



**SORYN**   
IP GROUP, LLC

Soryn IP Group is a patent advisory and finance company, dedicated to building value at every stage of the patent lifecycle. Through a unique combination of business, legal and financial acumen, we create, manage, monetize and finance the IP operations of clients ranging from promising start-ups to billion dollar corporations.

## Our Mission

Welcome to Soryn IP Group, a patent advisory and finance company led by a former partner at one of the world's most prestigious law firms and one of the most accomplished innovators in the patent and technology spaces. In response to today's patent market dynamics, our team provides a host of patent-centric services — including portfolio development, intellectual property finance, licensing support, patent brokerage and intellectual property consulting — to a host of innovation intensive industries.

A testament to our expertise, Soryn's client base includes the world's most recognized innovators, ranging from startups to Fortune 100 companies, to the most prestigious university technology transfer offices. And having advised the most promising technology companies in their patent matters, and created over \$1 billion in patent value, Soryn IP Group's principals are keenly aware of the issues driving today's patent markets — particularly the unique dynamics of today's evolving legal and regulatory landscape. Specializing at the intersection of law, business and science. Soryn provides our clients with the tools and experience necessary to maximize value at every stage of the patent lifecycle.

## Our Services

### Portfolio Management

No matter a company's size, a successful patent operation requires successful patent management. How should a patent portfolio be developed? How can a patent portfolio be leveraged to raise valuations and promote fundraising? Which patents in a portfolio are valuable and should be further developed and which patents should be abandoned? What monetization strategies are available, what considerations underlie such strategies and what are the likely outcomes?

Because we specialize at the intersection of patent law, business and technology, these are the questions that Soryn's clients routinely call upon us to answer.

**We build patent portfolios.** The ability to build substantial patent portfolios that are not only aligned with the business and strategic goals of an organization, but which evolve with the organization, has traditionally only lied within the largest and most sophisticated technology companies. Why? Because sophisticated patent operations require expert personnel, a robust patent strategy and the financials necessary to execute — characteristics not typically associated with many companies not within the Fortune 500.

As an important initiative of Soryn IP Group, we build the patent portfolios of innovative companies in an array of industries. To date, we have directed the filing of more than 200 patent applications for clients in an array of industries. And in doing so, we not only provide our clients with an elite level of expertise, we also provide them with significantly preferred pricing from nationally recognized patent prosecution counsel. Value, quality and expertise don't typically go hand in hand, especially when it comes to patents, we're proud to be changing the status quo.

**We manage patent portfolios.** Once patents begin to issue and a portfolio reaches a critical mass, the real heavy lifting must begin. Patents that no longer add strategic value should be abandoned to avoid amassing significant maintenance fee costs. Patents that show promise should be strategically developed through continued prosecution. And certain segments of a portfolio should be strategically monetized, whether through sales, licensing campaigns or other innovative strategies.

Indeed, implementing the right patent strategies is a necessity to not only protect products and minimize expense, but to turn the patent department from a cost center to a profit center. And given the recent regulatory and legal changes in the patent arena, never has there been more of a need for a partner with an expert understanding of the nuanced patent ecosystem. Soryn is proud to be that partner to entities ranging from promising start-ups, to elite university technology transfer offices, to billion dollar corporations.

**Portfolio audits.** Many of Soryn's engagements begin with a patent portfolio audit, an indispensable first step in developing patent portfolio action plans. Through this exercise, we take a deep dive into a

patent portfolio in order to unearth its strengths and weaknesses, and understand whether the portfolio achieves alignment with the requisite business objectives. What are the strengths and weaknesses of a portfolio? Are there gaps in the portfolio? Do patent claims suffer from certain esoteric legal problems? Are white spaces and adjacencies being properly captured? These are necessary questions that any technology company, CFO or financial investor with patent specific interests should be asking. And once these questions are answered, actionable steps can be taken to remedy deficiencies, close gaps and chart a course for success.

## Patent Monetization

Contrary to what some may read in the press, monetizing patents is not easy. Where patents do possess value, determining the correct monetization course is exceedingly complex. Litigating, licensing and selling each have their risks — particularly in light of the recently passed America Invents Act and recent Supreme Court jurisprudence.

With decades of elite experience with respect to the legal, business and technology aspects of patents, Soryn IP Group is uniquely positioned to drive a range of monetization efforts on behalf of our clients.

### *Patent Brokerage*

In response to the patent gold rush of 2011, many have become “patent brokers” despite possessing very little expertise with respect to patents. Led by a former patent litigation partner at one of the most prestigious firms in the world, and a world-leading technologist with hundreds of foundational patents to his name, Soryn is different.

