



POWER OF IDEAS!

Intellectual Property
Services

Valuation
Licensing
Technology Transfer

FINANCIAL AND TECHNICAL EXPERTISE FOR VALUATION, LICENSING & TECHNOLOGY TRANSFER
OF ALL KINDS OF IP / INTANGIBLE ASSETS

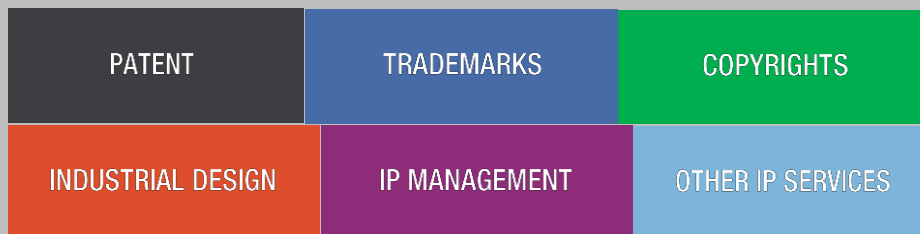
ABOUT US



ITAG is a one stop solution for all kinds of intellectual property related services. It is a Knowledge Process Outsourcing (KPO) company specializing in all spheres of IP management from filing to commercialization. It is an advisory firm that interalia specializes in **IP Valuation, Licensing and Technology Transfer (VLTT)** with offices across India having registered office at Hyderabad and operational head quarter at Kolkata. We have served a range of clients from Fortune 500 corporations to start up companies in industries across the world. Our clients and their advisors rely on our premier expertise, deep industry knowledge and unparalleled responsiveness on complex financial matters with assured quality at a competitive fee.

For more information, visit www.itagbs.com/www.vlitt.in.

We also provide complete end to end services under one roof that enable clients to optimize their returns from R&D and IP. With a comprehensive solution to the entire value chain for an effective IP Eco system involving creation, protection, enforcement, commercialization and awareness of each segment of IP.



IP VALUATION



IP Valuation is considered as one of the most critical area in IP Management, it is a significant component to IP transactions and strategic planning. We provide IP valuation services for several key purposes, including:

- ❖ Strategic decision making
- ❖ Transaction support – supporting licensing and technology transfer
- ❖ Dispute resolution-support and expert testimony
- ❖ Use of IP assets as collateral for raising capital
- ❖ Tax regulation and transfer pricing
- ❖ Accounting regulation and IFRS reporting




IP Licensing & Technology Transfer



- Our Tech Transfer team offers a full set of services to ensure effective technology transfer:
 - *Disclosure Facilitation*
 - *Patenting and Other Protections*
 - *Start-up Assistance*
 - *Licensing*
 - *Legal Support*
 - *Decision Support*
- ITAG has many years of experience in drafting and negotiating all types of agreements used to define the rights and obligations of the parties, and allocate risk, in virtually all fields and industries.
- Our professionals provide strategic and tactical assistance to structure and execute licenses and technology transfer.


Performing Independent, Third-Party IP Valuations






INTELLECTUAL PROPERTY

- Patents
- Trade marks
- Designs
- Copyrights
- Database
- Trade Secrets



INTELLECTUAL ASSETS

- Trade Secrets
- Key skills
- Know How
- Processes
- Market Data
- Information



INTELLECTUAL CAPITAL

- Relationship Capital (external parties)
- Human Capital (Knowledge & Competencies)
- Organisational Capital (Information system, policies & procedure)

These three areas contribute to most of the value of today's businesses and successful businesses protect and manage all of them. **ITAG consults with clients to optimize the return on their intangible assets/IP.**

IP COMMERCIALIZATION

Our tools and techniques enable clients to make appropriate IP and market-related decisions as they commercialize products and services. With a close eye on the way that IP needs to be legally protected, we guide organisations through the stages required to commercialize intellectual capital, from initial idea to product launch. Our approach is to work openly, collaboratively and flexibly with clients and we always reveal the details of our modelling and analysis. This means our clients always understand what lies behind ‘the number’. We then provide clients with a strategy and process to manage their route to market, because IP is the lifeblood for the business organization.

“We are passionate about providing high quality IP services including Technical, Legal and commercial skills for effective management of valuable IP rights.”

OUR IP VALUATION TECHNIQUES

Valuing IP and other intangible assets requires an understanding of various approaches and methodologies that are available, acceptable and appropriate given the type of assets being valued and underlying purpose of the valuation. We utilize a conservative approach to each engagement, identifying and analyzing the strategic factors that drive the value of subject assets. As such, we draw from a variety of analytical techniques including:

- Analytical margin analysis
- Cost-based approaches
- Decision-tree analysis
- Discounted cash flows
- Excess earnings
- Monte Carlo simulations
- Options pricing
- Relief from royalty
- Sensitivity analysis
- Study and use of comparable transactions
- And many others

***“One of great arts in living is to learn the art of accurately appraising values” —
George M. Adams***



**ITAG Business Solutions Ltd
Intellectual Property Consultant**

An ISO 9001:2008 & 27000:2005 Organisation
Enquires:+91 33 23633924/25
Fax:+91 33 2372 0635

Websites:www.itagbs.com/www.vltt.in

E-mail:info@itagbs.com

CIN:U7414-0AP20-07PLC-053476

Regd.Office

1-7-293, Mahatama Gandhi Road
Secunderabad-500003
Andhra Pradesh, India

Branches Offices:

Ahmedabad –Bangalore-Chennai
Hyderabad-Mumbai-New Delhi

Operational Headquarters:

Suite No. 1C & 1D, 1st Floor 83/1 Dr S.C .Banerjee Road
Near E.M.Bypass Crossing, Subham Plaza
Kolkata-700010, West Bengal, India

Disclaimer:

This document is only intended for the designated recipient and may contain confidentiality or proprietary information. If you are not a designated recipient, you may not review, copy or distribute this document. If you receive this in error, please notify the sender to coordinate retrieval or deletion of this message.