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# *AmiCOUR* Products and Services Listing

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***Intellectual Property  
Consultation  
and Expert Services***

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*AmiCOUR IP Group, LLC*

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*Call us today!*

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## **AmiCOUR IP Group: LISTING OF IP PRODUCTS AND SERVICES**

### **EXECUTIVE SUMMARY**

*AmiCOUR* delivers a broad range of intellectual property brokering, licensing, litigation support, business startup, and consulting services. Our program teams are comprised of core professionals with deep experience and long careers in licensing and IP management, coupled with an extended network of consultants and subject matter experts to advise and testify on the specific engineering, scientific, and financial elements related to intellectual property assets.

*AmiCOUR* provides “best practices” services related to managing patent and trademark asset portfolios and other IP asset types. Our firm can help with strategic identification and acquisition of patents, and can also facilitate the sale or licensing of your patents. We were recently invited to deliver CLE credit bearing coursework on IP transaction strategies to a Fortune 25 corporation; and, our CEO has been named to Intellectual Asset Management magazine’s “iam300” listing of the world’s leading IP strategists. Every *AmiCOUR* professional is highly experienced in technology transfer and can manage IP brokering or licensing programs, enforcement actions, and other patent or IP portfolio activities. When appropriate, our professionals know exactly where to engage outside legal services or specific experts to help clients unlock the value of their IP.

We offer a unique and superior approach to patent license royalty auditing by combining CPA's and forensic accountants with scientific and patent experts as part of our practice. During audits of patent licenses reading on highly technical components or even software products, an accountant with limited knowledge of the technology can easily be “hoodwinked” by a licensee intent on minimizing royalty payments. Not *AmiCOUR*! We will ask the right questions, and we will ask them again if necessary. We have found that this unique philosophy is the best way to assure clients they will receive all their license earnings. Engineering examination of licensed products (and products that need to be licensed) is an essential element in patent license royalty auditing, yet it is a capability seldom available through traditional audit firms.

Last but not least, *AmiCOUR*'s practice areas extend beyond patents into copyright and trademark advisory, royalty auditing, and expert services. In addition to our patent license audits, we perform royalty auditing for recognized authors and can provide claim and restitution determinations in pirated (fake) product cases. Our trademark damages team is uniquely able to address the apportionment requirements which are applicable to trademark disputes. We are able to design and oversee the highly analytical research necessary to inform apportionment opinions. Moreover, our unique experience gives *AmiCOUR* the ability to address the newer patent damages apportionment models derived from the Uniloc case.

*AmiCOUR*'s highly experienced professionals and industry luminaries look forward to helping you maximize the value available in your intellectual property. Just imagine what we can do for you!



## **CONSULTANTS: TEAM MEMBERS AND PARTNERS**



**J. Scott Bechtel, MSIA, CLP** is *AmiCOUR*'s CEO with an award winning track record successfully managing commercialization, IP transactions, and patent portfolios. His approach includes disciplined use of checklists while attending to client budgets. Scott is a Certified Licensing Professional and holds a top school advanced business degree Conferred with Distinction (MSIA/MBA). He has a background in physics, life sciences, electrical/systems engineering, advanced semiconductor packaging, optoelectronics and fiber optics, biometrics, computing hardware and software development, and medical devices.

Scott has participated in the leadership of the Licensing Executives Society as 2012 Chair of the High Technology Sector, and is listed among Intellectual Asset Magazine's Leading IP Strategists. He also serves on the Appeals, Ethics, and Discipline committee for the CLP program. Scott is the author of informative articles on IP management and patent litigation, including publications in IAM and Les Nouvelles. He co-authored a popular engineering text book and holds several patents.



**Tony Escobar, CLP, MBA** is *AmiCOUR*'s Executive Vice President and CFO. He heads the patent brokerage practice and directs financial projects, including valuations, damages assessments, royalty auditing, and market research. Tony has a 25+ year career in leading technology companies, holding executive positions in financial management, accounting, and business development. His key strengths include expertise in analyzing and interpreting quantitative information, the ability to generate revenues through direct selling and managing client relationships, and experience in licensing software and high value data assets. Tony also brings an operational accounting background to royalty auditing to assure thorough and accurate audits.

Tony has negotiated complex strategic relationships, developed and licensed both data and software products, and knows how to successfully monetize IP assets. He has also supported successful licensing-related arbitration where he developed financial models to accurately measure damages, later testifying with respect to the damages. His results included an outstanding financial outcome for the prevailing party. Tony was a contributor to WIPO's IP Valuation Primer. He is credentialed as a CLP, and holds an MBA from the UCLA Anderson School of Management.



**David Welch, DBA, CPA, CFE** is *AmiCOUR*'s Executive Vice President and a Certified Public Accountant and Certified Fraud Examiner. He directs royalty audits and serves as a damages expert. Dave is a former professor of Accounting, Forensic Accounting, and Fraud Examination with over 20 years of experience, including providing forensic accounting services to attorneys. Dr. Welch has the ability to provide clear and convincing written reports and easily-understood expert testimony. Dave understands the primary reasons for underreporting of royalty earnings, including both inadvertent and willful reporting errors; and, his experience in forensic accounting includes the ability to recognize non-compliant practices and other causes of reporting and payment errors.

