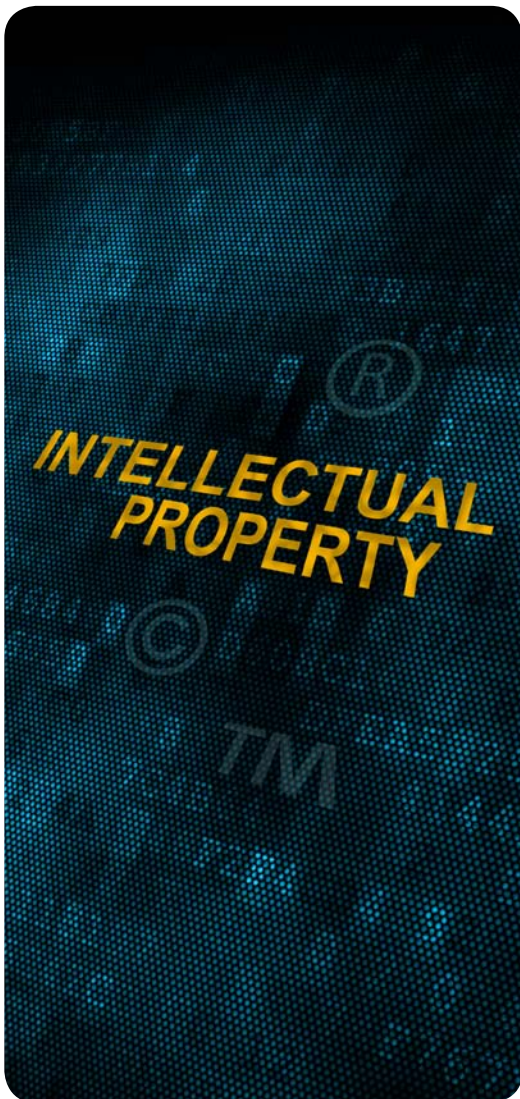
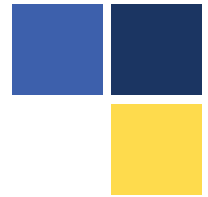


Representative MATTER



A Regional Medical Specialty Group

Monetization of Business Know-how and Corporate IP and Launching a Managed Services Company

Issue: A regional medical specialty group engaged Hinshaw to help it set up an affiliated company to monetize its business knowledge and corporate intellectual property. The group had successfully revolutionized the delivery of certain specialized services within its healthcare system and sought to offer its solution as a managed service to specialty medical practices throughout the country.

Action: Hinshaw counseled the group on both the legal and business aspects relating to the formation of the new entity as well as the pricing and roll-out strategies for the managed services. Hinshaw assessed the group's IP and advised on the best way to protect and monetize its intellectual property. Hinshaw performed extensive financial modeling to assist the medical group on its negotiation strategies with prospective joint venture partners. Hinshaw continues to advise the specialty medical group as it executes on its strategy.

Impact: Through our work, the client formed a separate business entity to pursue monetization of its business know-how and corporate IP. The company has also launched its managed services company and is pursuing appropriate joint venture partners.