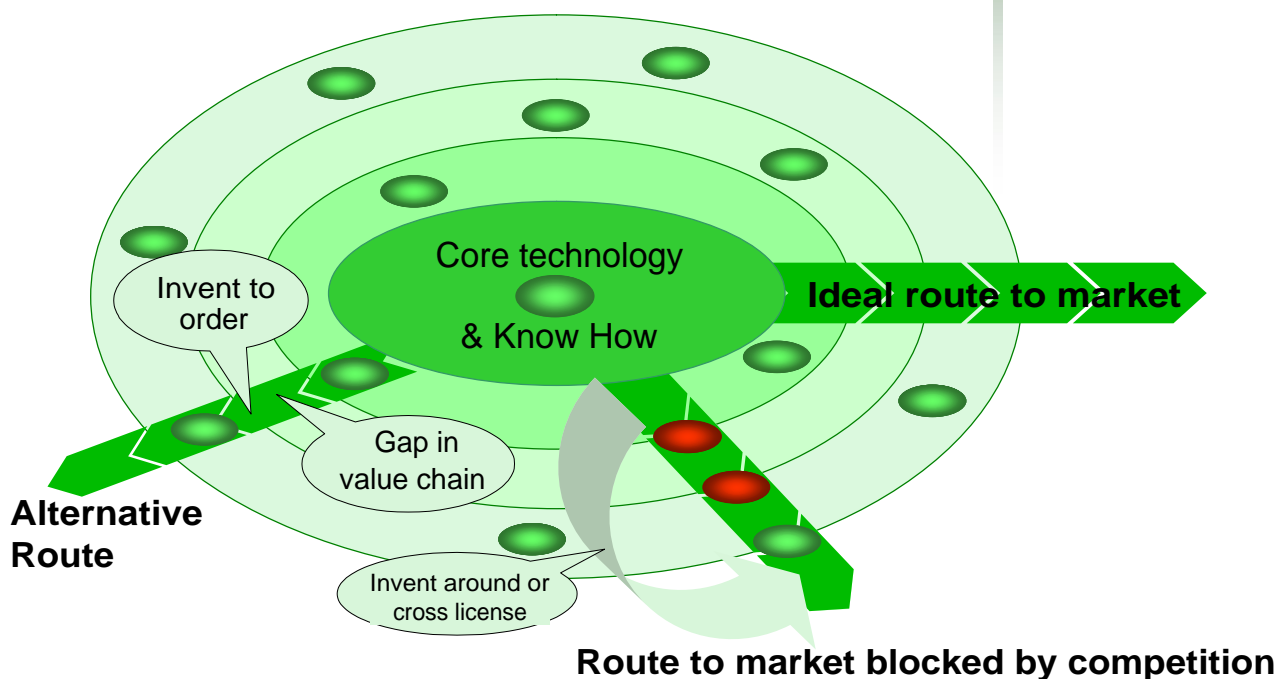


# Securing Routes to Market

## Intellectual Asset Clustering



Using recognised databases and registers, Coller IP Management works with its clients to map the Intellectual Asset landscape around their core products. We identify Intellectual Assets (including technology, processes and know-how) that have an impact on clients' businesses, and those that provide alternative routes to market. By identifying value chains, gaps in the landscape and competitor activity, we focus on opportunities for further development and protection. In particular we highlight the areas where clustering activities are beneficial as clustering is an important factor in making a companies' IP more robust. We also provide strategies to prioritise the range of available routes to market.

Consideration is given to knowledge management, out-of-field licensing, invent-to-order and cross-licensing opportunities.

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

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