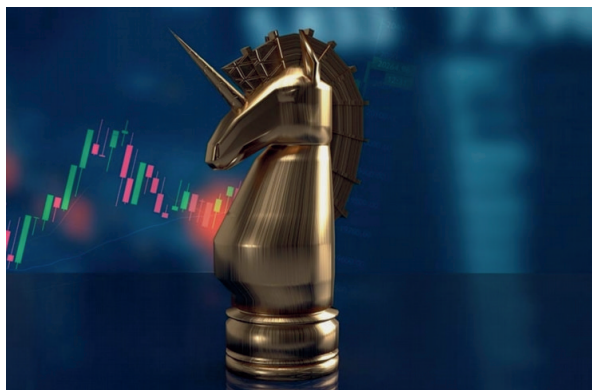




November 2021

PDF

## Unicorn Patents



by [Gerson S. Panitch](#)

Everyone is talking about unicorn companies—a very rare breed of private company with a valuation of at least a billion dollars. Venture capitalist Aileen Lee coined the term “unicorn” in 2013, because just like the mythical creature, the statistical chances of finding such high value in a private company are quite low. Even today, with approximately 90 million companies in the top 10 jurisdictions worldwide, only 600 companies are unicorns.

As with companies, patent portfolios can also be unicorns. A unicorn patent portfolio is a group of patents, strategically crafted to block competitors from entering a market segment. To learn more about how your company can develop a unicorn patent portfolio, Click [here](#).

## In-house Counsel: Standing Guard Against Counterfeiters



by [Aaron L. Parker](#), [Sonja W. Sahlsten](#)

Online shopping has changed the way consumers shop for retail products. The global Covid-19 pandemic shifted even more sales online. E-commerce platforms have made it easier, faster, and more convenient to shop online. But they also created fertile ground for counterfeiters whose cunning tactics have sometimes outpaced the efforts of e-commerce platforms to subvert them and rid marketplaces of

counterfeits. In 2019, the sale of fake goods represented 3.3% of world trade. In 2020, U.S. Customs and Border Protection and U.S. Immigration and Customs Enforcement seized more than 26,000 shipments of fake goods, the value of which, had they been genuine, was in excess of \$1.3bn. Counterfeits can pose health and safety risks to consumers. They also harm the bottom line and reputation of rights owners. To learn what in-house counsel can do to stop counterfeiters, click [here](#).

## Upcoming Events

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## Are You a UNICORN or ASPIRING UNICORN Hoping to Develop STRATEGIC PATENTS?



Visit our booth at the **INNOTECH Conference November 17-18 at Expo Tel Aviv, Pavilion 2**

FINNEGAN



Patent Strategists to Israeli Unicorns  
(and aspiring unicorns)

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Finnegan offers the following **Free Webinar**

## Boosting Valuation with Unicorn Patents

With Gerson Panitch, Finnegan partner

Everyone is talking about unicorn companies—a very rare breed of private company with a valuation of at least a billion dollars. As with companies, patent portfolios can also be unicorns. A unicorn patent portfolio is a group of patents, strategically crafted to block competitors from entering a high-value market segment. There are three types of patents: low value patents, competition-inhibiting patents, and unicorn patents. Unfortunately, as many as 97% of patents worldwide fall into the low value category. In this webinar, Finnegan partner and patent strategist Gerson Panitch will teach you how to avoid low value patents, spot unicorn patents, and maximize the chances that your company achieves unicorn patent status.

November 24 at 16:00 on Zoom

For more information and free registration:  
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## About Finnegan

Finnegan is one of the world's largest IP law firms and a go-to source for Israeli companies. We represent more than 180 of Israel's leading and most sophisticated enterprises, helping navigate IP disputes and patent infringement litigation, counseling on how to strategically protect technology to maximize value, managing patent portfolios, and developing revenue streams through creative patenting and licensing. In the words of *Chambers USA*, “Finnegan’s work is nothing short of exceptional.” [www.finnegan.com](#) [www.finnegan.co.il](#)

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