

## 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 broad professional services offering. We provide IP strategy, management and transactional services across a wide range of market and technology sectors. We help clients globally to develop comprehensive IP strategies, implement effective IP processes, build and strengthen their IP portfolios, assess, value and monetize their intellectual property and seek operational efficiencies. We assist companies to understand their competitive position, build value, manage risks, and unlock additional income streams.

### Experience

Founded 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 real commercial and IP experience that carries with it a highly competitive track record of delivering value to businesses. The team includes CIPOs, business builders, licensing executives & technologists with decades of experience, working with multinational FTSE and Fortune 100 companies, as well as SMEs and academic institutions.

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# Creating value through strategic IP management

Ongoing evaluation and optimisation of a company's portfolio enables 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 Risk Management, Mitigation, & Monitoring
- IP Portfolio Evaluation, Alignment & Optimisation

## TRANSACTION ADVISORY

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

# Strategic IP Management

Client Needs

IP Advisory Services

## DISCOVER

### HOLISTIC VIEW OF ASSETS

- Awareness of alignment and purpose of IAs
- Reporting capabilities
- Assess and adopt IP management processes

## PLAN

### IP STRATEGY PREPAREDNESS

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

## PROTECT

### ASSET VALUE AWARENESS

- Secure output of innovation
- Innovation tracking/planning
- Monitor and mitigate IP risk

## MANAGE

### ALIGN ASSETS & REDUCE COSTS

- Cost management & predictability
- Strategically manage critical IP

## LEVERAGE

### FULLY LEVERAGE VALUE IN IA

- Respond to risks and live threats
- Gain leverage in commercial negotiations
- Uncover Tax and R&D benefits
- De-risk transactions
- Realize value from intangible assets

## INTANGIBLE ASSET CAPTURE

- IP Discovery
- Intangible Asset Database/Dashboard

## DEVELOPED IP STRATEGY

- Competitive Benchmark & IP Risk Assessment
- IP Strategy & Operating Plan

## STRENGTHENED PORTFOLIO

- Innovation Capture & Harvesting
- Risk Management, Mitigation, & Monitoring

## PORTFOLIO ENHANCEMENT

- Portfolio Evaluation & Alignment
- IP Scouting & Acquisitions
- IP Defence & Disputes

## PORTFOLIO UTILISATION

- IP Diligence
- IP Sales, Licensing & Tech Transfer
- IP Value Assessment & Tech Rating

