

OCEAN TOMO

ANALYTICS



Ocean Tomo's Strategic Analytics products and services assist innovative companies in actively managing their intellectual property portfolios. Services offered through the Strategic Analytics group support both in-house transaction diligence and client-side evaluation and development efforts. Primary service offerings are tailored to meet the needs of a diverse client base ranging from start-ups to Fortune 500 entities.

Many of Ocean Tomo's Strategic Analytics services are available unbundled, and on a fixed rate or project basis. The product of Ocean Tomo's work is insightful, detailed, and rigorous, utilizing both qualitative judgment and quantitative methods. Close collaboration with clients may, in certain cases, require relocation of Ocean Tomo analysts to a client site for longer term engagements.

Standard Reports

Today, intellectual property and patent data is widely available, but the sources of data and the formats in which these data are presented are not practical for quickly and efficiently deriving meaningful business intelligence. Various software tools address these challenges, but typically require a specialist to extract useful information and analysis.

PATENT PORTFOLIO REPORT

This report is an inexpensive method of analyzing your patent portfolio using a top-down approach. The Patent Portfolio Report gives insight into the effectiveness of your current IP policies, your firm's ranking with competitors, the quality of your patent holdings individually and in total, and the level of activity around your patent holdings.

COMPETITIVE LANDSCAPE REPORT

This report contains all of the relevant information required to assess the competitiveness of a given technology in the marketplace. Focusing on a set of narrowly defined patents, the Competitive Landscape Report provides a set of patents with which to compare, a review of the companies who are currently holding patents in the space, and a comparison of the market position of each company's technology.

CROSS-LICENSING REPORT

Many cross-licensing agreements are lopsided, where one participant provides more value than another. The Cross-Licensing Report compares the relative advantages of each pool in the agreement and assesses whether the match is equivalent.

Custom Reports

Ocean Tomo's Strategic Analytics division also offers the flexibility for users to tailor the scope of the technology, horizon, and reporting of information. Custom Reports may be updated on a periodic basis or upon request.

Analytics Consulting Services

The Ocean Tomo Strategic Analytics team has extensive experience consulting with IP, investment, and other business professionals to inform decisions regarding the following:

- IP portfolio review and categorization
- Portfolio development, identification, and assessment
- Acquisition of target IP portfolios
- IP transaction due diligence
- Monetization and commercialization strategies

THREE-YEAR PLAN

In particular, Ocean Tomo's Strategic Analytics division offers a Three-Year Plan for firms to move from IP collection to active IP monetization. The Plan offers all of the data services and expertise to analyze a firm's current standing in the market, assess which IP is most valuable, and then strategize the most effective means of achieving specific goals. The Plan provides for on-going support of all monetization activities while your firm increases its profitability with under-utilized assets in its IP collection.

ACQUISITIONS ANALYSIS

Ocean Tomo provides clients with the advice required to navigate today's ever-changing IP landscape. Strategic Analytics professionals actively provide advice to companies dealing with the uncertainty surrounding the emergence of Patent Licensing and Enforcement Companies (PLECs). Through the use of analytical tools, Ocean Tomo can evaluate a client's portfolio in comparison with those of its closest competitors and use that intelligence to formulate a strategic IP plan to maximize the value of the client's innovation.

Acquisitions Analysis services include:

- IP Inventory & Classification
- IP Business Plan
- Intellectual Asset Management
- Patent Maintenance Program
- Strategic IP Acquisitions
- Ongoing Strategic IP Advisory



CONTACT

Gregory Campanella

Managing Director

+1 415 946 2605

gregory.campanella@jsheld.com

Gregory Campanella is responsible for leading Ocean Tomo's Management Services Group and is a Managing Director in the Valuation practice. Mr. Campanella's work has focused on valuations of intangible, intellectual property and tangible assets for acquisitions and divestitures, bankruptcy and restructuring, establishment of monetization strategies including licensing, mergers and joint venture/partnership formations, litigation support, and financial reporting and tax matters.

Mr. Campanella also has experience performing business enterprise, equity and debt valuations. Industries in which he has experience include telecom, computer hardware and software, entertainment, semiconductors, life sciences/pharmaceuticals, wireless and wired communication, e-commerce, among others.





OCEAN TOMO®

A PART OF  JS|HELD

About Ocean Tomo

Ocean Tomo LLC provides Expert Opinion, Management Consulting, and Advisory services focused on matters involving intellectual property (IP) and other intangible assets. Practice offerings address economic damage calculations and testimony; business licensing strategy and contract interpretation; trade secret reasonable measures; asset and business valuation; strategy and risk management consulting; merger and acquisition advisory; debt and equity private placement; and IP brokerage.

Ocean Tomo experts are routinely qualified in U.S. District Courts, U.S. Bankruptcy Courts, U.S. Tax Court, U.S. Court of Federal Claims, state courts, the U.S. Patent and Trademark Office Patent Trial and Appeal Board, international courts, and arbitration tribunals on questions relating to intellectual property economics. The firm's professionals have provided expert opinions on IP valuation, reasonable royalty, lost profits, price erosion, commercial success, corrective advertising, creditor allocations, Hatch-Waxman Act market exclusivity, business licensing terms including RAND obligations, venture financing, and equities of a potential injunction. The firm's experience extends to general business valuation and commercial disputes, domestic and foreign, as well as policy issues affecting international technology transfer and economic matters before the International Trade Commission.

Intangible assets comprise 90 percent of business value but are also subject to significant impairment due to enterprise and regulatory compliance risk. Our services are built upon more than three decades of experience assessing intellectual property in the most rigorous of venues. Our financial, market, scientific, and technical experts have deep experience with tangible and intangible assets protected by intellectual property. We bring a unique understanding of the contributory value of proprietary innovation to every engagement. This is the cornerstone of our business.

Subsidiaries of the firm include Ocean Tomo Investments Group, LLC, a registered broker-dealer. As a part of J.S. Held, Ocean Tomo works alongside more than 1500 professionals globally and assists clients – corporations, insurers, law firms, governments, and institutional investors – on complex technical, scientific, and financial matters across all assets and value at risk.

oceantomo.com

About J.S. Held

J.S. Held is a global consultancy providing technical, scientific, and financial expertise across all assets and value at risk. Our professionals serve as trusted advisors to organizations facing high-stakes events demanding urgent attention, staunch integrity, clear-cut analysis, and an understanding of both tangible and intangible assets. The firm provides a comprehensive suite of products, data, and services that enable clients across industries to navigate complex, contentious, and often catastrophic situations.

In 2022, Ocean Tomo joined J.S. Held, continuing the strategic growth of the firm. Leveraging the J.S. Held team of more than 1,500 professionals around the world, our clients will now have access to J.S. Held's suite of specialized services, including:

- Construction Advisory Services
- Corporate Finance
- Economic Damages and Valuation Services
- Environmental, Health, and Safety Services
- Equipment Consulting
- Forensic Accounting
- Forensic Architecture and Engineering
- Global Investigations
- Property and Infrastructure Damage Consulting
- Surety Services

Headquartered in New York, J.S. Held has offices across the United States, Canada, Latin America, Europe, Asia Pacific, and the Middle East.

jsheld.com

J.S. Held, its affiliates and subsidiaries are not certified public accounting firm(s) and do not provide audit, attest, or any other public accounting services. J.S. Held, its affiliates and subsidiaries are not law firms and do not provide legal advice. Securities offered through our affiliate, Ocean Tomo Investment Group, LLC, member FINRA/SIPC. All rights reserved.