



LICENSING
Consulting Group

COMPANY OVERVIEW

SERVICES AND CAPABILITIES





About LCG

Licensing Consulting Group specializes in the business development side of IP. From IP strategy and planning, to executing and actively managing a licensing program, we help our clients capitalize on their IP and generate revenue in as many ways as possible.

About Rand Brenner

35 plus years strategic licensing experience managing international licensing programs from startups to Fortune 500 companies.



Rand Brenner

CEO
Licensing Consulting Group
Licensing4Profits.com

What We Do

01

IP Licensing



- In/Out Bound Licensing
- Presentations
- Negotiating
- Agreements
- Due Diligence
- Compliance
- Royalty Reporting

02

IP Consulting



- Strategic Planning
- Licensing Options
- Rights Acquisition
- Revenue Models
- IP Management
- Valuations & Funding

03

IP Audit



- Organize & Inventory
- Secure Rights
- Identify Risks
- Find Opportunities
- Internal Controls
- Reduce Costs

1

Industries

Medical devices, health care technology, formulations, consumer products, process tech, entertainment, software, and more.

2

Expertise

Experts at developing, executing and managing full cycle licensing campaigns - from strategy and lead generation to contract close, licensee management, monitoring, and compliance.

3

Resources

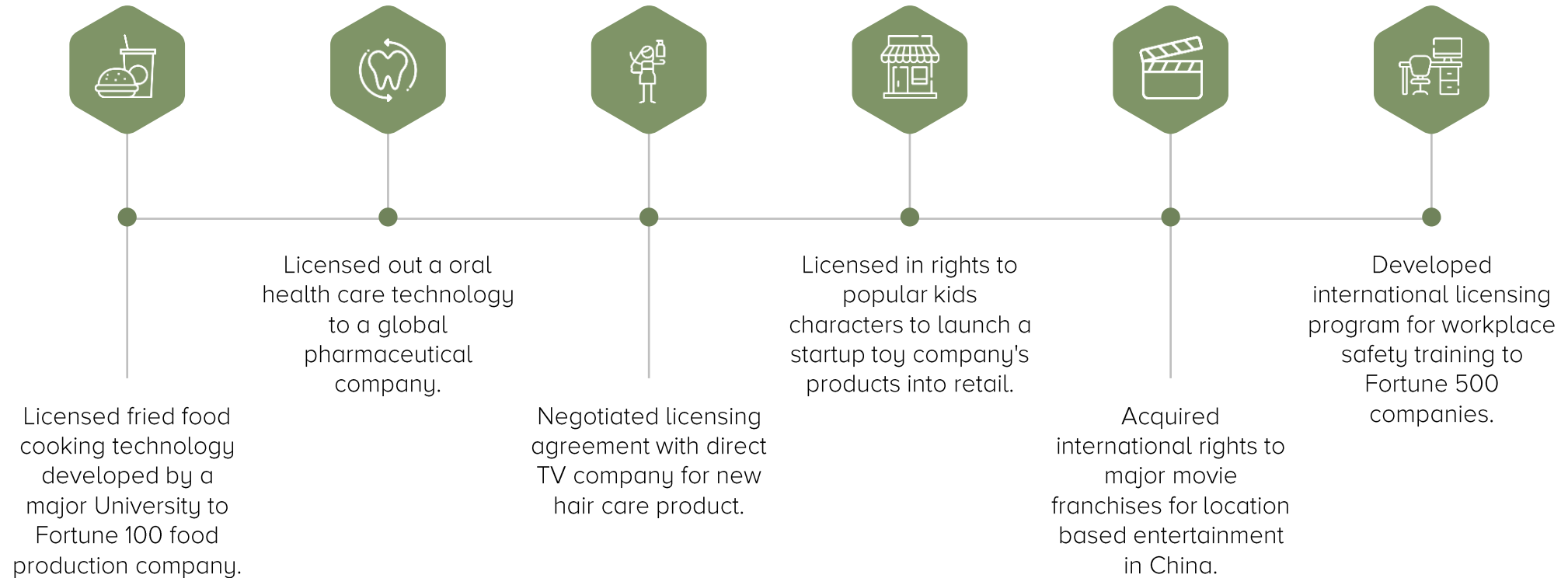
Legal services, IP valuation, royalty audits, IP funding, IP analytics, IP Holding Company, royalty tax accounting.

Our Capabilities

We Work With All Types Of IP



How We Help Our Clients



What Our Clients Say

“

**Tim Lawrence, President,
Oralucent**

Rand was instrumental in establishing a key licensing and R&D relationship for us which literally changed the direction and trajectory of our company. We could not be more impressed with his professionalism and experience. Thanks Rand.

