

Leverage Your Intellectual Assets through Licensing

Maria Tseng, MBA

[RevGen Group](#)

Maria.Tseng@RevGenGroup.com

Mobile +1.408.406.9528

Angela Nolan, JD

Angela Nolan Law

ANolan@AngelaNolanLaw.com

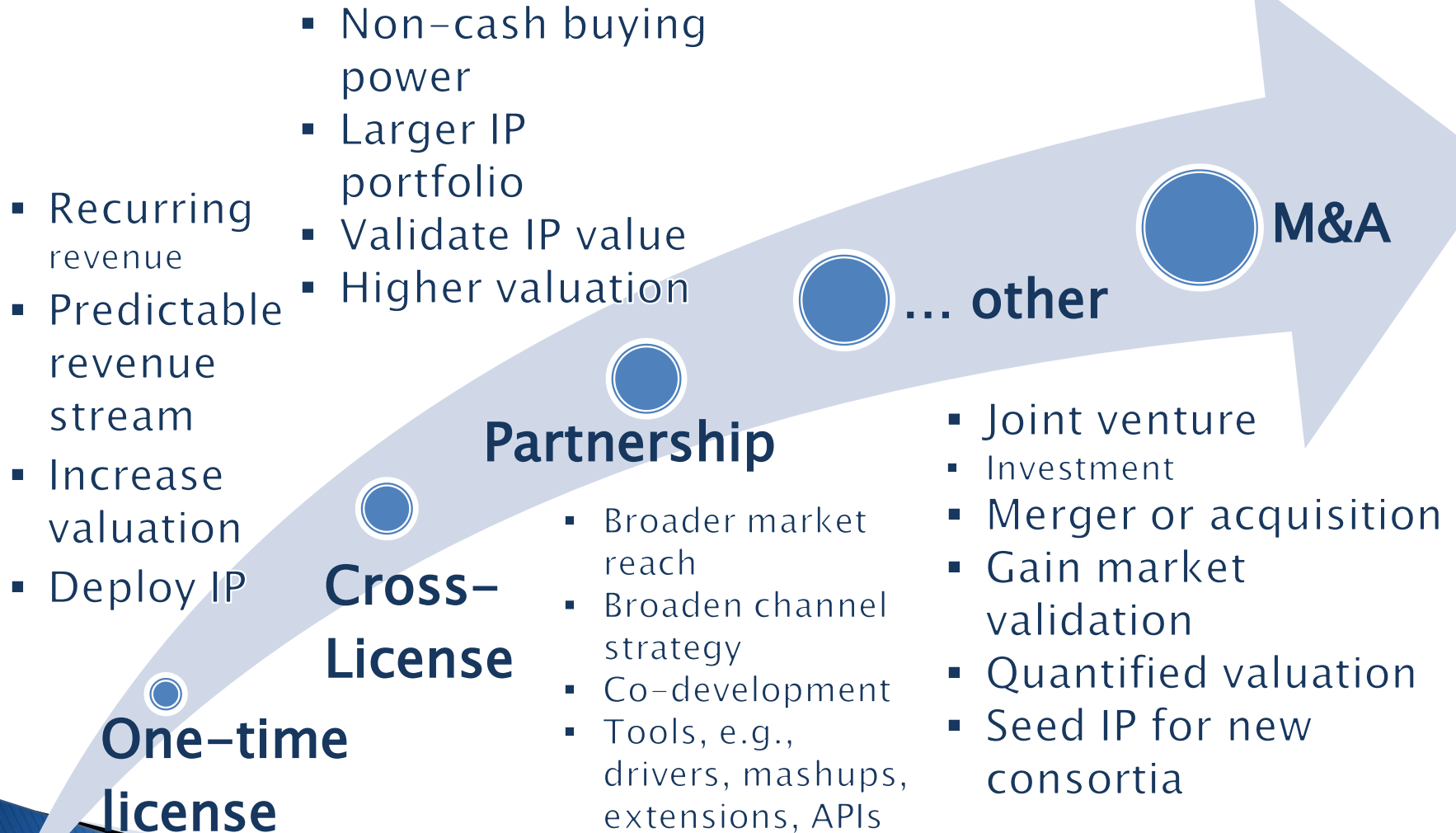
Mobile +1.408.203.3871



Licensable Intellectual Property (IP)

- Technology
- Data
- Content
- Trade secrets
- Business Model and Practices
- Brand, Look & Feel
- Others...

Possible Value from Licensing



Licensing Models

You can grant rights to:

- End users, [25 Software User Licensing Models](#)
- Channel partners to distribute your IP
- Modify your IP, development rights
- Create derivative works, embed, integrate
- Combination of these with other rights
- Other rights

Customizable [templates](#) of term sheets and statements of work (SOW).

We Provide Business and Legal Expertise

- Define your licensing program that complements your business model
- Build a strategy and process to grant licenses that promote your goals
- Create financial models for licensing activities
- Identify and research targeted licensees
- Clarify degrees of flexibility for term sheet elements
- Engage and build partnerships
- Draft NDAs, LOIs, agreements, revisions, amendments
- Negotiate and close deal, manage revisions and/or amendments
- Manage escrow, if any

Our Value Add

Business Terms

- LOI and/or term sheet
- Who owns what
- What each party contributes
- Assignments and agents, third parties (if any)
- Fields of use
- Derivative rights
- Support terms, if any
- Term, renewal, surviving terms
- Instruments (cash, stock, other forms of value)
- Payment terms
- Escrow terms
- Amendments and revisions
- More...

Legal Terms

- Definitions
- Liability
- Dispute resolution
- Damages, remedies and compensation
- Right and power to enter into agreement
- Jurisdiction

What You Provide

- The intellectual property itself (one-time or on-going)
- Structure and prioritize your business goals and roadmap
- ‘Productize’ your intellectual property
 - Protect (or remove) materials that are confidential
 - Confirm you have full rights to use or to distribute
 - QA, repair, enhance... as needed
 - Package (partition, annotate, compile, normalize, anonymize)
 - Provide necessary tools (API, SDK), if any
- User support, if any
 - Exhibits listing and describing the IP
 - Content that describes the value of the IP
 - FAQ
 - User forum
 - Documentation
 - Updates, if any
 - Other...

About Us



Maria is passionate about bringing to market Enterprise 2.0 and new media applications.

Her experience spans software, networking and semiconductors. She was the product manager of a mainframe operating system, a co-founder of a software company, and she managed IP licensing at Cisco. At RevGen, Maria helps startup clients develop business plans and partnerships.

Maria holds an MBA from Boston College with graduate work in software engineering.



Angela Nolan specializes in complex commercial transactions including technology licensing,

multi-party development, alliances and transactions. She was a member of Cisco's legal group for IP licensing and was the Assistant General Counsel of LSI Corporation. She entered private practice in 2007.

Angela graduated magna cum laude from Willamette University School of Law in Salem, Oregon and holds a license to practice in California.

Questions? Comments?

Maria Tseng, MBA

[RevGenGroup](#)

Maria.Tseng@RevGenGroup.com

+1.408.406.9528

Angela Nolan, JD

[Angela Nolan Law](#)

AngelaNolan@NolanLaw.com

+1.408.203.3871



NOLAN LAW