

# IP REVIEW







A well thought out intellectual property (IP) strategy is essential to every innovative business. An audit of your IP - an "IP review" - can help you to develop an initial IP strategy or identify whether your existing IP strategy needs to change.

Your IP strategy should develop as your business does. An important aspect of managing your IP is to periodically check that your approach remains fit for purpose and continues to meet your changing business needs. It is often particularly helpful to conduct an IP review when your business is just starting up, going through a period of growth, or following a change of direction. Some clients find it helpful to conduct such a review as part of an annual health check.



# HOW J A KEMP CAN HELP

When we conduct an IP review we will typically:

-  Provide an overview of your entire portfolio of IP, including patents, trade marks, designs and copyright, and consider any know-how or trade secrets that are not protected by patents and domain and company/trading names
-  Assess the overall strengths and weaknesses of your portfolio, its geographical coverage and how well it meets your needs as a business
-  Advise on the likelihood that pending intellectual property rights will lead to granted patents, trade marks and designs and the scope of protection that might be achievable
-  Provide practical advice on how to strengthen your portfolio and how to manage costs
-  Consider any procedures you have for identifying, capturing and protecting any IP which is generated in-house
-  Advise on opportunities for further protection, such as valuable areas of research which have not so far been protected by patents and how patent and design portfolios may be extended through strategic trade mark protection, or whether the right strategy is to keep your research as confidential company know-how

At the end of the IP review process we will provide and discuss with you a written report containing recommendations and an action plan with timings and costs.

## Get in Touch

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