

ipsnapshot™ Service

- Understanding market positioning



Some organisations understand the value and importance of protecting their intellectual property (IP), whether by way of trade secrets, patents, trademarks, designs, databases etc. The value of this IP, however, may be limited without a knowledge and understanding of how it relates to the activities of others operating in the same field or market. Such knowledge is not only important for maximising the value of IP, but can also be used to underpin business strategy.

Not all companies wish to undertake a comprehensive strategic review of all of their IP portfolio, because of the perceived length of time it may take. Recognising this challenge and as a result of working with a wide range of clients, we have therefore developed the **ipsnapshot™** service, which for a fixed price (available on request) provides rapid feedback to:

- Identify companies that are active in the same or similar areas;
- Identify possible licensing opportunities;
- Establish regional cover of competitive portfolios, up to 3 competitors;
- Establish which patents have been most cited by others;
- Cluster and confirm status of own IP;
- Provide a summary report identifying activities that underpin strategic direction

Coller IP Management provides advice and services to organisations wishing to commercialise their intellectual capital. Our tools and techniques enable clients to make appropriate market and IP related decisions during the commercialisation of products and services.

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

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