

BRYAN M. YEARWOOD
20+ YEARS IN IP LICENSING & BUSINESS DEVELOPMENT
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Curriculum Vitae of Bryan M. Yearwood, CLP and Patent Agent
IP Licensing & Business Development Professional

Synopsis of Professional Experience:

Over 25 years' experience as an IP Business Specialist with extensive experience in all facets of intellectual property, including monetization, assessment, acquisitions, divestitures, management, negotiations (as lead negotiator in many instances), valuation, marketing, technology transfer, organizational structure, contracts, agreements, strategy and tactics. Business Development experience in Law Firm and corporate settings: identifying, qualifying, contacting and closing relationships with new clients for IP acquisition or services.

Recent position of Licensing Director as well as IP Business Consultant and the previous positions of Patent Assertion Director at Tivo, and Director of Licensing at McKool Smith represents a marriage of technology, business and patent skill in a way that requires and capitalizes on the skills of all three disciplines.

IP Business Consultant/President & Founder, IP Assets LLC.

Leveraged over 25 years of experience as an IP Licensing Executive. Engaged by clients to monetize patented technology, acquire strategic patent assets, prepare evidence of use charts, structure, negotiate and close deals, and provide strategic and tactical patent monetization advice.

Licensing Director, BlackBerry Corporation, Irving, TX.

Lead, develop and execute licensing programs to deliver licensing or patent purchase revenue. Create both SEP and non-SEP programs including the preparation of program models, evidence of use charts, and program summaries for Senior Leadership Team approval. Negotiate and close licensing and sale deals. Representative arts include mobile devices, collaboration, video streaming, wireless communications, and cyber security.

Patent Assertion Director, Rovi Corporation, a Tivo Company.

Representative Arts: Electronic Media guides, Over The Top (OTT) video streaming, video compression and protocols.

- Responsibilities and achievements:
 - 1) Licensing negotiations: Prepare and present evidence of use charts and conduct licensing negotiations.
 - 2) Manage the Patent Assertion Team's interaction with Intellectual Ventures patent portfolio. Managed the effort to assess the patents in the portfolio for relevance to OTT products/services, identified patents of interest, selected and managed external experts, tracked use of patents.
 - 3) Conduct valuation analysis for key license negotiations.
 - 4) Create business summaries for each patent portfolio.
 - 5) Create a Business Intelligence database for use in quantifying licensing activity.

IP Business Consultant – Dallas, TX

Leveraged over 19 years of experience as an IP Licensing Executive. Engaged by a client to develop a patent monetization program in an underserved market segment.

Director of Licensing, McKool Smith, P.C. – Dallas, TX

Representative Arts: Telecommunications, Wireless, Hard disk drives, flash memory, computer graphics, operating system software, semiconductors, fiber optics, computer peripherals.

- Responsibilities and achievements:
 - 1) Patent licensing matters and the negotiation and settlement of patent litigation through licensing with **over \$250 million in revenues realized.**
 - 3) Provide business advice and preliminary damages analysis for patent litigation matters.

4) Work with external damages experts to prepare damages report for patent litigation matters - including preparation of experts and witnesses for depositions.

5) Manage the firm's initial analysis of patents being considered for alternative fee arrangements for infringement, validity, and damages.

6) Leverage extensive contacts to develop and close new business opportunities for the firm. (i4i, BTG, Rockstar)

7) Promote the firm through strategic authoring, speaking, and developing relationships with key industry organizations. Working with senior partners to identify strategic goals, developing plans and executing those plans to build the firm's IP practice.

- ParkerVision. Created initial damages estimate/valuation. Searched and analyzed defendant's technical and financial documents to develop and support damages theory. Identified and examined defendant's products to determine possible infringement. Worked closely with attorneys and external damages expert to develop final damages report. Awarded \$173 million in District Court.
- Wi-LAN. Responsible for overall management of litigation settlement negotiations. Worked with client to establish settlement goals and negotiation strategy and tactics. Coordinated with court-appointed mediators. Prepared mediations statements. Jointly negotiated settlement licenses with client.
- American Video Graphics. Created initial damages estimate/valuation. Searched and analyzed defendant's technical and financial documents to develop and support damages theory. Worked with client to establish settlement goals and negotiation strategy and tactics. Negotiated and closed license agreements.
- i4i. A personal contact with an investor in i4i led to this opportunity being presented to the firm. Created initial damages estimate/valuation.
- BTG. Responsible for bringing this client to the firm for an ITC litigation. Worked with counsel and experts to develop the

economic prong of the domestic industry requirement. Researched activities of targeted licensees in the US market.

Vice President - Licensing, BTG International, Inc. – West Conshohocken, PA

Representative Arts: Liquid Crystal displays, audio and video compression, software updating, nuclear quadrupole resonance.

- Successful track record (as lead negotiator) in global licensing including multiple deals closed with several million dollars in revenue received.
- Business Development – Identified, pursued and closed deals resulting in acquisition of IP rights including portfolios with greater than 1000 assets, to many technologies for the purposes of generating revenue.
- Revamped corporate strategy – as the senior business executive on a team to completely re-think BTG’s corporate strategy, Bryan created, developed, and implemented the dedicated assertion licensing strategy and the required organizational changes.
- Leader of US assertion licensing projects with Board authority to commence large scale litigation programs.

Marketing Manager, PECO Energy Company (now Exelon). – Philadelphia, PA.

- Developed customer-focused new business designed to increase company’s ability to compete in the soon to be realized deregulated marketplace for electricity. Obtained board approval for \$10M.

1985-1994 **Business Development Manager & Engineer**, Lockheed Martin Corporation (formerly GE Aerospace) – Valley Forge, PA.

Education & Certifications:

BS in Engineering Physics, University of Arizona
MBA, Concentration in International Marketing, Villanova University
Graduate of GE Technical Sales and Marketing Management Programs
Certified Licensing Professional (CLP) since 2008.
IAM Strategy 300

Affiliations and Publications:

- United States Patent and Trademark Office Registered Patent Agent (Registration No. 55,752).
- Licensing Executive Society (LES)
- Speaker, 2003 LES Annual Meeting - Assertion Licensing Seminar.
- Publications:
 - Yearwood, B. & Carter, J. (2006). Patent enforcement: Licensing and litigation considerations. *IP Value 2007*, p. 111-114.
 - Yearwood, B. & Cawley, D. (2005). Effective Settlements of Patent Litigation. *IAM Magazine Supplement: Licensing in the Boardroom 2005*, p. 36-38.