

# Solution

## Intellectual Property Asset Management

### **IP WORKING FOR YOU**

With the Intellectual Property Asset Management solution we provide holistic care for your brands and other IP assets. Ours is an integrated solution, and goes beyond the law to help you make better commercial and management decisions.

We provide a standardised quality of service for registration, renewal and management of trade marks and domain, business and company names. This work is part of our core business and expertise, and we are among the leaders in this type of service. Our streamlined procedures put you in control of your most valuable assets.

The benefit of our integrated approach is illustrated by the registers we prepare and manage for you.

#### **Intellectual Property Register**

This serves many useful purposes. It details patents, registered trade marks, copyright and other IP assets. It saves time and money when stakeholders and advisers need or prepare:

1. **Reminders** of dates, contact details and other data for registration renewals;
2. **Audit, due diligence, or profile data** for third parties, eg auditors, prospective investors, joint venturers, and financiers who seek tangible evidence of your claimed monopoly rights to intellectual property;
3. **Licences** for use of your IP;
4. **Assignment contracts** for sale of intellectual property or transfer to an intellectual property holding company;
5. **Valuations** of your intellectual property assets, eg for asset licensing and sale;
6. **Demand letters** to protect your IP; and
7. **Evidence** for dispute resolution and litigation for unauthorised use of IP, eg by a contractor or former employee who has copied computer code, manuals, client lists or confidential information. In litigation, an Intellectual Property Register adds credibility to affidavit evidence.

On request we can prepare a register which includes related documents, eg registration certificates, documents, contracts and consents.

#### **Licence Register**

If there are numerous licences for an IP asset, it is useful to also have a Licence Register. This has a standardised format (typically one page) setting out the essence of each licence, eg date of licence, parties, territory, duration, rights granted, remuneration and required approvals.

### **A COMPLETE SOLUTION**

We are specialist lawyers and consultants with over 20 years experience in intellectual property law and management.

We are keen innovators. We integrate IP and business law and business consulting to help clients make better decisions. You receive a service which aligns legal and business strategy to help you manage and commercialise innovation.

Intellectual Property Asset Management involves a range of services. Leading elements in our offering are listed below.

- Ownership or Business Structuring
- Intellectual Property Register
- Licence Register

We provide the following 10 legal and consulting areas of expertise in our unique Dilanchian KML Framework.

1. Market Knowledge
2. Strategic Planning
3. Asset Evaluation
4. Enterprise Structuring
5. Document Management
6. Deal Making
7. Contracting
8. Commercialisation
9. Legal Action & Compliance
10. Assets & Knowledge Management

### **FURTHER INFORMATION**

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