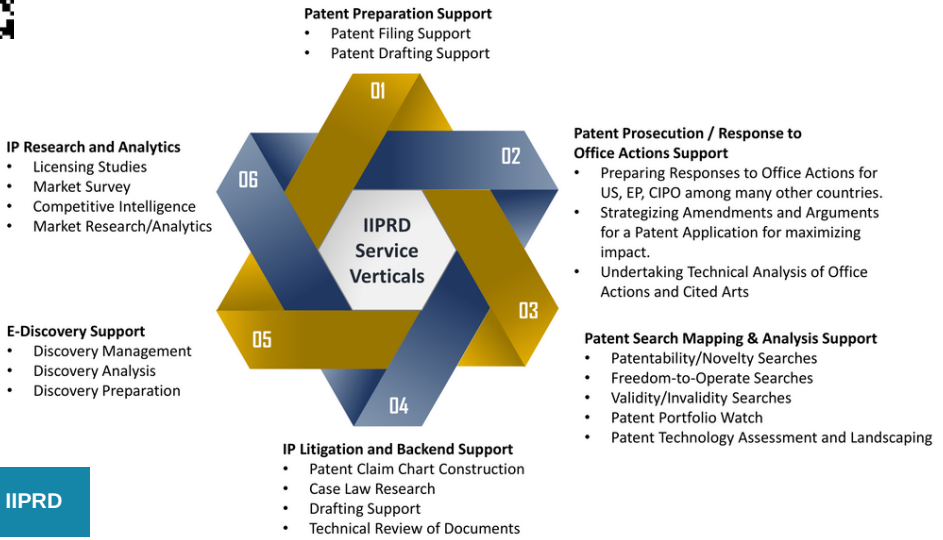




"Sensitively Creating Sensible IP"



ABOUT IIPRD

IIPRD is an established IP Asset Management Firm with a legacy of over 12 years, and has a team of subject matter experts from IP, Business/Commercial, Legal and Finance domains that enable IIPRD to undertake and execute a wide variety of mandates ranging from Commercialization and Licensing of IP, to IP Valuation and Audit/Due-Diligence support, to services pertaining to Product Entry Assistance into India to Global Corporates, to rendering Comprehensive Patent, Litigation, Research, and Docketing Support Services to Global Law/Licensing Firms and Entities in order to be a single point destination for all IP needs.

IP VALUATION

Value Creation and growth is an ultimate goal of any management team. IP valuations are necessary in many contexts including investment analysis, Out-Licensing Deals, Buyouts, In-House Estimation of the worth of created IP, Capital Budgeting, Merger and Acquisition Transactions, Financial Reporting and Taxable Events, as well as Bankruptcy and Litigation proceedings. However, one great hinderance to their being considered of significant value is the lack of appreciation of practical methods of valuing them particularly at the embryonic stages of their life circle, and more so under conditions of uncertainty about their future prospects. Lack of practical valuation methods under such conditions would obviously lead to imperfect decision-making in the course of managing an IP portfolio.

IIPRD has a separate and dedicated team of Valuation experts comprising market analysts, IP Attorneys, and Chartered Accountants that provide complete assistance in valuing IP objectively and basing their assumptions on practical and realistic parameters. IIPRD represents numerous Fortune 500, Start-ups and Large Indian Corporate houses for valuing their IP.

IP AUDIT AND DUE DILIGENCE

"If you don't measure it, you can't manage it" is a very apt saying and explains the entire intent of this service vertical. Intellectual Property and the laws regulating it have undergone sweeping change in the last few years. Considering the value and power of Intellectual Property, too much is at stake to ignore the promotion, commercialization, and protection of such valuable property, and ignorance of laws in any manner can lead to legal disputes. In order to do so, it is imperative for Companies to understand as to what rights they own, whether they are protecting their rights properly, is their mode of protection adequate, whether they have proper procedures in place to determine what rights they should be registering, whether they have a system to minimize the risk of infringing third party rights, evaluation of contractual term for the right assigned or used under license, how trade secrets are protected from employees, should they develop backup 'Mark', how big should be their inventory to Trade Marks and such other important issues.

