

Unexpected lessons we learned in developing our IP Portfolio



Medici Effect

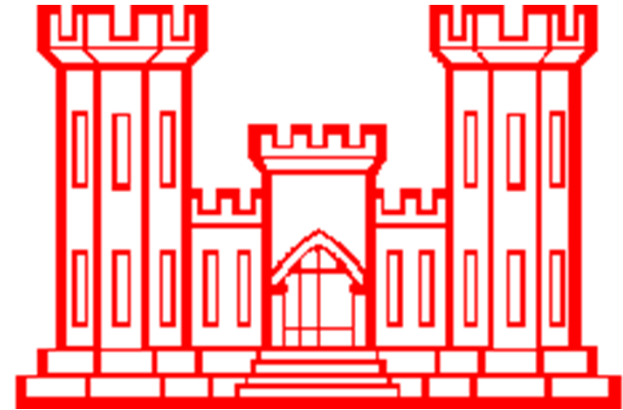


The Medici Effect kicked off the Renaissance and is an incredible profit center for IP companies today.

Your IP Portfolio will need constant attention and money

Significant investment in:

- Building the portfolio
- Defending the portfolio
- Maintaining the Portfolio



Your IP Portfolio can outsize your
Product Portfolio



Your IP Portfolio can change everything

- Your IP portfolio is a monopoly on those patents that you can get issued. It is the only legal monopoly you can own. And if your Monopoly just happens to be on Boardwalk and Park Place....your company is about to become very very profitable..

