



For Immediate Release
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**NEW INTELLECTUAL PROPERTY ADVISORY FIRM,
APOGEE INSIGHTS, PROVIDES COUNSEL
USING EXISTING IP ASSETS TO BOOST PERFORMANCE,
BUILD ENTREPRENEURIAL COMPANIES**

**Seasoned Executives of Several Companies Form Firm
To Maximize IP Through Strategic Trajectory Management®**

ANN ARBOR, MI --- February 23, 2012 -- Apogee Insights Group is a transformative advisor on business analysis and strategy, with extensive experience in maximizing the value of intellectual property. The Group has been formed by seasoned business executives to partner with clients in the private, public and not-for-profit sectors to identify critical challenges and optimize and address high-value opportunities.

Every business, established or emerging, has a sweet spot. “Our sweet spot is developing strategies for existing or emerging intellectual property to benefit clients,” explained Dan Arbour, an experienced corporate executive who initiated the idea and need for Apogee. “Our role is to help existing and emerging companies recognize their IP assets and leverage them to build their trajectory to success.”

Partners of the firm are Dan Arbour, longtime senior sales and management executive at publishing firms including ProQuest, Xanadu and National Archive Publishing Company; Dennis Stepaniak, CFO and COO of various publishing companies including Gale Cengage Learning; Gary Wesley, a business development and technology executive who was with Sony Electronic Publishing for many years; Scott Smith, former Thomson Gale publishing executive; and Larry T. Eiler, co-founder of Eiler Communications and known for his work across the country with technology, healthcare and publishing companies.

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Burgeoning Need for IP Counsel

Michael Splinter, President and CEO of Applied Dynamic, a major chip company, recently outlined the need for the intellectual property market situation that Apogee Insights is addressing. In a CNN interview he said, “Unless your company is based on the power of intellectual property you run the real risk of being commoditized.”

Arbour explained that “we are serving companies that need to maximize the use of their valuable intellectual property to make a difference in how they conduct business... capitalizing on what they already have but are not using effectively, and how to use their assets to develop new capabilities and opportunities.”

“This speaks to Apogee Insights’ focus, helping companies improve their short and long-term financial performance, and the value of their enterprise, by maximizing their IP assets and the talent of their people,” Stepaniak added. “What we bring to the relationship is an objective business perspective, personalized service, a sense of urgency and a broad network of relevant resources and relationships to get the job done.”

“We have combined experience of more than 170 years in working with technology, publishing and healthcare companies around the country,” explained Eiler. “We have dealt with revitalizing mature products in dwindling markets, as well as new technologies and new products that have taken advantage of adjacent and emerging markets. This transition-based experience puts us in a commanding position to provide independent counsel that complements a company’s internal capabilities,” he added. “A collective look at new opportunities and value assessment helps us to strategically position firms into new products and markets.”

Existing Corporate IP Assets Not Well Used

Arbour initiated formation of the new firm “to meet the critical need Michigan has to bolster the importance and awareness of intellectual property. Apogee’s focus is on the benefits that accrue through effective use of IP,” he explained.

Apogee offers comparison to best industry practices for an organization’s intellectual capital control as well as critical negotiation strategies with current intellectual capital providers, Arbour said. “Apogee can recommend alternative acquisition strategies, including new resourcing models, develop creative business models that monetize current

underperforming properties, and enhance distribution strategies to maximize potential value in new and adjacent markets. Strategies are focused on ensuring that those

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investment decisions are based on the critical success factors required for ongoing sustainability in today's rapidly changing marketplace, providing clients with a complete roadmap for success.”

Apogee's Strategic Trajectory Management[®] (STM) process offers a customized, focused approach that ensures clients achieve sustainable competitive advantage, build more capable organizations and deliver market-leading services that secure lasting results. Apogee is an agent for change—for our clients, our people and society.

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