



## IP STRATEGY - THE DEVIL REALLY IS IN THE DETAIL

Intellectual Property (IP) is of strategic importance to any business whatever its size. Our IP strategy work enables you to understand and leverage your IP in a way that aligns with your commercial aims, comes within budget and future proofs the intangible.

### What we do

To ensure that you do not waste money on securing IP rights that fail to align with your strategic aims, we work with you to ensure that you focus on IP that supports and maximizes your business value.

It goes without saying that we take the time to understand not just the operational detail of your business but the culture so as to fully maximise the ongoing IP potential. Part of our role is to ensure protection (as wide as possible) for your existing IP but as well to spot the strategic opportunities.

Many IP assets are capable of being protected in more than one way. An inventor can patent his or her invention but equally he or she can keep it under wraps and rely on the law of confidence to prevent unauthorised use or disclosure. Similarly, a business can apply to register a trade mark or it can rely on the law of passing off.

The choice of legal protection will depend on a number of factors such as the nature of the asset, the manner in which it is to be exploited, the countries in which it is to be sold, the shelf life of the competitive advantage and so on.

We offer three levels of IP strategy advice depending upon the size and complexity of your business. Overleaf are the fundamentals of the different levels, together with an outline of what is covered and the cost. These are representative only and get a proper insight into your needs we would welcome the opportunity to speak to you further about your requirements.

### Find out more

Please contact us to discuss your requirements or to find out more.



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<b>IP strategy</b>		
<p>Level 1 <b>Protect</b> The preparation of a comprehensive strategy with regard to establishing and maintaining an across the board IP portfolio:</p> <ul style="list-style-type: none"> <li>• Trade marks</li> <li>• Copyright</li> <li>• Patent</li> <li>• (Designs)</li> <li>• Website</li> <li>• Database</li> </ul> <p><b>An investment of £7,500</b></p>	<p>Level 2 <b>Protect and forecast</b> To include level 1 plus:</p> <ul style="list-style-type: none"> <li>• Assessing future plans for growth and appropriate filing strategy</li> <li>• Financial forecasting for IP matters</li> <li>• Tax planning initiatives</li> <li>• Competitor analysis</li> </ul> <p><b>An investment of £5,000</b></p>	<p>Level 3 <b>Protect, forecast and formulate corporate governance</b> To include levels 1 and 2 plus:</p> <ul style="list-style-type: none"> <li>• Benchmarking and risk assessment</li> <li>• Establishing corporate governance - focused member of the board; staff awareness and training</li> <li>• IP issues on investment and exit</li> </ul> <p><b>An investment of £3,500</b></p>