

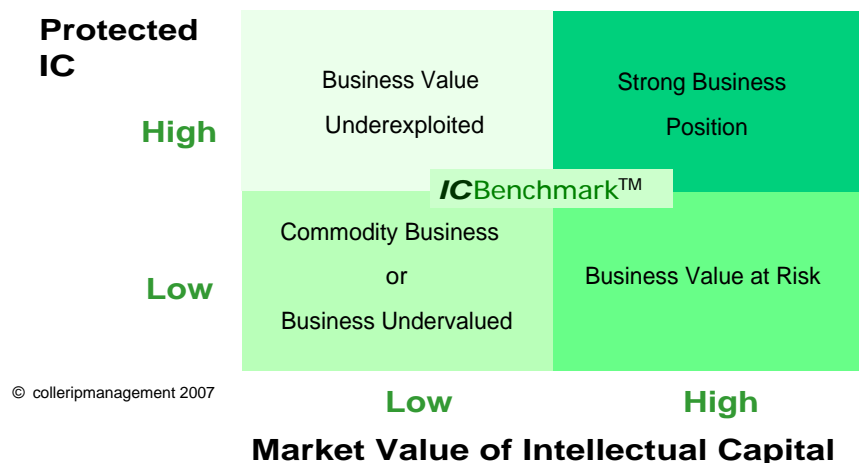
IP Benchmark and Audit

-Knowing the starting point



An Intellectual Capital Benchmark and Audit is often the first stage in a company understanding the importance of its intellectual capital.

We use established benchmarking processes to assess how companies are gaining their market value. We also assess our clients' culture and approach to Intellectual Property, Assets and Capital Management. We then recommend priority actions to minimise business risk and increase value. Our Benchmarking is quantitative and proven and categorises companies according to their market position.



In our audits we use proprietary tools and processes to assess every aspect of potential value in your business

Intellectual Property

Using established databases and in discussion with our clients, we provide a synopsis of the legally protected IP, highlighting the gaps and suggesting opportunities for further protection and commercialisation.

Intellectual Assets

With backgrounds in engineering, technology, marketing and commercial, our business consultants offer confidential management workshops with our clients' key managers and decision-makers. These workshops unearth value from the key skills, know-how, models and processes that lie within our clients' existing intellectual assets. We use a range of workshop techniques to suit our clients' business aims. Our objective is to develop practical solutions for commercialising ideas and for harnessing the growing demand for knowledge management.

Intellectual Capital

We offer our clients internal and external audits for assessing their wider intellectual capital. We investigate current business reputation and monitor the success of key relationships and branding.

For further information on how **Coller IP** can help your business please contact:

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MANAGEMENT