IIPRD has been conducting IP Audit Exercises for Global Corporates and many Indian Corporations to assess their IP Portfolios and IP Management Practices including their agreements, contracts, and engagement practices with third-parties, how confidential information is handled, R&D processes being incorporated, Due-diligence exercises done by Marketing teams during online/offline communications, among many other aspects that form part of the IP Audit and Due-diligence mandates. IIPRD also assists in drafting a standard of practice (SOP) for streamlining and formalizing the IP Development, Management and R&D functions of the Corporates.

IP/PATENT AND LEGAL SUPPORT

- **IP Preparation Support:** Preparation/Drafting of high-quality and standards conforming Non Provisional/ Provisional Specifications, and Illustrations thereof to meet client-defined guidelines for filing in USPTO, EPO, JPO, CIPO, PCT, India and other countries.
- **Patent Prosecution/Responses to Office Actions Support:**
 - > Preparing Responses to US, EP, CIPO (including for other countries) Office Actions and Examination Reports.
 - > Strategizing Claim Amendments and Arguments for a patent application for maximizing impact.
 - > Undertaking Technical Analysis of Office Actions.
 - > Undertaking Technical Analysis of Cited Prior Arts.
- **IP Litigation and Backend Support:**
 - > **Preparation of Claim Charts:** involves mapping patent claims with products, and providing clients with possible claim charts in easy-to read/interpret formats.
 - > **Case Law Research:** involves Searching and Analysing Case Laws on Public and Paid Databases to assist Attorneys in preparing ground work for Litigation.
 - > **Drafting Support:** includes providing drafting assistance in Infringement Complaints, Suits, Pleadings, Motions, Briefs, Cease and Desist Letters, among other documentation.
 - > **Technical Review of Documents:** includes Review and Summarization of necessary documents pertaining to a case.
- **Patent Illustrations Support:** Preparation of High-Quality and Patent Office Compliant Drawings/Illustrations across subject matters ranging from Complex Mechanical Drawings to Electronics Circuit Diagrams and Layouts.
- **Proof-Reading and IDS Support:** Undertaking comprehensive proof-reading exercises covering assessment of priority/continuation information, Examiner/Applicant amendment incorporation, PTO errors, numbering issues, antecedent basis in claims, and grammatical/spelling errors, and subsequently preparing Certificate of Correction. Further focus on IDS preparation to keep the Patent Office updated on references identified in other geographies.

IIPRD, through its team of over 160 Practitioners, assists numerous Global Corporates and Leading IP Licensing and Legal Firms for varied IP Litigation and Research/Analytics matters.

IIPRD provides complete Patent and Technology Consulting support across technology verticals including but not limited to Medical Devices, Mechanical, Software, Electrical, Electronics, Chemistry, Complex Biosimilar/ Biotechnology, Pharmaceutical, and Life Sciences subject matters.

RESEARCH & ANALYTICS

- **Licensing Studies:** Because of IIPRD's strong and acute focus on IP Commercialization and Licensing Issues, and having been a part of numerous Out-Licensing deals, IIPRD provides extensive services including both In-Licensing & Out-Licensing Studies, which encompass doing a detailed technical and commercial evaluation of the technology vis-à-vis market potential of the concerned technology, competing products, pricing strategies, potential licensees, strength of patent protection, coverage and enforceability of concerned patents among other commercial and technical issues, that help present a Best-Fit Strategy to suit the Client's needs.
- **Market Survey:** IIPRD, through its team of MBA's, Chartered Accountants, and Technical Subject Matter Experts (TSME's), provide a unique combination of research analysts who provide comprehensive market and revenue analysis reports on companies/ products/technologies as per client requirement. Such reports help the Client in identifying key competitors, emerging players/products, markets covered by a particular technology, etc. IIPRD's Analysis and Reports provide a thorough insight of a company's performance and assists clients in determining licensing revenue, royalty, litigation cost and more. Furthermore, IIPRD, through an access of multiple paid and technology specific databases, is able to retrieve and present the most relevant data.
- **Competitive Intelligence:** IIPRD provides comprehensive Competitive Intelligence services to track a Competitor in terms of their published or issued Patents, recent Business Developments, Market Research, among other client defined parameters. IIPRD's Analysts are well versed with the nuances of Technology, Marketing, and Finance and are best suited to conduct such an exercise and represent information in a manner that is visually easily comprehensible by the client.

