



Licensing4Profits
LEVERAGING TOMORROW'S IDEAS TODAY

The IP Licensing Coach: An Untapped Opportunity for Professional Service Providers



About the IP Licensing Coach Training Program



“Intellectual property is the backbone of America's economy”

*U.S. Commerce Secretary
Carlos Gutierrez*



Japan intends to “bring about a nation founded on intellectual property”

*Japanese Prime Minister
Junichiro Koizumi*



“The competition of the future world is a competition for Intellectual Property Rights”

*Chinese Premier
Wen Jiabao*

~80% of the value of modern companies comes from intangible assets

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Why is there a need for an IP Licensing Coach?



The most significant changes occurring in the world today is the transition from a tangible based (machinery and equipment) economy to an intangible based (intellectual property) economy. Unlike hard or physical-based assets that depreciate over time, intellectual property assets appreciate over time as more is invested in their development. The rapid pace of change in IP laws worldwide, and the recognition

by governments, corporations, and investors of the value of intellectual property assets has made IP management and licensing the new business model of the 21st century.

A Trillion Dollar Underused Asset

Today, over 80% of the value of a business is its intangible assets, primarily in the form of intellectual property. Yet, US companies annually waste \$1 trillion in underused intellectual property assets, according to a report by *Forrester Research*. In a recent survey of the UK business market, the overwhelming majority of CEO's and Business Owners say IP management is vital to the success of their companies. They also said managing and monetizing their IP assets is becoming more critical. Yet over 60% admitted they did little to maximize their IP income opportunities. The biggest reason for this waste is the lack of understanding by business owners and CEOs on how to manage and make money with these IP assets.

The rapid pace of change in IP laws worldwide, and the recognition by governments, corporations, and investors of the value of intellectual property assets has made IP management and licensing the new business model of the 21st century.

Intellectual Property is Critical to Business Success



Over the last decade, study after study is confirming the wealth-creating power of IP rights. It is the driver of economic growth, incomes, jobs, investment, and trade. Among the key findings of these reports are intellectual property-related industries (and businesses) tend to grow at approximately twice the rate of the economy as a whole.

That is a powerful message, especially for business owners. It means their business and IP go hand in hand. It's an integral part of their competitive advantage and critical to their on-going success.

Intellectual Property is now the most critical business asset, and effectively managing it is essential to the survival and growth of every business. In this new intangible economy, the most successful companies use an IP licensing model. Business owners and CEO's of tomorrow who are ill-prepared to operate in this environment will be at a significant competitive disadvantage.

Intellectual Property is now the most important business asset and managing it effectively is essential to the survival and growth of every business.

What is an IP Licensing Coach?



Just like attorneys, accountants, management, and marketing consultants, IP Licensing Coaches have specialized knowledge about a niche area - making money with intellectual property. They understand the strategic use of IP and how it impacts every area of a business – marketing, capital raising, operations, or business development.

The IP Licensing Coach helps a client use its IP assets more effectively in their business strategy to improve their top and bottom-lines. They help IP owners identify their IP, make sure their IP is

protected, define new applications and markets for the IP, find the licensing partners, and manage the licensing process to commercialize the client's intellectual property assets successfully.

The IP Licensing Coach acts as a clearinghouse for first-line information on intellectual property, from helping clients stay current on new IP licensing opportunities to managing their IP portfolios. They also help clients find other IP related service providers such as IP attorneys, valuation firms, and royalty auditing companies.

They look for the competitive advantage created by a client's IP and how to integrate it into the overall business strategy. Most important, they are always seeking new ways to utilize a client's IP to create business value, drive revenues, and differentiate the company in the marketplace.

The IP Licensing Coach focuses on the business-centric side of intellectual property. They look at IP as intertwined with a client's business, rather than looking at IP as a separate issue.

Why Would a Business Work with an IP Licensing Coach?



Having access to legal, accounting, and other expertise is vital to help a business grow as rapidly and efficiently as possible. Although many companies are aware of the growing importance of IP, mastering the intricacies of licensing takes time. Most have no easy way to learn about the effective use of licensing in their business models and strategies.

Knowledge, skills, and competencies in licensing IP are in short supply and often very expensive or inaccessible.

Startups, small and medium-sized businesses are especially in need of licensing expertise to avoid the pitfalls and use their IP assets to increase profitability, value, competitiveness, and bottom-line success.

The IP Licensing Coach saves time, money, and resources. Their expertise and knowledge of the licensing business help a business owner minimize their costs and maximize the money-making opportunities for their intellectual property assets.

Who Makes an Ideal IP Licensing Coach?

Business coaches, strategic advisors, marketing consultants, and other professional business service providers ready to play an active role in helping companies understand and use IP assets in their businesses. By providing IP services, professional business service providers can:

- Position themselves as leaders in a cutting edge opportunity in the new economy;
- Attract new clients in highly innovative sectors;
- Generate new sources of income through new services;
- Create new services and add value to existing ones;
- Help clients increase their competitiveness; and
- Help stimulate more business and innovation in their local economy.