Although we are very selective with respect to portfolios we agree to sell, we employ cutting-edge analytics, and spend however many hours it takes to review a portfolio and identify its gems. If our analysis reveals that your patents are good candidates for sale, we move to maximize value by carefully and deliberately building the business case for your patents among the most ideal potential buyers in the relevant market.

In the patent world, given the lack of transparency in the market, connections are key. Because of our many relationships in the patent market, which include the decision makers at the world's top operating companies, financial institutions and NPEs, chances are Soryn has the relationship necessary to offer you the best chance at a successful sale.

### *Patent Acquisitions*

In addition to facilitating patent portfolio sales, Soryn IP Group actively assists a number of companies in the strategic acquisition of patent assets. Whether to enlarge a portfolio, build defensive and offensive positions or add a new dimension to a licensing program, such acquisitions are a key element of our clients' patent programs. More often than not, clients engage Soryn to identify promising acquisition targets that are not on the open market.

When engaged to find promising assets for our clients, Soryn relies on a host of old and new. Our proprietary analytics allow us to search the entire United States Patent Office database based on select criteria, map relevant patent landscapes and identify the most promising patents for potential acquisition. But the heart of our efforts are long standing relationships among the most sophisticated operating companies, investment banks, hedge funds, NPEs and patent brokers. It is these relationships, combined with Soryn's analytics, which allow us to identify valuable patent portfolios that are not on the open market.

## Litigation Finance

In the patent world, imitation most certainly is not the sincerest form of flattery. But to prevent others from infringing your valuable intellectual property, litigation is often required—the costs of which are staggering and easily into the millions. In the typical scenario, a patent holder must rely on contingency counsel to bring an infringement action. In the most ideal case, where the patent holder can afford the “hard costs” of the litigation—including court costs, expert fees, travel and administrative fees—the lawyers may take 1/3 of the case's total recovery. In the more realistic scenario, where the patent holder cannot afford such “hard costs,” which themselves can exceed \$1 million, the lawyers can take as much as 40-45% of the case's total recovery in exchange for representation.

It is in these scenarios that Soryn IP Group may be able to help. Through our relationships with an array of investors, financial institutions and litigation funding groups, Soryn IP Group is able to fund or arrange for the funding of select patent litigations. We are also interested in working with patent holders facing the staggering costs of “post-grant” proceedings such as inter partes review, post-grant review or covered business method review. And our funding is not limited to patent holders. We also partner with law firms that share our vision.

Please note, however, that Soryn IP Group is highly selective in choosing cases. We typically do not consider cases where the plaintiff is not the original inventor or assignee of the patents being litigated.

In addition to traditional litigation finance, Soryn has partnered with the most sophisticated funds in the world to offer our clients a host of patent related financing opportunities. Ranging from royalty monetization to IP-backed debt instruments, Soryn provides a host of strategic, value-added financing structures that allow companies to undertake IP and licensing related operations without negatively impacting the income statement. Similarly, by monetizing existing royalties, we allow companies to create non-dilutive capital that can immediately be put to work, whether to fund R&D, additional IP development or other pressing corporate matters.

## Our Team

### Michael J. Gulliford



Recognized as one of the Top IP Strategists in the World, Michael is the Founder & Managing Principal of Soryn IP Group. Although formerly a partner in the patent litigation group at Kirkland & Ellis LLP — one of the most respected and feared such groups in the United States — Michael left his lucrative law practice to found a company 100% committed to innovators reliant on strong patent protection.

As a patent litigator, Michael represented and defended the world's most prestigious companies, in nearly every industry, in their patent matters. Whether representing these companies in court, negotiating IP-based business deals, mining patent portfolios for the most valuable patents, or advising on strategic patent issues, Michael's core passion has remained the same — seeing to it that innovation is protected and rewarded.

A testament to his wide-ranging scientific abilities, Michael has been entrusted with the patent matters of the most renowned companies in nearly every technology sector, including computing, wireless communications, pharmaceuticals, biotechnology, medical devices, material sciences, semiconductors, routers, data compression and financial technologies. Michael now leverages these contacts to the benefit of Soryn's clients.

Michael holds an undergraduate degree in Neuroscience from Columbia University and a law degree from the Seton Hall University School of Law. Michael is also regularly asked to speak and publish on the latest patent developments. His most recent articles have appeared in *Forbes*, *TechCrunch*, *Intellectual Asset Management* and *IP Watchdog*.

