

Aligning IP with a New Business Strategy



Coller IP Management was approached by a Company working in the transport sector that was changing its business strategy. The Company had been built on the delivery of specific technologies and it owned a significant portfolio of patents and trade marks to protect its product and service offerings.

Our client had, however, taken a strategic decision to respond to a growing market need for integrated solutions, not just individual technologies. Early in its restructuring process, our client wanted to understand how to reconcile its existing IP portfolio with the new objectives.

We delivered decision support services for our client:

- We carried out an extensive audit of the Intellectual Capital base of our client's business: patents, trade marks, software, designs, skills & experience and know how. We also reviewed areas of risk and business improvement to mitigate the risks.
- Working with senior management, we developed an IP strategy that allowed our client to prioritise the actions that needed to be carried out, to align its IP with its revised business objectives.
- To assist with the new business strategy, we provided workshop-based training for a group of business managers in two stages - 1) familiarisation with IP concepts and language and 2) commercialisation of IP, building awareness of the importance of recognising and protecting the new intellectual assets of the business.
- We used our proprietary IP clustering model to identify intellectual assets held by other companies that compete with the major services being developed by the business. We also used this analysis to identify gaps in our client's IP portfolio that need to be filled by development, partnering or acquisition, to strengthen the value chain.

We worked at different levels within our client's business - at board-level to understand strategy and ensure clear ownership of the major steps to be covered, with divisional managers to capture the intellectual assets critical to business success and with key technologists to build an understanding and awareness of new patenting opportunities.

The Company is now driving towards its newly defined solutions with more robust commercialisation processes in place.