



# FORESIGHT VALUATION GROUP

*Silicon Valley's Trusted IP Valuation Experts*

[foresight valuation.com](https://foresightvaluation.com)

# ABOUT FORESIGHT VALUATION GROUP



## **BASED IN SILICON VALLEY**

We help organizations across a range of industries and countries manage and grow their IP assets as strategic business assets.



## **SERVING THE WORLD'S MOST PROMINENT COMPANIES**

Our principals and affiliates have been involved in analyzing and commercializing cutting-edge innovation for some of the world's most prominent technology companies.



## **STRATEGIC APPROACH TO INTELLECTUAL PROPERTY VALUE**

We help our clients understand the value of their intellectual property by thinking strategically about how to manage and extract value from their innovation.



## **FULL SUITE OF SERVICES TO MONETIZE YOUR IP ASSETS**

We provide a full suite of services designed to help our clients improve their results through valuing, strategically managing, and monetizing their IP assets.





# WHAT MAKES US DIFFERENT?



## INNOVATION

Drive innovation through smart management of intellectual property.



## GROWTH

Implement vision and exceed goals in today's competitive markets.



## TRUST

Rely on expert advice based on state-of-the-art methodologies and data-driven analysis.



## GLOBAL

Leverage Silicon Valley insights and approaches to connect technologies and markets across the world.

# OUR SERVICES

## AT A GLANCE



Valuation Analysis



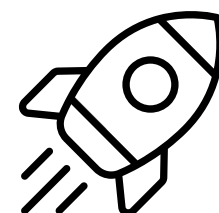
Market Assessment



Litigation Consulting



Strategic Consulting



Startup Advisory





# OUR CLIENTS

Corporate IP  
Holders



Startups and  
SMEs



Law Firms



GIBSON DUNN



University and  
Federal Labs



Investors



# INDUSTRIES WE SERVE



**Aerospace**



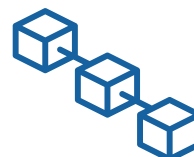
**Agriculture**



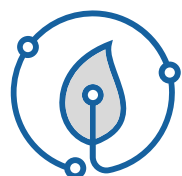
**Automotive**



**Biotech**



**Blockchain**



**Cleantech**



**Healthcare**



**Media**



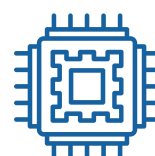
**Mobile**



**Oil & Gas**



**Security**



**Semiconductors**



**Software**



**Telecommunications**

***foresight***  
Value Smart™

# ASSETS AND TRANSACTIONS

## INTANGIBLE ASSETS



- Patents
- Software
- Technology
- Data
- Trademarks
- Copyrights
- Trade Secrets
- Digital Assets

## TRANSACTIONS



- Mergers & Acquisitions
- Patent Sales/Purchases
- Licensing/Cross-Licensing Agreements
- In-Kind Contributions
- Joint Ventures
- Market Assessments
- IP Valuation for Funding
- Fair Value for Financial Reporting
- Transfer Pricing
- Royalty Studies

# OUR LEADERSHIP TEAM



## **Efrat Kasznik, President**

- 25+ years IP consulting experience
- Stanford GSB Lecturer for 12 years
- LES USA & Canada Board Member
- IAM 300 Leading IP Strategist
- MBA, UC Berkeley

\*Foresight is assisted by a team of analysts and a large network of technical experts, licensing professionals, and other affiliates that are brought into specific projects that require technology area expertise.



## **Lynn Dudinsky, Vice President**

- 10+ years IP consulting experience
- JD from Santa Clara School of Law
- Previous experience at Samsung Patent Department and NASA Johnson Space Center







# HOW CAN FORESIGHT VALUATION GROUP HELP YOU?

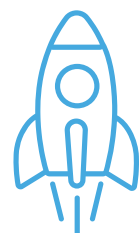


# IP VALUATION AND MONETIZATION: COMMON SITUATIONS



## M&A Services

Buy Side, Sell Side,  
Post M&A  
Disputes



## Investor/ Startup Services

IP Backed Lending,  
Asset  
Monetization,  
Equity Funding



## Bankruptcy Services

Collateral  
Valuation, Review  
of IP-Based  
Reorganization  
Plan (under Ch. 11)



## IP Monetization Services

IP Licensing,  
Patent Sales,  
Spinoffs,  
University/Fed.  
Labs Technology  
Transfer



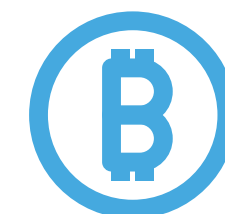
## Board Level Services

Activist Investors,  
Strategic Planning



## Litigation Expert Services

IP Damages,  
Corporate  
Damages,  
Arbitration and  
Mediation



## Digital Assets Services

Data, Blockchain,  
Gaming

# CASE STUDY: M&A SERVICES

## SELL SIDE PRE-M&A IP VALUATION

### **GOAL:**

IP Valuation to support M&A negotiations by our client, a telecom company (seller)

### **Our Services:**

Valuation of a portfolio patents, assets not reported on the balance sheet of the client (seller), to inform and validate the asking price and demonstrate to the buyer the upside potential yet to be unlocked by the IP being acquired.

