



# INTELLECTUAL ASSET CONSULTING

## WORKING WITH THE EXPERTS

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### **The Importance of IP Consulting**

Today, virtually every business relies on a broad array of **intellectual assets** including patents, trademarks, copyrights, trade secrets, know how, customer lists and software licenses. These intellectual assets are no longer confined to a company's R&D department.

With the complexity of today's business organizations, intellectual assets get dispersed throughout the entire organization (including human resources, IT, marketing, sales, accounting, and research).

Through this dispersion, intellectual assets can get "lost" and ownership can be severed. **Rogers DVS** is a national IP valuation consulting firm providing its clients with a full range of services including litigation support, valuation, and business advisory services.

## Intellectual Property Services

Rogers DVS' services team provides a full range of Intellectual Property ("IP") services, consisting of:

- ❖ **IP Litigation Support Services** (ipLIT)
- ❖ **IP Valuation Services** (ipVAL)
- ❖ **IP Inventory** (ipINV)
- ❖ **IP Royalty Audits** (ipAUDIT)
- ❖ **IP Transfer Pricing Services** (ipTP)

## Expert Witness and Consulting For:

- ❖ **IP Litigation Support Services** include document request support, deposition support, document management, damages analysis, report preparation, rebuttal analysis, rebuttal report preparation, deposition testimony and trial testimony.
- ❖ **IP Valuation Services** include market/industry research, comparables searching, pricing analysis, valuation analysis using widely accepted valuation methodologies, and report preparation.
- ❖ **IP Inventory Services** include staff interviews to identify intangible assets, assistance in determining appropriate ownership, and a customized deliverable that effectively tracks intangible asset.
- ❖ **IP Royalty Audits** assist licensors in ensuring they are receiving the appropriate royalty compensation for their licensed IP.
- ❖ **IP Transfer Pricing Services** include the research and documentation to assist a company in establishing the appropriate arm's length rate for IP in intra-company transactions.

If you are in need of Intellectual Asset Consulting, **Contact Rogers DVS today**, and Graham Rogers will personally respond to your inquiry ASAP.