“

**Eddie Leech, Inventor, Click It
Fence**

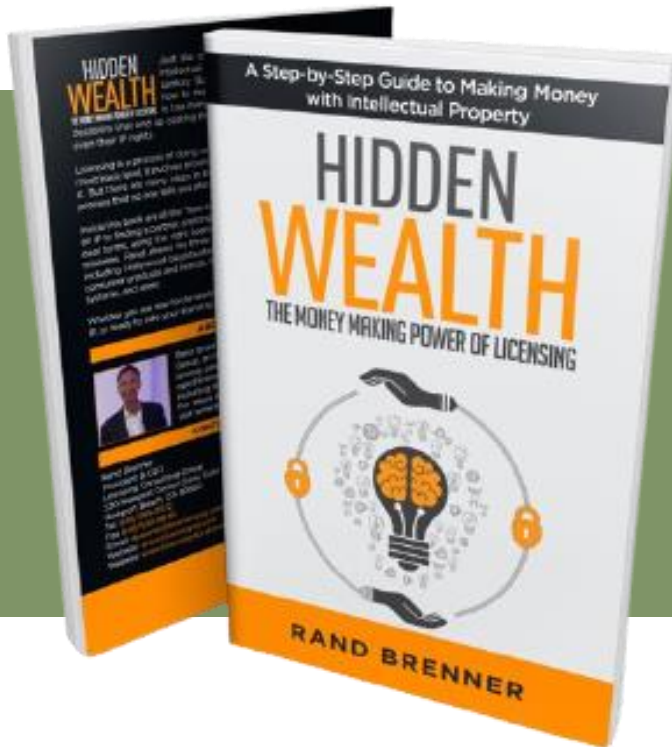
I hired Rand to represent my invention for licensing opportunities. I could not be more impressed with the response rate he has generated. It has been refreshing working with someone with great follow-thru, vast licensing knowledge, and professionalism. Thanks, Rand!

“

**Laurence Jacobson, Ideas
That Fit**

From his on hands strategies for Batman¹ at Warner's throughout his twenty-plus years in the Branding and Licensing of concepts evolving into products; his innovative ability to get the final results, that being the ultimate product in view of the Consumer is non-pareill. He is not only creative but an expert in his field and works well with all demographics of clients and customers.

Thought Leadership



The Transforming
World of Licensing



The Money Making
Power of Licensing



License to Print
Money



Speaking And Interviews

Speaking Events

- Med Tech Monday Conference
- UCI Business School
- ICFO Private Equity Conference
- Society of Physician Entrepreneurs



Media Interviews

- Black Belt Business
- Warren Whitlock Show
- The Bottom Line Show
- Brian Sewell Show



Partner Resources



IPmetrics®
Intellectual Property Consulting



iCFO Group
"Your Success is Our Business"

Knobbe Martens
INTELLECTUAL PROPERTY LAW

Licensing Business Model

Licensing gives you options

Licensing out is a go-to-market strategy that can be used in parallel to selling directly.

Qualcomm is a great example

Qualcomm makes most of its revenue from selling their processors but makes most of their profits **from their licensing business model** (\$6.8b in FY15).



Licensing Program Goal

Generate IP revenues in one or more ways:

- ✓ License out to partners in core market
- ✓ License into new product categories/market applications

Licensing Advantages

1

Faster to market without overhead expense risk

2

Licensing partner has all the resources in place

3

Eliminates the “unknown” showstoppers

4

Shifts the market risk to licensees

5

Creates multiple revenue streams

6

Protected from market liability

7

Enhances IP stature & value

8

Creates an exit strategy option

9

Maintains IP ownership

Licensing Process

Sales

- Contact
- Qualify
- Present
- Negotiate

On Boarding

- Orient
- Transfer
- Contacts
- Procedures

Monitor

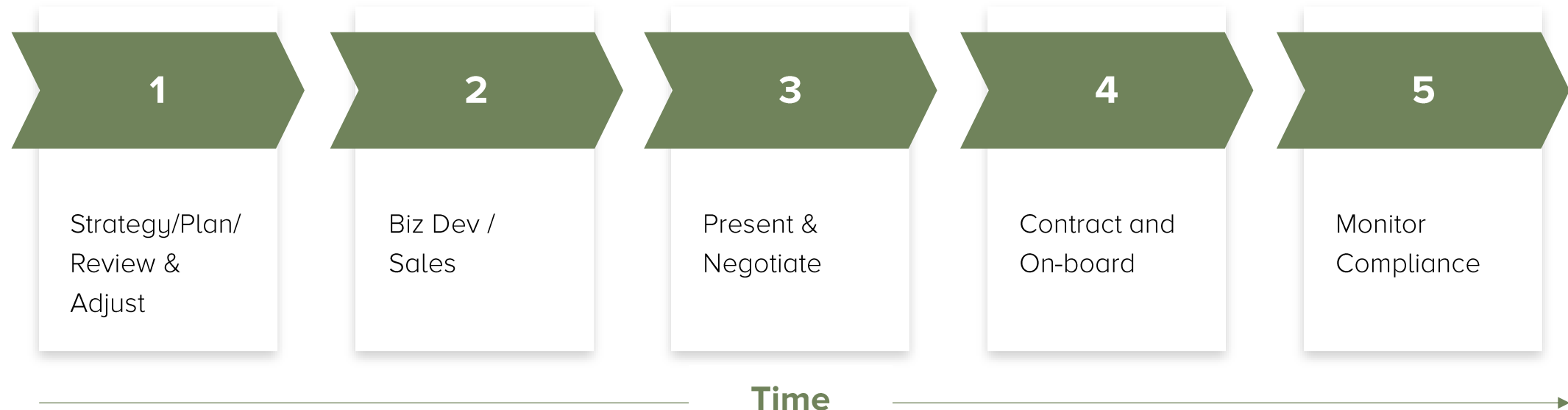
- Development
- Approvals
- Milestones
- Royalties

Evaluate

- Review
- Adjust
- Manage
- Plan

Licensing Timeline

Tasks & Activities



* Timing will depend on the IP, target licensee responsiveness, meeting schedules, and other known and unknown variables.

More Information



Video Presentations



Website



Special Reports



Newsletter

Contact

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