

Rembrandts In The Attic: Unlocking Patent Monetization

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Introductions

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Rembrandts In The Attic

Painting Attributed to Rembrandt Found Tucked Away Inside an Attic in Maine

An auctioneer discovered "Portrait of a Girl," which just sold for \$1.4 million, during a standard "house call" to an estate

Elia Feldman | Daily Correspondent
September 6, 2024

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Portrait of a Girl was found inside a private estate in Camden, Maine. Thomaston Place Auction Galleries

For many years, a forgotten 17th-century painting had been stored in an attic in Maine. According to a label on the back of the frame, the piece—titled *Portrait of a Girl*—was the work of Rembrandt, the renowned Dutch master. A few weeks ago, the rediscovered artwork sold for \$1.41 million at auction.

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Rembrandts (cont.)

- Cost center to review center
- 2700 patents (1998)
- \$2B annual licensing business
- Principles
 - Auditing/Organization
 - Understanding technology and market
 - Ditch the “file and forget it” mindset



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Agenda

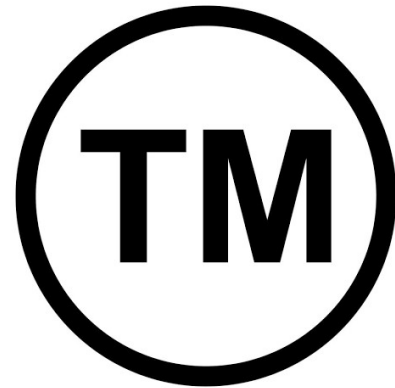
- World of University IP
- How to Monetize and Protect – Patents
 - Case Law Examples and Enforcement Trends
 - Other Examples
 - Case Study – University Alpha
- NIL Rights & TM Implications
- Challenges Facing Universities

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World of University IP



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How to Monetize/Protect

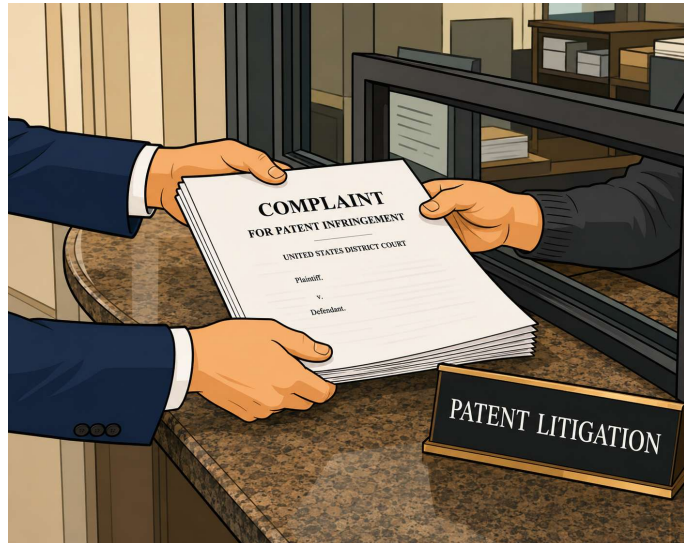
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Patents

- Continuous licensing efforts by tech transfer office
- Patent litigation campaigns
 - Seek enforcement of University IP
 - Can be litigation funded



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Case Law Examples

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The California Institute of Technology v. Broadcom Limited et al, No. 2:16-cv-03714 (C.D. Cal. 2016)



World ▾ Business ▾ Markets ▾ Sustainability ▾ Legal ▾ Commentary ▾ More ▾

CalTech wins \$1.1 billion jury verdict in patent case against Apple, Broadcom

By Jan Wolfe and Stephen Nellis

January 29, 2020 7:57 PM MST · Updated January 29, 2020



WASHINGTON/SAN FRANCISCO (Reuters) - The California Institute of Technology said on Wednesday that it won a \$1.1 billion jury verdict in a patent case against Apple and Broadcom .

In a case filed in federal court in Los Angeles in 2016, the Pasadena, California-based research university alleged that Broadcom wi-fi chips used in hundreds of millions of Apple iPhones infringed patents relating to data transmission technology.

