



---

**The 11<sup>th</sup> Annual IP Dealmakers Forum**  
Driving IP Transactions  
November 6-8, 2024 • Ritz-Carlton Key Biscayne in Miami

**NEW FOR 2024!**

**PRE-CONFERENCE WORKSHOP: FROM COST TO PROFIT - THE IP MONETIZATION PRIMER**

1:00 PM – 1:45 PM

**AN UPDATE ON THE CURRENT STATE OF MONETIZATION**

- An update on operating companies, NPEs and funders
- Who is doing what?
- The key players in monetization and why you need them
- Does it make sense to monetize? The pros, cons, risks and rewards

1:45 PM – 2:30 PM

**PREPARING A MONETIZATION GAME PLAN AND GETTING BUY-IN**

- Understanding the key monetization options
- Answering the golden question: what is the value?
- Presenting to the executive team and getting buy-in
- Mining the portfolio and finding the gold

2:30 PM – 3:00 PM

*Networking Break*

3:00 PM – 3:45 PM

**IP MONETIZATION IN ACTION: GOING FROM PLAN TO PROFIT**

- Monetization strategy: sell vs license vs assertion
- Assembling the right team both internally and externally
- Getting an accurate valuation
- Tips and tricks for building a successful IP profit center

3:45 PM – 4:30 PM

**DEALMAKERS' STRATEGY TALKS: TAKING ACTION AND CREATING CHANGE**

*We'll host a series of facilitated discussions for small groups of 8-10 people per roundtable with topics announced shortly.*

5:00 PM – 7:00 PM

**OPENING RECEPTION**

*Join us for the 11th Annual IP Dealmakers Forum Opening Drinks Reception*

**Workshop attendance information:** *Space for the workshop is limited and attendance is by invitation only. Priority will be given to IP owners registered for the main event. If you are interested in attending the workshop, please email [registration@dealmakersforums.com](mailto:registration@dealmakersforums.com).*

*For more information about the 11th Annual IP Dealmakers Forum, visit:*

<https://ip.dealmakersforums.com/>.