



Intellectual Property Analysis & Strategy

SAGENTIA

It is well recognised that patented intellectual property (IP) plays a crucial role in ensuring an organisation's current and future prosperity. Not so well known are the arts of how to construct and manage a patent portfolio in light of a constantly changing external IP landscape.



Sagentia has extensive knowledge of managing intellectual property. We have developed specific services aligned to the most common problem areas public and private sector clients are likely to encounter.

IP landscaping and hot-spot analysis

A thorough knowledge and understanding of the IP environment is crucial. Without this a company may find its R&D efforts are compromised, new product launches blocked, IP strategies weakened and it may encounter the risk of expensive and lengthy legal action. We have developed methodologies and tools to identify, analyse, visualise and map the complex patent landscapes surrounding products and technologies. Our proprietary IP visualisation tool can give multiple views on a patent landscape, showing a visual benchmark of an organisation's strengths and weaknesses. Our experience enables us to analyse the impact of these maps on the organisation and design action plans and recommendations both at a tactical and strategic level.

IP white space and transferable technology analysis

Building on our IP landscaping methodology, we identify gaps in patent coverage which may be capitalised on to deliver commercially valuable benefits which can be protected. We also identify patents belonging to non-competing third parties which may be in-licensed to accelerate development. White space studies are extremely effective in guiding R&D programmes through complex patent landscapes.

IP portfolio alignment

An audit of an organisation's patent portfolio gives a clear view on the business value of its patents. It identifies the linkages between patents, products and technologies, identifies opportunities to gain licence revenue from non-core or platform IP, achieves cost savings by identifying redundant IP and reveals new opportunities from existing IP. In addition, portfolio alignment can reveal shortfalls in internal IP processes and policies and identify remedial actions.

IP roadmapping and strategy

At the end of the development cycle, many organisations simply patent the final product. Whilst this provides short term cost savings, in the long term, platform technologies may not be appropriately protected, the patenting of future product variants may become complex or compromised and valuable licence revenues may be lost. We have developed a framework for developing IP strategies for new product or technology developments, which ensures optimal protection for the product or technology itself, as well as future variants and new uses of the underlying technology. Our framework also includes mechanisms to identify and neutralise emerging competitive threats, thereby securing not just the product or technology itself, but the opportunity as a whole.

For further information email:

info@sagentia.com

Sagentia

Many minds make bright work

We create value from technology by developing richer solutions with our clients that enable them to realise better business opportunities.

We operate in six market sectors developing new technologies, products and services that change the basis of competition. We assist business leaders and policy makers to create strategies for technology, innovation and growth.

Our *Collective Technology Wisdom*[®] – the unique characteristic of our company – guides how we work. We form highly creative teams that draw on individuality and collective experience. And we take a multi-dimensional approach to opportunity discovery and problem solving, drawing on our combined technical expertise, business acumen and industry experience.

We can work with you wherever you are in the world. Our teams are situated in state-of-the-art facilities in Europe, the USA and China.

www.sagentia.com
info@sagentia.com



Sagentia Ltd
Harston Mill
Harston
Cambridge
CB22 7GG
UK

T. +44 1223 875200

Sagentia GmbH
Westend Carree
Grüneburgweg 18
D-60322 Frankfurt
Germany

T. +49 69 9550 4500

Sagentia Inc
8161 Maple Lawn Boulevard
Suite 475
Fulton, MD 20759
USA

T. +1 240 547 6600

Sagentia SGAI Ltd
Unit 6-7, 13/F
Wah Wai Industrial Centre
38-40 Au Pui Wan Street
Fotan
Hong Kong

T. +852 2866 8701

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