

Case Study IP Portfolio Management

CLIENT PROFILE

Private equity firm with significant research and product development activities in various industries needing help managing their IP portfolio.

PRACTICE AREAS

- IP Portfolio Management
- Corporate Transactions

ATTORNEYS

- Rajkumar Vinnakota
- Sean Hsu

EXECUTIVE SUMMARY

Our clients are a private equity firm engaged in significant research and product development activities in various industries. While they were rapidly innovating in a number of different fields, the business and legal needs were not always being addressed in tandem with R&D. The private equity firm turned to our team to help manage their IP portfolio, serving as partners with the day-to-day legal and management decision makers.

CHALLENGE

Technology companies often are consumed with rapid innovation and bringing ideas to market. While the aggressiveness is great for quickly growing a business in the near term, ignoring the role intellectual property plays in company valuation and sustaining that growth for the long term can ultimately be fatal.

What technology companies need are experienced counsel to help coordinate their intellectual property protection strategies, manage joint development relationships with third parties, and provide advice generally with respect to the impact business and research decisions would have on the company's IP portfolio and its valuation.

THE JVLLP DIFFERENCE

At Janik Vinnakota, we understand that intellectual property can make or break a tech company, and often, it represents the company's most valuable assets. Our client's research arm was beginning to outpace its internal business and legal counterparts.

Our team augmented our client's in-house legal group by providing much-needed expertise in IP protection and enforcement. We created and implemented

and procedures to help ensure that technical innovations were properly documented and captured for patenting. We also helped coordinate joint research efforts with third parties to ensure our client's ownership and interests were well protected.

As a result, the company was then able to direct its resources and personnel to its business and R&D operations, knowing that any IP protections were being simultaneously addressed by the team at Janik Vinnakota.