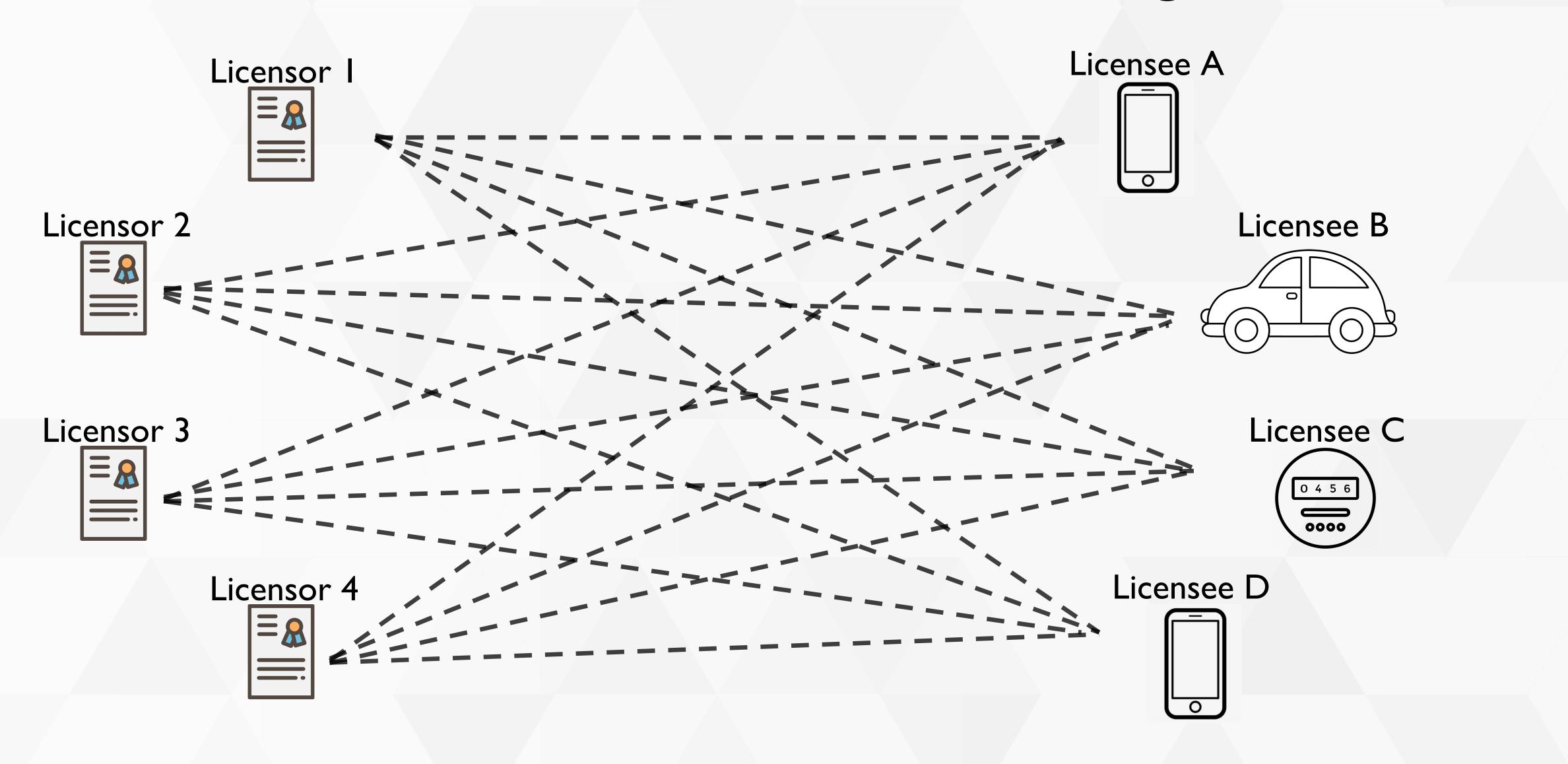
