



INTELLECTUAL PROPERTY AND LICENSING ADVISORY SERVICES

In today's global marketplace, the management, protection and control of intellectual property is a high-stakes matter in any business. When faced with infringement of its intellectual property or issues related to valuation of intellectual assets, companies and their counsel need access to experienced professionals who bring deep expertise in addressing these critical issues. Alvarez & Marsal assists clients in bringing successful resolution to complex IP issues that significantly impact organizations.

THE A&M ADVANTAGE

Selecting the right team is crucial to successfully navigating challenging and critical Intellectual Property and Licensing issues. Alvarez & Marsal provides innovative solutions, and accurate and comprehensive answers to meet highly sensitive deadlines. We are free from audit-based conflicts of interest, are highly experienced and bring a proven track record of exceptional service. We perform detailed, thorough and fact-based analyses to provide objective advice for each unique situation.

OUR CAPABILITIES

Intellectual Property can account for a significant portion of a company's assets. Development, management and protection of these intellectual assets can be critical to the company's success. We have a broad and deep understanding of IP and licensing issues in a variety of key geographies; perform rigorous economic and financial analysis; and provide accurate, comprehensive analysis of economic benefits. A&M's diverse team of experts provides a full range of services, including:

Licensing Advisory and Compliance

- Develop and support licensing strategies and evaluate approaches
- Assist in drafting accounting and financial terms of license agreements
- Assist licensors to manage, monitor and control license portfolios
- Perform royalty and license compliance audits
- Recommend improvements across the entire licensing process to enhance future compliance (for both licensors and licensees)

Intellectual Property Valuation

- Value all types of intellectual assets for disputes, transactions, strategic planning, transfer pricing and compliance purposes
- Provide accurate and comprehensive analysis of the economic benefits derived from all types of intellectual assets
- Analyze relevant markets, competitors and comparable transactions

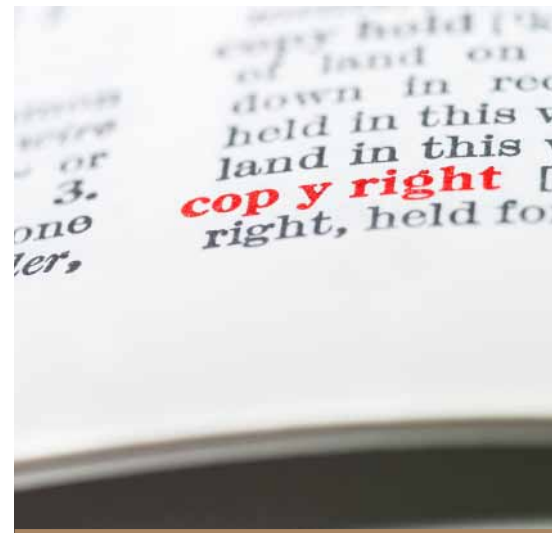
Intellectual Property Litigation

- Quantify economic damages resulting from breach of license agreements and infringement of patents, trademarks, trade secrets and copyrights
- Assess factors in Panduit and other seminal cases in determining lost profits and reasonable royalties
- Analyze information relevant to price erosion, unjust enrichment, market definition, anti-competitive conduct and diminution of value
- Provide privileged consulting and expert testimony

INDUSTRY EXPERTISE

A&M professionals bring decades of experience in providing IP services across a variety of industries, including:

- Aerospace
- Automotive
- Biotechnology
- Chemicals
- Computer Software and Hardware
- Consumer Products
- Electronics
- Entertainment
- Financial Services
- Hospitality
- Manufacturing
- Medical and Pharmaceuticals
- Oil and Gas
- Telecommunications



ABOUT ALVAREZ & MARSAL GLOBAL FORENSIC AND DISPUTE SERVICES

Alvarez & Marsal (A&M) is a global professional services firm specializing in turnaround and interim management, performance improvement and business advisory services. A&M delivers specialist operational, consulting and industry expertise to management and investors seeking to accelerate performance, overcome challenges and maximize value across the corporate and investment lifecycles. Founded in 1983, the firm is known for its distinctive restructuring heritage, hands-on approach and relentless focus on execution and results.

A&M's global forensic and dispute services practice has set a new standard for bringing a practical, results-oriented approach to solving problems related to business investigations, complex disputes and regulatory interventions. From the boardroom to the courtroom, the firm delivers a wide array of solutions to contentious situations by drawing on the deep skills, diverse disciplines and experiences of its professionals who offer a unique ability to articulate complex findings in a clear and meaningful manner. To learn more, visit www.alvarezandmarsal.com.

* Note: Alvarez & Marsal employs CPAs but is not a licensed CPA firm.