



HilcoTM
Streambank

YEAR IN REVIEW



DELIVERING INDUSTRY-LEADING
RETURNS ON INTANGIBLE ASSETS

2023

Valuation | Monetization | Advisory | Capital Solutions

www.hilcostreambank.com



2023 Went in like a lamb, out like a lion.... What will 2024 bring?

As 2023 is in the rear-view mirror and we have had a chance to reflect on trends we've seen in the last year, intangible assets continue to be at the forefront of the most successful companies and the ones that are emerging as we write. Now more than ever, our clients, their funders and their stakeholders are investing in brands, software, patents, data, social media, content and tools such as generative artificial intelligence to create portfolios of intangible assets that meet the needs of an increasingly complex society.

The past year has challenged companies with substantial interest rate hikes, increasing the cost of capital. This has had a particular impact on many of our clients and their stakeholders, including those in the biotech, consumer, ecommerce and technology industries. Nevertheless, there continues to be an aggressive acquisition market, which has fueled transactions. As interest rates fall in 2024, we expect this to continue. Combined with anticipated distress in the retail sector as lenders carefully examine their collateral positions and consumers curtail spending as student loan payments resume, there should be no shortage of opportunities for those in the market looking to buy.

Market-Making M&A Activity

Our deals foster repositioning of assets into reimagined uses. This image featuring Century 21 Department Stores, a brand we advised in 2020 and which re-emerged in 2023, "defined what it felt like to be on the front lines of culture in 2023." (c) New York Times.



Representative Deals

View all of our publicly disclosed deals [here](#).



Asset sale for publicly traded bio-pharma company that developed systemically administered self-amplifying RNA for cancer treatment.



Company-side sale process for e-commerce bulk goods delivery brand and last-mile solution software.



Receivership sale of patent portfolio and related inventory of AgTech fertilizer technology company.



Sell-side mandate for strategic foreclosing lender of outdoor lifestyle and accessories brand.



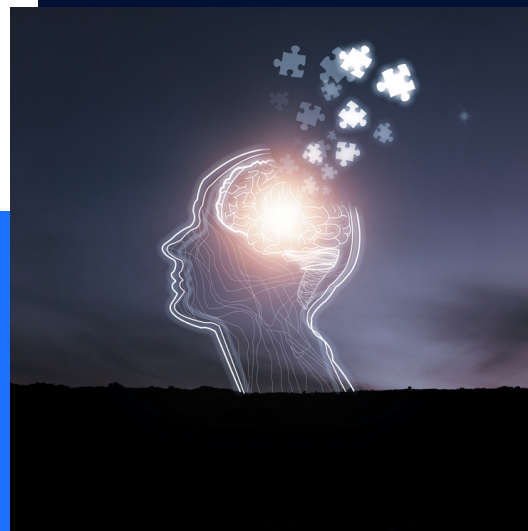
Lender advisory role to support ongoing sale process and to assist with IP contingency planning.



Patent landscaping project for a global company to identify white space, potential technology partners, and competitive threats to support Ch 11 plan.

Thought Leadership

Our experts are regularly invited to share our thoughts with industry-leading publications.



Lender Considerations in a Meme-Stock Environment *The Secured Lender*

David Peress
Jordon Parker



Tips to Piece Together Intangible Assets & Maximize Value in a Sale

Journal of Corporate Renewal

Richelle Kalnit
Stella Silverstein



Critical Advice on Crafting a Successful IP Strategy in an Evolving Legal Environment

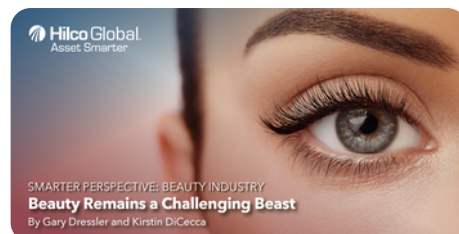
IAM Magazine

Karl Maersch



Maximizing the Value of a Company's Intangible Assets *Financial Poise*

David Peress
Richelle Kalnit



Beauty Remains a Challenging Beast *Hilco Smarter Perspective*

Gary Dressler
Kirstin DiCecca

Thought Leadership

**Our experts are
sought-after panelists
at leading industry
conferences.**



Artificial Intelligence, *Turnaround Management Association Annual Conference*, San Francisco, CA

