



## PatentSight® Enhances M&A Decision Making with IP Due Diligence Insights

How an IP law firm leverages LexisNexis® PatentSight® to make complex patent insights consumable by client's Senior Management.

### At a glance



#### Customer

McBee, Moore & Vanik IP, LLC

#### Requirements

- Support IP due diligence for a potential merger.
- Assess the relative value of IP assets.
- Provide insights to help with the merger decision.
- Present findings to the board in a way that is easy to understand.

#### Solution

With LexisNexis® PatentSight®, McBee, Moore and Vanik IP is able to leverage key insights into the relative value of intellectual property (IP), enabling the law firm to better support and enhance the due diligence process for mergers and acquisitions.

#### Bottom Line

- Discover hidden insights into the strategic value of a potential merger.
- Leverage clear metrics and intuitive visualizations of analytical results to facilitate conversations with clients and top management.
- Increase confidence in the conclusions derived from the analyses.

**“They can now say, OK, I see that figure and I understand what it’s saying, but I also understand how the data created that, and then you can have a much better discussion.”**

C. G. Moore, Partner at McBee Moore & Vanik IP

### **Overview**

McBee, Moore & Vanik IP is a boutique law firm based just outside Washington D.C. The firm specializes in Intellectual Property (IP) law, with a focus on biotechnology, chemistry & materials science, medical technology, and pharmaceuticals. The partners provide a full range of patent prosecution and counselling services to corporations and help acquisitive companies understand their relative position in the innovation ecosystem. McBee, Moore & Vanik IP went completely paperless in 2014 and has operated a remote working model since 2016. The use of cutting-edge tools to increase efficiency and production, as well as to minimize errors, is one of the core values of the firm.

### **Business Problem**

The primary goal of McBee, Moore & Vanik IP is to provide actionable IP and patent insights to clients. However, when it comes to evaluating the strengths and weaknesses of a patent portfolio, the process can be a time-consuming and laborious affair.

Manual processes require legal teams to comb through large amounts of patent filings, prosecutions, and citations to find the information they need.

In the past, such analysis has been enabled by nothing more than a spreadsheet, making it slow, error-prone, and difficult to scale. Even once the patent analysis has been completed, presenting insights and findings in a way that is easily understandable by the board can be a challenge. Without expertise in analytics and IP law, the analysis can be opaque and hard to understand.

**“It’s very, very labor intensive, it’s kind of a black box process. Their job then is to take all of this IP voodoo stuff and explain it to their bosses. So, their bosses are going to say, well, why is this valuable? Why should we keep funding you?”**

C. G. Moore, Partner at McBee Moore & Vanik IP

## Case Study: PatentSight Enhances Decision Making for M&A's with IP Due Diligence Insights

As a result, IP analysis has traditionally played an under-valued role in due diligence. This is a lost opportunity for firms, as the value of an IP portfolio can make the difference between whether a firm should consider a merger. Supporting the IP due diligence for a potential merger, McBee, Moore & Vanik IP was challenged to deliver insights to a client's IP Counsel in a way that both the Counsel and the board could see value in and easily understand.

### Translating IP Language into Actionable Insights for Mergers & Acquisitions

The best way to facilitate communication between departments, businesses and management is to get everybody on the same page – whether IP experts, or not. Making sense of large volumes of data from disparate sources, PatentSight provides a set of intuitive visualizations of analytical results. In combination with the disclosure of how the results are obtained, the visualizations help facilitate conversations and lead to fruitful discussions that pave the way to sound decisions.

McBee Moore & Vanik IP leveraged the PatentSight platform to run a comparative analysis of the client's IP portfolio against that of its merger target. As a result, the law firm was able to identify a number of key insights into the client's firm and its merger target. These included pertinent information on the relative size of the two companies portfolios over time, the relative value of the portfolios over time, technology overlaps, the pace of patent filings, and the relevance of the technologies.

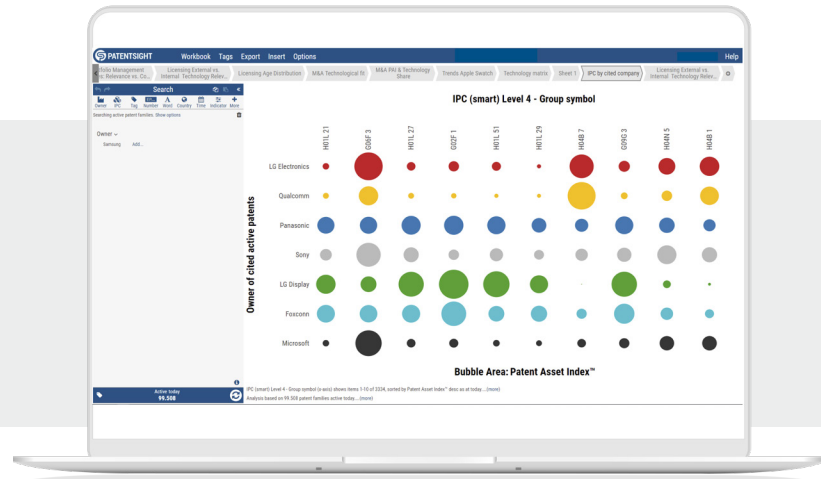
The Patent Asset Index™ score provided by PatentSight shows the exact value, size and potential of portfolios and highlights which patent families were and weren't protecting assets that would be useful to the acquiring company.

The law firm and its client's IP Counsel used PatentSight to reduce highly complex information into easy-to-understand and digestible charts, adding value to the due diligence process and thus helping the client's management to make a decision on the merger. By providing another view into the risks and benefits of a potential merger, PatentSight can save time and effort, while helping firms allocate resources better and answer the most important questions more thoroughly.

**“The difference here is that the methodology has been published and the base assumptions are known. Once I can explain that to in-house counsel and they can understand that enough to take it to their management, it's no longer a mystery.”**

C. G. Moore, Partner at McBee Moore & Vanik IP

## Key PatentSight Business Intelligence capabilities that support strategic M&A decision making:



### ● Evaluation of Technological Fit

Objectively evaluate upcoming merger or acquisition targets based on the quality of their technologies, potential risks and technological suitability. The Patent Asset Index™ helps in assessing patent quality and reveals the true strength of the players in technology fields, enabling you to identify the key patents that require explicit attention. Find answers to important questions, such as:

- Are the M&A targets particularly dependent on other competitors?
- Would this dependency expose you to potential litigation?
- Do M&A targets have patents that are highly influential in their industries?
- Are the technologies of interest to certain competitors?

### ● Easy-to-Grasp Visualizations

PatentSight Business Intelligence helps you effectively communicate your findings with powerful insights and visualizations, enabling you to turn your patent department into a strategic consulting unit.

### ● Transparent Approach

The PatentSight methodology and KPIs are entirely transparent. How the algorithm works and how it reaches conclusions is open for all to see, so when the platform provides an insight, firms understand exactly how that insight was reached. The methodology has been published and the base assumptions are known, giving users full transparency.



PatentSight®

For more information, visit [PatentSight.com](https://www.patentsight.com)

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