



ADDING VALUE TO YOUR IP



IP Strategy

Effective informed strategy for your **INTELLECTUAL PROPERTY**

An IP strategy from Inngot's experts delivers a structured plan to manage your IP and intangible assets to drive commercial success.

- ✓ Benefit from an objective, independent evaluation of your IP and intangibles
- ✓ Plan for innovation, protection, funding, product development and growth
- ✓ Commercialisation advice and insights into what drives IP value
- ✓ Understand how to structure and prioritise your IP and the allocation of resources
- ✓ Give your business a competitive advantage by leveraging what differentiates you from your competitors



IP strategy drives innovation and growth

Inngot's IP strategy service provides an in-depth analysis of the IP and intangibles that you own, what they currently contribute, where they sit in your marketplace, and how they can be best protected, managed and commercialised for growth.

Our dedicated service team has more than 100 years of experience in business support, IP management, protection, valuation and running IP-rich companies. The advice you receive will be practical, relevant, effective and insightful.

The team is uniquely positioned to help clients understand the intersection between IP, intangibles and finance, so businesses and other IP-owning bodies, such as universities, can fully exploit the value of their assets.

IP and intangibles are key to 21st century economies. Up to 90% of the world's biggest companies market value is supported by IP and intangibles rather than physical assets. When businesses are sold, 30-40% of the sale value is usually attributed to IP and intangibles. IP licensing income is growing by billions of dollars a year.

To develop an effective and informed strategy for your business, get in touch with the team at Inngot.



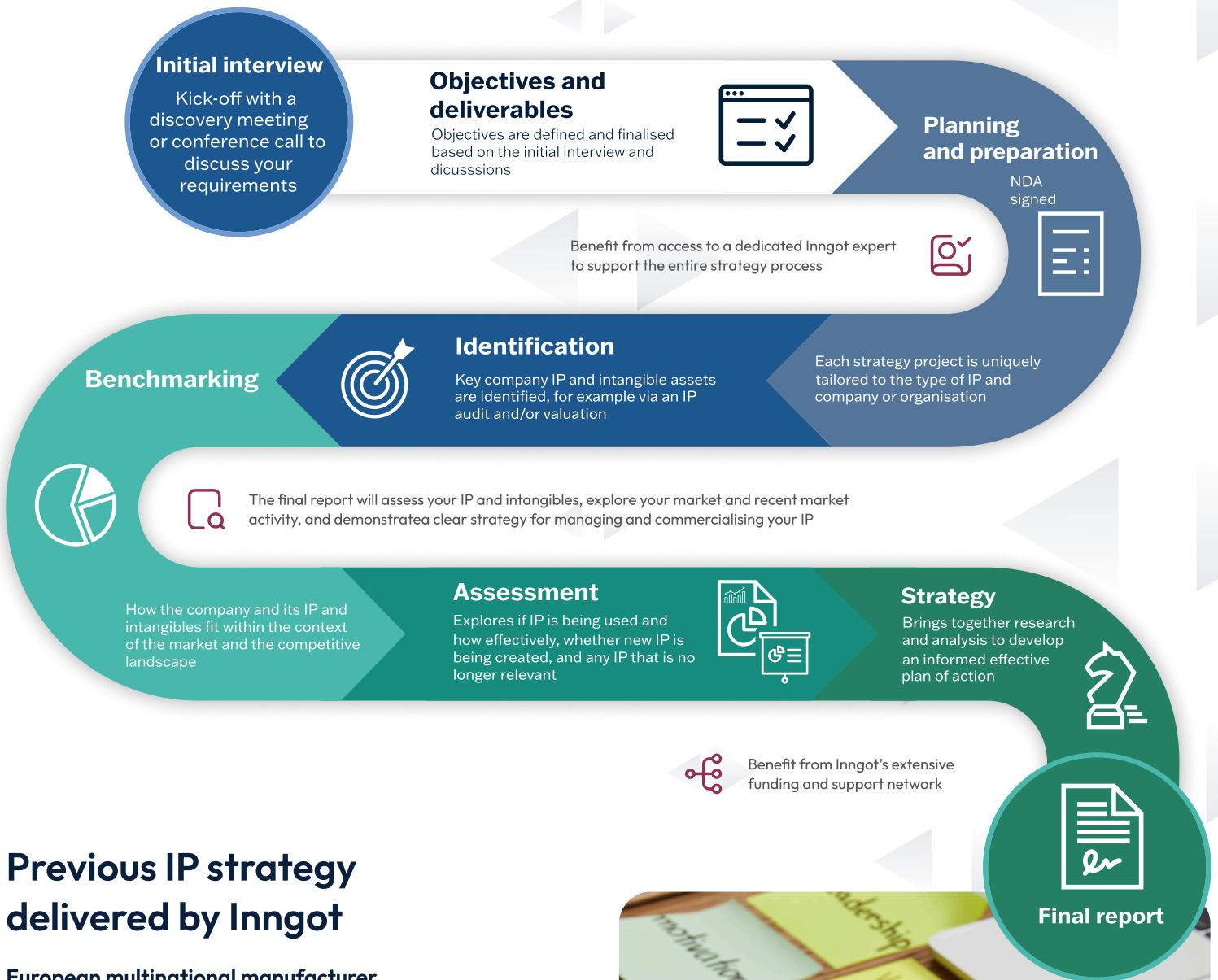
Inngot's team has over **100 years** combined IP management experience

Why you need an IP strategy

In a world where IP drives company value it is vital that you have a clear plan for your future. An IP strategy can help you to:

- 1 Understand what IP and intangibles you own .
- 2 Deliver against company objectives and its mission with clear and defined IP strategic planning.
- 3 Align finance, legal, R&D, production and sales and marketing objectives around a clear IP strategy.
- 4 Identify what you have spent on IP, what it contributes and what it could be worth.
- 5 Use your existing resources more effectively, prioritising the most important developments, products and services.
- 6 Leverage your valuable IP assets to enhance your competitive position.
- 7 Explore options for IP licensing, sale, or spin-out ventures.
- 8 Scope out opportunities to expand your IP's reach into new market sectors and territories.
- 9 Understand the best way to protect your IP.
- 10 Differentiate product and service USPs through unique offerings.

An effective IP strategy built for your business



Previous IP strategy delivered by Inngot

European multinational manufacturer

The company had 2,500+ patents in 1,000 distinct patent families. It wanted to understand which patents had most strategic value.

Inngot talked to R&D teams, matched patents against products and their turnovers, identified patents with potential value outside core activities and markets, and created a matrix allowing the company to identify patents to focus on, those it could sell, and those it could license to non-competing entities.

A UK government agency

In 2019, Inngot won a tender to deliver an IP strategy for a 200 year old UK organisation handling huge volumes of geospatial data from multiple sources, and creating vital products and services for public and commercial use.

We helped identify data sources and related permissions; how they were being used to develop products/services; clarify licensing deals; streamline IP registration and protection; and advised on best practice for handling IP in the 21st century.



