



IP Management made easier.

Increasing IP Visibility in Your Organization: Why it's important, and how IPfolio can help you achieve it

IPfolio Corporation
1250 Addison St #103
Berkeley, CA 94702, USA
+1-510-981-1200
www.ipfolio.com
info@ipfolio.com

There is much debate in the intellectual property industry whether we are currently in an IP bubble, and whether the headline grabbing sales of patent portfolios are worth their value, or are an overpriced mistake. Determining the value of an IP portfolio is a complicated task that requires human thinking and analysis.

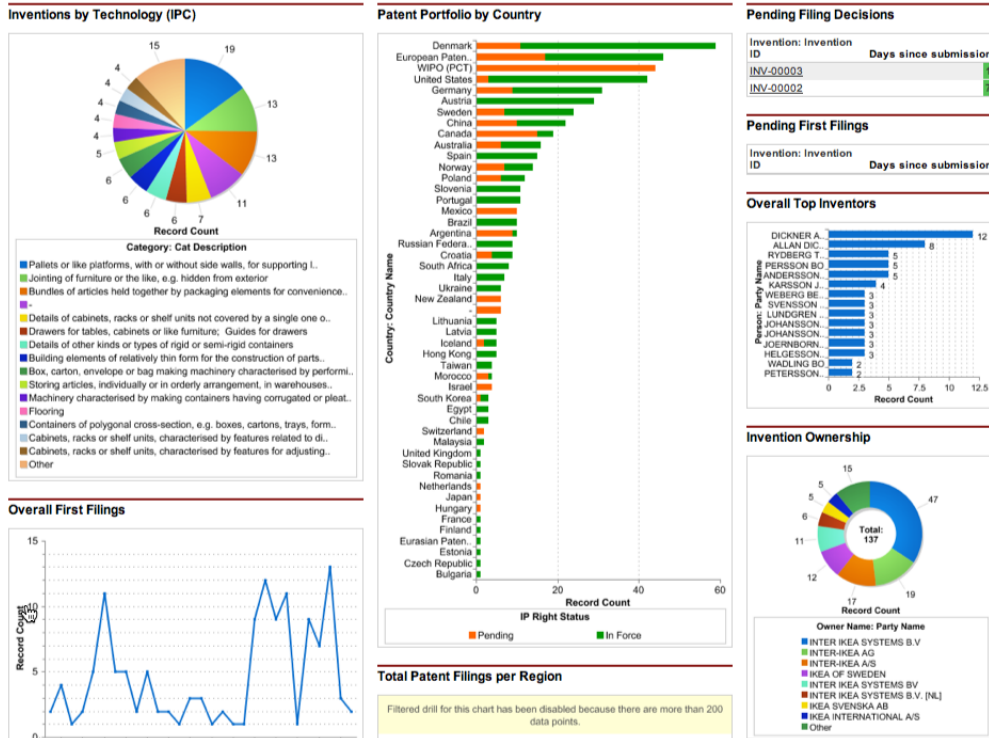
Companies need to align their IP strategy with their overall business strategy, and in order to do this, C-Level executives, i.e. the decision and policy makers, need to know exactly what is in their organization's portfolio, and how it relates to the bigger picture of their business.

"The CFO has to know his company's key patents... Relate your IP to a revenue source, either due to a sustainable premium on a product or service you make or sell. You have to be able to say, 'Here's my patent, and this is why I'm going to crush the competition and continue doing so for the next 10 years.' If you can do that, you're having a great day." Ryan Goepel, Anne Culotta: [Welcome to the IP Bubble. CFO.com](#)