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The Trustees of the University of Pennsylvania v. Genentech, Inc., No. 1:22-cv-00145 (D. Del. 2022)

Bloomberg Law



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Penn, Roche End Patent Suit Over Cancer Drugs Worth Billions

March 14, 2025, 3:04 PM UTC



Christopher Yasiejko
Senior correspondent



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***The Regents of the University of California et al
v. Surgical Science North America Corp., No.
2:26-cv-06153 (C.D. Cal. Jun. 5, 2026)***



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Recent University Patent Enforcement Trends

University	Defendant(s)	Technology	Date Filed
Northwestern University	Mitsubishi Electric	Intelligent Assist Devices (Collaborative Robots "Cobots")	2/2/2021
New York University	ResMed Inc.	Diagnosis and Treatment of Breathing Patterns and Sleep Disorders	6/2/2021
Purdue University	STMICROELECTRONICS	Semiconductor Device	7/14/2021
University of Pittsburgh	Cochlear	Wireless Energy Transfer System	9/23/2021

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Recent University Patent Enforcement Trends

University	Defendant(s)	Technology	Date Filed
University of Pennsylvania	Genentech	Methods for Treating Tumors	1/31/2022
University of Michigan; University of South Florida SUNY, University of Connecticut, and Worcester Polytechnic Institute	Novartis Pharmaceuticals	Method for Combining Active Pharmaceutical Ingredients	8/29/2022
	Samsung Electronics	Algorithms and Devices for Physiological Function Detection	4/3/2023
University of South Florida	Geophysical Survey Systems and GeoView	Ground Penetrating Radar Systems and Methods	9/8/2023
Northwestern University	Moderna	Synthetic LNP Technology (Vaccines)	10/16/2024

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Recent University Patent Enforcement Trends

University	Defendant(s)	Technology	Date Filed
The University of Texas	Alynlyam Pharmaceuticals	"siRNA" Delivery Technology (Medical Treatment)	12/12/2024
Cornell University	AT&T; Verizon	Wireless Communications Technology (Wi-Fi)	1/21/2025
University of Southern California	Google	3D Immersive Digital Visualization Methods	10/27/2025
Carnegie Mellon University	Uber	Monitoring Methods for Neighborhood Data ("Livehoods")	5/26/2026

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Other Examples

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UTLP (University Technology Licensing Program)

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15 Leading Research Universities Launch Joint Technology Licensing Program

The University Technology Licensing Program (UTLP) provides widespread, convenient, and efficient access to valuable inventions owned by these 15 universities relating to particular technologies, products, and solutions that enable new leading-edge products to be brought to market in the fields of the physical sciences.

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NPEs

- Universities may give exclusive rights to an NPE to file and monetize
- **Example: Arizona State**
- Consult counsel regarding exclusivity and characterization of rights given to NPE



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Case Study: University Alpha

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Case Study: University Alpha

IDENTIFY ASSETS

University Alpha Portfolio

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Patents Identified

Based on comprehensive assignment search and chain-of-title review across the university's intellectual property holdings.

Key Activity: Full portfolio review to confirm ownership, identify gaps, and surface candidates with commercial potential.

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Case Study: University Alpha

ORGANIZE ASSETS

Portfolio Segmentation by Remaining Life

45%

Nearing Expiration
or Expired

30%

5–10+ Years
Remaining (~270 assets)

25%

Newly Filed
(More Recent Market)

Focus shifted to the ~270 assets with meaningful remaining life for deeper technology and market analysis.

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Case Study: University Alpha

TECHNOLOGY BREAKDOWN

Of the ~240 assets with 5–10+ years remaining life

30%

**Semiconductor
/ Chip**

30%

Life Sciences

40%

**Wireless communication,
cybersecurity**

Triage Approach: Combination of manual review and AI tools to efficiently categorize and prioritize the portfolio.

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Case Study: University Alpha

FINDING THE REMBRANDTS

Deep collaboration with University Alpha to surface high-potential assets

1

Narrow to ~270 Assets

From the 270, further filtered using family and foreign filing data for deeper review.

2

University Collaboration

Worked directly with client to identify professors, grad students, research spend, spin-out companies, and any embargoes or encumbrances.

3

Focus on Potential

Dialogues and collaboration enabled precise focus on where the true 'Rembrandts' (high-value dormant assets) likely resided.

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Case Study: University Alpha

GAMEPLAN & PRIORITIZATION

Two-pillar evaluation framework applied to shortlisted assets

1. Strength of Assets

Detailed review of claim scope, prior art landscape, and overall patent strength to assess defensibility and licensing potential.

