



## Selecting Portfolios to Sell



Adjust Speaker to Hear Audio

## Understanding Seller

- Sales objectives:
  - Financial targets.
  - Cost reductions.
- Sales restrictions:
  - Assertive buyers?
  - Defensive buyers?
- Exclude patents unavailable for sale:
  - Patents seller wishes to assert independently.



## Identify Most Sellable

- Demand-driven selection.
- Patents matching demand from buyers.
  - Active fields of technology.
  - Growth markets.
- Software matching:
  - Based on detailed profiles of active buyers.
  - Matched on multiple criteria.



## Assemble Portfolios

- Group related inventions.
- Keep families & children together:
  - International counterparts.
  - Continuations.
- Ideal portfolio size:
  - 5-30 patent families.
  - 10-100 patents.



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