Artificial Intelligence, *Turnaround Management Association Regional Conference*, Saratoga Springs, NY

David Peress, EVP



Asset Sales, *American Bankruptcy Institute Winter Leadership Conference*, Scottsdale AZ

Non-Bankruptcy Alternatives as Distressed Investing Vehicles, *Turnaround Management Association*, New York, NY

Trends in M&A, *Ropes & Gray Consumer Brands Conference*, New York, NY

Richelle Kalnit, SVP



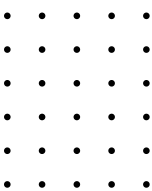
Current Trends in Patent Valuations for Operating Companies, *Cleveland State Law School Annual IP Conference*, Cleveland, OH

Karl Maersch, SVP



Complex § 363 Sales, *National Association of Bankruptcy Trustees*, Virtual

Jordan Parker, VP



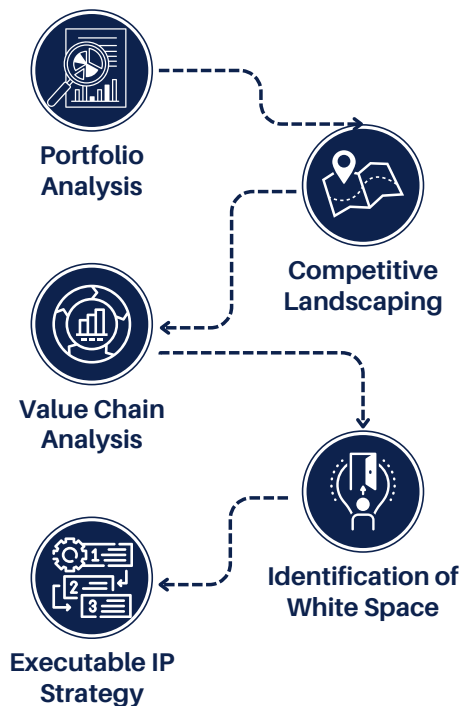
Patent Advisory Solutions



Our patent team offers best-in-class solutions.

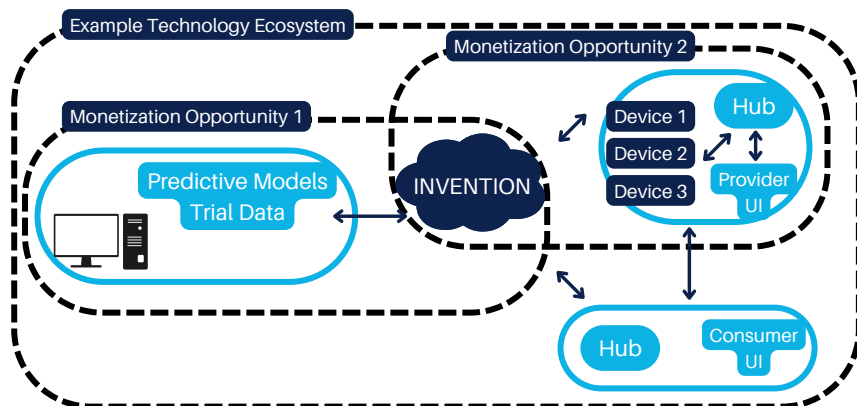
Patent Strategy & Landscaping

We regularly assist clients in acquiring patents for strategic value. For one client, we served as an anonymous advisor to acquire assets and rights that allowed the client to clear several future products in its development pipeline. For another client, our patent landscape identified patents to acquire that would have strategic value for the client in its market segment.



