

Partnering Benefits, All Without A Fee

- ✓ Counseling to create the strongest enforceable IP protection
- ✓ A committed partner (“Most Feared Plaintiffs Firm”) to enforce IP rights and increase licensing revenue
- ✓ Reduced risk for investors concerned about IP enforcement
- ✓ If it comes to litigation, G&E can stand in at no cost and with no need for litigation funders

Unparalleled History of Success

G&E prides itself on finding innovative solutions and concentrates on complex litigation and arbitration matters in areas such as intellectual property, securities, M&A, corporate governance, asset recovery, appraisal, antitrust, bankruptcy, false claims, and consumer protection litigation.

Named a “**Most Feared Plaintiffs Firm**” by Law360 for three years in a row, G&E directors consistently achieve the highest rankings from Martindale-Hubbell, Best Lawyers, Lawdragon, Legal 500 and *Super Lawyers*. G&E takes on and wins difficult cases in which other firms have refused to become involved, and in the last 10 years alone, G&E has recovered **over \$27 billion** for its clients. G&E’s IP attorneys have obtained **over \$500 million** for clients through patent enforcement efforts.



We appreciate that startup companies often have IP rights but lack the financial resources to enforce them. Finding a law firm to take a patent case on contingency may be an option, but only when the damages are substantial enough to make it attractive for the law firm. What is needed is a partner that has an interest in developing the strongest IP possible, to enforce it against infringers before millions in damages accrue and, if necessary, to litigate the case – **all without charging a fee.**

Each partnership is unique but, in general, G&E is compensated three ways, and each ensures that our interests are aligned with yours. First, G&E shares in the revenue generated by licensing the IP. That provides an incentive to stop infringers early. Second, G&E acquires a right of first refusal for any litigation involving the IP, and we invite you to review the many benefits of having G&E litigate on your behalf, such as receiving a higher percentage of any recovery. Finally, G&E takes a minority ownership interest in the IP, not an ownership interest in your company. This guarantees that we both benefit from the strongest possible IP while your company remains yours to manage freely.

Beyond the Courtroom



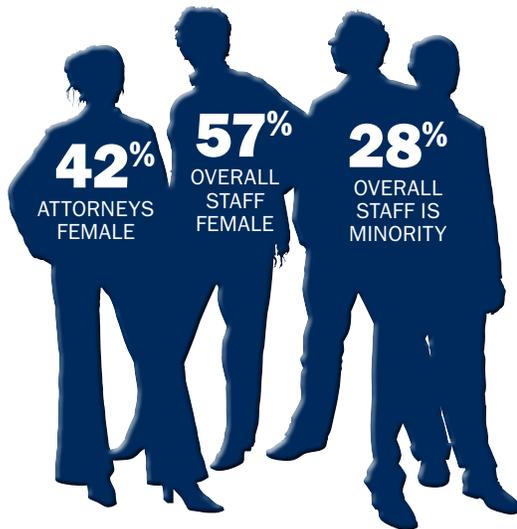
G&E's commitment to community goes well beyond the courtroom. From *pro bono* legal work to public service to volunteer initiatives, the Firm continues to build on its community involvement with the launch of the **Grant & Eisenhofer ESG Institute** for responsible financial management.

The ESG Institute addresses the increasing dialogue on environmental, social and governance criteria within the institutional investor community and provides thought leadership on legal issues related to ESG considerations and socially responsible investment.

The ESG Institute will focus on key issues including: resource sustainability, effects of climate change, and the unique responsibilities related to investments in developing countries.



Combining Talent And Diversity



G&E values its employees as its greatest asset and recognizes that a talented and diverse workforce is a key competitive advantage. Accordingly, **G&E promotes diversity** as an integral part of its mission. In fact, 42% of G&E's attorneys are female, 57% of G&E's overall staff is female, and 28% of the firm's overall staff is minority.

To learn more about **G&E's intellectual property litigation group**, please contact:



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