

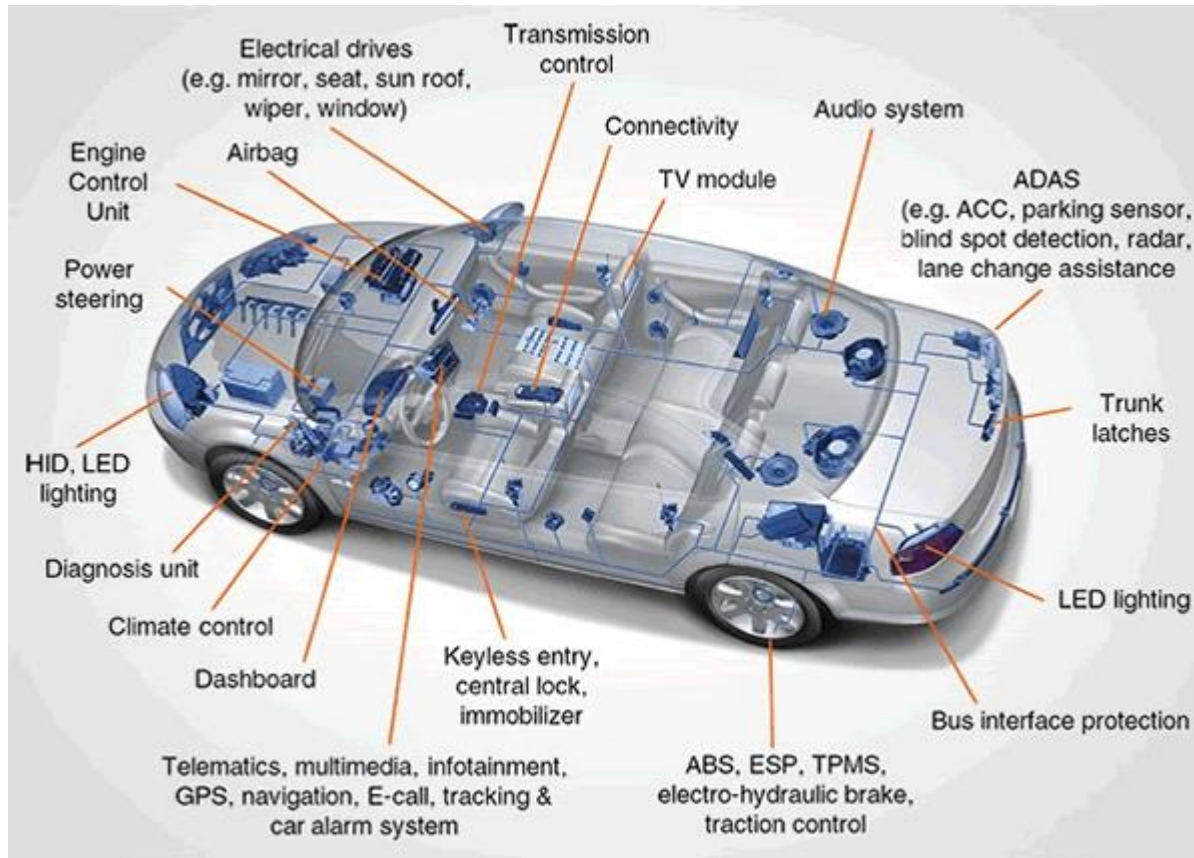
tradespace

# Returns on Innovation for Federal Labs



# IP is a company's most strategic asset

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Representative Automotive IP

