

Maximizing the Value of Intellectual Property with IPwe's Smart Intangible Asset Management



Leann Pinto, President

Jonas Block, Head of Product Management

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Leann Pinto, President

- Attorney-at-law, admitted to practice in New York and New Jersey
- Previously the Director of Patent Licensing at IBM; number three decision-maker in patent business group, personally responsible for generating over \$150 million in revenue in less than 3 years
- Bachelor's degree in pharmacy; patent litigator at Haug Partners and Sidley Austin, represented international brand pharma companies, achieving notable patent wins on blockbuster drugs

Jonas Block, Head of Product Management

- Attorney-at-law, admitted to practice in Germany
- PhD in law; thesis on automated licensing of standard essential patents
- Extensive experience in patent infringement cases, representing companies from SME to multi-national company before all German courts specialized in patent matters at Bird & Bird LLP and Kather Augenstein Rechtsanwälte

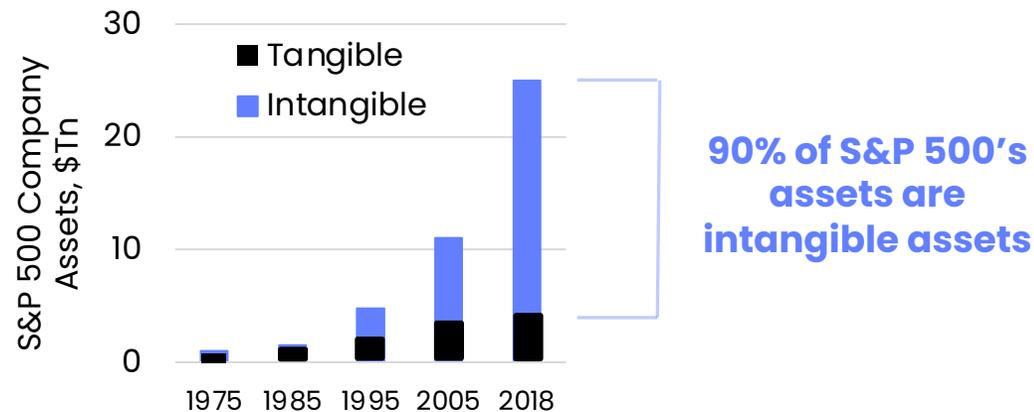
In 2018, IPwe saw how known issues in the IP space could be solved with blockchain technology

Current Intellectual Property Utilization



Intellectual Property Utilization with Blockchain

Growth of Intangible Asset Market Value



1. Patent data standardized and consolidated into NFTs
2. Smart Contracts—enabling efficient micro-transactions of patent assets
3. Verified evidence trail—for legal auditing

❌ Confusing

❌ Disparate

❌ Inefficient



95% of world's patents **fail** to transact or be leveraged for value realization

✅ Transparent

✅ Consolidated

✅ Automated



All **25 million** active patents worldwide easily & quickly transacted and commercialized

1. Patent NFTs?

Today's Problem—Inefficiency



Enterprises must rely on multiple, disparate databases to store IP data, manage portfolios and transact IP assets



Enterprises do not know the extent of IP owned and cannot trust publicly available databases



Enterprises do not know the real value of their intellectual property assets

The Solution—Blockchain and Patent NFTs



Cryptographically secure blockchain data storage, accessible from anywhere



Verified authenticity and ownership of tokenized assets



Digitized patents (NFTs) are liquid, readily transferable assets to provide commercial value to owners

