APEX STANDARDS
SEP Claim Chart and Strategic Advisory Services

MAXIMIZE THE VALUE OF YOUR PATENT PORTFOLIO Apex Standards delivers expert SEP claim charting that drives licensing, monetization, cross-licensing, and defense. Whether you're navigating complex cross-standard landscapes or managing a portfolio with limited technical background, we're ready to help.

Why Our SEP Analysis?
- **3GPP Overdeclaration:** Filter true high-value SEPs from large portfolios.
- **IEEE/Wi-Fi & Codec Underdeclaration:** Uncover new SEPs missed by not attending standard meetings.
- **Patent Landscaping: Strengthen your negotiation power.**

SEP Claim Charting Services
1. **SEP Claim Chart (Licensor)**
- Support licensing, sales, and M&A.
- Map claim features to specification clauses.
2. **Non-SEP Claim Chart (Licensee)**
- Spot incomplete feature mapping.
3. **SEP Invalidation Chart (Licensee)**
- Uncover prior art to invalidate SEPs.

Strategic SEP Portfolio Services
- **SEP Declaration Advisory:** Declare SEPs with strategic section clause details across key IPR databases (ETSI, IEEE SA, ITU) to maximize portfolio value and ensure FRAND defense.
- **Patent Filtering, Negotiation & Cross-Licensing:** Prioritize strong SEPs while challenging weak ones.
- **Royalty Counter-Offer:** Develop robust economic analyses and persuasive counter-arguments.
- **Standard Contribution Advisory:** Contribute to 3GPP/IEEE/Codec standardization with cost-effective online engagement—making impact with or without delegate travel.

Pricing Models
- **Per-Claim Chart:** $1,500-$15,000 USD based on purpose and requisite complexity to prevail.
- **Membership:** Volume discounts, priority handling, and counter-party feedback management.
- **Success-Based:** (%) fee based on successful licensing, royalty difference, patent sales, or litigation avoidance.
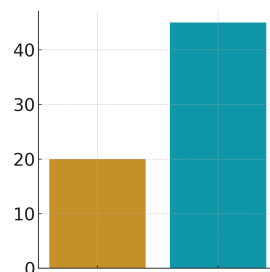
Why Apex Standards?
- ✅ Trusted by top licensors & licensees.
- ✅ Broad standard expertise.
- ✅ No-risk: First claim chart free.
- ✅ 3-day turnaround with bulk priority.
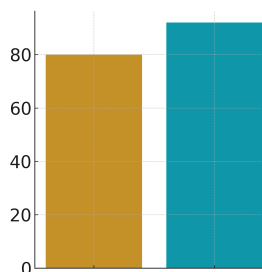
Elevate your SEP strategy today!

Hi-Tech Standards Covered

3GPP TS
ASTM F04 / Medical Devices
ASTM F38 / UAV Drones
AOMedia AV1, VP9 Codecs
ITU-T H.265 (HEVC)
ITU-T H.266 (VVC)
e-Health / ETSI TR 103 477
e-Health / IEEE 11073
e-Health / ITU-T H.800s
Wi-Fi 6/6E (IEEE 802.11ax)
Wi-Fi 7 (IEEE 802.11be)
IEEE P1857 / AV Coding
IEEE P1872 / Robotics
IEEE P2048 / AR & VR
Industry 4.0 Standards
IoT oneM2M
JEDEC Semiconductors
Open RAN (O-RAN)
Passive Optical Network (PON)
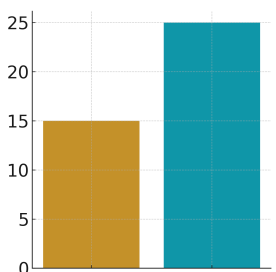Qi Wireless Charging
SAE EV Charging Standards

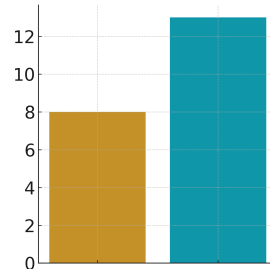Reduction in Royalty Payment (%)

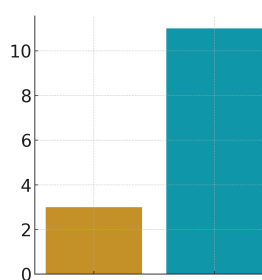Litigation Avoidance (%)

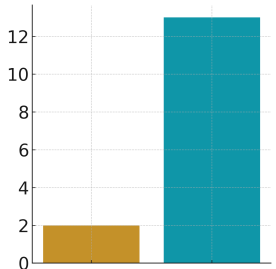Cross-Licensing Value (MM USD)

SEP Demand Forecast & Strategic Acquisitions

Newly Discovered Internal SEPs

Patents Linked to More High-Tech Standards

■ Industry Average   ■ Client Performance