

Business & Management

20 minute lunch



Intellectual Property Finance toolkit / disclosures

26 April 2017

The webinar will begin shortly...

Business & Management
20 minute lunch



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Intellectual Property in Business



Chris Smith

Business Support and Innovation
Policy,

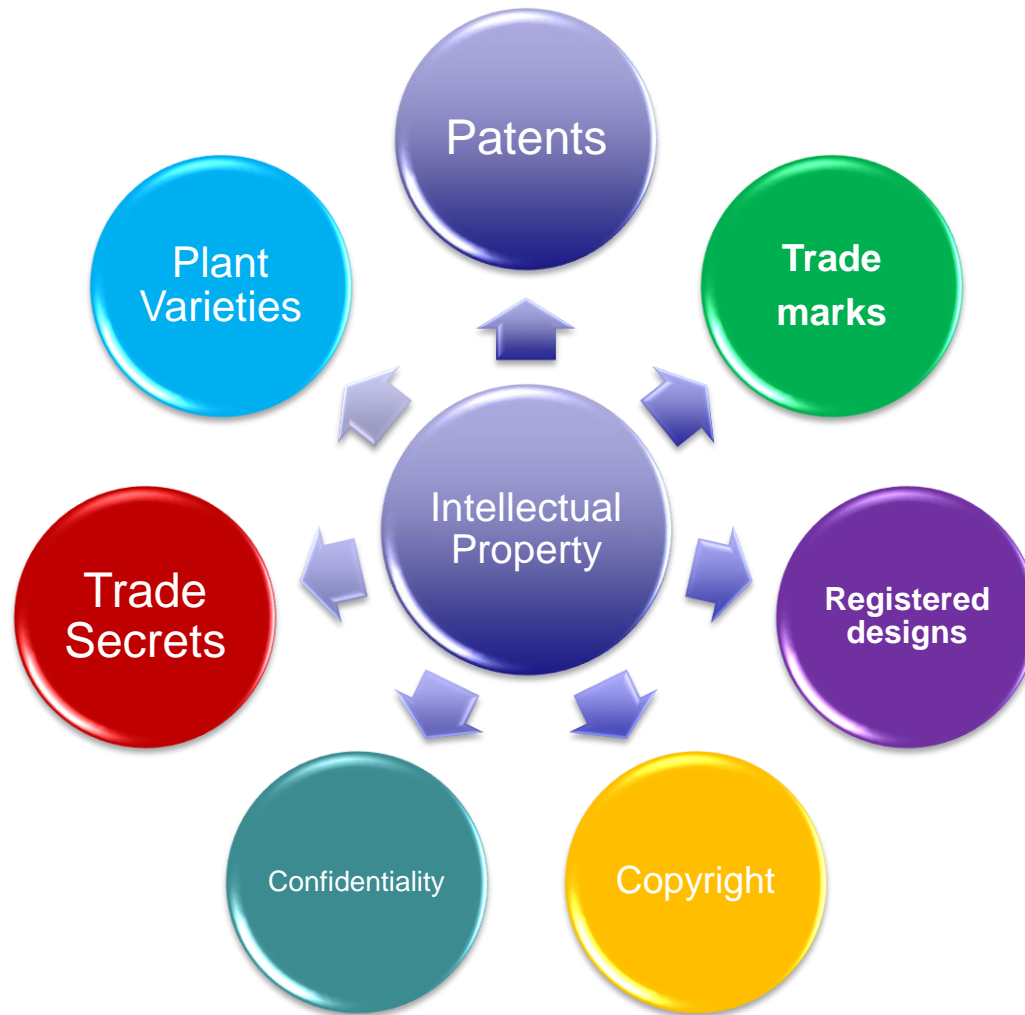
Intellectual Property Office



Intellectual
Property
Office


Up to 80% of a listed company's share price is no longer supported by the presence of tangible assets on their balance sheets

What is intellectual property?




An IP Audit

This is a review of a businesses IP assets, related agreements, relevant policies and compliance procedures.



