



Tangibles vs. Intangibles | Intangible Assets have become the key driver of corporate earnings in the high tech economy. According to some experts, intangible assets account for more than 80% of the market valuation of the S&P 500. IP Checkups assists companies and investors to maximize returns from valuable patent assets.

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Clearly, technical innovation and intangible assets have become the primary assets driving growth in the knowledge economies in the U.S., Europe and Japan. (*Figure 1*)

The most successful companies in today's competitive markets maintain highly leveragable patent portfolios that support their most innovative products and novel production methods.

IP Checkups helps clients gain significant advantage over their competition by evaluating the complex relationships that exist among patent portfolios.

Percent of Market Value (S & P 500)

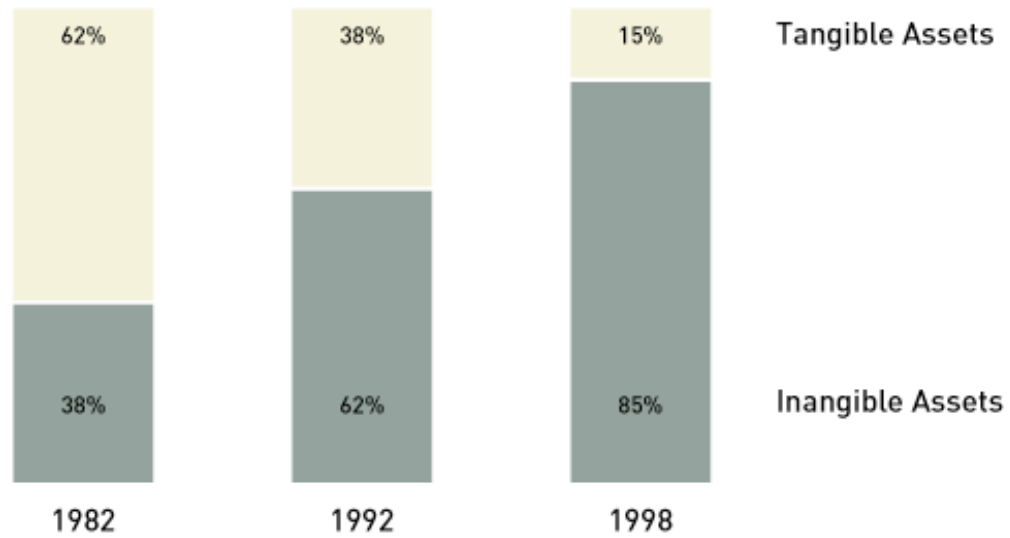


Figure 1 | The value of corporate Intangible Assets has continuously increased in the last decades and is dominating the market value of many corporations.
Source: Jurgen H. Daum. "The new New Economy Analyst Report"

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