

## Uncovering Licensing Opportunities

### Client Testimonial

*“iRunway provided valuable insight and flexibility into how we analyze patents in our patent portfolio.”*

- Chief Patent Counsel

The client, a Fortune 50 technology and business solutions provider, has accumulated a strategic portfolio of patents managed by a lean staff of in-house counsel. Given the complexity of this portfolio, ensuring in-depth knowledge and insight around the entire portfolio is critical to unlocking value – in the right place, at the right time.

#### Deeper Insight

To ensure that the in-house team had a comprehensive view of the value of its entire portfolio, they partnered with iRunway. iRunway scored and codified each and every patent – not just what existed in the patent data, but through in-depth human analysis. At client’s request, iRunway then mapped this learning into a database and online tool for the in-house team.

By organizing and mapping this content into a flexible, consumable form, iRunway now enables the in-house team to quickly and easily assess its portfolio for potential business opportunities.

#### Better Outcome

With iRunway’s help, the client is able to quickly and efficiently identify ‘patents’ of interest and evaluate new opportunities for their patent portfolio.