- **Market Research/Analytics:** IIPRD provides a complete range of services and solutions relating to Market Research and Analytics to Corporates and Consulting Firms around the globe. IIPRD has the requisite skillset to analyze a problem statement and execute its research mandate based on the identified problem, and attempt to get only data/information that is pertinent to the solution of such a problem. IIPRD has a strong and extensive experience in deriving maximum value from research by providing comprehensive market and revenue analysis reports on companies/ products/ technologies. Market research plays a vital role in Intellectual Property Matters such as Licensing, Technology Transfer, and Litigation. Such reports help Clients/Attorneys in identifying key competitors, emerging players/products, market covered by a particular technology, among other desired information. We combine a client-focused approach with robust project management to offer a unique experience to our clients. We can provide reports in syndicated formats, or in formats that can be customized to include key elements that clients prefer to have analyzed as part of their research objectives.

- **Patent Search Mapping & Analysis Support:**

- > **Patentability/Novelty Search:** establishes whether subject matter presented in an invention disclosure is novel and non-obvious so as to enable clients to take informed decisions.

- > **Freedom to Operate Search:** enables confirmation on whether a to-be-commercialized product/process would infringe on live patents/applications in a desired geography through accurate Product-to-Patent Mapping and execution of infringement analysis. IIPRD offers proven competence in conducting such FTOs for a large number of territories including US, India, Canada, EPO, UK, China, Japan, Korea, among others for numerous global clients and law firms.

IIPRD has subscriptions to all major Patent and Non-Patent Literature Databases to ensure access to most relevant information and analyzing the findings through multiple reviews to ensure accuracy in opinion finally rendered.

- > **Invalidation Search and Analysis:** focuses on finding references/ documents that challenge validity of an issued patent. We at IIPRD understand the criticality and importance of patents from a commercialization standpoint, and undertake numerous Patent Validity Search and Opinion mandates to ensure, to the best of our capabilities, strong defence arguments against enforceability/ validity of the concerned patents.

- **Patent Portfolio Watch:**

- > Identifying and assembling specific Intellectual Property assets of a given Corporate(s).
- > Preparing frameworks around multiple patent portfolios to assist in efficient extraction, maintenance and interpretation of Patent assets.
- > Drafting readily understandable, comprehensive, and meaningful Patent Portfolio Reports.

- **Patent Technology Assessment and Landscaping:**

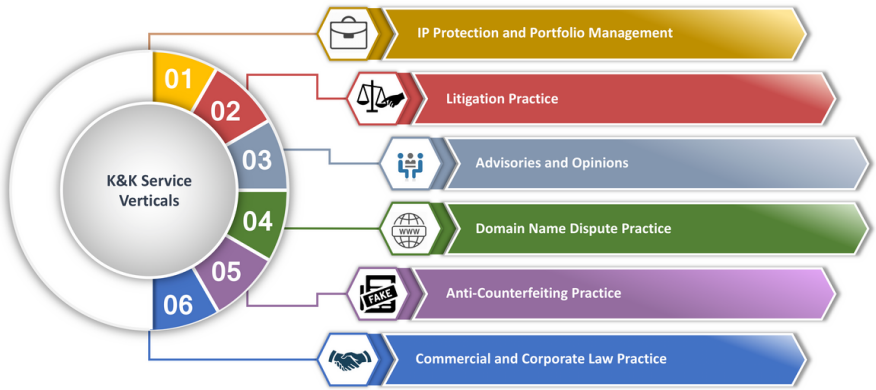
IIPRD has an expert team of patent analysts that performs rigorous datamining, content visualization, and information analysis from Patent and Non-Patent sources to generate comprehensive and focused landscape/analytics reports that help clients identify competitive and technology trends.

