



How We Sell Your Patent(s)



Adjust Speaker to Hear Audio

Understand Seller's Objectives

- Financial objectives.
 - Sale price.
 - License terms.
 - Currency & payment terms.
- Timescales/deadlines.
- License back.
- Confidentiality concerns.
- Disclosure rules.



Prepare Sales Materials

- Identify assets.
- Licenses & encumbrances.
- Market analysis.
- Gather evidence of use.
- Post anonymous listing.
- Prepare confidential PDF package.



Identify Potential Buyers

- Personal (human) matching.
- Systematic software matching.
 - Detailed buyer profiles.
 - Matched on multiple criteria.
- Explore cited patents.
- Investigate rejected applications.



Approach Potential Buyers

- Provide abstract summary of offering.
 - Patent classes only.
 - Patents and seller not identified.
- Agree disclosure rules with seller.
 - Require NDA?
- Disclose detailed info. when authorized.
- Discuss with buyer.



Negotiate Best Possible Terms

- Set asking price.
- Justify asking price.
- Set bidding strategy.
- Engage multiple buyers.
- Allow time for buyer review.
- Solicit bids.
- Understand priorities.
- Find meeting point.



Transaction Closing

- Agree term sheet.
- Enter letter of intent.
- Exchange patent purchase agreement.
- Conduct due diligence.
 - Clean title.
 - Validity.
- Execute patent purchase agreement.
- Execute assignment.
 - Transfer of title.



TYNAX 

THE TECHNOLOGY TRADING EXCHANGE

How We Sell Your Patent(s)

WWW.TYNAX.COM