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VALUE PROPOSITION COMPANY CASE STUDY

KNOWLEDGE PROTECTION STRATEGIES

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The company...

A U.S. headquartered manufacturer - supplier (\$400+ million) of an automotive related products/services with multiple domestic/international manufacturing, sales, training, and distribution sites.

Objective..

Conduct an assessment - due diligence of the company's intangible asset value - revenue creating process.

The assessment revealed risks, costs, and time...

1. Presumption that conventional IP legal processes were sufficient to protect its intangible assets
2. Under-appreciation for the inter-connectedness of the company's intangible assets to revenue, market position, competitive advantages, customer-supplier goodwill, and brand integrity and reputation.
3. Valuable intangible assets were embedded with employees and business units at various levels and global locations, absent coordination and/or alignment with the (a.) value and competitive advantages delivered, (b.) proprietary elements, and (c.) vulnerability to competitive advantage undermining, misappropriation, infringement, and reputational risk.
4. Under-protected asset clusters, e.g., (a.) web-based customer/client training and troubleshooting system with client/customer 24/7 accessibility, (b.) rapid turn-around times for customer services, and (c.) R&D collaborations.

Value proposition recommendations...put in place measurable systems to

1. Mitigate potential for cascading affects if particular risks materialize
2. Elevate asset defensibility through value and materiality monitoring
3. Reduce vulnerability of counterfeit/fake products entering supply chain
4. Identify licensing opportunities to extend the brand and more effective use of assets.
5. Provide asset oversight and management training and an on-line programming.