**New cross-cutting technologies mean companies use external IP for almost every product**

# Our mission is to get more technology from lab to market

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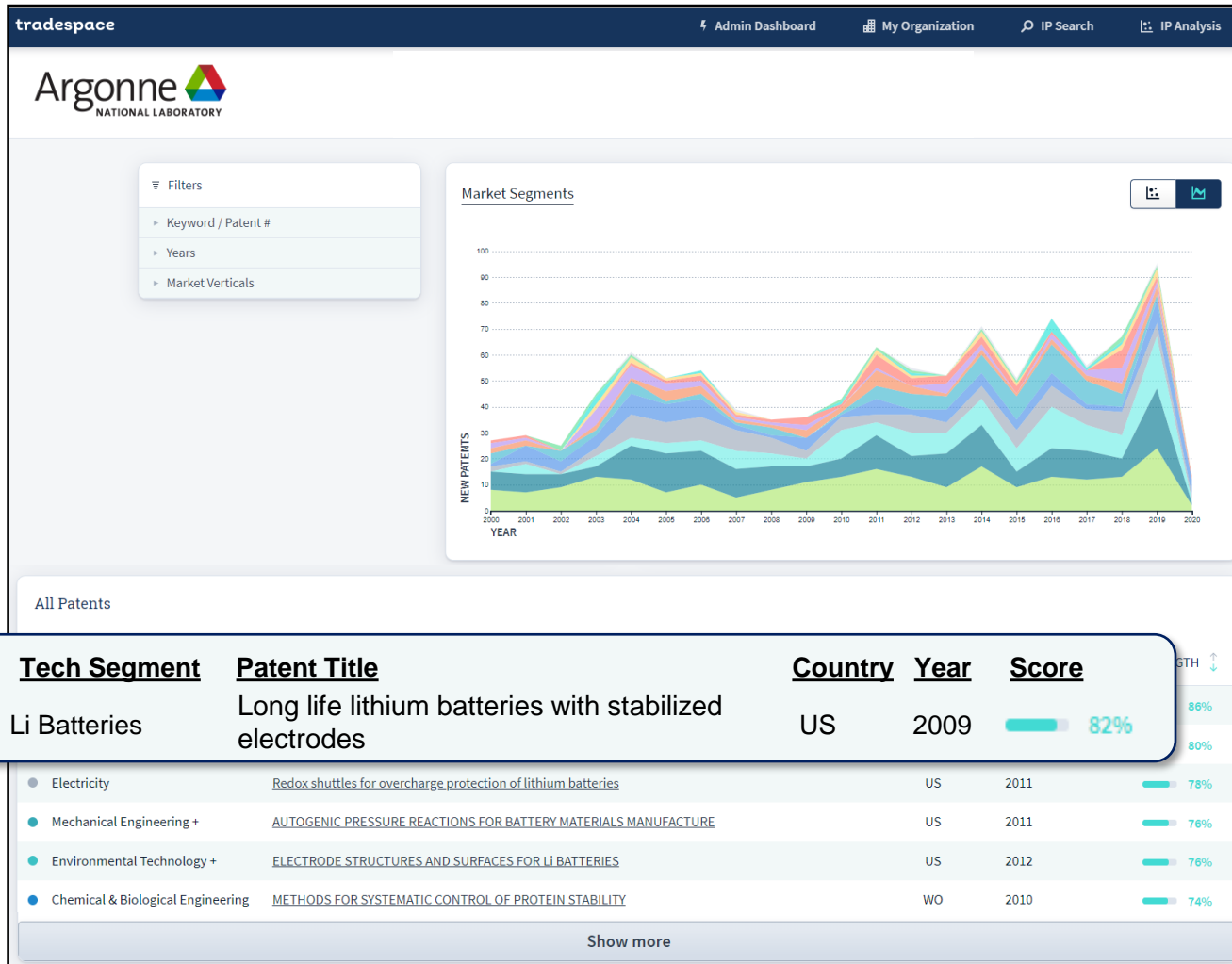
- **Commercialization:** Identify internal technology to license or take to market
- **IP Strategy:** Make better, data-driven decisions about what to patent or copywrite and what to prioritize for commercialization
- **Scouting and Market Analysis:** Get visibility into technologies in development by companies and other research labs



