CASE STUDY
Global Healthcare & Medical Device Company

INTELLECTUAL PROPERTY PORTFOLIO SCREENING & MARKET ASSESSMENT

Program Background
A global healthcare leader was interested in assessing their IP Portfolio for commercialization opportunities. After accumulating numerous patents and intellectual property through a series of acquisitions, the company wanted to determine if there were opportunities for IP licensing, market and technology expansion, and infringement prosecution.

Program Scope
The company turned to Kalypso for assistance. Kalypso conducted a thorough review of the company’s existing IP assets and performed a market assessment to identify strong candidates for potential licensing revenue. Extensive research was also performed on competitive products that might infringe patents in the portfolio. The project scope included:

- Categorizing the patents and identifying those with high potential
- Validating the technical feasibility of each commercial application
- Confirming IP protection of the technology area
- Characterizing the market opportunity
- Estimating the financial costs, risks and potential revenue
- Identifying target companies for licensing or market expansion
- Identifying competing products that were potentially infringing patents
- Developing recommendations on licensing, market expansion, infringement action and technology expansion

Program Results
Kalypso helped the client identify and prioritize IP assets with the highest value and the most easily-developed commercial applications. With Kalypso’s assistance, the client was able to identify two high-potential opportunities for commercialization. Today, the client is continuing due diligence based on Kalypso’s recommendations. The client is performing additional market research and exploring options for proof of concept work as they continue to evaluate the commercialization opportunities.