



ipCapital Group
Intellectual Property Strategy Advisors

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ipCG Chairman Helps High-Tech Companies Raise Value Through IP Management
Cronin teaches conference attendees to strategically create, manage and leverage IP

Waterloo, Ontario, May 1, 2008 – ipCapital Group’s John Cronin today introduced actionable intellectual property strategy to an audience of more than 450 technology professionals at this year’s Tech Leadership Conference, one of Canada’s preeminent gatherings for influential technology business executives. Cronin’s presentation – entitled “Raising Value in Your Growing High-Tech Company Using Disciplined, Cost-Effective, and Unique Intellectual Property (IP) Management Approaches” – taught conference attendees to fully capitalize on the intellectual assets that are vital to companies in the high-tech sector.

“Contrary to popular belief, many of the most innovative high-tech companies do not do a good job at creating, managing and leveraging their intellectual property in a strategic way,” said Cronin, Managing Director and Chairman of ipCG, one of the nation’s leading intellectual property strategy consulting and licensing firms. “The process that was shared at the Tech Leadership Conference will help high-tech companies drive innovation and generate real business value from their IP.”

Extracted from the world’s leading IP experts over the last 20 years and made efficient for implementation by ipCG, the process begins with developing a visual representation of the unique “business landscape” in which a company operates, which is used to map and analyze the relevant competitive IP within the firm’s respective market. The company then defines its desired “IP end-states” and develops a cohesive strategy for reaching these goals.

“When installed in a high-tech company, these processes improve and communicate a company’s competitive advantage, demonstrate IP protection, enhance brand, define licensing opportunities, and maximize the company’s position in any transaction,” Cronin said.

Cronin was among an impressive list of presenters at this year’s Tech Leadership Conference. Sponsored by Communitech, an industry-led organization driving the dynamic

growth and success of Waterloo Region technology companies, the annual conference emphasizes insight, practical tactics and leading trends.

About ipCapital Group

Since 1998, ipCapital Group has delivered over 450 successful IP engagements to companies in a wide range of industries. Our professional services maximize financial results for clients that seek to develop and execute intellectual property (IP) strategies, strengthen and monetize IP portfolios, and establish and implement Intellectual Asset Management (IAM) practices. We have an interdisciplinary team trained in business, law, marketing, and product development that provides a systematic and comprehensive view of the full lifecycle of IP, from creation to monetization to retirement. For more information, visit www.ipcq.com.

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