

IP management

IP has a role to play in every business and for some organisations it can be its most important asset. IP can add significant value to your business in a variety of ways. 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 your organisation understands, protects and properly manages its IP in order to maximise these benefits.

Our team understands the importance of IP and the issues associated with managing it; working with many household names in helping them to develop the right IP strategies for their organisations.

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

IP Sentry 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 clients

Our team acts 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.

Our approach

We will work closely with you to gain a full understanding of the role that IP plays within your business and

its value to you. This will enable us to develop for you a bespoke IP Sentry audit which meets your requirements.

We will take a hands on approach to conducting the audit, spending time talking to those within the business who create and deal with IP - this helps us to properly identify any issues with the way that you manage IP. We will then propose and assist you with implementing practical changes to help you manage your IP more effectively: IP Sentry seeks to put you and your business in control of your IP, providing clarity on how to manage your portfolio moving forward. IP Sentry is provided at on a fixed-fee basis allowing you to manage your legal budgets more effectively.

Our team

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 provide you with the mechanisms to manage your IP more effectively and maximise its value.

All members of the IP team have gained, or are studying for, the Diploma in Intellectual Property Law & Practice at the universities of Oxford, Bristol or Nottingham.



talk to us...

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