### **Value Created:**

Our recommendations were used by our Client, a private US Company, to increase the acquisition price, based on the IP valuation.



# CASE STUDY: INVESTOR SERVICES

## IP-BACKED LENDING

### **GOAL:**

IP valuation to support IP-Backed lending related to a molecular diagnostic company by our Private Equity client

### **Our Services:**

Valuation of a patent portfolio, leveraging multiple sources of patent transactions to opine on the context-adjusted value of the patent portfolio.

### **Value Created:**

Our valuation opinion was used to support collateralization of the IP for debt financing for the patent portfolio.





# CASE STUDY: STARTUP SERVICES

## IP VALUATION FOR FUNDING

### **GOAL:**

IP valuation to bridge the valuation gap for a leading brand in the consumer electronic industry for funding purposes

### **Our Services:**

Fair Market Value assessment of the brand of our client, where the brand was the value-driving asset.

### **Value Created:**

Our brand valuation helped the client in supporting a successful funding round and raising funds to help keep growing the business.



# CASE STUDY: BANKRUPTCY SERVICES

## REVIEW OF REORGANIZATION PLAN (UNDER CHAPTER 11)

### GOAL:

Retained by creditor's law firm to review the reorganization plan on behalf of Creditors in a bankruptcy court proceeding under Ch. 11

### Our Services:

Conduct a feasibility review of the Plan of Reorganization related to a ground-to-air broadband communication solution to opine on the likelihood of the IP monetization plan to satisfy the debt held by Creditors.

### Value Created:

Created a report which was filed with the court, and helped our client make changes in the plan that ensured its viability.





# CASE STUDY: IP MONETIZATION SERVICES

## NATIONAL LAB TECHNOLOGY TRANSFER

### GOAL:

Create a commercialization plan for manufacturing technology and IP developed at a leading national lab

### Our Services:

Conducted an independent review of a patent portfolio related to processing and extrusion technologies developed by the lab and provide recommendations for target licensees.

### Value Created:

Created a Market Opportunity Assessment prioritizing the most likely industries to implement the target IP and identified potential licensees in the recycling, wire and cable, and automotive industries where we provided a valuation opinion for each identified licensee. This information was used to direct the lab's R&D activities and out-licensing strategy.



# CASE STUDY: BOARD LEVEL SERVICES

## IP INVESTMENT IN A JOINT VENTURE

### GOAL:

Advise the board on the value of intellectual property assets held by a 3<sup>rd</sup> party in the process of forming a Joint Venture

### Our Services:

Conducted a valuation of a large patent portfolio (including Standard Essential patents as well as Non-Standard patents) related to Dynamic Random Access Memory Technology for a publicly traded global consumer electronics company.

### Value Created:

The valuation opinion was reviewed by the Board of Directors as it was considering entering into a joint venture with the third party holder of the patent portfolio.





# CASE STUDY: LITIGATION EXPERT SERVICES

## DIVORCE VALUATION SETTLEMENT

### GOAL:

Determine the value of a patent portfolio that was created during a marriage in a community property state

### Our Services:

Foresight was retained as the valuation expert and conducted analysis to opine on the value of a cybersecurity patent portfolio and prepare an expert report analyzing all relevant information and supporting the valuation opinion.

### Value Created:

The Foresight valuation report included an opinion of value by Ms. Kasznik (Foresight President) and was adopted by the court over the value opinion of an opposing expert. The judge specifically noted the rigor and quality of Foresight's analysis as the deciding factor.



### Quote from Judge's Decision:

"Ms. Kasznik is a well-credentialed and experienced intellectual property valuation expert. She reviewed all information about Husband's patents, including over 1,500 documents...conducted a market and database research on cybersecurity patents; and had separate conversations with each party. She and her associates at Foresight Valuation Group prepared an expert report analyzing all relevant information."



# CASE STUDY: DATA VALUATION SERVICES

## PERSONAL HEALTH DATA LICENSING

### GOAL:

Determine the value of data captured by a personalized nourishment automation startup that collected de-identified customer health and genetic data to inform nutritional selections to improve health outcomes

### Our Services:

Valuation of the collected health and genetic data based on the conversion of customers to consenting members that allow the licensing of their data. The analysis included a survey of comparable licenses to identify the range of health data access fees to be included in the data valuation model.

### Value Created:

Our valuation report was utilized by the startup to raise funding and the data access valuation added tens of millions of dollars to the value of the startup.







# CONTACT US

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