

## Realising Value through Licensing -and securing agreements



Coller IP develops strategies to realise the full value of its clients' intellectual capital.

Some of our clients find it beneficial to combine strategy and analysis with hands on licensing support; others require a stand alone service. According to our clients' requirements we identify opportunities for licensing IP, for in-licensing technologies and prepare a strong platform for commercial negotiations.

We have significant experience of structuring IP terms for contractor, employee and licensing agreements. Our commercialisation team realises best value through attention to the market drivers and value issues critical to successful negotiation. Our services extend from support for licensing through to project management of licensing activities. We work with established associates to draw up effective new licensing agreements as appropriate.

In preparing for negotiations, we place a value on IP portfolios and provide benchmarks for appropriate and comparator royalty rates, giving clients reassurance of the effectiveness of the pending deal.

**"Tailored support to help you realise full value"**

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

Dr Jackie Maguire

Tel: +44 870 402 1616

e: [jackie.maguire@collerip.com](mailto:jackie.maguire@collerip.com)

[www.collerip.com](http://www.collerip.com)

**coller ip**  
MANAGEMENT