2. Strength of Market

Assessment of real-world usage: Is anyone practicing the invention? Competitive landscape and potential infringement opportunities.

Executed with Saul Ewing resources and internal subject-matter experts.

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Case Study: University Alpha

PATH TO MONETIZATION

University Alpha Licensing & Litigation Strategy

- Licensing
- Litigation
 - Hourly
 - Contingency
 - Litigation Funding

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NIL Rights

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NIL – Name, Image, & Likeness

- Introduced in 2021
- University involvement varies, but required to disclose and get approval of deals of more than \$600 through the CSC
- Universities can now use up to \$20.5 million from their own budgets to directly pay athletes
- NIL economy is estimated at \$2.7 billion in 2026



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NIL + NIL Collectives = Revenue

The 15 Club – University of Kentucky



Thunder Trust- Marshall



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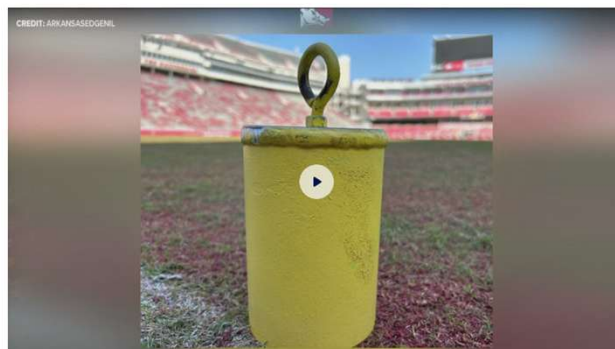
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Case Study: Arkansas Edge

'Razorback Football history' | NIL collective sold pieces of goalposts from Arkansas vs Tennessee game

Six-inch portions of the goalposts from the Arkansas vs Tennessee game were available for purchase, with proceeds going toward NIL.



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The NIL Rembrandts – Quick Reaction & Creativity



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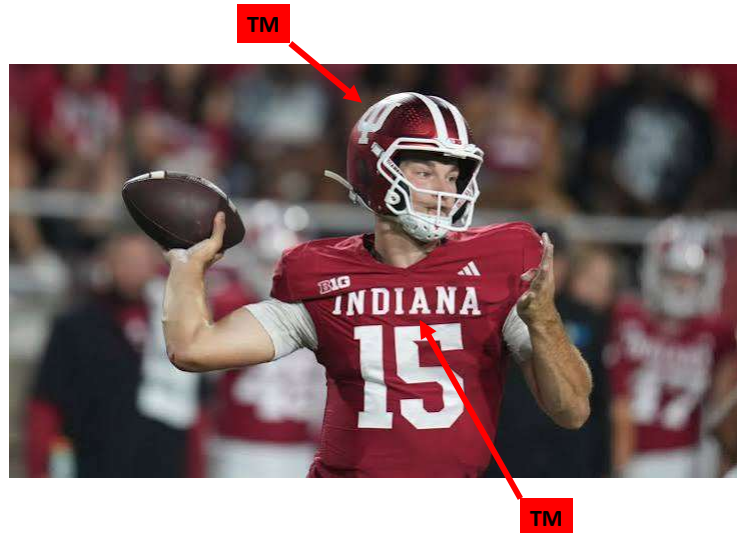
Challenges Facing Universities

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Challenges to Consider



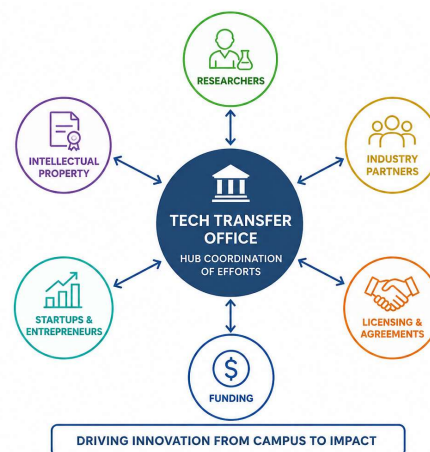
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Challenges for University IP

- Promotion of start-ups
- Licensing endeavors for individual inventors
- Coordination of patent prosecution program to monetize



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IP Higher-ed CLE Webinar Series

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9/23/26 at 1:00pm ET

- Registration link will be sent with today's presentation and CLE information.
- Email abby.young@saul.com with topic suggestions for future webinars.

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Questions?



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