



An Investment in Knowledge Always Pays the Best Return
BENJAMIN FRANKLIN

ABOUT US

AURORA NOVA provides integrated business and intellectual property (I.P.) strategy guidance to companies, academic venture offices, and seed/venture investors in the life sciences sector. By combining commercialization strategy perspective with I.P. strategy and asset management expertise in an integrated fashion, we help our clients develop and implement smarter strategies and maximize return-on-investment from their activities.

KEY AREAS of EXPERTISE

AURORA NOVA provides a full range of professional consulting services covering all aspects of the I.P. asset management value chain, as well as business, product, and commercialization strategy development.

Portfolio Assessments We audit and analyze the intellectual property assets of your business and whether those assets align with corporate strategies and are being maximally utilized to drive enterprise value.

I.P. Strategy & Design We assist you in designing an integrated I.P. strategy to optimally acquire and leverage I.P. assets within the framework of overall corporate goals and business strategies.

Implementation We guide you in implementing your I.P. strategy, adopting measures to ensure that strategy stays aligned with business strategies, and benchmarking performance of the implemented strategy.

Monetization of Assets We assist you in identifying under-utilized I.P. assets within your organization and develop commercial leveraging strategies for those assets to derive new revenue.

Best Practices Adoption of internal best practices is critical to maximally leveraging and managing I.P. assets, assessing performance of those assets, and ensuring that I.P. strategies and investments remain aligned with overall corporate strategies. We assist you in developing and implementing such best practices.

Value Maximization Intelligent I.P. strategy and asset management is necessary to maximally leverage such assets to drive enterprise value. We help you to maximize the value of your I.P. assets by leveraging those assets in appropriate ways in your third party business relations.

Business & Product Strategy We assist you in developing, implementing, and optimizing research & development, and product development and commercialization, strategies for your business.

EXPERIENCE

Our Professionals bring unique depth of legal, business, and intellectual property expertise and perspective to every one of our clients, every time we start a consulting project. Our consulting team includes seasoned registered patent attorneys with biotechnology sector focus, who not only have expertise in how to best to acquire, manage, and leverage I.P., but who have framed their expertise over many years serving in executive-level Chief I.P. Counsel and/or Director of I.P. and Licensing roles *within* life science corporations or university venture/licensing offices. Our team also includes experienced business and scientific development executives who have served within life science corporations and helped create and implement key research, product development, and commercialization strategies. By bringing together these complimentary but distinct talents and perspectives, we integrate our consulting approach and optimize the value and guidance we provide to our clients.

Let AURORA NOVA do the same for your business.

SERVICES

- ✦ **Custom Consulting Projects**
 - Spanning all aspects of the intellectual property value chain, from I.P. strategy design, implementation & alignment with corporate strategies, to I.P. asset acquisition, management, and leveraging, to I.P. management best practices and benchmarking.
 - Spanning all aspects of business planning and strategy, from R&D and product planning and commercialization, to optimization.

- ✦ **Executive Level I.P. Essentials Seminars, On-site**
- ✦ **Academic Technology Spinout & Pre-Seed Assistance**
- ✦ **Deal Structuring & Negotiation**
- ✦ **Under-utilized I.P. Asset Monetization and I.P. Audits**

www.AuroraNovaIP.com

email: Info@AuroraNovaIP.com

(978) 986-0993

Fax: (978) 986-2000

Aurora Nova, LLC . 458 Boston Street . Suite I-3 . Topsfield, MA 01983

