

Unlocking IP Asset Portfolio Value by Digitizing Deal Information

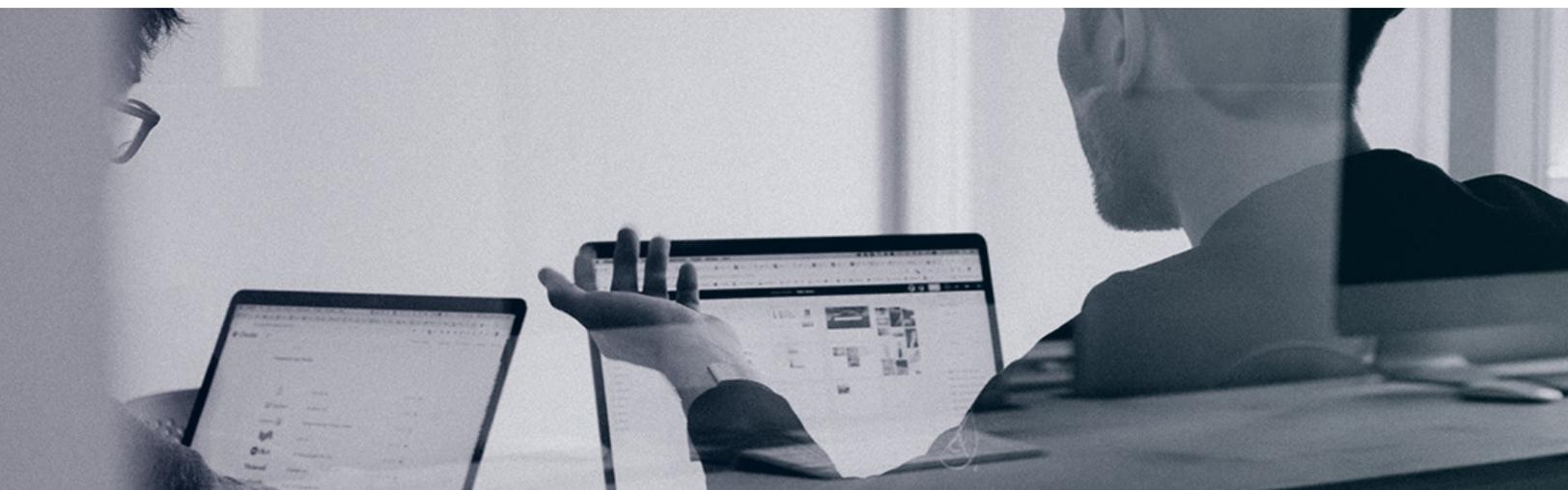
Introduction

The leading toy company was struggling. Despite owning some of the most globally well-known brands, those brands – some over 50 years old—were losing relevancy and the company was losing money. Their new CEO launched a turnaround strategy, reimagining the company not as a toy manufacturer but as an IP (Intellectual Property) company tasked with effectively managing its IP portfolio. By turning brands into multimedia franchises, the company would create a wealth of potential growth opportunities. They faced a roadblock, however. Much of the crucial information regarding their IP ownership and rights was available only from paper copies, trapped in thousands of banker-boxes, locked in storage facilities around the globe. Without this essential information, they could not effectively leverage their IP.

To solve the problem and free the company to take full advantage of all their intellectual property they engaged RSG Media to digitize the documents and capture all the rights information in a single rights repository. During this process, the company uncovered hundreds of brands that they owned and now could monetize, opening vast new revenue streams.



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The Business Problem

The company wanted to fully leverage their IP assets. However, key details regarding rights, restrictions, and obligations lay locked away on paper documents stored in banker-boxes around the world. The company estimated they had thousands of these boxes that they needed to digitize. At the start of this project, the company was largely unaware of the contents of many of these boxes. Some documents were from over 50 years ago and many were in poor condition. For the company, searching for rights information was almost impossible. Document storage and retrieval was costly and inefficient. The company estimated that they spent about \$500,000 per year just on document storage. The process of retrieving specific documents required ordering delivery of the physical boxes to the office. It consumed time, resources, and even more money. Digitizing the documents and information in these boxes would give the company instant access to their documents, permitting them to browse and search all their IP in an organized, accessible format.

