



Tech Transfer: 3rd Party Broker Perspectives

Cameron Gray, Ph.D., J.D.

Senior Vice President

ICAP Patent Brokerage

Cameron.Gray@us.icap.com

+1- 650-421-3089



ICAP Patent Brokerage (ICAP PB) is the technology brokerage division of ICAP.

- ICAP is the world's premiere ***interdealer broker*** and provider of post trade services
- ICAP is the ***source of global market information*** and research for professionals in the international markets
- ICAP PB matches buyers and sellers in the technology marketplace using:
 1. Private Brokerage
 2. Live Auctions
 3. ***Technology Pools***



University and Federal Lab Experience

- LLNL
- NASA Goddard and NASA Marshall
- NIH
- Columbia University
- Colorado State University
- USC
- Kent State University
- UNC
- North Carolina State
- University of Illinois



Live IP Auction

- ICAP Patent Brokerage's Live IP Auction is the only open and public marketplace facilitating the sale and acquisition of IP assets
- Standard Terms
 - No upfront fee – ICAP is only paid upon a successful sale
- Pricing
 - All reserves are kept strictly confidential
 - Buyers/Licensees may bid for a portfolio prior to the physical auction; Sellers may accept, reject, or counter-offer at their discretion
- Color
 - The market is demonstrably bidding up large portfolios in certain sectors



Private Brokerage

- Our Private Brokerage platform utilizes standard processes and focused IP analysis to monetize IP
- Standard Terms
 - No upfront cost
 - Back-end success fee of 25%
 - 9 to 12 month term

Color: Large portfolios and data-heavy portfolios are often placed in private brokerage; this inventory is substantially less public than the auction inventory.



Technology Pools – Launch Q4

- ICAP PB will be offering ***master licenses to pools of related patents submitted and accepted from multiple universities.*** Each such pool is expected to include hundreds of issued patents and patent applications in a specific technology area.
- Benefit to participating institutions – ***leveraging*** the research excellence of the community and ***receiving*** a pro rata share of proceeds.
- Benefit to licensee – ***Access, Fair Pricing, Conforming Documents, Low Frictional Costs.***



Upcoming Auction

ICAP Patent Brokerage's Fall 2011 Live Auction
November 17 2011 | San Francisco

Visit www.icapatentbrokerage.com to Submit IP



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