## Fatih M. Ozluturk, PhD



Recognized as one of the Top IP Strategists in the World, Fatih has decades of experience in technology, finance, intellectual property and entrepreneurship. As the Head of Technology & Innovation at Soryn, he oversees the company's intake, diligence and technology collaborations.

Prior to joining Soryn, Fatih played a significant role in the research, development and invention efforts of InterDigital Communications Corp., where he was recognized as the company's most prolific inventor. The inventor on more than 185 U.S. patents, including many foundational patents in the telecommunications industry, his inventions have been licensed by the who's who of elite wireless communications companies, for more than \$ 1 Billion. He has testified at the ITC a number of times as a lead witness in related wireless patent cases.

Because of his unique experience in creating and managing IP in one of the world's most successful licensing companies, and later on as an entrepreneur and founder of multiple tech startups, he understands the asymmetric balance of power in IP matters between large companies and small innovators. He writes about this in his blog and articles, and committed to helping innovators get a level playing field through his work at Soryn.

Fatih also devotes extensive time to the startup community. He is an angel investor and venture partner at the ER Accelerator, and regularly teaches workshops on patents and technology in the New York City startup community and Columbia University. He is also the founder of Patentory, an online platform to search, evaluate and file patent applications.

Fatih holds a Ph.D. in Electrical Engineering from University of Massachusetts, Amherst, and an M.B.A. from the Wharton School. He is also the author of the book *"Patents. Simplified. Entrepreneur's Guide to US Patents and Patent Applications"*.

## John White



Recognized as one of the top patent educators in the United States, John has over 30 years experience in all phases of the patent field. As a Director at Soryn, John is principally responsible for outreach to the technology community and advising Soryn clients on a host of strategic issues.

John began his technical career as a Field Engineer with the Federal Highway Administration specializing in bridge rehabilitation. Later, he worked as a Patent Examiner and the Special Assistant and Speech Writer to the Commissioner of Patents, Donald J. Quigg. Post law school, John founded what would become the largest patent searching and documentation entity in the U.S., supplying the needs of clients across the globe. He also founded the patent law firm, Berenato & White, and a patent education company. After selling the education company to the Practising Law Institute in the mid-90's, John remained the author and principal lecturer for the course he created.

Since 1995, John has taught 25,000+ fellow patent practitioners in preparation for the Patent Office registration exam. He has also taught more than 400 Patent Examiners patent law and evidence, and has been qualified as a Patent Procedure Expert in several Federal District Court lawsuits. In addition, John served as an Adjunct Professor for the University of Virginia School of Law, and John Marshal Law School and has created numerous patent education programs and publications.

John has examined, written, and prosecuted thousands of patent applications in the United States and around the world.

Born in Bern, Switzerland, John graduated in Civil Engineering from Virginia Tech, and obtained his law degree from George Washington University. He regularly speaks and publishes on a host of patent topics.

## Soryn in the Press:

### **Reflecting our expertise and unique business model, Soryn IP Group and its principals have received extensive press coverage in the recent months:**

6/14/2015: Soryn IP Group Founder Michael Gulliford speaks at the 2015 Intellectual Property Business Congress regarding best practices for building a successful IP operation

6/12/2015: Forbes features Michael Gulliford's writings on patent reform

6/1/2015: Soryn IP Group Principals named Top IP Strategists in the World By Intellectual Asset Management

1/22/2015: IP Watchdog features a two part interview with Soryn IP Group Principal Michael Gulliford regarding the changing IP environment and how to create startup success

2/24/2015: IP Watchdog features a two part interview with Soryn IP Group Principal Fatih Ozluturk regarding entrepreneurship, startups, software best practices, and intellectual property protection

1/1/2015: Soryn IP Group announces the filing of more than 75 patent applications on behalf of several organizations whose IP operations it is managing

12/1/2014: Soryn IP Group chosen by one of the most accomplished wireless/chip companies to monetize a 600+ patent portfolio

9/25/2014: Intellectual Asset Management highlights Soryn IP Group as one of the very few companies continuing to innovate in today's challenging patent market

7/4/2014: Intellectual Asset Management – the premier publication in the world on IP business issues – highlights the value that Soryn Principal Fatih Ozluturk brings to the IP marketplace

How Can Soryn IP Group's Expertise Bring Your Company's Patent Value To the Next Level?

## Soryn IP Group

5 Penn Plaza  
Suite 2367  
New York, NY 10001

[mgulliford@sorynipgroup.com](mailto:mgulliford@sorynipgroup.com)  
[fozluturk@sorynipgroup.com](mailto:fozluturk@sorynipgroup.com)  
[www.sorynipgroup.com](http://www.sorynipgroup.com)