



THE TECHNOLOGY TRADING EXCHANGE

How to Get the Maximum Price for your
Patent(s)



Adjust Speaker to Hear Audio

Preparation

- Appoint specialist team.
 - Professional brokers like Tynax.
- Prepare compelling sales materials:
 - Market opportunity.
 - Evidence of use.
 - Trends leading to future use of patented inventions.
- Set reasonable asking price.
 - Justify the price.



Marketing

- Find buyers with interest in this type of patent.
- Provide materials to matching buyers.
 - Through their preferred channels.
 - In their preferred formats.
- Allow time for buyer's evaluation.
 - 4-12 weeks.
- Answer buyer's questions quickly and accurately.



Negotiation

- Single, coordinated point of contact with buyer.
- Be reasonable & professional when interacting with buyer.
- Create "auction" environment with multiple competing buyers.
- Provide representations & warranties of title.
- Set bid timescales and deadlines.
- If you have to walk away, don't slam the door shut.
- Accept the best offer before it expires.



TYNAX 

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WWW.TYNAX.COM