

S1: Initial IP Audit

A systematic review of intangible assets, providing a snapshot of the current IP position in terms of the amount and type of IP protection.

This service may be requested for the following reasons:

- ✓ To act as a starting point to develop a commercialisation strategy
- ✓ To identify all the foreground that could be exploited from an ongoing or completed research project
- ✓ Need for a comprehensive, holistic view of an IP portfolio, assessed by an objective 3rd party
- ✓ Pragmatic, business-orientated advice based on an IP portfolio and an IP situation
- ✓ Assistance may be required to exploit IP assets and choose the optimal strategy to increase revenue

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This service provides the following outcomes:

- ✓ Valuable IP commercial advice on how best to manage, grow and exploit an IP portfolio
- ✓ IP protection advice to guide the research group as to how best protect their innovation
- ✓ Guidance on how to protect the research group's IP when engaging in commercial discussions
- ✓ List of IP assets which can be used in situations such as when spinning-off a company, when entering into an industry collaboration or when there is an investment opportunity

Ideal for

- ✓ Individual research projects as well as PRO IP portfolios.