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## CASE STUDY

# Collecting Royalties on Technology Patents

### Landscape

A Fortune 500 company has an extensive portfolio of technology patents for digital products found in the consumer electronics, medical and defense industries. The standard market research provided by most research firms fell short of the company's precise research needs. In fact, such "cookie cutter" research painted an inaccurate picture of patent-value. The company required detailed market intelligence to help royalty-collection efforts.

### Key Business Issues and Challenges

The company needed to assess the market value of co-owned patents to make sure it receives proper allocation of royalties. The specialized nature of the technologies demands accurate market data about where the technologies are used. The data was to be used to forecast technology use, which ultimately affects shared licensing royalties.

### DTC Customized Solution

Digital Tech Consulting (DTC) designed a market-analysis strategy that provided deliverables to address all the company's requirements. Applying a unique model that tailors market research to specific research criteria, DTC identified companies that use the client's IP in products. DTC also calculated missed royalty opportunities from use of the client's technology without a license. DTC's research was critical for analyzing the client's markets and helping the company determine how to properly divide royalties with patent co-owners. Along with custom-research services, DTC also provided consultations with senior executives and analysts.

## **Client Benefit**

Measuring the size of the market and royalty proceeds from all products and services that use the company's technologies allowed this client to:

- Deliver a stronger bottom line from its technology licensing
- Identify missed revenue opportunities from use of company's IP without a license
- Maximize the royalty potential of its IP ownership

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## **ABOUT DTC**

*DTC was founded in 1997 by Myra Moore. Today, the global DTC research team has become highly sought after for both the depth of knowledge and practical know-how they bring to the industry. From the United States to Europe and Asia, DTC analysts provide clients with the most up-to- date intelligence on consumer digital markets, making the company one of the most trusted industry resources for its extensive expertise and experience.*