Because professional business service providers already enjoy strong relationships within their respective client base, they are uniquely situated to help their clients successfully commercialize their IP assets.

About the IP Licensing Coach Training Program

This training program provides a foundation on the basics of intellectual property (IP) and licensing. It builds practical concepts from both the business and legal perspectives. Each course is taught and facilitated by Rand Brenner. Special guest speakers will also present on the subjects of IP law, contract management, IP valuation, quality control, royalty compliance, and audits.

The IP Licensing Coach program is a one-on-one training program that runs for ten weeks. It includes a weekly live interactive class session, individual guest teachers, and online e-learning courses. After the course, you will receive a certificate of completion and a one-year membership in the IP Licensing Coach Academy (see membership details below).

Courses include:

- Introduction to IP
- Basics of IP Commercialization Process
- Marketing & Licensing Sales
- Negotiating Deal Terms
- Licensing Agreements
- Determining Licensing Fees & Royalty Rates
- Managing Risks
- Compliance and Licensing Program Management
- Working as a Licensing Coach
- The Licensing Game

Why You Should Join

You know your client's business and help them grow and profit. They trust you to advise and guide them on the right course of action. But, the question is you advising them on the strategic use of their most valuable asset - intellectual property. If not, you're overlooking one of their most significant money-making assets.

Effective IP management is essential to your client's survival and growth. In the new intangible economy of intellectual property, the most successful businesses use an IP licensing model. If they are ill-prepared to operate in this environment, they will be at a competitive disadvantage.

Developing skills in IP is just as crucial to your business as developing skills in sales, marketing, finance, leadership, or organizational development. As a professional service advisor, you must stay up to date with the latest knowledge and skills to help your clients grow and thrive in today's intangible economy.

The IP Licensing Coach Academy is the only resource of its kind. It will equip you with the IP skills you need to help your clients succeed. Whether it is analysis or implementation, the entire licensing process, or one component, you'll have the know-how and resources to provide your clients with the expertise and guidance to manage integrate and monetize their IP assets effectively.

- Knowledge to implement the licensing process;
- Financially savvy to maximize licensing revenues;
- The Street-smarts to help clients avoid the pitfalls that lead to lost opportunities, failed licensing deals, and huge financial losses.

You'll acquire the comprehensive insight and objectivity needed to ensure that your IP licensing strategies and methods are truly the most appropriate for a client's specific IP assets.

Training Course Schedule Details

The course includes the following modules:

Week 1: Introduction to IP: Introduction to the different types of IP, including patents, trademarks, copyright, trade dress, and trade secrets. How to use the IP audit process to identify and inventory IP assets. Introduction to licensing, including reasons for licensing, licensing risks and rewards, selling vs. licensing, the IP marketplace, and description of licensing agreements.

Week 2: Basics of IP Commercialization: Strategic planning and licensing program development, management, and execution. That includes developing a written strategic plan of action identifying the goals, objectives, strategies, and the overall direction and operating parameters for the licensing program and understanding the different licensing strategy options, including building IP value, using licensing to start a new venture or expand an existing business, international licensing, and relationship-building.

Week 3: Marketing and Licensing Sales: Identifying and finding the right licensing opportunities for different types of intellectual properties (brands, entertainment, consumer products, know-how, and technologies). How to make money acquiring intellectual property rights and as a licensor selling the IP rights. How to find potential licensing partners, including using Tradeshows, online directories, and other resources; using due diligence to qualify licensing partners; presenting licensing deals for a client for approval; creating and delivering successful licensing presentations to potential licensing partners.

Week 4: Negotiating Deal Terms: Understanding the negotiating process, including how to prepare, negotiating tactics, and presentations, communicating with clients and working with IP attorneys.

Week 5: Licensing Agreements: Introduction to the different types of agreements used in the licensing process, including Non-Disclosure (NDA), Deal Memos, and Long Form Agreements (Patent, Trademark, and Copyright). Structuring key business terms, including granting of rights, exclusivity, territories, sub-licensing, performance clauses, royalty payments, and termination. Legal services related to the licensing program, including working with IP attorneys and drafting of license agreements with the client.

Week 6: License Fees & Royalty: Licensing risks and rewards, different valuation methods (e.g., Market, Financial, and Cost) and their pros and cons, and royalty structures.

Week 7: Managing Risks: Identifying and managing different types of risk, including confidentiality, infringement, liability, and unlicensed competition.

Week 8: Compliance and Program Management: How to manage the on-going relationships between the client and its licensees to maximize the success of the licensing partnership. This includes contract compliance for financial reporting, quality control approvals, and other performance benchmarks. Understanding royalty audits and when and how to conduct them.

Week 9: Working as a Licensing Coach: Understanding the role of a licensing coach; how to determine your area of expertise (all types of IP vs. specific type); promoting your services; finding new clients; contingent vs. retainer-based compensation structures and how to get paid; a description of the licensing coach agreement; working with IP attorneys and other client resources.