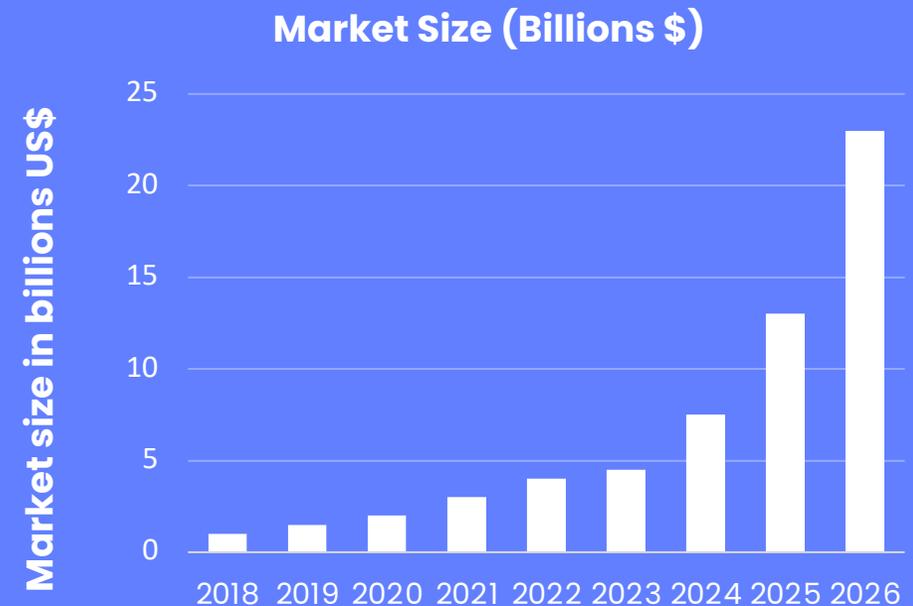
2. Smart Contracts

95% of the world's 25 million active patent assets **do not** transact or otherwise support commercial activity or generate returns

Smart Contracts can increase the % of IP transactions:

- Smart Contracts take the **time and cost out** of almost any process, enabling near real-time operations
- Smart Contracts deliver **a high degree of accuracy and control**, with much less transactional error risk
- Smart Contracts transfer assets through **secure, real-time** methods
- Smart Contracts provide **governance** in the transaction process
- Smart Contracts **remove the guess work** around which user owns the actual rights to transact IP assets with

Use of blockchain technologies in highly transactional businesses such as financial services is set to rise exponentially



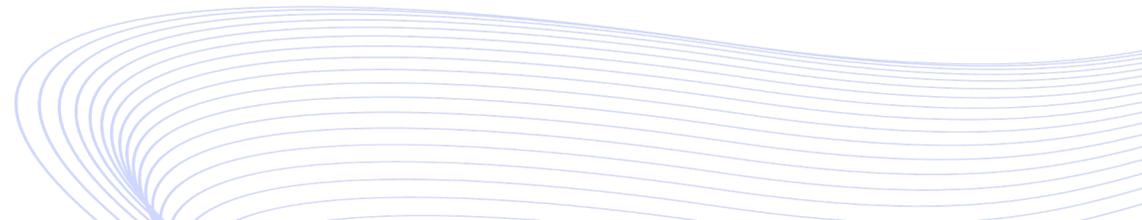
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3. Evidence Trails

IP data and transactions recorded to the blockchain are **immutable** and cannot be amended. Errors in the original data can be addressed, but it does not overwrite the record, providing an auditable evidence trail.

“Combining a **public blockchain** with a versioned and **encrypted data repository** will lead to the creation of a digital IP management platform that can conveniently prove **existence, integrity and ownership** of documents, artistic compositions, research data, designs, software, business plans, contracts, and more. **Each digital object is permanently timestamped, archived and linked to its owner in an immutable way.**”

Marco Barulli of Bernstein.io in the World Intellectual Property Office Magazine



Hybrid Casper Blockchain & Hyperledger Fabric Network

IPwe uses permissioned distributed ledger technologies of open source Hyperledger Fabric and the public Casper Blockchain to securely store verified public and private information about each patent

