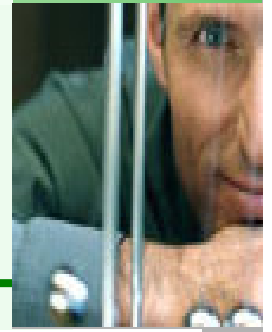


High Growth Start Up



Endocrine Pharmaceuticals is a high growth start up company that has developed a radical new hormone therapy for use in tissue overgrowth disorders, including cancer. Endocrine approached us having already enlisted support from the venture capital company 3i. We have since worked successfully with Endocrine to help maximise the company value.

In the early days we advised Endocrine on the strength of its intellectual capital and property, identifying what could be patented and establishing the broadest possible claims consistent with patentability. A patenting strategy was developed and Endocrine then proceeded to protect its intellectual property, with three patent families now established. We assisted in drafting and prosecuting patent applications and formulated responses to patent examiners. The first of Endocrine's patent applications has now been granted in 21 countries.

We have helped to shape Endocrine's research strategy. We use specialist databases, information sources and tools to keep abreast of market developments. This ensures that the appropriate Intellectual Property continues to be developed to protect Endocrine from competitors and to provide a clear route to market. We regularly monitor competitor activity for Endocrine and advise accordingly.

We have also advised on the timing for disclosure of key issues that impact on intellectual property rights and company value, helping to ensure a sustainable future for Endocrine and its stakeholders.

We have assisted Endocrine at investor meetings to ensure availability of funding for continued company development. We have also identified initial licensing partners and opened the dialogue for potential future deals.

The relationship with Endocrine has developed over the years and Collier IP's founding partner, Jim Asher, has held positions on the board of Endocrine as a non-executive director. Jim assists with business development and future planning needs, amongst other inputs. Our wider team also provides support to protect Endocrine's intellectual property within its growing international, collaborative research network.

".....Establishing a partnership changed everything. It was like going from a treadmill to an escalator. Thank you"

Dr John Hart, Chief Executive, Endocrine Pharmaceuticals www.endopharm.co.uk

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