



IP | asset

PATENTS | TRADE MARKS | DESIGN RIGHTS | COPYRIGHT | CONSULTING

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MANAGEMENT



A COMPLETE LIST OF OUR SERVICES

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Listed below are the services we provide, through both IP Asset and IP Asset Management (IPAM), as well as some visual services which may also be of interest.



IP ASSET



IPAM



VISUAL

PATENT AND TRADE MARK FILING AND PROSECUTION

We can fulfil your patent requirements to identify, protect and extract maximum value from the IP within your business. Patent and trade mark filing form the core of the value that IP Asset can bring to your business. Our work is based on extensive experience of filing commercially focussed applications and extracting real value by way of licensing or sale of the resulting IP. We offer a broad range of services across a diverse range of technologies and pride ourselves in taking the time to understand your business needs, allowing us to provide IP services which complement your future goals.

SEARCHING

Patent searching can provide not only knowledge of your competitors' activities but also guidance on which aspects of your technology may be patentable. Our expert use of advanced searching tools allows us to provide very thorough search and analysis and to present the results to you in an easily understood format that facilitates swift review.

IP REVIEW / IP REVIEW

You can create value through engaging us to review your IP portfolio. An IP review provides a comprehensive survey of the strengths, weaknesses and commercial relevance of your existing IP portfolio. In addition, an audit aimed at identifying other potentially strategically and/or commercially valuable IP which may be present in the company is undertaken. Such IP, which may not be expensive to protect and is often overlooked because of limited specialist or general resource, will be categorised and advice given on optimum methods of protecting it. This process is designed to help you build a robust IP position and ensure you maintain and develop your commercial advantage.

INFRINGEMENT AVOIDANCE

If you explore potentially inventive concepts prior to commercialisation you can reduce risk, reduce unnecessary costs and increase revenues.

We can help you 'engineer around' the claims of existing third party patents by identifying any aspects of your intended products which appear likely to infringe those claims. Our legal and litigation experience, together with our commercial and technical expertise, allows us to both investigate the validity of third party patents and to assist you in challenging that validity when appropriate.

INFRINGEMENT OPINIONS

If you feel that your product is similar to an existing patent, we can help put your mind at ease by providing an infringement opinion that lets you know where you stand. We have extensive experience in advising on and helping navigate through potential infringement scenarios so that any disruption to your competitive position is kept to a minimum. Whether this be through providing an opinion which gives you the peace of mind to continue your operation, negotiating an appropriate licence deal with the patentee, or challenging the validity of the patent in question.

MANAGEMENT/MAPPING REPORTS ■ ■

When business leaders make strong, informed decisions it enhances the value of the company and leads to growth, stability and continuity.

The availability of commercially focused IP information to senior management is an invaluable benefit to a technology-orientated company. It provides clarity and insight during mergers, acquisitions, re-structuring or benchmarking and may also be used to provide the Board with the knowledge it needs to make the strategic decisions necessary to protect and enhance the company's position.

Our technologically skilled attorneys can help you to present IP portfolios in a concise and visually appealing manner. We do this using the most advanced electronic analysis and IP visualisation tools available.

OPPOSITIONS

If you believe a competitor is about to be wrongfully granted a patent which could have an adverse commercial effect on your business, we can assist you in opposing its grant.

The successful opposition of patents requires a balance of legal and technical skills deployed in combination with your technical and commercial experts. Our in house team of lawyers, patent attorneys and technical experts allows us to investigate the validity of a patent to provide you with both a legal opinion and the required support to help manage the situation. This service is designed to reduce both your potential risk and cost.

COMPETITOR & TECHNOLOGY WATCHES

Information about competitors' activities is a valuable commodity which can save wastage of precious time and money; this cost-effective service provides you with regular bulletins of information tailored to your requirements.

Systemic delays in the publication of patent applications mean that awareness of IP arising from competitors' technical advances is not always possible in advance of R&D investment. Using key words supplied by you, this service will alert you to any new IP published which is relevant to your activities and thereby enable you to assess its impact and take any necessary compensating action at the earliest possible opportunity.

TERRITORIAL OPTIMISATION

The cost of acquiring and maintaining patents in foreign territories can be significant, and it is important to ensure that such costs are closely aligned to your organisation's commercial objectives. The value of registrable IP can only be optimised by understanding the territorial and legal protection it provides whilst balancing the associated costs and technical issues. Our commercial experience allows us to analyse opportunities, assess competitor activity and advise on optimum territorial cover. Our advice is tailored to your specific circumstances, and is constructed to help you make the key decisions which will minimise your costs whilst meeting your commercial imperatives.

ENFORCEMENT

Even though your registered IP portfolio will often serve as a deterrent to potential infringers, it may be necessary to enforce IP rights in order for you to maintain your commercial position. Our in-house expertise in the creation of IP rights, litigation and its management provide a complete solution for the enforcement or settlement of IP disputes.

LICENSING

Successful licensing will strengthen the revenue streams within your business. IP licensing requires a good understanding of not only the technology and its markets but also the range of licensing options available and their potential impact upon your commercial objectives. We have extensive experience in this area, and will use that experience to assess the strengths of your IP and work with you to negotiate licence deals designed to meet your needs and return significant value to your business. We can also advise on, and undertake on your behalf, "in-licensing" of third party rights when access to such rights are required.

