



CONSULTANCY

Consolidate*iP*

Protecting your ideas by aligning your
intellectual property rights.

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This is a period of enormous change for all of us.

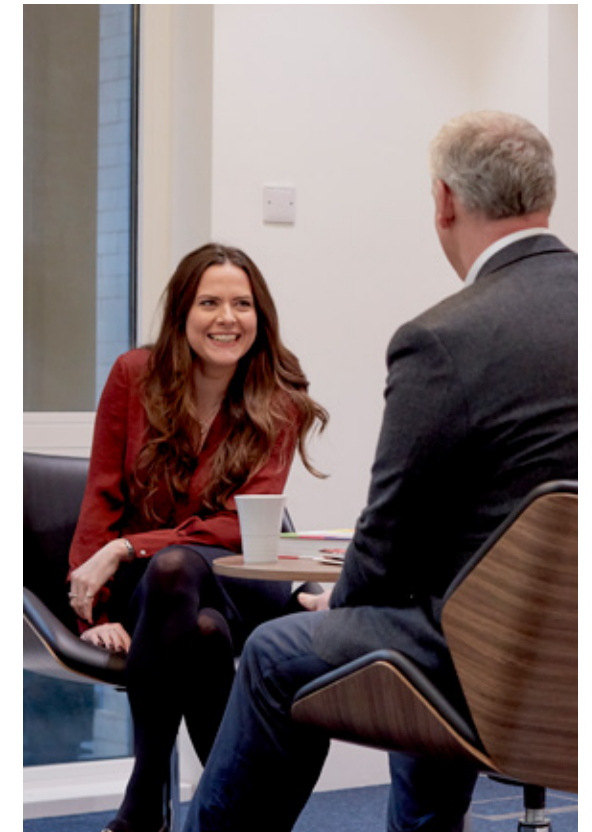
The current crisis has forced us to find new ways to work and devise innovative ways to deliver the goods and services our clients will need going forward.

ConsolidateiP

As demands continue to change, it is inevitable that we will all have to adapt our products, plans and approaches accordingly, not just to see us through the next few months but to set us on the right road to a successful long-term future.

However, one thing that hasn't changed (and will never change) is the need to underpin your business plan with a robust set of intellectual property (IP) rights. Your IP portfolio must reflect where you're taking your business, not where you've been.

As you continue to innovate it is vital your new ideas and the commercial value they afford your business are fully protected. Similarly, you also need to identify which of your existing registered IP rights are no longer needed so you can save yourself the effort and expense of maintaining them.



Given the current circumstances, this is the perfect opportunity to take stock and ConsolidateiP will help.

We will bring all of your existing IP rights together so they're easier to manage while you pivot your plans to meet new market demands and unlock new opportunities.

We'll help you identify any unused or unwanted registered IP rights so you can discard them.

We'll suggest how best to reinforce or, if necessary, realign your IP strategy with your business plan so you come out the other side of the current crisis stronger and absolutely ready for the next phase in your growth.

And, given the current circumstances we are operating in, we will complete the entire exercise remotely via videoconference and email.

How does Consolidate*iP* work?

We work with you to achieve 3 objectives:

To bring your IP rights together so you have an accurate and current overview of what you have (and what you don't have)

To highlight which unused or redundant IP rights you can discard

To enable you to formulate the practical, relevant and cost-effective IP strategy you'll need to protect and grow your business as you adapt to an uncertain future

To help you achieve these objectives, we follow a very simple 5 step model:

1. EXAMINATION

We conduct a thorough examination of your current IP portfolio.

This isn't a cataloguing exercise; it's very much a commercial exercise. We will use the results to confirm your IP still maps to the products and services in your business plan so we can make informed suggestions as to how those rights could add even more value to your business.

To make this easier - and to ensure we cover every strategic angle - we use the mindmaps we've developed internally to pinpoint all the different ways to maximise the contribution of your IP.

We will also examine the purpose and coverage of your IP rights as your business will undoubtedly have altered over time and a new focus usually requires a new approach.

2. IDENTIFICATION

We then revert back to your business plan to identify which elements are not currently protected so we can recommend the most efficient and cost-effective ways to plug those gaps. We'll also suggest the other types of rights you may want to add to your register of IP assets.

3. REDUCTION

At the same time we'll highlight any rights that are either no longer needed or could be managed differently so you can cut any unnecessary spend out of your IP budget.



Identifying which results are redundant will happen automatically during the mapping exercise at the examination stage. However, our unique and proprietary budgeting software allows us to add another level of insight. It provides a detailed visual breakdown of your IP spend and, more importantly, an assessment of whether each part of your spend is proportionate to the value it returns.

4. RECOMMENDATION

Once we have all of that information, we'll outline our findings, what we think you should do and how best to do it.

However, our recommendations won't be a snapshot of where you are today. They will be focused on the future and totally aligned with the next phase of your business plan, irrespective of how dramatic the change in direction you want to make is.

5. IMPLEMENTATION

Once you've decided what you want to do next, we'll remain on hand to make sure that taking those steps is as quick, easy and as cost-effective as possible.

Which business critical decisions will Consolidate*iP* help you make?

Taking the time to audit and consolidate your IP now will allow you to take stock of what you have and identify what you need to do next.

Once you have that information at your fingertips, it will be much easier to make the business critical decisions that will define the next phase of your business' growth.

You'll be able to see what you need to keep, what you need to add and what you need to change to remain competitive and fully prepared to take full advantage of the opportunities your next round of innovation and your customers' new demands are about to create.

Get in touch today for more information:

consultancy@potterclarkson.com

The more immediate decisions Consolidate*iP* will help you make include:

Do you have all of the IP rights you need to support your business plan?

Are there any protection or enforcement gaps that need to be plugged now?

Could any of your existing IP rights be used in different ways to create greater value for your business?

Are any of your rights no longer relevant? Could you discard them and release the associated costs for other purposes?

The longer term strategic decisions Consolidate*iP* will help you make include:

Do your existing IP rights map to the new direction you want to take your business in?

Will your existing IP rights protect your products and services as you explore new markets and new opportunities?

Do you need to refocus your IP priorities to support new potential applications for your products and services?

Will you need additional protection for your latest ideas so you can pursue any new opportunities you've identified?

Our Consolidate*iP* team includes:



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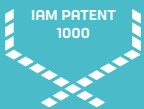


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OUR ACCOLADES

You can be truly confident in our abilities – we are recognised as a top-tier firm in Europe, having received accreditations from the IP profession’s leading benchmarking organisations and programmes.



“Like many others, I was unprepared for the upheaval Covid-19 has caused. Fortunately, I’d recently switched to Potter Clarkson. Peter Finnie and Fiona Stevens delivered an outstanding service at an unbelievable speed allowing me to file several pieces of IP that should have taken months. To me, their value is immeasurable.”

Pritchard Spray IP

“Fiona is a delightful person to know and has proven very effective in guiding our overall patent strategy. I can unequivocally say that she is the best patent agent I have worked with in over 45 years in the industry.”

IAM Patent 1000: The World’s Leading Patent Professionals 2020

“Recognised for his “extensive technical and commercial expertise”, Peter Finnie is a “leader in the field” who works with a long and growing list of European start-ups, advising them on the development of their IP strategies.”

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