Solutions

The RSG Media team used high-speed scanners to capture and index over 2,000 boxes containing a total of more than 1,000,000 pieces of paper. They carefully worked with fragile documents, including ones written on onion skin, ones that were old, faded, and in poor condition. They gently took care of documents with paper clips, staples, and tape in multiple places. After prepping and scanning the documents, they organized them into folders on the company's network drive, assigning each document a unique identifier and indexing them in an Excel spreadsheet for easy search and retrieval. As the project progressed, the company opted to increase the scope of the project and RSG grew the team size to meet the new challenge.

Where other vendors quoted a cost of \$0.70/page just to scan the documents, RSG Media both digitized and created a document index for the contracts for half that price, setting the company up for their next stage: ingesting the contract information into RSG Rights, which the company uses to manage their rights and intellectual property.

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Business Outcomes

The company started reaping the benefits of the project almost immediately. In the first stages, as the documents were digitized and ingested into RSG Rights, they uncovered over 800 brands of which they were unaware, and that had lain dormant, awaiting exploitation. These brands represent a significant potential revenue stream.



All Documents in Scope Digitized and Indexed

The RSG team completed the task. It digitized all documents in scope and stored them on the company's Network Drive, and created an Excel index of all documents, facilitating ingestion of the document information into the company's rights management system.



Storage & Retrieval Cost Savings

The company destroyed most of the boxes once the team had scanned the documents, allowing the company to significantly reduce the \$500,000 per year they were spending on storage and retrieval costs.



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Revenue Protection for Legal Affairs and Revenue Protection

The company now has clear legal documentation delineating its rights. If they ever face a litigation event or need to research a legal complication, they will have ready access to all pertinent legal documents will be readily available for the company to access if they need to research a legal complication. Further, the contracts digitized will eventually be put into RSG's Rights v4.0 which will provide the company with data on what rights they are currently able to use. This will help the company make sure they do not accidentally use rights that they do not have.



Maximize Revenue from Rights

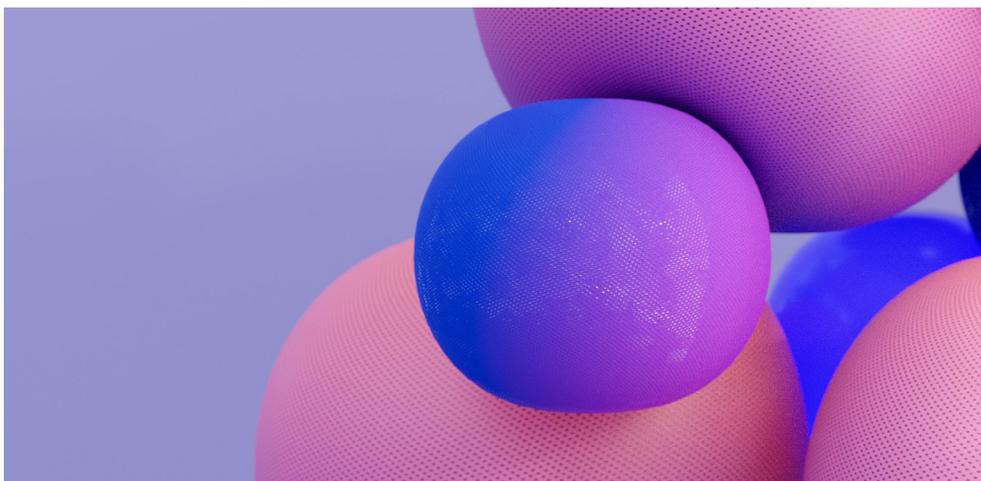
In addition to the 800 legacy brands that the company uncovered—a rich vein of new revenues by itself—the company also opened new opportunities to exploit its active brands. By digitizing its documents, ingesting them, and creating an easily accessible “single source of truth” the company dramatically reduced the friction involved in monetizing its IP. Employees can now focus their energies on finding new ways to use and create revenue from the company’s treasure-house of IP—fully exploiting all their available rights without accidentally overstepping their bounds.

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Strategic Insight

As the company reimagined itself, transitioning itself from toy manufacturer to IP portfolio management company, they realized that good IP rights management was not a cost center, but rather a potential cash-register – a catalog of potential revenues.

As of today, they have a film studio with a slate of over a dozen live action movies, several joint ventures with fashion brands to sell branded fashion for some of their most popular products. They are planning mobile and video games, NFTs, and several limited-edition products. Unfettered from the need to search through ancient tomes to do their deals, they are now limited only by their imagination.



To find out more about RSG Media's expert rights document scanning, indexing, and deal entry services, or to consult with one of our subject matter experts, write to info@rsgmedia.com

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