate such transactions. Together with our partner Deloitte Tohmatsu Financial Advisory, a global leader in accounting and tax consulting, we can provide complete advisory services for any M&A project or business alliance, including selection and investigation of the businesses involved, IP due diligence and IP valuation.

Syndefense is also well placed to facilitate strategic IP initiatives in China, where we collaborate closely with Summit View Partners and with various local IP and general law firms. These collaborations give us on-the-ground expertise to execute business alliances and capital raising through Summit's network of clients, ranging from private equity firms and pre-revenue companies to publicly listed corporations and state owned enterprises throughout China.

## PAE Risk Management

The risk to businesses of being targeted by a PAE is growing every year. PAEs typically purchase patents from an operating company or research organization or from a bankruptcy trustee, and then search for a business that might arguably have a product or service within the claim language of one of those patents. When a target is found, the PAE demands a license and often threatens or initiates litigation to force payment. Operating companies in the vast majority of PAE litigations ultimately choose to make a payment – thus providing capital for the PAE to expand its operations and further encouraging the practice.

Syndefense does not support IP monetization by cooperating with PAEs. We operate solely for the benefit of our clients and their potential licensees and business partners. As described above, one of our core services is to assist companies and research organizations to value their IP portfolios and to find appropriate buyers or licensees that will pay a fair price and will not fuel the highly inefficient PAE business model. We also provide consulting services to mitigate our clients' risk of patent attacks by PAEs, including use of collaborative efforts to preemptively acquire high-risk assets and prevent PAEs from launching extortionist assertions.

Syndefense also hosts conferences, seminars and workshops to help businesses understand efficient IP management and strategies. We believe that, through existing patent systems, business worldwide can encourage, protect and utilize inventions to promote the development of industry and social progress.

## Online IP Exchange Platform

To complement its advisory services, Syndefense also hosts an online IP and business asset exchange platform to promote effective IP and business portfolio rebalancing. Credentialed buyers can confidentially access the platform database and review posted assets. We manage the platform carefully and strongly insist that assets transacted be restricted from later sale or assignment to a PAE. Accessing the database and posting assets for sale is free of charge to Syndefense clients, and we never charge commissions or fees on transactions over the platform.

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Patent Family

Download	Pat Number	Country	Status	Title	Assignee	Expy	Tech Field
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## Client Relationships

Syndefense engages with clients in two ways: *retained consulting services* and *transaction-based advisory services*. Retained consulting service clients comprise operating companies, research institutes and universities who engage Syndefense and its partners to provide ongoing counsel regarding IP-related projects. For clients needing advisory and execution services for discrete transactions, we also work under shorter-term contracts often predicated on success fee arrangements. Syndefense is not a provider of legal services, and services provided by the firm should not be construed as providing legal advice to any client. For more information about Syndefense please visit [www.syndefense.com](http://www.syndefense.com)

## Leadership

Hisao Yamasaki is the founder and managing director of Syndefense and is responsible for the overall strategic direction and management of the company's operations. Prior to founding Syndefense, Mr. Yamasaki served as the President of RPX Asia, a leading provider of patent risk management solutions. Prior to RPX, Mr. Yamasaki had a distinguished 25-year career at Hitachi, Ltd. a global electronics conglomerate, as General Manager of IP Business Development and Licensing, where he was responsible for business aspects of the electronics conglomerate's IP assets, including licensing strategies and operations, and patent portfolio balancing transactions. His previous positions include General Manager of the Licensing Department at Hitachi Ltd. in Tokyo and General Manager of IP Licensing of Hitachi Global Storage Technologies in San Jose, CA. Mr. Yamasaki has several law degrees, and served as a Professor at the Graduate School of Intellectual Property at the Osaka Institute of Technology, in Osaka, Japan.

Syndefense works with its network of expert resources to provide comprehensive IP, transactional, and defense strategy advisory services to its clients.



**CHIPWORKS** identifies and fully leverages its clients' most valuable patents. For over two decades, IP teams and outside legal counsel have trusted Chipworks' Patent Intelligence Services to help protect their competitive position, prepare for litigation and develop successful IP strategies. By combining deep patent and market knowledge with the most sophisticated in-house technical analysis capabilities in the world Chipworks has demonstrated an unrivalled ability to match patents to products – and deliver solid evidence of use in high-revenue markets.

## Deloitte.

**DELOITTE TOHMATSU FINANCIAL ADVISORY** (“DTFA”) is the financial advisory division of the Tohmatsu Group, a member firm of Deloitte Touche Tohmatsu Limited. DTFA provides consulting services and financial advisory services that focus on M&A transaction support. With a domestic and foreign network of accounting, tax, business and technology professionals, DTFA has necessary in the myriad of needs associated with the transfer of technology and intellectual property assets, including IP due diligence, IP acquisition/divestiture structure, valuation related to licensing, forming an IP fund, and valuation of damages related to IP litigations.



SHOBAYASHI INTERNATIONAL

**SHOBAYASHI INTERNATIONAL PATENT and TRADEMARK OFFICE** (“SIPTO”) with its two hundred members, including more than fifty patent attorneys, has wide ranging backgrounds from mechanical and electrical to biochemistry and agriculture to computer and software. The most distinctive features of the firm is its diversity of staff members. In addition to the experienced patent attorneys, the firm also includes attorneys at law, a former judge of the Tokyo IP High Court, former patent examiners, former patent trial examiners, domestic and US CPA, Chartered Financial Analyst, and an IP analyst. By virtue of the broad expertise of such diverse and talented professionals, SIPTO is well positioned to provide comprehensive and tailor-made IP services to its clients.

## SUMMIT VIEW PARTNERS

**SUMMIT VIEW PARTNERS** is a Hong Kong-based management advisory firm that serves clients in the Asian Pacific Region with a unique combination of strategic, managerial and financial advisory consulting expertise. Additionally, Summit brings business sustainability practices to companies doing business in China, the world's most dynamic and complex market. Summit is a stage-agnostic advisory company that has worked with clients ranging from pre-revenue companies to publicly listed corporations and State Owned Enterprises throughout China's tier 1, 2, and 3 regions. Summit provides private consultation services to its clients.

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