Week 10: Licensing Game: Participants put into practice what they've learned by dividing into client/coach teams. Each team will work on a different business case study that will include an IP audit and licensing strategy. Each team will present their analysis and recommendations, and a group discussion will follow, focusing on how and why they reached their recommendations. The session will conclude with a negotiating session allowing each team to present and negotiate a licensing deal.

Training Course Fees & Enrollment

Fee includes the course and one-year membership in the IP Licensing Coach Academy. See details below for more information about the IP Licensing Coach Training Program and Membership.

Enrollment:

To register, please send an email to rand@licensing4profits.com. You will be contacted to schedule a brief interview call to answer your questions and confirm the training program is right for you. Once completed, you'll receive an email with a link to register and pay the training course fee.

Training Schedule:

The IP Licensing Coach training program is scheduled one week in advance by you based on your schedule.

What's Included:

- Weekly live interactive class session
- Online E-Learning Audio Classes (see details below)
- Audio and Video Library
- Special guest speakers covering
 - IP law
 - Contract management
 - IP valuation
 - Royalty compliance
 - Other subjects to be added
- One Year Membership in the IP Licensing Coach Academy
 - Coaching status calls to advise and guide you
 - IP Resource Database
 - Licensing Document Library
 - Licensing Deal Reviews
 - Members Online Forum
 - Articles and Special Reports
 - Participation in the IP Dealmakers Events
 - Website Content and Marketing Support Materials

Questions and More Information

Please contact us at info@licensingcg.com if you have any questions or need more information.

After Training Support

Membership in the IP Licensing Coach Academy includes the following:

Monthly Coaching Support Calls

Ninety-nine percent of the value of this program is in the monthly support you receive in the live coaching calls. Learn from my 25 plus years of real-world experience and millions of dollars in licensing deals. Each month you will have my expertise and experience to guide you in your coaching activities. We'll discuss your current projects, address any challenges, review your licensing plans and strategies, brainstorm about new opportunities, and help you maximize your client's IP assets. I'll work with you every step of the way to ensure that your services are the best IP money-making resource your clients can buy.

Licensing Deal Review

You'll get a second set of eyes to look over your licensing deals and help you structure the best licensing agreement for your clients. We'll show you how to improve or enhance the terms of the licensing deal with just a quick review. A deal review can also spot potential problems with conditions that are unfavorable to your client or could come back to haunt you down the road. That is one of the most valuable resources being a member of the IP Licensing Coach Academy.

Resource Database

A worldwide directory of private and public resources indexed for easy access to resources in the US, Europe, and Australia/Asia, including government agencies, trade associations, inventor friendly companies, trade shows, IP exchanges, companies actively licensing new IP, and much more.

Document Library

Sample agreements, including Non-Disclosure Agreement, Licensing Deal Memo, Patent, Trademark, Copyright, and Trade Secret Agreements; customizable Licensing Presentation Template in PowerPoint format, plus a licensing strategy outline template and IP audit worksheets.

IP Dealmakers Event (Virtual)

The IP Dealmakers Event brings together your fellow coaching members and special guests. You'll have an opportunity to "think-tank" with other like-minded licensing coaches and IP professionals. The learning opportunity is priceless. You will be amazed at how much in-depth information you'll learn about the licensing business during this event. Every IP Dealmakers Event is recorded so you can continue to benefit from the information, presentations, and discussions during the event.

About Rand Brenner



Rand Brenner
President & CEO
Licensing Consulting Group
Licensing4Profits

Rand Brenner has licensed some of the biggest Hollywood blockbusters, including "Batman" and the "Mighty Morphin Power Rangers," both of which generated billions of dollars in worldwide merchandise sales. His career included executive positions at Saban Entertainment and Warner Bros Consumer Products, where he developed numerous licensing and promotional deals with Fortune 1000 companies.

About Licensing Consulting Group



Licensing Consulting Group is at the forefront of the new economy and the global IP marketplace. Our role varies, depending on needs, from an advisory role in IP strategy, to actively managing the licensing program or even to taking the part of a virtual IP team.

LCG has an extensive network of resources, including IP attorneys, valuation, royalty audits, and IP financing and litigation support. Whether exploring new licensing opportunities, getting advice on IP, or already have a licensing program you are looking to optimize, Licensing Consulting Group can provide the expertise to maximize your IP asset value.

About Licensing4Profits



Licensing4Profits is an online resource that offers information, resources, and real-world expertise on how to make money buying and selling intellectual property rights.

L4P provides you the licensing tools for any stage of the IP commercialization process. Whether you are exploring the world of IP, need advice on what to do with an IP, or ready to take your licensing activities to the next level. At Licensing4Profits, you'll have access to webinars, audio workshops and video courses, professional coaching, a database of IP resources, licensing documents, and continuously updated content with real-world, actionable information.

www.licensingconsultinggroup.com

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