Important notice

This document has been prepared by Deloitte LLP for the sole purpose of enabling the parties to whom it is addressed to evaluate the capabilities of Deloitte LLP to supply the proposed services. Other than as stated below, this document and its contents are confidential and prepared solely for your information, and may not be reproduced, redistributed or passed on to any other person in whole or in part. If this document contains details of an arrangement that could result in a tax or National Insurance saving, no such conditions of confidentiality apply to the details of that arrangement (for example, for the purpose of discussion with tax authorities). No other party is entitled to rely on this document for any purpose whatsoever and we accept no liability to any other party who is shown or obtains access to this document.

This document is not an offer and is not intended to be contractually binding. Should this proposal be acceptable to you, and following the conclusion of our internal acceptance procedures, we would be pleased to discuss terms and conditions with you prior to our appointment.

Deloitte LLP is a limited liability partnership registered in England and Wales with registered number OC303675 and its registered office at 1 New Street Square, London EC4A 3HQ, United Kingdom.

Deloitte LLP is the United Kingdom affiliate of Deloitte NWE LLP, a member firm of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee (“DTTL”). DTTL and each of its member firms are legally separate and independent entities. DTTL and Deloitte NWE LLP do not provide services to clients. Please see www.deloitte.com/about to learn more about our global network.

© 2020 Deloitte LLP. All rights reserved.

About Deloitte IP Advisory

Deloitte IP Advisory delivers outstanding commercial results by applying our unique blend of strategic IP advice, powerful market and IP analytics capability, and transaction experience.

What we do

Deloitte IP Advisory is now a leading specialist Intellectual Property Strategy and Transactions Group fully integrated into Deloitte’s Technology, Media & Telecommunications (TMT) offering. The group provides a unique blend of strategic, IP, transactional and technology capabilities to clients around the world. Deloitte IP Advisory applies the same approach to enable clients globally to develop comprehensive IP strategies, implement effective IP programs and monetisation of intellectual property, access, value and monetise their intellectual property portfolio and service their customers in a highly competitive environment.

Experience

Found in 2007 as an independent IP consultancy, ClearViewIP joined Deloitte in May 2019. Maintaining and building on the original team of internationally recognised IP strategists, consultants and analysts, Deloitte IP Advisory provides a unique blend of strategic IP and transactional experience that carries with it a highly competitive track record of delivering value to businesses.

Contact

UKFAPIPAAssigny@deloitte.co.uk

Deloitte IP Advisory

This document has been prepared by Deloitte LLP for the sole purpose of enabling the parties to whom it is addressed to evaluate the capabilities of Deloitte LLP to supply the proposed services. Other than as stated below, this document and its contents are confidential and prepared solely for your information, and may not be reproduced, redistributed or passed on to any other person in whole or in part. If this document contains details of an arrangement that could result in a tax or National Insurance saving, no such conditions of confidentiality apply to the details of that arrangement (for example, for the purpose of discussion with tax authorities). No other party is entitled to rely on this document for any purpose whatsoever and we accept no liability to any other party who is shown or obtains access to this document.

This document is not an offer and is not intended to be contractually binding. Should this proposal be acceptable to you, and following the conclusion of our internal acceptance procedures, we would be pleased to discuss terms and conditions with you prior to our appointment.

Deloitte LLP is a limited liability partnership registered in England and Wales with registered number OC303675 and its registered office at 1 New Street Square, London EC4A 3HQ, United Kingdom.

Deloitte LLP is the United Kingdom affiliate of the Global Network (the “Network”) of member firms of Deloitte Touche Tohmatsu Limited, a UK private company limited by guarantee (“DTTL”). DTTL and each of its member firms are legally separate and independent entities. Deloitte LLP is a member firm of the Network.

© 2020 Deloitte LLP. All rights reserved.

Designed by Guitar Creative Services, BT34 1SS.
Creating value through strategic IP management

Ongoing evaluation and optimisation of a company’s portfolio maximises the possibility for continuous improvement, growth and value creation. For intangible assets to be value drivers, they need to be well understood, actively managed and visible to all the major decision-making functions within a business.

The systematisation of all the stages of the IP journey into a turnkey portfolio of services has culminated in a track record of positive and measurable commercial outcomes. Overall, delivering tangible economic value from intangible assets.

**STRATEGY & EXECUTION**
- IP Discovery
- IP Asset Database & Dashboard Reporting
- Competitive Benchmark & IP Risk Assessment
- IP Strategy & Operating Plan
- Innovation Capture & Harvesting
- IP Management, Mitigation, & Monitoring

**TRANSACTION ADVISORY**
- IP Scouting & Acquisitions
- IP Defence and Disputes
- IP Licensing
- IP Sales, Licensing & Tech Transfers
- IP Value Assessment & Tech Rating

**DISCOVER**
- Capture, catalogue and discover the full scope of intellectual assets within the business and the value they drive.

**PLAN**
- Identify the IP ownership and filing behaviours of competitors to inform an IP strategy and operating plan in line with business objectives.

**PROTECT**
- Improve innovation planning and capture processes to ensure intellectual property is secured and protected, while maintaining awareness of competitive risks and behaviours.

**MANAGE**
- Evaluate and align intellectual assets with portfolio cost management and defensive strategy, ensuring critical assets are secured and the strategic value of the portfolio is maximised.

**LEVERAGE**
- Gain awareness of the commercial value of intellectual assets. Analyse business intellectual property information directly, identify key and high-potential assets to facilitate value from intellectual work.

**HOLISTIC VIEW OF ASSETS**
- Awareness of alignment and purpose of IPs
- Reporting capabilities
- Assess and adapt IP management processes

**IP STRATEGY PREPAREDNESS**
- Understand competitive landscape
- Align assets to business strategy
- Understand and assess IP risk

**VALUE ASSET AWARENESS**
- Secure output of innovation
- Innovation tracking/planning
- Monitor and mitigate IP risk

**STRENGTHENED PORTFOLIO**
- Innovation Capture & Harvesting
- Risk management, infringement, & monitoring

**PORTFOLIO ENHANCEMENT**
- Portfolio Evaluation & Alignment
- IP Scouting & Acquisitions
- IP Defence & Disputes

**FULLY LEVERAGE VALUE IN IA**
- Respond to risks and live threats
- Sell IP
- De-risk transactions
- Unlock Tax and R&D benefits
- Realise value from intangible assets

**Client Needs**

**IP Advisory Services**

**DISCOVER**
- IP Discovery
- Intangible Asset Database & Dashboard

**PLAN**
- IP Strategy & Operating Plan

**PROTECT**
- IP Defence and Disputes
- IP Licensing & Tech Transfers

**MANAGE**
- Portfolio Evaluation & Alignment
- IP Acquisition

**LEVERAGE**
- IP Sales, Licensing & Tech Transfer
- IP Value Assessment & Tech Rating