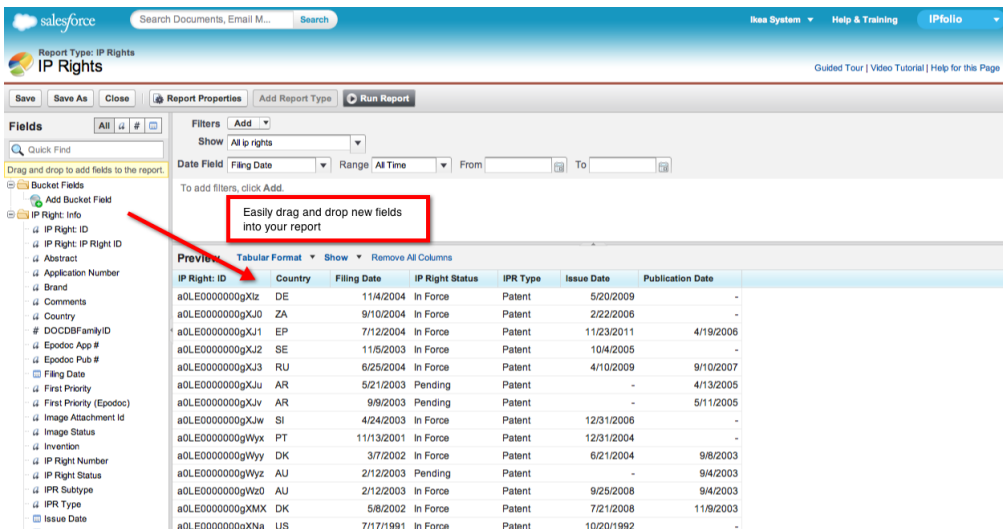
Bringing the visibility of your company's IP portfolio to the forefront of your organization has not always been an easy task, especially for small to mid-size portfolios. Chances are you are doing the best you can, whether it be with an excel spreadsheet and reports from your external law firms, or trying to piece together the data provided from the docketing software or other management system you are using. However the challenge is not only *how* to easily access and report upon this information yourself, but also how to easily and effectively *share* this information with your colleagues and those outside of the IP department.

Enter IPfolio. We have designed our lightweight, cloud-based, visual and intuitively easy to use software to solve exactly this problem.

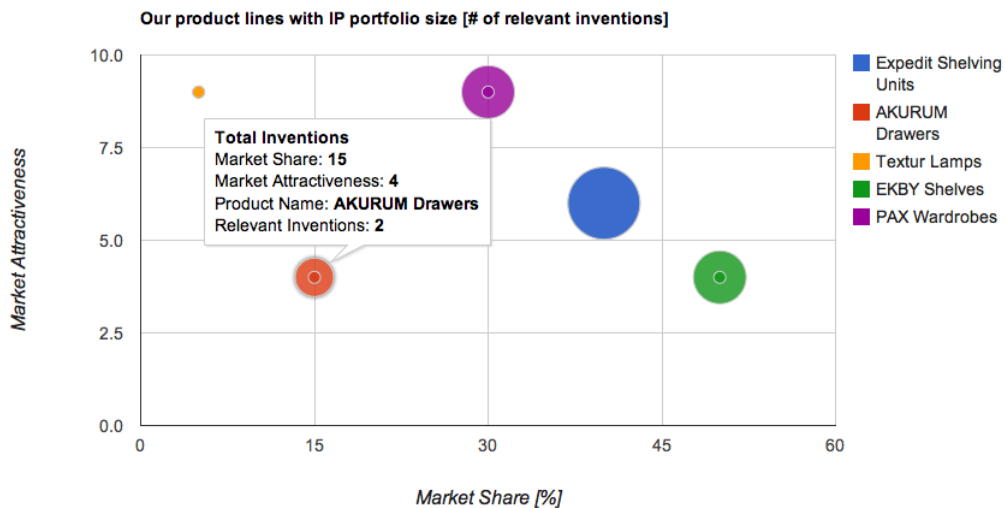
Customizable dashboards present the information at a glance – overviews of your entire portfolio or drilled down into granular detail by business unit, timeline, or other metrics that are most important to you.



Colorful, visual, easy to create reports allow you to get exactly the information you are looking for in a highly customizable format – just drag and drop in the information metrics you need.



Invention to product mapping provides you with the strategic analysis you need to make informed decisions. See all of the patents that are protecting each of your products, and assign relevancy ratings and internal data to get the bigger picture on where your priorities lie within your portfolio.



You can easily export this information to share with your colleagues, but why not give them access directly, to see for themselves? Each IPfolio Full Access account comes with a complimentary View Only account – specifically meant to help you increase the visibility and importance of IP with the C-level executives of your organization.

IPfolio is here to help you help bring IP to the forefront of your organization, in a cost-effective, easy and fun to use system. [Request a demo today](#), and get a **30-day customized free trial** of IPfolio to try out firsthand!