Maximizing the Value of Intellectual Property with IPwe’s Smart Intangible Asset 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 Augenstei...
In 2018, IPwe saw how known issues in the IP space could be solved with blockchain technology.

**Current Intellectual Property Utilization**

- **Confusing**
- **Disparate**
- **Inefficient**

- 95% of world’s patents fail to transact or be leveraged for value realization

**Intellectual Property Utilization with Blockchain**

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

- **Transparent**
- **Consolidated**
- **Automated**

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

**Growth of Intangible Asset Market Value**

- S&P 500 Company Assets, $Tn
- 90% of S&P 500’s assets are intangible assets

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- 1975
- 1985
- 1995
- 2005
- 2018
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.
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*
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**

**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.

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**Smart Intangible Asset Management**

- Asset Valuation
- Data Management
- Value Realization

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**Idea**

Mint NFT

**IPwe Digital Asset**

Reduce to Practice

**Decision Point Committee Review**

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**Other IP**

know-how, trademark, copyright designs

**Patent**

Issued, Pending

**Trade Secret**
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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