Why a Hybrid Network Approach **Integration of private and public blockchains**



Private blockchain – secure storage of private IP data for efficiency



Public blockchain – scalable and immutable for transparency and verification

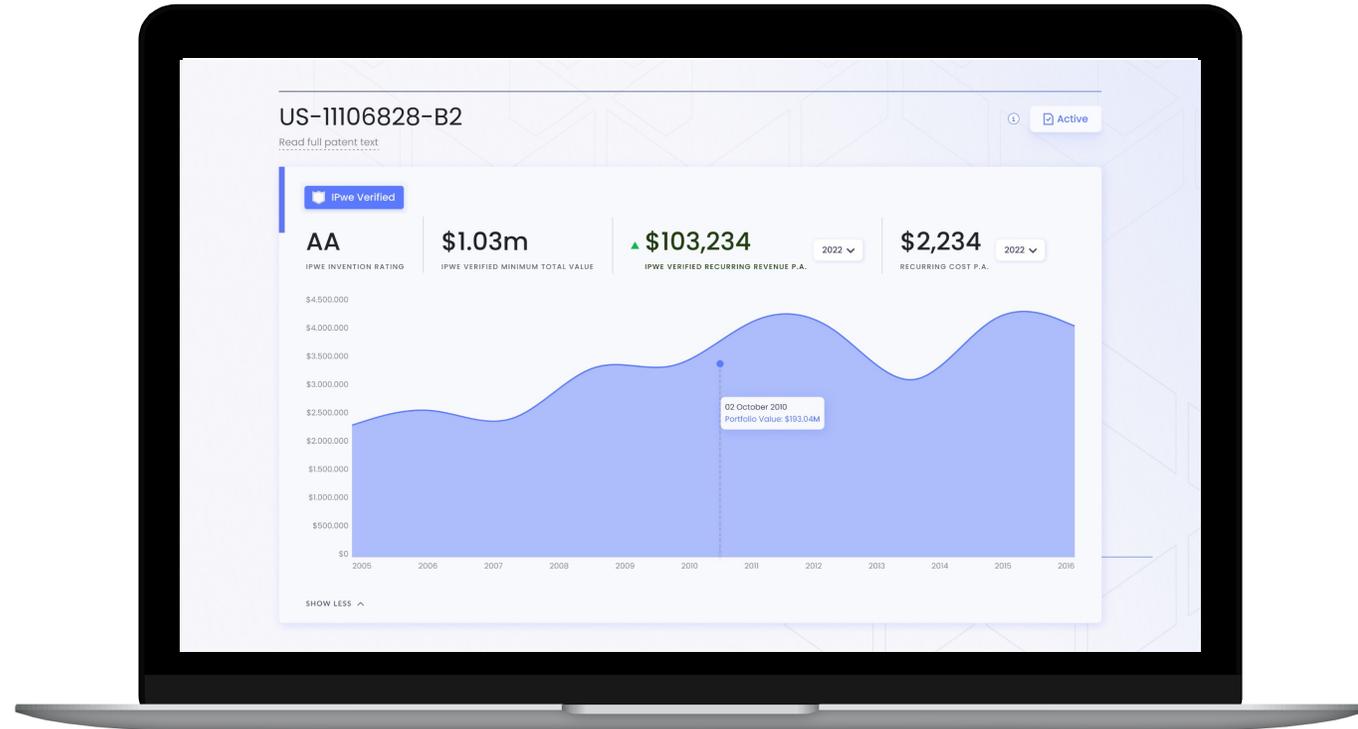
Introducing IPwe Digital Assets – Patent NFTs

IPwe announced the deployment of **25M dynamic patent NFTs**—representing the majority of the world’s active patent assets—during the World Economic Forum in Davos last month