U.S. AIR FORCE

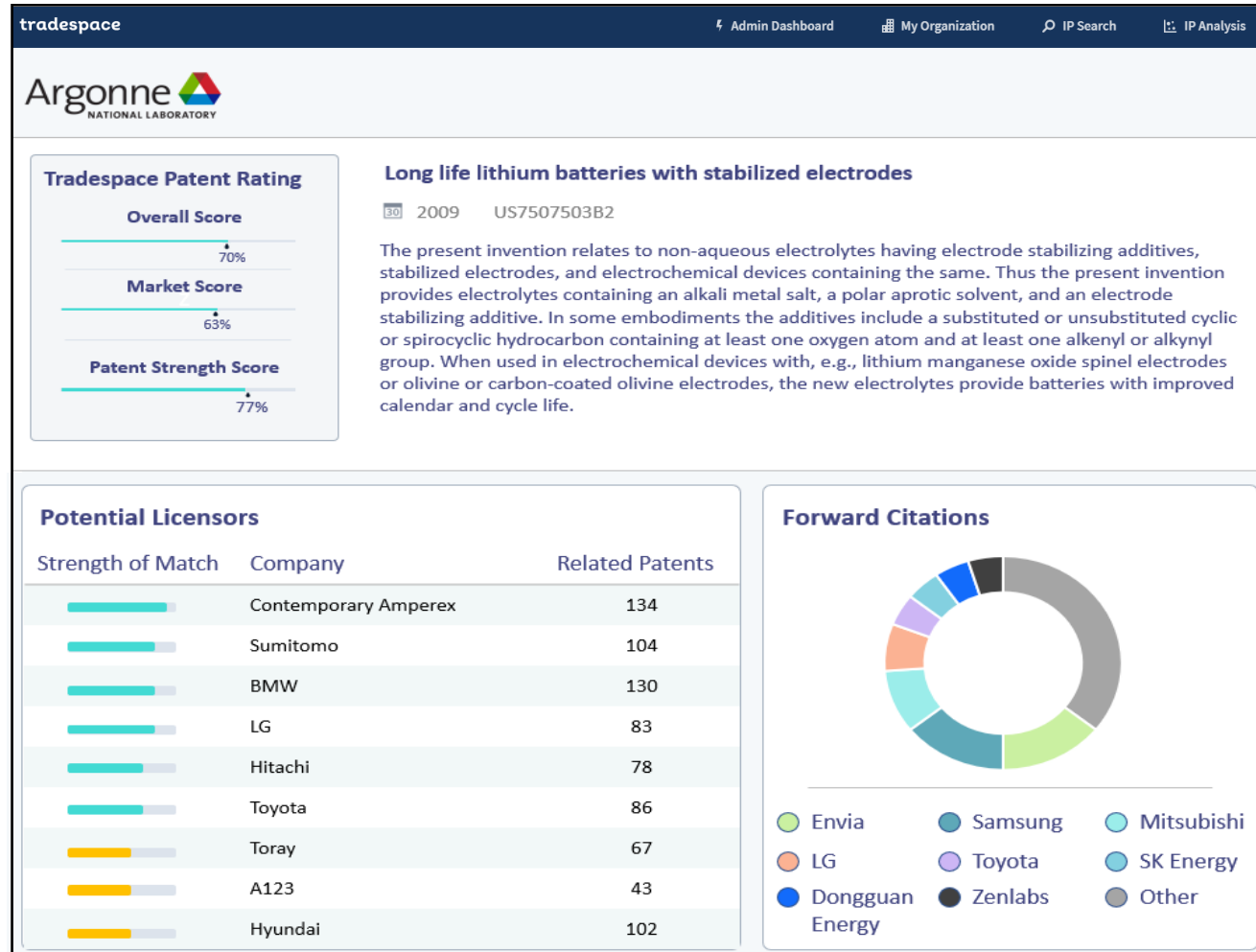


# Manage your IP portfolio and commercialization strategy



- Intuitive visualization tools to analyze your entire IP portfolio
- Technology and market analyses integrated into your commercialization processes
- Our algorithms evaluate technology strength and likelihood of commercialization

