

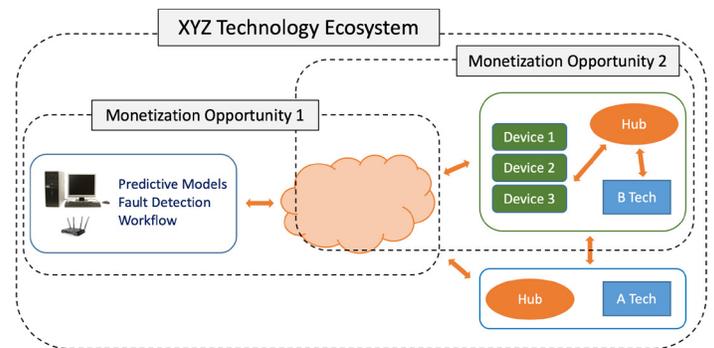


PATENTS & TECHNOLOGY

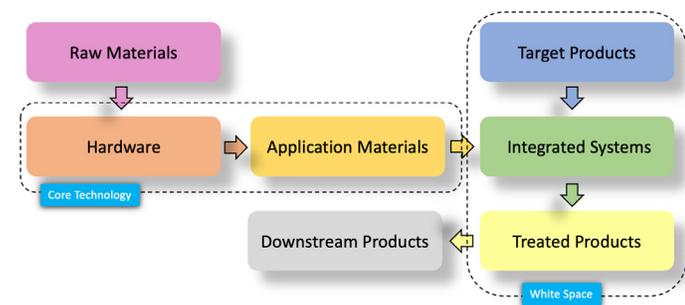
Helping companies make strategic decisions about generating, leveraging, right-sizing, investing in, and monetizing intellectual property and intangible assets.

PATENT MINING & MONETIZATION

Our team has significant experience helping companies monetize intellectual property. To identify high-value assets, we use both AI software and internal metrics. Our team generates evidence of use, claim charts, and collateral to demonstrate the value of the technology. For each opportunity, we create a financial model, business case, and a plan to implement the program.



PORTFOLIO STRATEGY & PATENT LANDSCAPING



Our intellectual property strategy projects help companies improve both their intellectual property portfolio and position. Competitive patent landscapes and value chain analyses identify white space for potential strategic generation, competitive risks, and lead to both short-term and long-term levers to improve the client's intellectual property portfolio and position in the relevant segment.

PATENT LICENSING

Hilco Streambank has significant experience helping companies license intellectual property and employ various methods, including AI to identify potential licensees. Our team values each opportunity and tailors the offering materials for each licensee. Hilco Streambank's ability to run a process to engage licensees in various fields, whether core to the company or in an adjacent segment, and create competitive bidding translates into significant value for our clients.



PORTFOLIO RIGHT-SIZING

Hilco Streambank helps clients right-size their portfolios to match their current business objectives as well as reduce spend. We utilize the company’s existing taxonomy or use our internal expertise to organize and map the portfolio against product, revenue, and segment share, from which opportunities for rationalization of both core and non-core assets can be identified, as well as assets that could be otherwise monetized.

Patent Family	Primary Tech	Secondary Tech	Product	Annual Revenue	Segment Share	Competitor Products	Recommendation
US10024038	Diverter Valve	Combination	XXX12	[Redacted]	[Redacted]	[Redacted]	Keep
US10046339	Spray Mode/Select	Showerhead	23YYY	[Redacted]	[Redacted]	[Redacted]	Drop - Overlap
US10046340	Flow Switch	Combination	XXX12	[Redacted]	[Redacted]	[Redacted]	Keep
US10500596	Flow Switch	Combination	XXX12	[Redacted]	[Redacted]	[Redacted]	Sell
US10533309	Attachment	Combination	XXX12	[Redacted]	[Redacted]	[Redacted]	Sell
US10046341	Filtration	Combination	XXX12	[Redacted]	[Redacted]	[Redacted]	Keep
US10053841	Electronic	System	ZZZ13	[Redacted]	[Redacted]	[Redacted]	Keep
US10061015	Flow Switch	Combination	XXX12	[Redacted]	[Redacted]	[Redacted]	Drop - Non-Core
US10086390	General	Showerhead	23YYY	[Redacted]	[Redacted]	[Redacted]	Drop - Non-Core
US10124350	Spray Properties	Hand Shower	ZZZ13	[Redacted]	[Redacted]	[Redacted]	Keep
US10132423	Spray Mode/Select	Hand Shower	ZZZ13	[Redacted]	[Redacted]	[Redacted]	Keep
US10150121	Diverter Valve	Combination	XXX12	[Redacted]	[Redacted]	[Redacted]	Keep
US10501915	Electronic	System	19HHH	[Redacted]	[Redacted]	[Redacted]	Drop - Overlap



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Karl Maersch is Senior Vice President and heads the patent analysis and strategy advisory team at Hilco Streambank. Prior to joining Hilco Streambank, Karl was the founder and CEO of West Four IP, an IP strategy advisory firm. Karl was Deputy General Counsel and head of IP transactions for AST, a defensive patent aggregator and IP information company. He has held in-house roles as head of IP litigation worldwide for Dow Chemical and Associate General Counsel at Kodak, where he managed a team that supported the company’s IP functions, including M&A, patent licensing, patent sales, patent litigation, and brand licensing and generated over \$1.9B in revenue from IP. Karl started his career as a patent litigator at Jones Day.



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Terry O'Toole serves as Vice President of Patents & Technology for Hilco Streambank. Prior to joining Hilco Streambank, Terry was VP of Technology for West Four IP, an intellectual property strategy firm. Terry has over 20 years of experience in all aspects of the patent life cycle and patent monetization, along with over 25 years of R&D experience. Terry is a former IP Manager in Eastman Kodak’s intellectual property licensing operations group and worked with numerous Kodak business units to generate meaningful IP protection. Terry has a Ph.D. in Inorganic Chemistry and is an inventor on 50 patents.



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Hilco Streambank’s CEO Gabe Fried pioneered the brokerage of intangible assets during his roles as liquidator, auctioneer, investor, buyer’s agent, expert witness, and appraiser. As a freelance IP sales agent, Gabe worked on a number of high profile cases including the sale of over 1,000 patent assets and trade secrets for Collins & Aikman. Gabe’s patent monetization experience covers a variety of industries including streaming media, resins and plastics, surgical devices, and AR/VR technologies to name a few. Gabe has worked on several hundred appraisals of intellectual property assets for lenders and testifies as an expert in cases involving disputes over intellectual property value as well as sale process integrity.