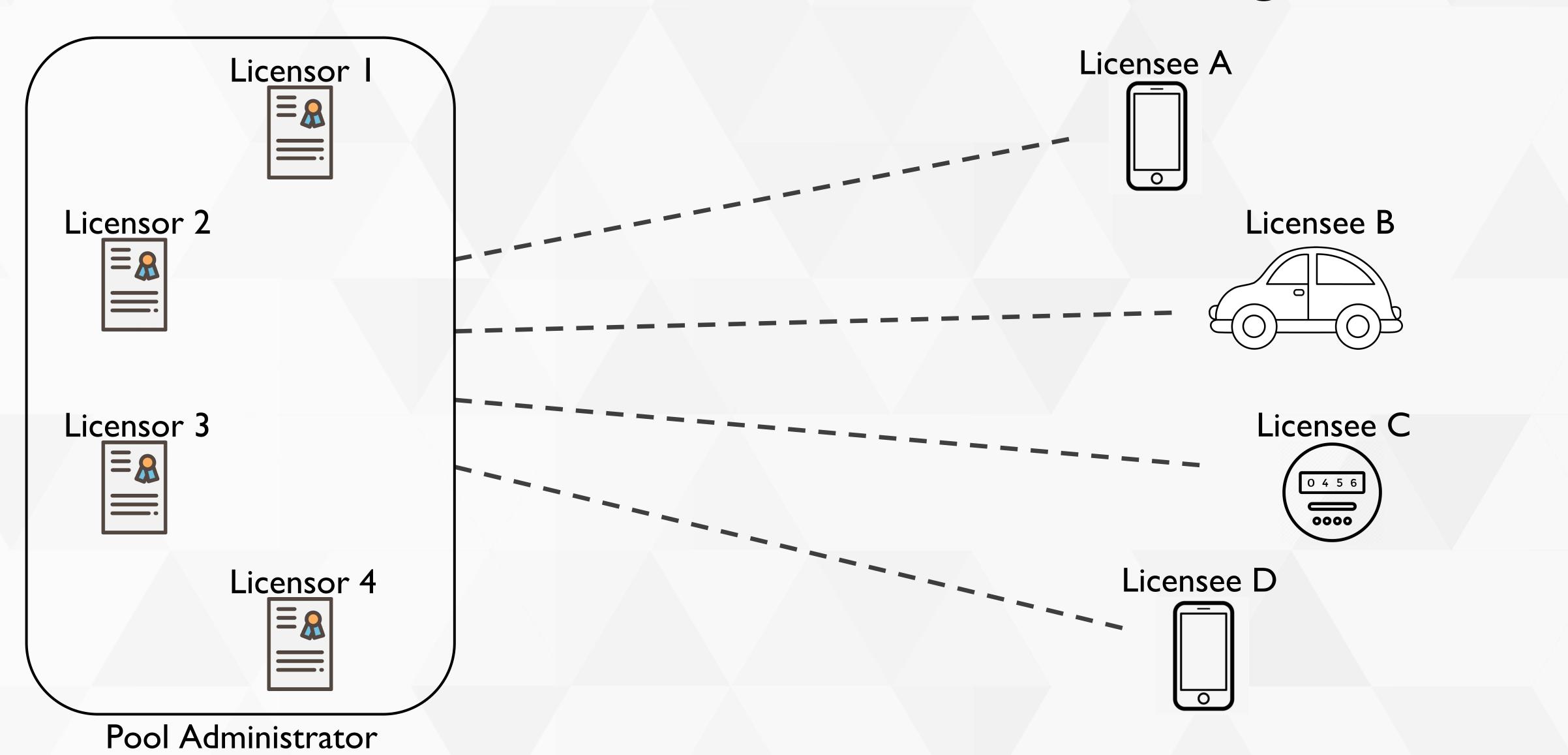
# Traditional Bi-Lateral Licensing