- **E-Discovery Support:**

- > **Discovery Management:** involves Document Review, Litigation coding, and Database Management.
- > **Discovery Analysis:** involves Data Assessment, Sorting of Documents, and Impact Analysis
- > **Discovery Preparation:** involves Drafting Discovery Pleadings, Request for Production, and Deposition Summaries

IP TRAINING

In-House IP Training	Symposiums and Conferences	6-Month Certification Course
<ul style="list-style-type: none"> • Customized Trainings based on Corporate needs • Held for large Indian and Global Corporates • Trained over 200 Indian Corporates so far, and growing • Speakers cover all aspects of IP including Litigation, Patent Prosecution, Trade Mark, Commercial Law, and Copyright Issues 	<ul style="list-style-type: none"> • Among the first Indian IP Firms to have initiated IP Education and held over 65 International Symposiums so far • Global Associates and Partners from top US, EP, Japanese, Korean, and Chinese Firms • Attendees including all major Indian / Global Corporates, Universities, and Professional Firms 	<ul style="list-style-type: none"> • Covering all aspects of Patent Portfolio Creation and Management • Covers Patent Preparation, Patent Searching, Licensing & Commercialization, and Procedures at Indian Patent Office as subjects • Over 600 attendees and students so far



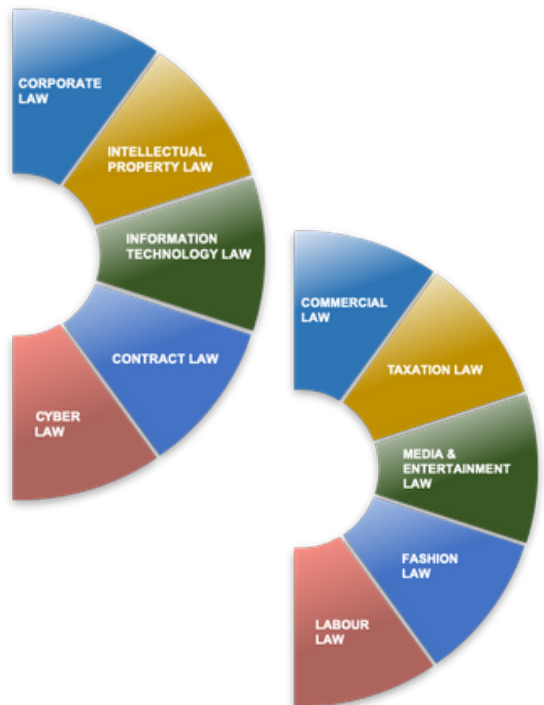
ABOUT KHURANA & KHURANA

To most of our clients, Khurana & Khurana, Advocates and IP Attorneys (K&K) is more than a full service Intellectual Property (IP) and Commercial/Corporate Law firm. K&K was formed with a very firm focus of providing End-to-End IP and Commercial Law Services in a manner that is Corporate centric and follows delivery practices that are consistent and are above defined quality standards so as to ensure "Above Expectations" for all clients.

Khurana & Khurana is among the leading Indian IP and Commercial/Corporate Law Firms with over 170 Associates and Practitioners across IP and Commercial Law subject matters and spread across its offices in Delhi, Greater Noida, Mumbai, Pune, Bangalore, Hyderabad, Chennai, Indore, and Jalandhar. K&K has been consecutively ranked and recommended by premier magazines and organizations namely Managing IP, IAM, Legal 500, Asia IP, Chambers & Partners, Corp-INTL, IBLJ, Acquisition INTL, among many others. K&K has won the "IP Patents Law Firm of the Year in India" and "IP Valuation Firm of the Year" consecutively for the three years 2016-17, 2017-18, and 2018-19 by Corporate INTL and Acquisition INTL magazine respectively. K&K has also been ranked among the top 2 PCT filing firms from India in a ranking by Managing IP. K&K is an active member of various renowned IP bodies including, APAA, INTA, AIPPI, AIPLA, FICPI, ASSOCHAM, NASCOMM, LES, TIE, ABLE, among others.