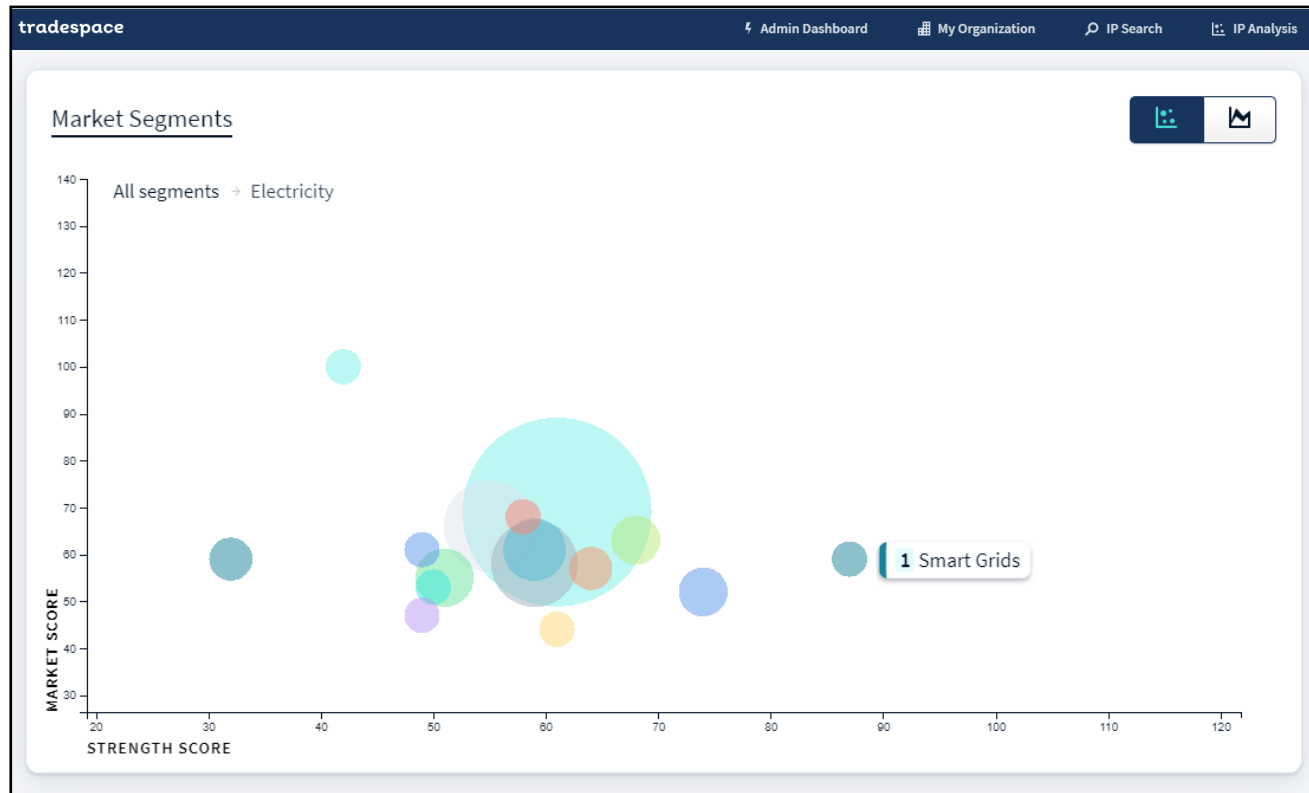
# Find valuable IP in your portfolio and identify potential licensors



- **Smart Taxonomy:** Our SW maps every IP asset to our taxonomy to identify technology clusters
- **Market-Driven Data:** Prioritize technology-based market demand and IP strength
- **Partner Identification:** Predictive analytics identify companies most likely to need a given technology

