

## **Alex (Geunho) Lee's Expertise in Strategic Patent Acquisition**

Alex (Geunho) Lee has extensive experiences in strategic patent acquisition through his consulting projects for diverse clients. His clients include business corporation, research institute, investment organization, and patent management firm.

His intensive knowledge in IT & Telecommunications business can align diverse clients' business purpose (e.g. competitive intelligence, offensive, defensive, and monetization) with strategic patent acquisition process from the beginning. With the specific business goal in mind, he can classify the field of acquisition target by market/product/service/technology. He then can decide the best sourcing method among potential options: patent search and mining, close/open patent market place, internal auditing and patent development process. Finally, he can coordinate the deal/transaction process collaborating with brokers. Some of outcomes of his strategic patent acquisition projects are as follows.

For one case, he could identify the strategic acquisition targets for smartphone wireless applications (e.g. NFC mobile payment, indoor navigation for LBS, mobile health, M2M/IoT). Then, he could find potential target patents using the intensive search and mining process. He also helped the actual deal/transaction by providing details about current/potential evidence of use and coordinating the brokering process.

For the other case, he could value and comparatively analyze the LTE patent portfolios of Nortel, Motorola, and InterDigital. He could help the client by providing investment feasibility analysis for the patent acquisition.

For another case, he could identify potential candidate patent applications which can be developed as emerging WiFi standard essential patent. He could develop the claims in the candidates to be matched with the drafted standard specifications.

A summary of his qualifications as a patent acquisition expert are:

- Broad technology background with a deep understanding of the IT & telecommunications businesses and standardization.
- A solid understanding of patent laws and patent prosecution/litigation process.
- Extensive experiences in analyzing and evaluating patents.
- Strategic patent acquisition planning capability taking into current and future product/technology/business roadmap as well as existing IP programs, litigations, projects, and initiatives.
- Interfacing capability across multiple job functions including patent experts, engineers, and business professionals.
- Understanding of essential elements of patent acquisition and monetization process.