

YOU NEED ACTIONABLE INSIGHTS. NOT A CRYSTAL BALL.

Maximize the
value of your

INTELLECTUAL PROPERTY

Real people. Real solutions.
Let us help.

+1 860.872.7000 info@nerac.com

DID YOU KNOW

NERAC'S LEGAL-LANDSCAPE ASSESSMENT CAN COMPLEMENT YOUR PATENTABILITY, FTO, OR INVALIDITY RESEARCH.

DID YOU KNOW

COMPETITORS ARE CITING YOUR PATENTS. WE INVESTIGATE THEIR LEGAL OPPOSITION RECORDS TO DISCOVER JV, LICENSING, AND MORE BUSINESS OPPORTUNITIES.

DID YOU KNOW

NERAC USES ADVANCED ANALYTICS TO HELP COMPANIES UNDERSTAND THEIR IP PORTFOLIO TOTAL RISK.

4 LEADING IP PRIORITIES FOR FORTUNE 500 COMPANIES:

Nerac Offering	Service
Existing	Competitive Intelligence Analysis
Existing	Patent Searches
New	Valuation Services
New	IP Strategy & Innovation Services



How does your IP strategy stack up?

Nerac's Lead Analyst on IP Strategy:



Jeffrey Magee BSME & MBA.
Analyst—Innovation & IP Management

- MBA, Isenberg School of Management
- BSME, University of Massachusetts

Jeffrey is named inventor for a patent portfolio of over 65 publications including 30 patent grants worldwide in disciplines such as system optimization, controls, heat transfer, fabricated and additive components for application in the power generation industry.

"Frame innovation within the IP and regulatory landscape and then put it in the language of economics, risk and technology at once to continually unlock maximum value."

View Jeff's full profile on our website:

www.nerac.com

or call +1 860 872-7000 ext. 1019



nerac.com

Learn how Nerac can help your business!

About Nerac

Nerac Inc. is a global research and advisory firm for companies developing innovative products and technologies.

Nerac provides expert insights that equip clients with the knowledge to develop or refine a technology, explore market growth opportunities, evaluate intellectual property strategies and respond to medical device regulatory compliance challenges. Nerac serves approximately 5,000 users worldwide and delivers over 12,000 research projects and custom alerts each year. Nerac has a long, successful consulting history in a wide-range of industries with significant expertise and extensive data resources supporting client requests in the areas of technology scouting, IP, medical device, engineering, chemistry and advanced materials.

Technical Expertise Behind Every Project...

Nerac has over **50 years of proven success** advising innovative organizations who seek to drive business growth through the exploitation of their intellectual property assets, and helping them conduct the proper due diligence to make critical decisions.

Nerac's IP analysts have backgrounds in the electrical, mechanical and chemical engineering disciplines, and also collaborate with analysts from other industries such as chemistry/materials, medical devices, food and dietary supplements, energy and pharmaceuticals to develop the team appropriate for your specific need.

Many companies use Nerac's services throughout the product development process to mitigate financial and legal risks. Nerac can advise you on whether investing in internal R&D and patenting, or licensing a technology is more likely to maximize profit on a new technology.

Clients say they use Nerac because....

- "In addition to state of the art and freedom to operate research, Nerac's deep domain and research expertise provides us key insights that help us keep a competitive edge."
- "I use Nerac to monitor the IP submissions within the industry. Others in my company also utilize Nerac and forward interesting developments that are relevant to those involved in new product development or technology stewardship."
- "We were heavily involved in developing pharmaceutical delivery devices and required quite a bit of Nerac support in the areas of patents and prior art. The services provided by Nerac were impressive and thorough."
- Nerac's knowledge of the disruptive technologies integrated within the regulatory and commercial drivers helped clarify our low carbon strategy. We directly applied this guidance to map out a long term investment plan.
- "Nerac's expert team of analysts helps us maintain that *unbiased lens* when considering product patentability and market value. We usually consult with them in preparation of product gate reviews across our product development (NPI) initiatives."