# Get insight into technology development trends across industry and other labs

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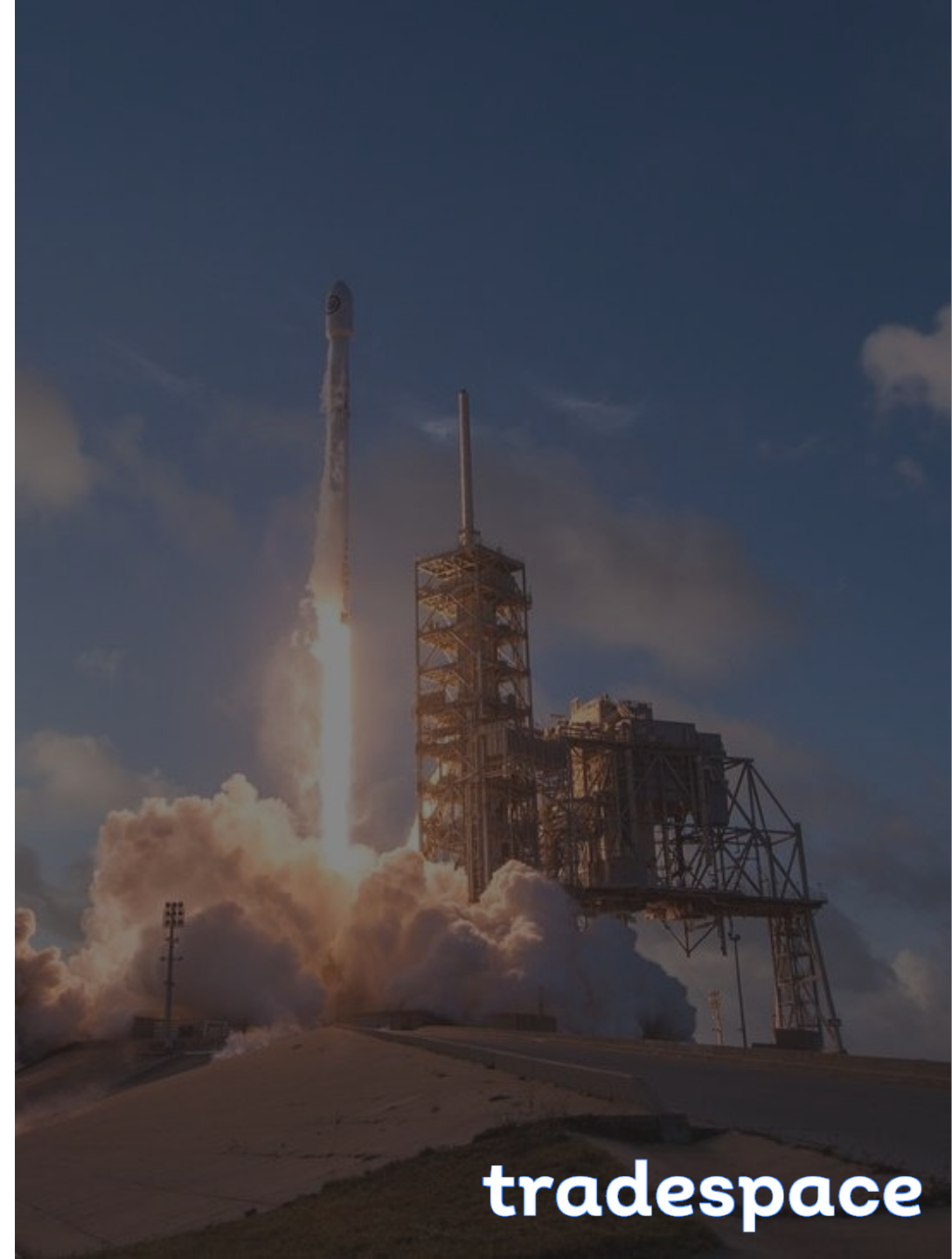


- Powerful visualizations enable rapid development of market and technology landscapes
- Our technology taxonomy enables easy, granular analysis
- Data on global IP generation for updated 2x per week

# Effectively market IP and engage industry through the Tradespace Platform

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- Automatically generate marketing material designed in collaboration with Fortune 500 tech scouts
- Find and connect with the right stakeholders at your target companies



# Save time and effort with end-to-end managed services

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## Technology Commercialization & Licensing

- IP portfolio analysis
- Marketing materials
- Company outreach
- IP valuation and term sheets



## Technology Scouting

- IP landscaping
- Whitespace analysis
- Ongoing monitoring to identify new IP & new market entrants



# Our Leadership Team

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Alec  
Sorensen

**Commercialization.**

*Led commercialization practice at top management consulting firm – responsible for over \$200M in IP commercialization deals*



Jamie  
Wilson

**Corporate Advisory.**

*Secured and executed over 40 transactions with \$5.2 billion of global advisory value and \$1.0 billion of equity and debt financing proceeds for corporate clients*



Myron  
Kassaraba

**Technology Transactions.**

*Structured hundreds of deals including sales of start-ups, IP licenses and complex partnerships*



Stephen  
Kelly

**Strategic R&D.**

*Led \$800M R&D P&L at Battelle; managed 1,000+ patent portfolio*

# Returns on Innovation

Contact Us:

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