Dave holds a Doctorate in Business Administration, Accounting from Argosy University, a Master of Business Administration with a Concentration in Accounting and Management, and a Bachelor of Business Administration. He is a licensed Certified Public Accountant and active Member of the National Association of Association of Certified Fraud Examiners (ACFE), having also served as president of the Central Ohio Chapter of the ACFE.



## BROKERING AND MONETIZATION: IP ASSET TRANSFER

### **Brokering: Buying or Selling of Strategic IP Assets**

AmiCOUR's brokering services assist sellers or buyers with strategic intellectual property transactions to monetize intellectual property assets. Sale and assignment is safely closed through one of our escrow partner banks. Our escrow services also assure compliance with ongoing license royalty reporting and funds disbursement where out-year royalties or other payments are included as compensation in a transaction.

### **Brokering: Exclusive Buy-side Search**

AmiCOUR's buy-side team can help you locate the exact IP coverage you need. We use our unique research tools, network of fellow IP professionals, and ability to reach out to patent owners to help clients discretely identify and acquire the patents and portfolios they need to succeed.

### **Licensing: Certified Licensing Executives**

AmiCOUR's licensing team includes Certified Licensing Professionals with hands-on licensing experience and up to date knowledge of *best practices*. Our CLP's are experienced and know how to identify license candidates, help negotiate terms, and assure continuing compliance with license agreements.

## SERVICES: INTELLECTUAL PROPERTY CONSULTATION

### **Financial: Royalty Auditing**

AmiCOUR provides royalty auditing services. As noted, we bring engineering and scientific expertise to the process when technical knowledge is needed to assure that all royalty-eligible product part numbers are identified. Our services include a variety of royalty audit related options, including the following:

- **Royalty Report Examination and Compliance Check**
- **Market Comparison With Payment History**
- **Full Royalty Audit With Evidentiary Support for Collections and Claims**
- **New Licensee Compliance and Review**

### **Financial: Intellectual Property Valuation**

AmiCOUR provides patent and trademark valuation services for a variety of purposes. Examples include managerial valuations, asset allocation studies, estates and bankruptcies, due diligence, fairness opinions, and more.

### **Engineering and Scientific: Technology Based Infringement Investigations**

AmiCOUR engineering program managers and life sciences consultants work with leading semiconductor, engineering, and pharmaceutical laboratories worldwide.

### **Expert Research: Prior Art Search and Technology Consulting**

Our confidential search professionals will work together to structure a search strategy to meet your needs. We provide comprehensive validity/invalidity investigations for patent litigation.



### Licensing Consultation: Patent License Terms and Structure

Certified Licensing Professionals with hands-on experience stand ready at AmiCOUR to advise on fair and reasonable royalty rates, deal structure, licensing terms, checklist reviews, and more.

### IP Consulting: Patent Evaluation Services

AmiCOUR professionals are experts in exactly what makes a patent or trademark effective for a specific purpose. We also prepare due diligence reports and fairness opinions.

### Market Research: Competitive Intelligence and Strategic Direction

Our strategy consultants and researchers understand the size, characteristics and dynamics of target markets, including the IP behaviors unique to your industry. Equally important is our renowned ability to identify new applications for emerging technology, tie these to growing markets, and then help clients execute successfully in these growth areas. We even have unique capabilities to conduct analytical market research in front of live audiences.

### Litigation Support: Damage Experts for Litigation, Arbitration, or Mediation

AmiCOUR provides expert services as consultant to counsel or under Federal Rule of Evidence (F.R.E.) 702 to provide or address damages. We provide expert reports and testimony for patent, trademark, and non-IP litigation, arbitration, and mediation matters.

### Litigation Support: Consultants to Counsel and F.R.E. 702 Experts

AmiCOUR can deliver the right scientific or engineering expert for your IP matter.

## DELIVERABLES: AmiCOUR IP GROUP REPORT FORMATS

### AmFACT™ Information Report

AmFACT Information Reports present understanding of technology taught and claimed in a patent, typically including claim construction, and also including market information for potential buyers.

### AmFACT™ Investigation Report

AmFACT Investigation Reports contain specific evidence of possible infringement, including substantive documentation of as many claim elements as possible within the given investigative model and budget. Fact finding for this level of report may include laboratory derived evidence.

### AmSCORE™ Patent Score Report

AmSCORE reports provide Consolidated Uniform Patent Scores ("CUPS") by evaluating a patent using a combination of computerized and expert ratings across a total of 14 criteria related to known successful patents. Raw scores are processed through a proprietary algorithm and consolidated in to scores reflecting potential use in a new venture (CUPS-V), as a portfolio addition (CUPS-M), as a litigation candidate (CUPS-L), or as a sale candidate in a patent auction (CUPS-A).

### Let's Get Started Today!

AmiCOUR is just a phone call or an email away. Let our team help you capture the full value of your intellectual property. Our consulting engagements are generally hourly (plus expenses) with a retainer requirement to initiate work, and our brokerage services are generally performed on a



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contingency basis. We offer special programs for portfolio owners with ongoing needs, and special discounts for universities and not-for-profit IP owners. *AmiCOUR* is also able to accept government contracting terms and procurement flow-downs. Call one of our key principals today:

J. Scott Bechtel 765-807-2480 or by email to [sbechtel@amicourip.com](mailto:sbechtel@amicourip.com)  
Tony Escobar 720-379-4016 or by email to [tescobar@amicourip.com](mailto:tescobar@amicourip.com).