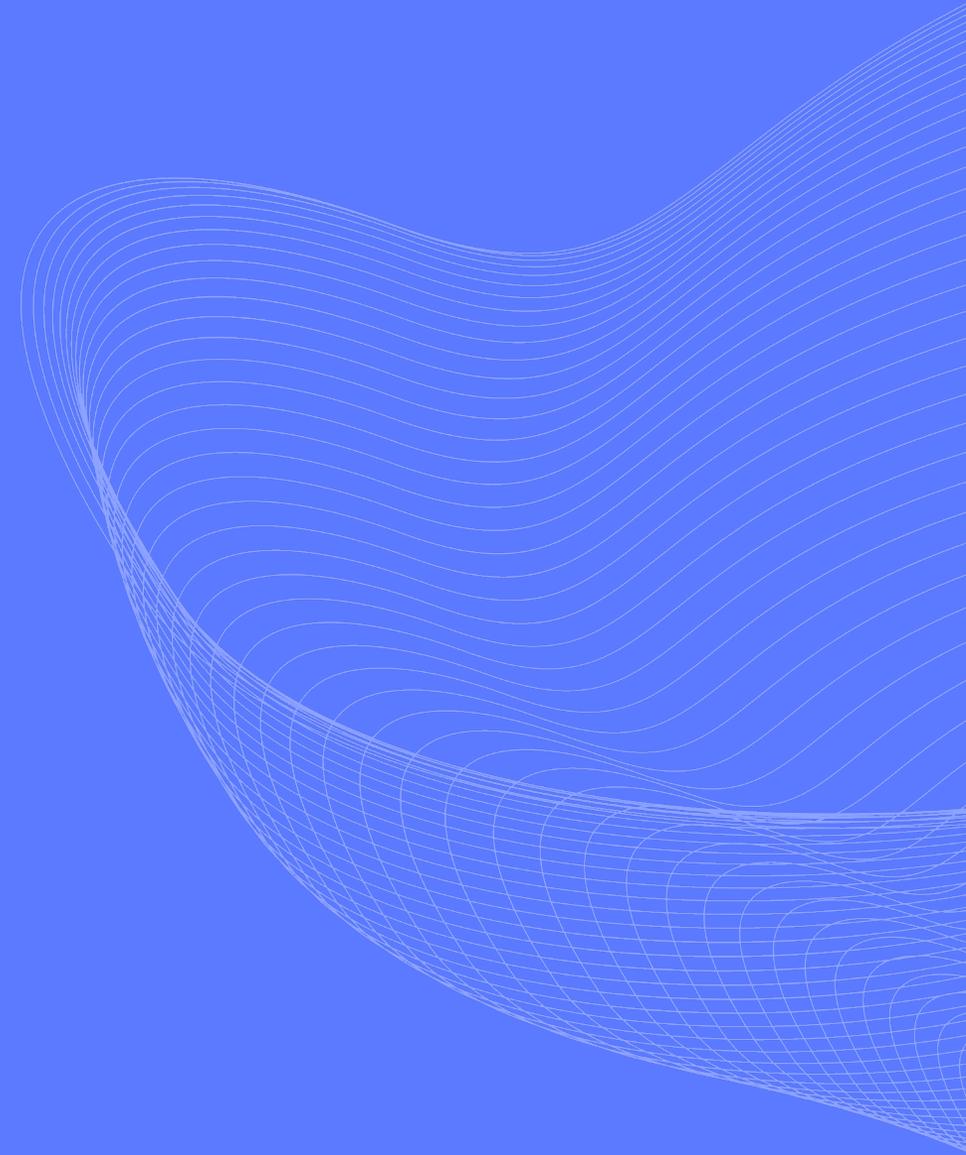
Immutable, digital encapsulation of all data associated with the patent – starting with public **Clarivate™** data

Data accessible and managed only with private keys

Reduces typical transaction costs while increasing efficiency



Short Break for Questions.



Utilizing 25 Million Patent NFTs on IPwe's SIAM

Smart Intangible Asset Management (SIAM) – a comprehensive SaaS Solution for IP Valuation, Management, and Transactions using **IPwe Digital Assets**



Businesses can make verified, data-driven decisions about their intellectual property

