

IP Audit



An Intellectual Property Audit is a systematic identification, valuation, and assessment of protection of your company's most valuable assets.

What does an IP Audit achieve?

An IP Audit can include some or all of the following components:

IDENTIFICATION AND OWNERSHIP

- ▶ List of IP assets in the categories of trademarks, patents, copyrights, industrial designs), including those possibly not yet recognized
- ▶ Review of records of ownership and registration; identified deficiencies
- ▶ Likely extent of legal protection

USE

- ▶ Current business use of IP; identified shortfalls from optimizing business advantages
- ▶ Internet and social media use by company and employees
- ▶ Consistency of IP use in brand identity

PROTECTION STRATEGY

- ▶ Policies and procedures to manage and protect IP; identified deficiencies
- ▶ Relevant content of contracts with employees and outside contractors; identified deficiencies

RISKS

- ▶ Infringement
- ▶ Counterfeiting
- ▶ Depreciation/Dilution
- ▶ Trade Secret conveyance

VALUE

- ▶ Factors favourable and unfavourable to financial value
- ▶ Calculation of value for purposes of balance sheet accounting, financing, mergers/acquisitions, licensing or sale

What is Intellectual Property?

Intellectual property is a company's most precious set of assets in the 21st century.

IP is an organization's brands and trade-marks, copyrighted works, patents, reputation and trade secrets. It is estimated that IP constitutes 70% or more of a corporation's negotiable asset value.

IP is vulnerable to unique risks, distinct from traditional asset protection and financial liability. The extent to which a company can effectively exploit its IP and manage the surrounding risks is one of the main factors affecting its overall success.

CorbinPartners Inc.

CorbinPartners Inc. is an established source of expertise in auditing, valuing, maximizing, monitoring and protecting Intellectual Property. Its services include the development of key performance indicators, and due diligence for investment decisions and corporate transactions. It is the recipient of several industry awards for its expert evidence put before courts and regulators.

Deliverables

A CorbinPartners IP Audit begins with one-on-one consultation, to understand the environment in which your IP has been created, and to recommend components for the audit to address.

An IP Audit produces a reference document for Executive Teams and Boards of Directors to

- ▶ Identify potentially undervalued assets
- ▶ Document the extent of IP legal protection, for corporate governance and risk management
- ▶ Alert the company to compromises to brand consistency and other threats to IP value
- ▶ Consider untapped revenue opportunities
- ▶ Conduct due diligence for potential bank financing, corporate transactions, or contractual agreements

Cost

Each IP Audit is tailored and customized to your unique business needs and risk strategy.

Costs have ranged from \$6,000 to \$50,000 depending on scope and requirements.

CorbinPartners' commitment

CorbinPartners is committed to superior value and practical results.

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