

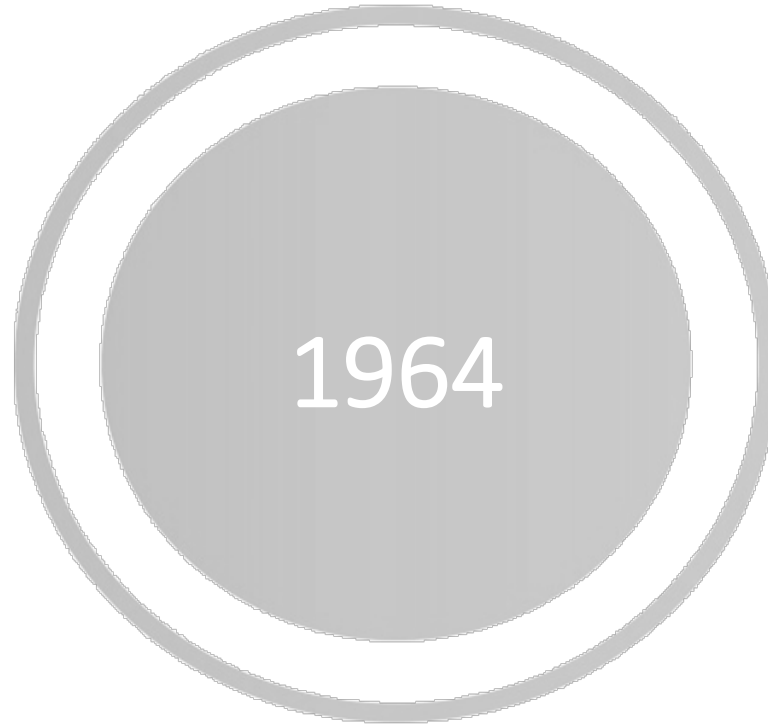
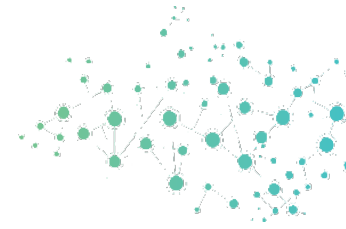


WYNNE-JONES

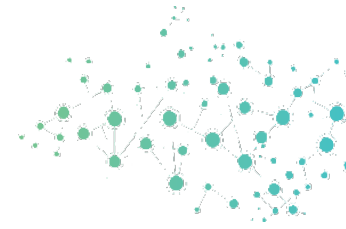
own thinking



*Your Life Science IP Strategy*



1964





Bio-sensors  
Diagnostics  
Assays  
Pharmaceuticals and drug synthesis  
Small molecules  
Plant breeders' rights  
Cosmetics  
Supplementary protection certificates  
Vaccines  
Biochemistry  
Microbiology  
Pharmacology  
Biocides  
Healthcare sciences  
Proteomics  
Biophysics  
Veterinary medicines  
Nanotechnology  
Syringes  
X-ray phantoms  
Patient gowns  
Surgical devices  
Mass spectrometry  
Invalid care  
Medical implants  
Imaging  
Drug delivery  
Ultrasound  
Intubation devices  
Tomography



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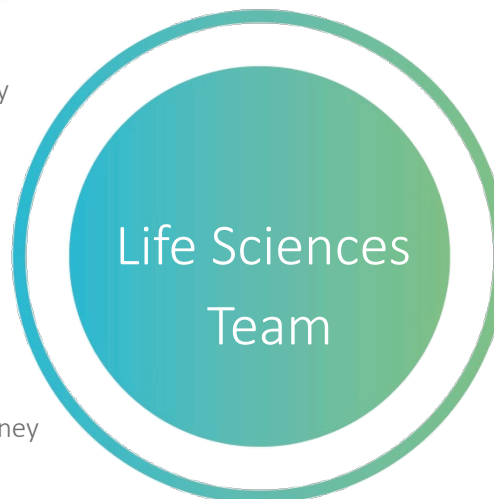
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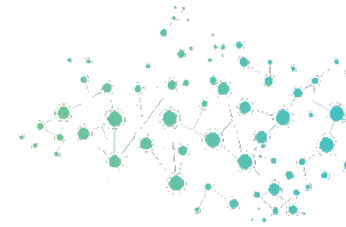
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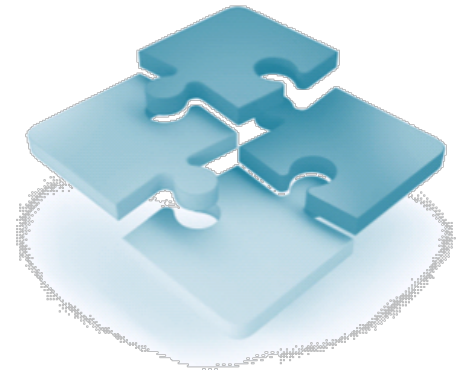


Transactional



Strategic Partnership

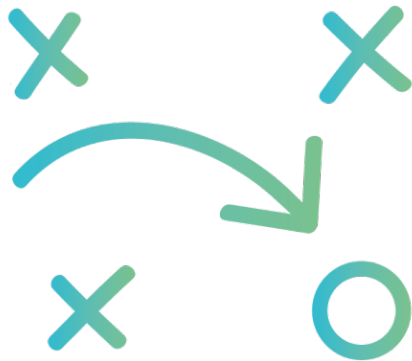
And everything  
in between



# What is Intellectual Property (IP) Strategy?

The plan that outlines what IP in your company:

- ✓ **needs protecting**
- ✓ **why it needs protecting**
- ✓ **where it needs to be protected globally**



A company's IP strategy therefore is a more **detailed expansion** of the information contained in the **business plan** about the **proprietary assets** that a company possesses, plus where they are going to be utilised and why.

# Developing an IP Strategy



Step 1: Identify your key technologies, products and brands and where and when they are to be exploited.



Step 2: Carry out an IP SWOT analysis to align your IP with R&D and business goals.



Step 3: Produce an IP plan that covers the type of IP protection that you wish to use for your IP and list the geographic regions where they need to be protected.



- 1 —
- 2 —
- 3 —



Step 4: Produce criteria for the ranking of priority of protection of your brands and technologies so that you make the most impactful use of your IP budget.

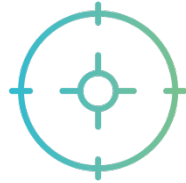
Step 5: Agree your IP budgets proactively with your decision makers. Identify the timeframes within which the IP protection is required.

Step 6: At this point you may also wish to carry out an analysis of your competitor's IP to see whether and where you are free to protect your own IP geographically or to determine where you may wish to block a competitor's market activities with pre-emptive IP.

# Our IP Strategy Services



IP Audit & Valuation



Targeting & Benchmarking



Preparation of IP for  
Sales or Licensing  
Purposes



Finance  
Considerations  
Related To IP



Expert Witness  
Services



Strategic Portfolio  
Planning



Setting Royalty Rates



Consolidation of  
Non-Strategic /Core  
Portfolios



Technology Transfer  
& Valuation



Confidential  
Competitor Analysis  
& Recommendations



IP Insurance



IP Risk Management  
Analysis & Reporting



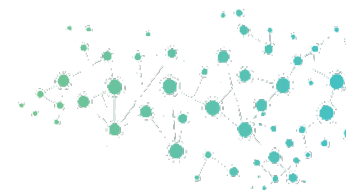
In-House Training to  
ensure IP Strategy  
Delivery



Assessment of Loss  
through Damages



Freedom to Operate  
& Competitive  
Landscaping Analysis  
& Report



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