



# Maximising the Value of Innovation for the Maritime Industry





# Innovation clusters drive science

Innovation clusters are vital to ensuring our next generation of green innovators in the maritime industry maximise the value and impact of their ideas.

You are absolutely key to facilitating innovation, stimulating entrepreneurship, and building productive and protective environments in which people can share and collaborate more effectively.

On a more practical level, you are also instrumental in creating new jobs and helping the Scandinavian maritime sector to develop commercially and achieve the recognition it deserves. Most importantly, you are also positioned perfectly to help innovative companies develop new technologies and processes. From carbon capture to green logistics solutions, these technological advancements are pivotal to tackling the emissions, waste, biodiversity and resource crises the world is desperately trying to combat.

At the heart of the commercialisation process behind all these activities is intellectual property. IP is a critical success factor for early-stage businesses, not least because a properly structured and implemented IP strategy will maximise the value of the business and increase their chances of attracting investment.

Potter Clarkson specialises in providing this support in partnership with science parks, innovation clusters, hubs, incubators, accelerators, and other groups and networks all over Europe. We also provide the specialist insight investors need to make the most informed investment decisions. We understand how they work and what they are looking for in a new investment.

We'd like to establish even more ways to help you build the most successful futures for your members, alongside collectively driving sustainable change within the maritime industry.





# Who we collaborate with?

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The upshot is we know we can bring together the best-qualified team to assist either companies or investors within even the most demanding timelines. More and more of these teams are cross-disciplinary, given most inventions now span two or more scientific areas. For example, a sustainable or green invention is likely to have a significant biotech or engineering element alongside a software and/or AI-based component, not to mention a variety of regulatory, contractual, licencing, and branding issues. This means we need to be able to provide experts in all these areas to ensure you receive the very best advice from every perspective.

Similarly, as we are one of the few IP firms to have both IP attorneys and IP solicitors, our teams can also instantly advise on potential licensing opportunities and the other commercial agreements required to build a successful international business without you having to instruct or involve multiple firms.

We are also actively involved with a growing number of organisations across Europe dedicated to helping early-stage, science/tech-driven businesses build their businesses. Our role is to make sure their members understand the IP they have and, more importantly, leverage these assets to maximise the value of their business and make them as attractive as possible to potential investors. The organisations we work with include:

- Cleantech Scandinavia (Sweden)
- Food & Bio Cluster (Denmark)
- Medicon Village (Sweden)
- Oslo Cancer Cluster (Norway)
- Kista Science City (Sweden)
- Karolinska Institute (Sweden)
- KQ Labs (UK)
- ShareLab (Norway)
- St John's Innovation Centre (UK)
- Cambridge Judge Business School's "Accelerate Cambridge" (UK)
- LURIS (Netherlands)
- Carbon13 (UK)
- Climate Entrepreneurs Club (UK)
- Graphene Engineering Innovation Centre (UK)
- Forest City Synbio (Canada)
- ATG Synbio (Spain)
- Science Entrepreneurs Club (UK)
- The Crick SPARK (UK)
- iGEM (UK)
- MedCity (UK)





# What support can we offer you?

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We would of course welcome an opportunity to sit down with you to work out exactly how you'd like us to support both you and your members, but to provide a starting point, here are examples of the types of support we have provided for other clusters, hubs, incubators, accelerators, science parks, and other facilities:

## **TRAINING AND INSIGHT FOR MEMBERS:**

The first step in any relationship of this kind would be to provide two free training sessions. The first would cover the different IP rights and how to create an IP strategy that will maximise the long-term value of a business and attract investment. The second would look at the commercialisation of these rights and offer advice on licensing, partnerships, collaborations, and other multi-partite opportunities. Ideally, these sessions would be delivered in person (it always works better) but could alternatively be delivered virtually. We are, however, willing to travel to each interesting site to make sure they can be delivered in person. These sessions can be followed up with tailored sessions on specific IP and commercial law topics at your request.

## **1-ON-1 SUPPORT (BOTH VIRTUALLY AND IN PERSON):**

Following the sessions, we'd invite anyone with questions to get in touch to arrange a free 1-on-1 session with the most qualified attorney on the team. These sessions provide a private opportunity to ask all and any questions the company has regarding protecting and commercialising their IP and begin to dig into the areas around IP most relevant to their business plan. In our experience, these sessions are best delivered virtually. This allows both you and us greater flexibility in terms of making sure they're organised as quickly as possible and for the most convenient time.

## **PRACTICAL IP-FOCUSED CONTENT FOR YOUR INTRANET:**

We have a wealth of content on IP related matters in a variety, and you are most welcome to reuse and circulate any content you feel would benefit your members. At your request, we can also rebrand any piece of content, so it looks like it comes direct from you.

## **CO-HOSTING SOCIAL EVENTS FOR YOUR MEMBERS:**

Some organisations like to co-host more social events with us so that guests have a chance to catch up with each other in a relaxed atmosphere over food and drink. We have co-hosted everything from science breakfasts to summer barbeques, so nothing is - quite literally - off the table!

## **CO-HOSTING RELEVANT INDUSTRY EVENTS AT YOUR PREMISES:**

Between our respective networks, we will be able to create interesting industry focused events that bring companies, investors, and other stakeholders within the sectors together to discuss the issues of the day. These events prove very popular with both companies and investors as they provide the perfect opportunity for them to meet away from the glare of the DD process. If you'd like, we can also provide training for your management team. In the past, we have designed short and very informal sessions for a range of facilities that cover the most common IP FAQs they face and the answers to these questions so they can offer their members instant answers. However, we can easily build on this session and deliver additional training on other IP related topics at your request. While many firms would consider these to be added value, we see them as being central to our relationship. This means any additional training for your team would be provided free of charge once we're working together.





# What types of work could we do for your members?

Again, this list is not meant to be prescriptive in any way, but the types of work we do most regularly for early-stage companies and investors include:

- Creating a viable IP strategy (including the right filing, protection, and enforcement strategies).
- IP analytics (including patent landscaping, competitor analysis, initial FTO analysis).
- IP due diligence (primarily for investors, although we can also help companies get 'investor ready' before a pitch opportunity).
- Research (e.g. pre-filing novelty searches to provide greater certainty on the patentability of the proposed invention before money is spent on unnecessary fees).
- Patent drafting, filing and prosecution
- Trademark filing and prosecution
- Advice on licensing, commercial agreements, and any other legal issues that could impact the successful commercialisation of their ideas.
- Advice on how to avoid regulatory disputes and possible claims of 'greenwashing'.





# Potter Clarkson

PATENTS  
TRADE MARKS  
DESIGNS  
LITIGATION AND LICENSING  
CONSULTANCY