Intellectual Property
Experts With Impact

- **Experts who focus on helping organizations** with the inherent and emerging complexities of intellectual property management on a global scale.

- **Experts who are knowledgeable in valuing all forms of intellectual property** (trade secrets, patents, copyrights, trademarks) and other intangible assets across multiple industries.

- **Experts who are recognized as leading experts** in intellectual property matters across enforcement proceedings. FTI Consulting was honored as the Best Intellectual Property Consulting Firm by *The National Law Journal* with five professionals recognized among World’s Leading Patent Litigation Expert Witnesses by *Intellectual Asset Management* magazine.

Intellectual property is critical to fostering innovation that benefits the owner through increased market penetration, protection of market share, greater profits, access to venture capital, or other economic advantages. U.S. businesses today invest as much, if not more, in IP and other intangible assets as they do in equipment, factories and other physical investments. In fact, more than 84% of the market capitalization of S&P 500 companies is comprised of intangible assets, and more than $200 billion flows to companies annually in the form of licensing revenues. These considerations, in conjunction with the estimated trillions of dollars in value of unexploited IP and billions of dollars in IP infringement awards and settlements, leave little doubt regarding the critical nature of successful IP management. FTI Consulting’s Intellectual Property practice is built around a globally recognized team of experts that specialize in the monetization and protection of IP assets.

**INTELLECTUAL PROPERTY SERVICES**

**Dispute Services**
- Expert witness testimony: economic damages, industry and market analyses, commercial success
- Infringement of patents, trademarks and copyrights; Misappropriation of trade secrets and trade dress; Unfair competition and claims of false advertising
- Jurisdictions: District and State Courts, Patent Trial and Appeal Board, and International Arbitration
- Assistance with case strategy related to damages including effective discovery and settlement negotiation leverage

**Valuation & Value Extraction**
- Intangible asset valuations for buying, selling, or transferring IP
- Royalty rates for licensing and strategic tax planning
- IP due diligence (divestiture or acquisition)
- IP consideration/contribution in equity investment opportunities
- IP best practices and benchmarking, including open innovation
- Royalty compliance

**International Trade Commission Section 337 Investigations**
- Domestic Industry studies
- Commercial success analyses
- Factors relevant to scope and nature of remedy
- Impacts to public interest of available remedies
- Other relevant economic, financial, accounting, and quantitative analyses

**Fair, Reasonable, and Non-Discriminatory Rate Analysis**
- Decision making/royalty burden analysis
- Product introductions
- Patent pool formations
- Monitorships
- Disputes
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REPRESENTATIVE INDUSTRIES & PRODUCTS

- Aerospace & Avionics
- Financial Services
- Agriculture
- Medical Devices
- Automotive
- Pharmaceutical / Biotechnology
- Chemicals
- Retail & Consumer Products
- Computer hardware and software
- Satellite
- Digital Security
- Smartphones & Tablets
- Electronics
- Telecommunications
- Energy, Oil and Gas
- Telematics, IoT, and M2M

Industry Expert Affiliations / Academic Affiliations
We recognize that sometimes a matter may require an expert outside of FTI Consulting with particular industry, technical and/or academic credentials. FTI Consulting has a formal Academic / Industry Affiliate Program that enables us to identify qualified academic at colleges and universities across the United States and industry experts across a broad range of industries and subject matters. We perform hundreds of such expert searches every year.

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About FTI Consulting
FTI Consulting, Inc. is an independent global business advisory firm, dedicated to helping organizations manage change and mitigate risk: financial, legal, operational, political & regulatory, reputational and transactional. FTI Consulting professionals, located in all major business centers throughout the world, work closely with clients to anticipate, illuminate and overcome complex business challenges and opportunities. Connect with us on Twitter (@FTI_FLC), Facebook and LinkedIn.

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