

# Our knowledge of IP helps a tier 1 automotive supplier unlock opportunity

Technology Management

**SAGENTIA**



**A major tier 1 automotive supplier had invented a potentially significant new technology but its patent protection was weak and its patent strategy non-existent. We were asked to determine the optimal patenting strategy to maximise the commercial potential of the technology and ensure its long term protection.**

We identified five intellectual property 'zones' and assessed the patent landscape in each zone. With an understanding of the patent landscapes and potential competing technologies, we were able to identify the optimal mechanisms to protect our client's technology and ring fence competitive developments.

Our work is and will be acted on by our client over the next 15 years – and will help ensure that its new business is securely protected and 'future proof'.

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