# Patent Pools and Collective Licensing



(e.g., Via Licensing Alliance)

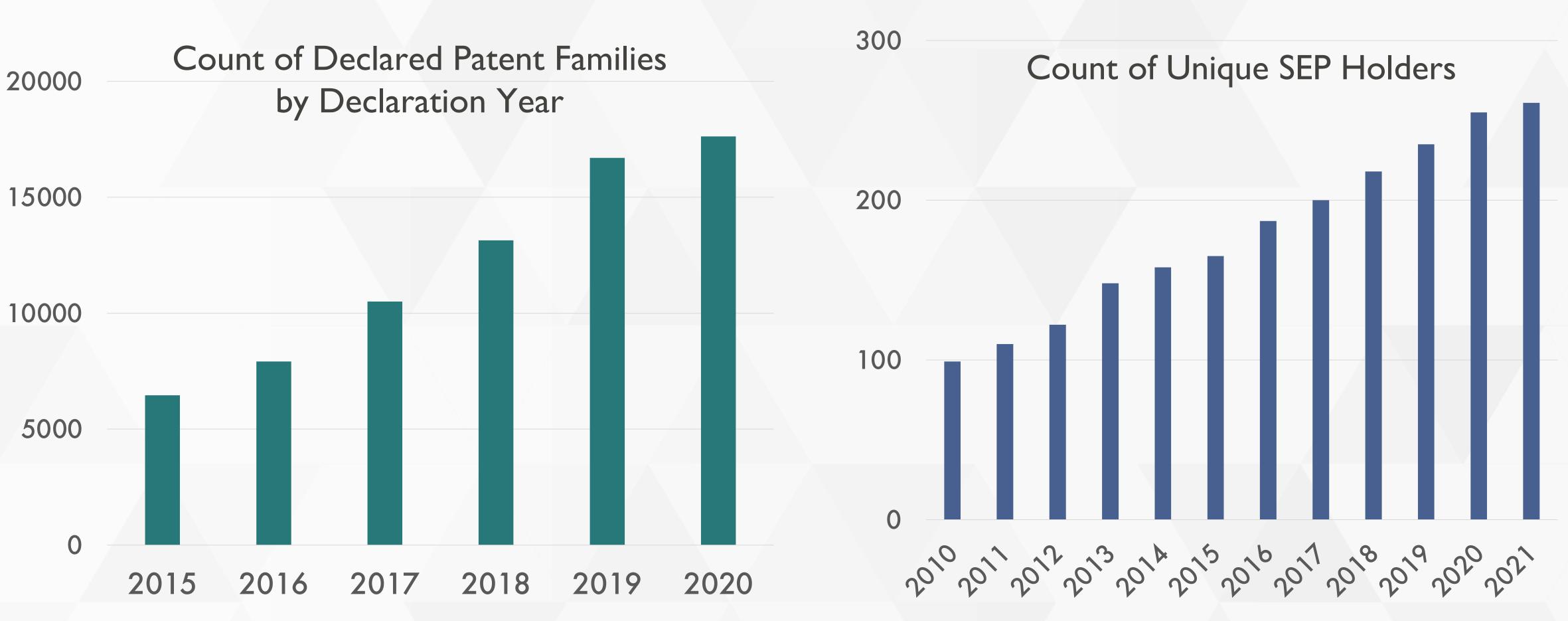
2

## Patent Pools and Collective Licensing

"Comparing the cost of running a pool with the counterfactual cost of licensing (plus probabilistic litigation) in the absence of a pool, we estimate empirically the transaction cost savings from pooling patents. The numbers are impressive: many pools save hundreds of millions of dollars in transaction costs."

Merges, Robert P., and Michael Mattioli. "Measuring the costs and benefits of patent pools." Ohio St. LJ 78 (2017): 281

# The Growing Importance of SEPs



IPLytics, 2021

## SEP Licensing: Approaches to Valuation

### Top Down

#### All declared SEPs

Remove dupes, apps, expired

Consolidate into patent families

ample Filters

Exclude late priority dates

Other relevant filters

"True"
SEPs

### Bottom Up

- Assess the value of asserted SEPs in isolation
  - Using comparable license agreements and other methodologies
  - Less reference to other patents covering the same standard