LITIGATION PRACTICE

Khurana & Khurana is an accomplished full service IP and Commercial Law Firm with over 12 years of core practice in all types of Core Litigation issues such as in Infringement Proceedings, Non-Payment of Dues, Breach of Contract, NCLT proceedings, Commercial Disputes, Media and Entertainment, Dispute Resolution, Domain Names Disputes, Arbitrations, among other commercial issues. K&K also has a growing Media and Entertainment practice in Mumbai and is aggressively strengthening its litigation practice across multiple forums and tribunals. K&K has a team of over 30 members focusing solely on the Litigation issues with the team spread across Delhi, Greater Noida, Mumbai, Pune, Bangalore, Hyderabad, Chennai, Indore, and Jalandhar, and has been actively working for Indian and Foreign entities to assert their rights, securing quick interim orders, and then going through the complete trial to bring the suit efficiently to a logical conclusion. In addition to this, K&K is also advising multiple clients in the capacity of being a shadow counsel by monitoring the litigation strategy and arguments being presented by the main counsel, and advising clients on how the strategy can be strengthened along with indicating potential consequences of arguments being advanced.



K&K's sister concern Institute of Forensic Accounting & Investigative Audit (IFAIA), has been dedicated in the field of Fraud Investigation for more than a decade, which undertakes all IP Frauds, Infringements & Counterfeit Investigation for K&K, and allowing K&K to represent numerous clients for:

- Investigation of all IP thefts
- Investigation of all IP Infringements
- Investigation of all Counterfeit Products
- Standing as witness for all Investigations undertaken by the Firms

IP PROTECTION AND PORTFOLIO MANAGEMENT

• Patent Portfolio Creation and Management

K&K deeply acknowledges the significance of a strong Patent Portfolio on Corporate's valuation and growth and uses its best expertise and talent to ensure creation, protection and management of a Patent Portfolio. Khurana & Khurana has a strong team of Patent Attorneys, Patent Agents, and Technical Associates having practice in the following areas:

- Chemical and Pharmaceutical Subject Matters
- Life-Sciences and Biotechnology Subject Matters
- Electrical and Mechanical Subject Matters
- Electronics and Software Subject Matters

• Trade Mark Portfolio Creation and Management

K&K has a strong team of Trade Mark Attorneys that represent large and reputed brands to enforce their IP in India through efficient injunction and ex-parte proceedings. K&K also represents numerous mid-sized and small companies in helping them nurture their brands through a strong protection and enforcement strategy.

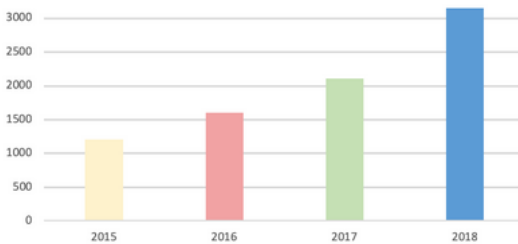
• Copyright and Design Portfolio Creation and Management

Copyright and Design Team at K&K has developed an expertise in areas relating to non-compliance of licensing agreements, copyright infringements relating to media, advertisements, publications, among other allied areas and has represented scores of client in contentious issues relating to Copyrights. K&K Design Service offerings include Searches, Filing, Registration and Infringement proceedings.

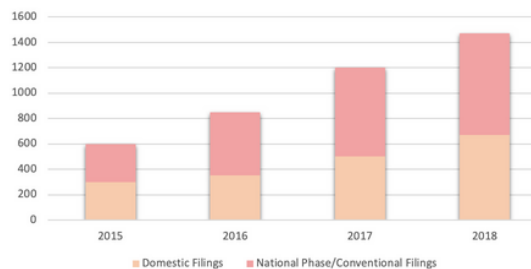
• Paralegal Support

- Patent Docketing
- Application Preparation
- IDS Management
- Application Recordal
- Global Patent Filing and Formalities
- Patent Proofreading

Our Trademark Filing Trend In Last 4 Years



Our Patent Filing Trend In Last 4 Years



DOMAIN NAME DISPUTE PRACTICE

Khurana & Khurana provides a wide range of Intellectual Property Protection, Licensing, and Enforcement Services related to E-Commerce, Online Brand Management, and Domain Name Disputes. We work with our clients to maximize the value of their IP assets, and minimize their risks in the Internet Economy. K&K has represented a number of larger International Clients in Domain Name and Cyber Squatting Disputes through INDRP arbitration procedures, undertaking online enforcement, executing take down actions, coordinating with online marketplaces for reducing presence of counterfeit products/misuse of brand across e-commerce and allied platforms, relying on which, K&K has been able to achieve a high success rate on getting favourable awards and vacation of misleading domain names.