VALUE REALISATION

You can maximise your return on the investment in your IP by engaging IP Asset to help realise its full value.

Whilst many technology-related companies know they have value captured in their IP, many do not realise just how much value has been created or how to release that value. IP Asset is well placed to assess and value IP positions, and can not only help you to identify potential licensees or infringers but can provide "hands-on" assistance with the structuring and negotiating of licence deals.

COST REDUCTION

Cost reduction is a clear benefit in itself. The maintenance of a large IP portfolio is both expensive and time consuming. Harnessing our in-house experience of strategically managing IP portfolios allows you to control costs and optimise the value of your IP portfolio to your organisation. We can work with you to advise if specific IP could be eliminated, traded, sold or – if considered to be "core" IP – leveraged via licensing to create a new income stream.

VENTURE CAPITAL DUE DILIGENCE (client perspective)

We can help you to present the values of your company to potential investors.

Venture capitalists and many other investors are now insisting on high quality IP due-diligence before investing in technology-based companies. IP Asset are able to investigate the strengths and weaknesses of your IP position and, if appropriate, to assist you to improve it. We can also advise you on future strategy and “best practice” IP harvesting methodology. This service is tailored to equip you with the confidence and information necessary to present your enterprise’s IP position to potential investors in the most favourable light possible and thereby facilitate a positive investment decision.

DUE DILIGENCE (VC perspective)

Venture Capitalists require high quality due-diligence prior to an investment decision, and this is particularly true in the case of technology-based enterprises. A critical part of the due diligence process concerns the quality (or otherwise) of the IP underpinning the business proposition, and evaluation of this can be particularly challenging unless specialist expertise and experience is available. IPAM consultant staff offer a very rare blend of technological expertise combined with in-depth hands-on commercial, marketing and IP experience. This enables them to check that the enterprise’s IP has been accurately and completely identified, provides an adequate barrier to third party “copycat” products, and is effectively aligned with its business objectives. IPAM can also attempt to identify other applications, markets and entities through which money could be raised using the entity’s IP and can comment on the potential for future IP generation. This service is tailored to provide you with a complete and professional assessment of the IP position of the prospective investment as an aid to risk assessment.

FINANCING

Small to medium sized technology-based businesses often find it difficult to engage with investors when raising funds. We can help your company in the fund raising process by presenting the technology, IP, and the competitive landscape in a manner which facilitates easy comprehension and maximises impact. In addition, our network of venture capitalists is keen to see new and innovative investment opportunities. We would be pleased to make appropriate introductions and to provide you with support in your dealings with them or with other potential investors.

INTERIM MANAGEMENT

Do you have the resources, time and skills to manage your own IP as effectively as you would like? Many stages of a company’s development require increased technical, managerial, legal or other specialist resources, but funds to support appropriate full time staff members may not be justifiable or readily available. In these circumstances we can offer you a cost effective interim solution, in the form of effective and professional people, with hands-on experience in a wide range of technology development and commercialisation activities.

IP VALUATION

Obtaining and maintaining a high value IP portfolio is increasingly recognised as being an important component of the security and commercial strength of your company. The accurate and independent valuation of any such portfolio is central to its successful commercialisation. IP Asset have extensive experience in reviewing IP portfolios, understanding patent claims, competitor IP positions and mapping or benchmarking clients' technology to provide a reasoned and credible portfolio valuation. You can then ask us to provide an action plan to extract that inherent value.

COMMERCIAL STRATEGY

To maximise your commercial opportunities you need to have clear strategic direction and focus. We offer a full service to enable you to formulate a strong commercial strategy. Using our extensive experience in technology commercialisation, we can identify and analyse strategic options and make detailed recommendations as to your best route to market. For example, we have worked with start-up companies, research councils and funding bodies to maximise the value of IP and enable informed decision making.

BRAND CREATION & DEVELOPMENT

Your business' brand identity is what sets you apart from your competitors, so it is vital that your branding is visually powerful and recognisable. If you are a new business, we can create an identity which can be applied to your products accordingly, no matter which way they develop. Or, if your brand is well established, but is in need of a facelift, we can ensure a smooth transition so your customers are still able to recognise you. When branding or re-branding, it is imperative to have guidance on avoiding other trademarks already in the marketplace. Without this knowledge you could at best, incur the vast cost of re-branding and lose out on potential business through lack of recognition, or at worst, be sued for vast amounts for inadvertently capitalising on someone else's IP. Working alongside our attorneys, our design team will ensure that your brand mark is treated as valuable IP and is protected accordingly. The groundwork we put in will ensure that your brand can be robust and commercially successful right from day one.

STATIONARY & PACKAGING SOLUTIONS

A strong brand identity is important, but it is also imperative that all future products and marketing materials carry the same visual weight to ensure that brand consistency and recognition is met. Our design team will listen to your requirements as well as provide advice on what materials will work best to further promote and grow your identity. This could be through stationary, brochures, website design and even packaging for the products themselves. With experience working at several international packaging design agencies, we have the knowledge to fulfil your requirements, for all nature of products.