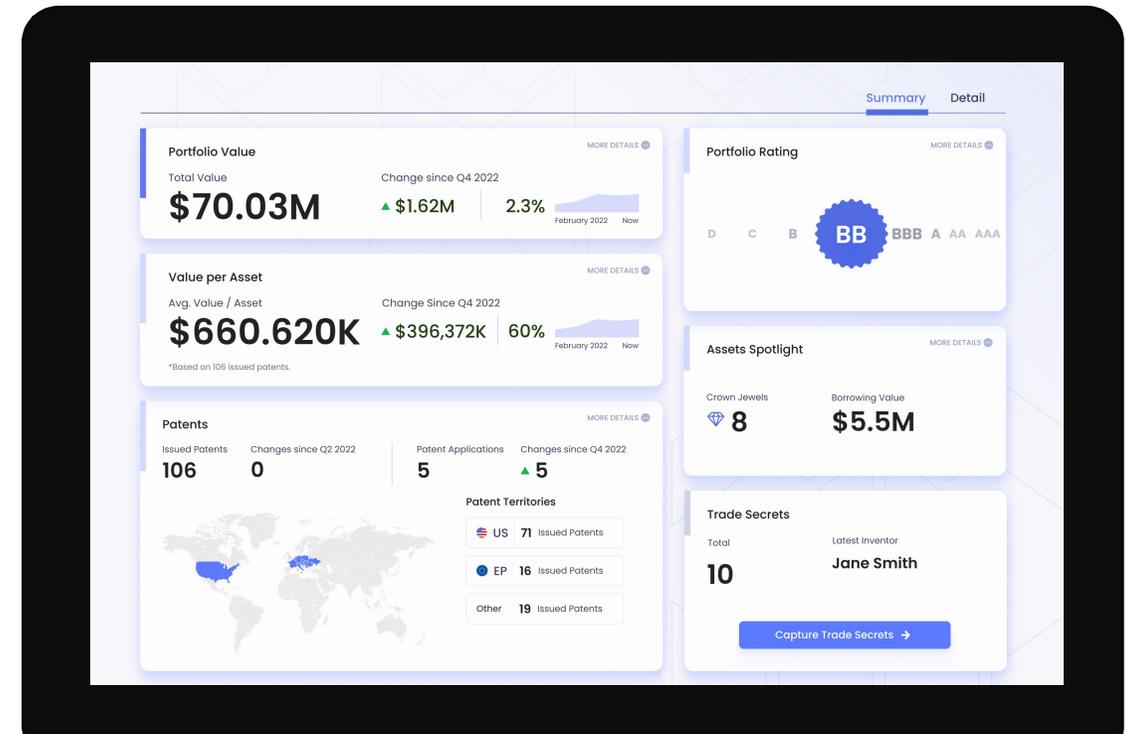
- Valuations of entire IP portfolios
- Insights into competitor's IP
- Projections of portfolio's future financial performance and ROI
- Tracking portfolio development
- Identification of value-driving assets



Digital transformation of IP for secure management on the blockchain



In-platform monetization opportunities for liquid patent assets



SIAM—Powered by IPwe Digital Assets

Smart Intangible Asset Management

IPwe Digital Assets are simply dynamic NFTs — a digital encapsulation of pertinent information about IP stored securely on the blockchain. Minting IPwe Digital Assets makes it easier to identify, track, develop, license, commercialize and transact IP