K&K has been the second highest PCT filing law firm in India for year 2017 and 2018 (Ranked by Managing Subject Matters IP)

MEDIA & ENTERTAINMENT LAW PRACTICE

Khurana & Khurana, through its Mumbai Office, has a growing practice in the Media and Entertainment Industry with focus on drafting/vetting pre/post production agreements, celebrity agreements, marketing and digital agency contracts among other commercial matters that take place throughout the media-project based engagements, not only for TV series and movies but also for all forms of web series and allied media-content usage platforms. K&K also has a strong Litigation team that aggressively represents interest of its clients in the Media Industry including negotiations/discussions with PPL, IPRS, ISRA, among others bodies.

COMMERCIAL LAW PRACTICE

Khurana & Khurana, Advocates and IP Attorneys, in the last around 6-7 years, has significantly focused on growing its Commercial and Corporate Law Practice, and now works with major global companies and entities for undertaking due-diligence exercises, agreement/contract drafting/vetting, MoUs, term sheet drafting/negotiations, regulatory compliances, among any other type of commercial compliance/transactions. K&K has a separate and focused group of Corporate/Commercial Attorneys that bring on board an average of over 10 years of relevant experience, and hence understand the value of each agreement and the complexities it can create during enforcement and compliance.

OUR OFFICES AND CONTACT DETAILS

Indian Offices:

- **Greater Noida Office:** E-13, UPSIDC, Site-IV, Behind-Grand Venice, Kasma Road, Greater Noida - 201310, UP, National Capital Region, India | Tel: +91-(120) 4296878
- **New Delhi Office:** 9, Birbal Rd, Block H, Pant Nagar, Jangpura, New Delhi, Delhi 110014 | Tel: +91-(011) 40079530
- **Pune Office:** Unit No. 1, Sampada Apartment, Plot No 395 & 396, Shree Krishna Nagar, Senapati Bapat Road, (Landmark- opposite Ratna hospital & Behind Vidya Sahakari Bank) Pune, Maharashtra - 411016, India | Tel: +91-(020) 25652120
- **Mumbai Office:** B2-304, Kanakia Boomerang, 3rd Floor, Chandivali Farm Road, Chandivali, Powai, Mumbai-400072, India | Tel: +91-(022) 41002054
- **Bangalore Office 1:** A-001, Nitesh Central Park, Near Bagalur Crossing, Off Bellary Road, Bengaluru - 560064, India | Tel: +91-(080) 66123903
- **Bangalore Office 2:** CH-6, Natasha Golf View, 100 Feet Rd, Intermediate Ring Road, Domlur Layout, Bengaluru, Karnataka - 560071, India | Tel: +91-(080) 41147035
- **Indore Office:** 62, Malgunj, Bhagat Singh Marg, Biyabani Main Road, Jawahar Marg, Indore - 452002, Madhya Pradesh, India | Tel: +91-(120) 4296878
- **Hyderabad Office:** Regus Business Centre, Krishe Sapphire, Level 7, South Wing, Hitech City Main Road, Madhapur, Hyderabad - 500081, India | Tel: +91-(040) 67172040
- **Chennai Office:** The Hive, 3rd Floor, VR Chennai, Jawaharlal Nehru Road, Chennai – 600040, India | Tel: +91-(120) 4909201
- **Jalandhar Office:** A2-905, Jal Vayu Vihar, Jalandhar, AFNHB, Punjab - 144008, India | Tel: +91-(120) 4909201

US Office:

Suite 102, 1420 N Street NW, Washington, DC 20005 (P)
Tel: (202) 600-4308
Fax: (202) 600-4256

Other Offices: Bangladesh | Myanmar | Malaysia | Nepal | Sri Lanka | Vietnam

We help Corporates Identify Potential Intellectual Property (IP) and provide end-to-end support for Creation, Promotion, Protection, and Commercialization of IP globally

Email: iiprd@iiprd.com | Website: www.iiprd.com