

IP management from Browne Jacobson

At Browne Jacobson we know that IP can be the foundation of your business and as such should be protected. After all IP is an asset which can add significant value to a business. It can put you ahead of your competitors, it can be licensed or sold to generate additional revenues and, having a well managed IP portfolio can also greatly improve your business opportunities, as well as attracting outside investment. It is therefore essential that an organisation understands, protects and properly manages its IP in order to maximise these benefits.

Our IP team at Browne Jacobson understand the importance of IP and the issues associated with managing it; working with many household names in helping them develop the right practical IP policies for their organisations. The result of our experience means that we can now offer all our clients a new product - IP Sentry.

IP Sentry is an IP audit product which will help you to review and understand your IP and to implement a system under which you can manage your IP effectively in order to get the most from it.

key features and benefits of the service

IP Sentry helps businesses capture, protect, enforce, and manage IP. Our unique offering is always tailored to the needs of each individual client and includes:

- assessing your IP and how you capture, protect, enforce and manage it
- reviewing your IP associated contracts and documents used by the business, such as employee and consultant contracts
- identifying areas of risk and improvement and making practical recommendations
- implementing recommendations including the amendment and creation of IP related contracts and documents, the development and implementation of IP systems, management committees and policies and, the provision of IP training
- developing a clear IP management strategy that is aligned with your overall business strategy



our approach

We believe that in today's information based world, IP is more important than ever. Businesses spend an increasing amount of time and money on developing IP which is essential for building a competitive advantage in today's marketplace. IP Sentry puts you and your business in control of your IP, providing clarity on how to manage your portfolio moving forward and identifying any issues proactively. IP Sentry is a fixed-fee product agreed up front, allowing you to manage your legal budgets more effectively.

our people

Our lawyers appreciate how important IP is to your business and the growing need to be able to manage this complex area. Our team offers straightforward, practical advice which is tailored to the needs of your business; we appreciate the importance of controlling costs and will always agree a fixed fee with you, depending on your requirements. With IP Sentry our experienced intellectual property team are able to help you manage your IP effectively and provide you with a tool to continue to develop your IP in the marketplace.

our clients

Browne Jacobson's intellectual property teams act on behalf of a wide range of clients in the commercial, public and insurance sectors. Specialist sector teams include retail, sports, branding, advertising and marketing, construction and development, manufacturing and health.

Browne Jacobson is one of the largest law firms in the Midlands, with regional and national reach through our offices in Birmingham, London and Nottingham. We are now over 500 strong, including 67 partners and over 200 other lawyers.

Famous for our friendly and straightforward approach, we deliver first class individual solutions for our clients. Our vision is to be the first choice law firm for clients and employees in the Midlands and we therefore place emphasis on people, both internally and externally. This approach has enabled us to build long-standing relationships with our clients and deliver exceptional service.

contact us

For further information on 'IP Sentry' by Browne Jacobson, please contact one of our lawyers below:

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