

Understanding the value of your IP

Intellectual property (IP) is key to the success of a new business, and the team at Mathys & Squire will help you find the right formula for maximising the value and impact of your IP assets.

Why should I consider IP protection for my business?

Whatever the size of your business, you will have intangible assets that underpin your commercial activities. IP management is often viewed as a luxury that is only necessary for international technology or pharmaceutical giants who spend vast amounts on research and development (R&D), and this isn't actually the case.

Firstly you need to understand the importance of IP to your business, and the management of your IP should be seen as an ongoing discipline that is aligned with, and an integral part of, your business planning and strategy.

How can IP help a business?

IP can provide your business with a competitive edge and can be important in raising business finance. Unless assets are protected, why would a third party invest if there is nothing to stop rivals from copying ideas and innovation?

We will conduct an IP audit, to allow you to understand the nature of the IP that you own, both in terms of existing patents and trade marks and also your knowhow. We will advise on areas where we feel protection can be strengthened and their usefulness to your overall business objectives.

Where and what is the real value of IP?

We conduct complete appraisals of portfolios, looking at a number of criteria such as the quality of the invention or brand and how best to extract the value from this portfolio.

We believe that the days of giving purely legal advice regarding IP portfolios is over. We now encourage our clients to view their assets as a strategic management tool. We work closely with a number of financial institutions and investors and have a proven track record in using a detailed evaluation process to help companies achieve funding, licensing deals and further growth.

We work to ensure that your portfolio is aligned with your strategic business goals, as well as the relative strength of all patents within the portfolio. Your innovation may be relevant to multiple applications, so it's vital to ensure that your patent coverage is broad enough to protect moves into new product areas and markets.

Protecting your brand

Protecting your IP is vital if you want to safeguard your brand. A brand is no longer simply the logo, colouring or slogan: it is the entire entity, including reputation, recognisable characteristics and messaging. Non-tangible assets are important to the brand and need to be protected by registering trade marks.

Concepts cannot be protected, but registering trade marks ensures the best available protection for the brand and a returning client base that has built up trust.

Maximising value

Understanding the business behind our clients' IP assets allows us to look at their portfolios in a way that creates new opportunities for them to generate income.

We offer more than just an expert patent or trade mark services; we work with a number of clients to generate income from their IP assets and have been involved with a number of highly successful spinoffs and licensing deals.

We use our IP and negotiation skills, business intelligence and commercial acumen to help you best manage your IP.

The commercialisation and IP licensing environment is extremely competitive. Organisations need to work efficiently and quickly to identify, evaluate, and negotiate deals that create value. Working with our clients, we will always look for ways in which they can gain competitive advantage through their IP and how this can be used to generate additional sources of revenue.

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