

Crowell's Approach to Identifying Your Intangible Assets

The value of today's data-driven businesses is no longer driven by tangible assets like buildings, machinery, or cash reserves. In fact, up to 90% of a company's market capitalization is attributable to intangible intellectual property (IP) assets. Unfortunately, these assets often go overlooked, unmeasured, and underutilized because traditional asset audits are time-consuming and labor-intensive.



Intangible assets include:

- Patents
- Copyrights
- Trademarks
- Trade Secrets
- Domains
- Designs
- Proprietary Data
- Brand Equity

At the same time, your intangible assets carry significant financial weight, and neglecting to identify and assess them can result in lost value — influencing investor perceptions, limiting financing options, or exposing companies to unmanaged risks. In doing so, your company is best positioned to maximize and leverage organisational value and gain strategic advantage by truly optimising your exploitation of intangible assets.

Unlock Value with Crowell's Advanced Discovery Approach

Crowell leverages Intanify, an advanced AI-driven technology, to offer a comprehensive intangible asset discovery, inventory, and valuation solution. Our process enables businesses to map both traditional IP (e.g., patents) and commercially significant “soft” assets, including customer lists and brand equity.

Thanks to this platform, Crowell can deliver a streamlined, friction-free process:

- Our team uses intuitive AI tools to quickly generate an inventory of your intangible assets.
- This approach expedites discovery, reduces administrative burdens, and allows our attorneys to focus on strategic, value-generating legal work for your business.

Crowell's experience, combined with these technology-enabled efficiencies, enhances both the speed and quality of our legal services.

Three Essential Capabilities in One Integrated Service

Products

Discover



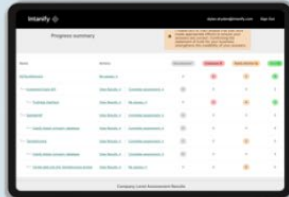
Value



Risk



Risk



By integrating discovery, valuation, and risk assessment, Crowell’s offering simplifies many business processes, including audits, strategy, technology transfer, and commercial contracting.

With this approach, you will benefit from:

- **Discovery:** Rapid, expert-led identification of over 25 asset types, with user-friendly visualizations and reports.
- **Valuation:** Transparent asset valuation aligned with industry standards.
- **Risk Analysis:** Comprehensive mapping of gaps and risks, including risk scoring and issue identification—to inform effective due diligence.

Use Cases

IP Audits	IP Management	Strategy Formulation
Valuation	Investor Readiness	Asset-Based Finance
Commercial Contracting	Mergers and Acquisitions	Tech Transfer Licensing
Due Diligence Target Screening	Structuring	Insolvency and Competitor Intelligence

Work Smarter With Human-AI Collaboration

Crowell’s attorneys use AI-generated reports to present a comprehensive view of your intangible assets—enabling more strategic, informed decision-making on your behalf. Our process pairs automated discovery with seasoned legal judgment to:

- Conduct asset discovery and generate tailored reports.
- Identify complex risks and opportunities unique to your business.
- Support ongoing IP management and strategic growth.

Experience the Crowell Advantage

Let our team guide your company in discovering, valuing, and protecting your most valuable intangible assets—faster and more strategically.

Representative Matters

A sampling of challenges addressed by Crowell using this technology:

- Uncovered and protected previously unrecognized trade secrets.
- Identified underappreciated software assets with significant value implications.
- Flagged opportunities for new IP filings, providing a springboard for growth.
- Justified high company valuations, supporting successful fundraising and grant applications.

Contact



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About Us

Crowell & Moring is an international law firm with operations in the United States, Europe, MENA, and Asia. Drawing on significant government, business, industry, and legal experience, the firm helps clients capitalize on opportunities and provides creative solutions to complex regulatory and policy, litigation, transactional, and intellectual property issues. The firm is consistently recognized for its commitment to pro bono service, as well as its comprehensive programs and initiatives to advance the professional and personal development of all members of the Crowell community.