

# Solutions

## Commercialisation Strategy & Innovation

### OUR APPROACH

Our commercialisation strategy and innovation services are overlapping. They also:

- Are highly proactive for early identification of legal issues and solutions
- Suit ideas and assets of all types, whether they involve a product, service, invention, technology, system, franchise or other intellectual property asset
- Are multi-disciplinary, to help clients make better decisions by integrating technical, managerial, commercial and legal know-how
- Involve tools to manage knowledge, projects and organisations to clarify and speed communication between subject specialists, professionals and technicians
- Serve all sizes and types of enterprises - private, government, not-for-profit and community organisations

### Market knowledge

The number and breadth of our professional team and collaborators means that we have some knowledge of most vertical markets, including:

- Entertainment, publishing and media
- IT, e-business and communications
- Merchandising, marketing, and retailing
- Franchising
- Professional services
- Health
- Manufacturing
- Government and regional development

### Project management and people resources

Our professionals have considerable project management expertise and hence the competency to manage projects through all commercialisation stages. Their experience has great depth for feasibility studies, project reporting, reviews, and quality control. They can form a management team to which you can outsource tasks.

### Service delivery mechanisms

Throughout the life cycle of your assets or business you can select from our range of:

- Consultancy and advisory services
- Guides and intranet/extranet content
- Training workshops and courses
- Incubator services
- Coaching, facilitation and mentoring services

### OVERVIEW

In our commercialisation strategy and innovation services we:

1. Identify and shape your strategy and contract and protect your assets
2. Structure businesses, projects, deals and transactions for your assets
3. Build strategies for wealth creation for your assets
4. Provide a vast library of resources for you to standardise and customise and add value to your assets

Strategy development and intellectual property commercialisation are corner stones in our work for clients.

We use tested frameworks and broad-based risk management processes which link the advice you need to your legal, business and innovation objectives.

We define and evaluate your position, embed appropriate legal protection, and only then produce recommendations and documentation. This strengthens the level of your innovation.

We have 20 years of experience in intellectual property commercialisation. As founding members of the *Ndarala* Group ([www.ndarala.com](http://www.ndarala.com)) we draw on the resources of a well-established team of lawyers, engineers, economists, statisticians, financial analysts, marketing and sale consultants and industry-specific specialists.

We would welcome the opportunity to test your ideas and add value or bring your intellectual property to market.

### FURTHER INFORMATION

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