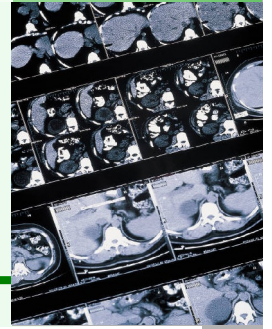


# IP Landscaping & Commercialisation Opportunities



The National Physical Laboratory (NPL), one of the UK's leading public sector research establishments has an ongoing programme to develop its commercialisation activities based on the exploitation of its research and has developed a process for Intellectual Property (IP) exploitation.

NPL had identified many different activities that might offer commercialisation opportunities, each of which was at a different point in the exploitation process. For some technologies there was a need to develop a better understanding of the associated IP landscape, both to inform the direction of the research and to develop a clearer understanding of NPL's competitive position.

We were commissioned to undertake an IP landscape analysis by NPL in order to understand better the position of its novel diagnostic imaging technology relative to existing or potential competitors, while at the same time identifying possible opportunities for:

- IP protection;
- Collaborative development;
- Licensing and
- Further development of ideas or technologies.

In carrying out the work for NPL we undertook the following:

- 1) We developed an understanding of the in-house technology that is being developed and the relevant market drivers
- 2) We analysed the competitive landscape, to understand the impact that IP held by others in their marketplace could have on NPL's research and development plans
- 3) We identified the threats facing NPL and the opportunities for collaboration with organisations with similar interests to NPL.

NPL has since developed a more informed insight, both into the opportunities for further development and commercialisation of its IP and also the organisations that are active in the field, but were previously unknown to them.

NPL is now considering its IP strategy for the technology that formed the basis of this analysis and potential business relationships it wishes to develop.

**“The landscaping has contributed not just to our understanding of the patent opportunities, but has also helped us assess new commercialisation opportunities and possibilities – Dr A Horton – IP Manager ”**

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