Patent Acquisition Advisory Services

Our projects help clients make strategic decisions about their patent portfolios. For some, our patent landscape identified white space and investment in various technologies by competitors, which provided a roadmap for our clients on how to expand their portfolio and focus R&D to maximize future portfolio value. In the distressed space, we helped debt and equity holders understand the current and potential future value of a company's patent portfolio, helping them make investment decisions.



Patent Monetization

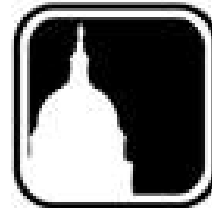
Our team helped clients identify monetizable patent assets in their portfolio and implement a strategy to generate revenue from them. We generated revenue through sale processes, and also developed evidence of use, claim charts, valuation models, and strategies, on which some clients are executing directly or through outside counsel.

We'd like to share our thoughts with you. Come see us at...



TMA Distressed Investing Conference Las Vegas, NV February 6 - 9

Join Richelle Kalnit and Jordon Parker at the 2024 TMA Distressed Investing Conference from February 6 - 9 in Las Vegas.



AMERICAN BANKRUPTCY INSTITUTE

ABI VALCON Conference New Orleans, LA March 18-20

Richelle Kalnit will speak on a panel covering the impact of generative AI on IP valuations at the VALCON conference hosted by the American Bankruptcy Institute.

... or your office.

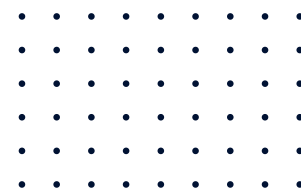
We are regularly invited by law firms, financial advisory firms, lending institutions and private equity firms to speak about topics related to intangible assets, including valuation methodologies, privacy considerations and auction structures. Contact us if you would like us to share our thoughts with your team.

Hilco Streambank Partners

**Our partners offer
market-leading
digital asset
services.**



We share the Hilco Streambank banner with IPv4.Global and Hilco Digital Assets. IPv4.Global, our IP address monetization platform, continues to grow and build adjacent services for companies seeking to buy, sell, lease and manage IP addresses. Hilco Digital Assets concluded its first full calendar year, having brokered numerous domain name sales and completed a Series A investment in SquadHelp.com, the leading technology-focused domain name marketplace.



Connect With Us

What intellectual property issues do you face? Click below to get in touch.



We offer industry-leading valuation, monetization, and lender advisory services related to the following asset types.



**Consumer &
Retail Brands**



Patent Portfolios



**IPv4 (Internet Protocol
v.4) Addresses**



**Software Platforms
& Source Code**



**Media Archives
& Copyrights**



**Domains (Second
Level / Top Level)**



Data



**Litigation Claims
& Judgments**

Meet Our Team



Gabriel Fried

CEO

gfried@hilcoglobal.com
617.458.9355



David Peress

EVP

dperess@hilcoglobal.com
617.642.1909



Jack Hazan

EVP

jhazan@hilcoglobal.com
646.388.1361



Richelle Kalnit

SVP

rkalnit@hilcoglobal.com
212.993.7214



Karl Maersch

SVP

kmaersch@hilcoglobal.com
440.468.9130



Jordon Parker

VP

jparker@hilcoglobal.com
719.821.0894



Adam Snyder

Snr. Patent Analyst

asnyder@hilcoglobal.com
440.398.5688



Stella Silverstein

Analyst

ssilverstein@hilcoglobal.com
646.651.1953



Hilco Global

Asset Smarter

1500 Broadway, 26th Floor, New York, NY 10036
www.hilcostreambank.com

Boston | Chicago | Detroit | Grand Rapids | Los Angeles | New York | Philadelphia | London | Leeds |
Dublin | Toronto | Mexico City | Madrid
Singapore | Hong Kong | Bangkok | Seoul | Jakarta | Manila | Sydney | Melbourne | Amsterdam