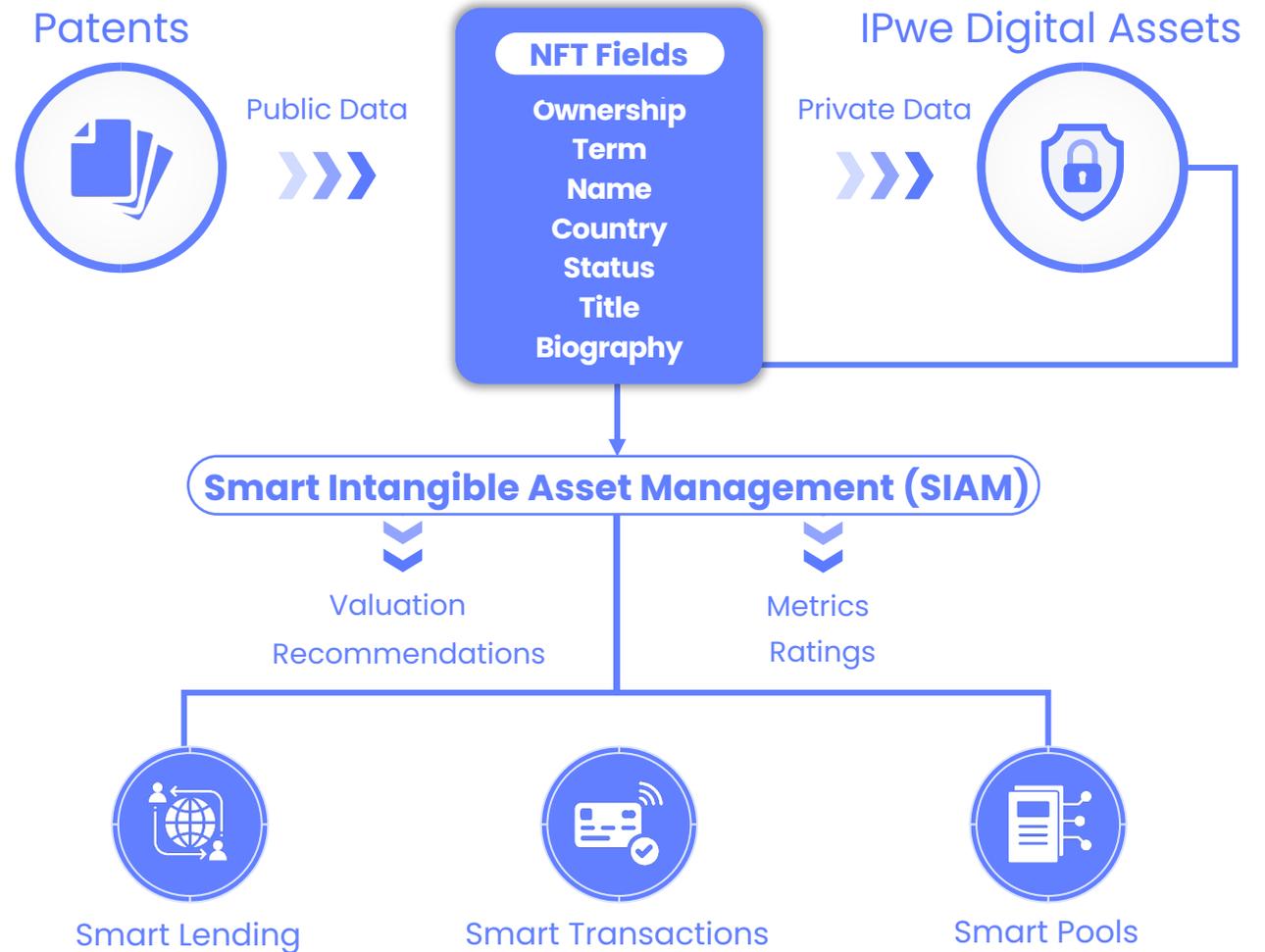


Asset Valuation
Data Management
Value Realization

Conclusion – The Digital Transformation of IP

IPwe's SIAM enables business leaders to value, manage, and transact their IP.

IPwe Digital Assets, patent NFTs, not only represent the largest enterprise blockchain deployment in history, but also a highly valuable blockchain use-case for enterprise.



IPwe in the News

IPwe in Forbes: ["Intangibles and NFTs: Can Creators Make Beliebers of Companies?"](#)

[IPwe Announces Largest Enterprise Blockchain Deployment in History](#)



[IPwe Expands into Japan](#)



[IPwe Launches Smart Intangible Asset Management](#)



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[Leann Pinto makes big announcements during the WEF](#)



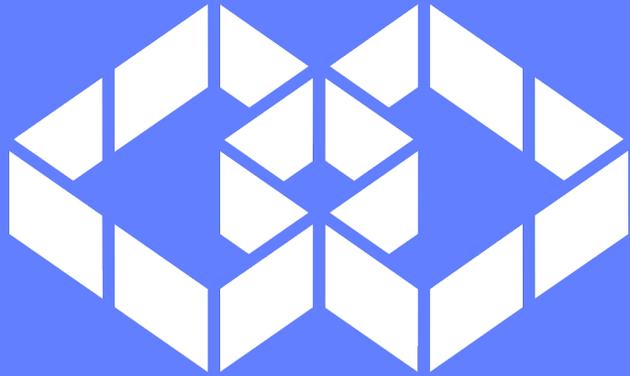
[Leann Pinto is interviewed during the WEF](#)



[Watch "IPwe - Revolutionizing IP Management"](#)



[Blockchain Hub Davos during the WEF](#)



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Contact IPwe



Leann Pinto

President

leann@ipwe.com

Learn more:

www.ipwe.com