Is a business making the most of their IP?

- A comprehensive IP strategy can improve the ability for a business to identify infringers and/or potential licensing partners.
 - Strategic management of an IP portfolio may also help identify opportunities in adjacent markets – or new markets altogether – for new product launches or cross-licensing deals.
- 


Reporting on IP

- Provides a narrative summary
- Relates a businesses income streams to IP
- Looks at how IP impacts on the business
- Relates the IP to the businesses position in the market
- Demonstrate the businesses managerial skills
- Builds a better understanding about the legal scope of the IP rights

This will help both the business and investors

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Things to think about

- What IP is there?
 - Is it protected?
 - If needing to be registered important things to be aware of
 - Ownership
 - Key Danger moment/issues
 - Recommendations to remove or reduce risk
- 


Licensing


3 core types:

- Exclusive
 - Non-Exclusive
 - Sole
- 

Valuation


3 core methods

- Cost Based
Cost incurred to produce the same/similar product.
 - Market Value
Similar market transactions.
 - Income
Expected income that the IP adds.
- 




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Intellectual Property Office

Services and guidance


[Copyright](#)
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[Law and practice](#)
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17 September 2014 — News story
Take a tour of IPO's new website
 Intellectual Property Office website has moved to GOV.UK/ipo.




17 September 2014 — News story
Intellectual Property Office 1st October legislation changes
 Detailed guidance on 1st October legislation changes.



17 September 2014 — News story
Sean the sheep Cracking Ideas design challenge
 Join Sean the sheep in an intellectual property related design challenge.



17 September 2014 — News story
IPO launches new blog platform
 A blog on the work of the IPO. Contributors are IPO staff and invited industry experts from the world of IP.



17 September 2014 — News story
IP for business: advisers and support
 Find Intellectual Property business advisers in your region and get help choosing an adviser.

Latest

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 published 17 September 2014 [News story](#)

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What we do

We're the official government body responsible for intellectual property (IP) rights in patents, designs trade marks and copyright.

IPO is an executive agency, sponsored by the [Department for Business, Innovation & Skills](#).

[Read more about what we do](#)

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Gov.uk/ipo - 0300 300 2000
 Information@ipo.gov.uk

IP Insurance

Before The Event Legal Expenses Insurance (BTE LEI)

- Affordable
- Access to Enforcement
- Deterrent
- Links to related issues (online or loss of revenue)
- Protects cash flow

List of insurers:

<http://www.cipa.org.uk/need-advice/insurance-for-intellectual-property/>

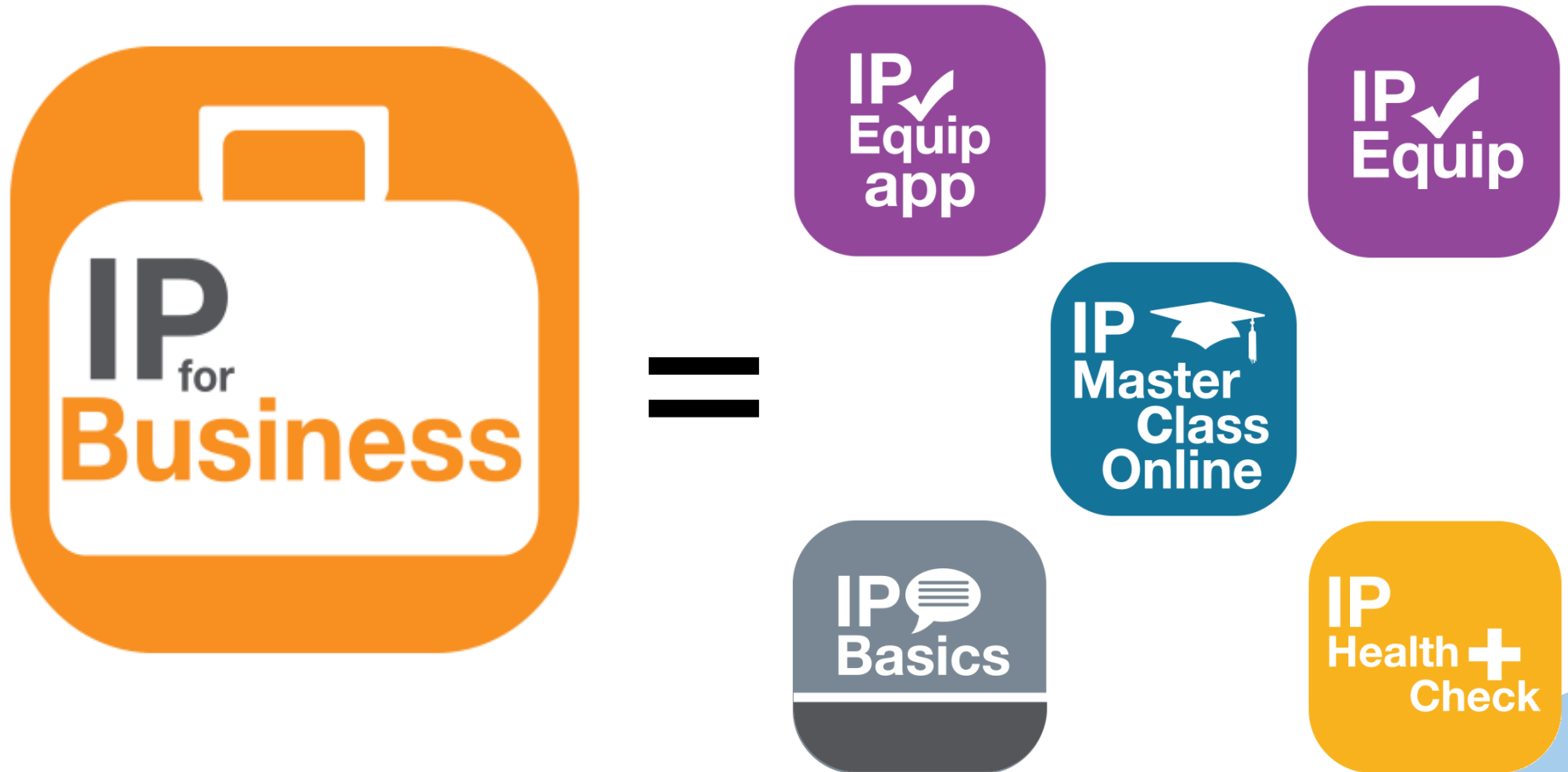
or

http://www.itma.org.uk/membership/resources/publications/ip_litigation_insurance

More info:

<https://www.gov.uk/guidance/intellectual-property-insurance>

Help and Advice on IP



<http://www.ipo.gov.uk/ip4b>

IP Finance Toolkit

Help lenders and businesses talk the same language

Encourage and guide businesses to document their IP assets

Help businesses to develop more effective IP management and commercialisation strategies

Help businesses to develop more effective IP management and commercialisation strategies



Services from the IPO

Mediation

Call Centre

IPSUM

Search (on-line)

Opinions

Health -Check

Lambert tool kit

Workshops



Thank You

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@The_IPO



Business & Management Webinar and event programme

Free webinars

Directors' duties and obligations

10 May **12.30pm**

lcaew.com/lunchmay

Update on Business VAT

17 May **10am**

lcaew.com/fmfmaywebinar

Hidden value – customer engagement

6 June **10am**

lcaew.com/fmfjun2webinar

Stats for business – Should you be drunk or sober when analysing trends?

28 June **12:30pm**

lcaew.com/lunchjun

Free events

Economic snapshot and Brexit effect

22 May

lcaew.com/fmfmayevent

Courageous leadership

21 September

lcaew.com/fmfsepevent

Technological advances – twilight of the finance function?

21 November

lcaew.com/fmfnovent

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Business & Management Webinar and event programme

THANK YOU FOR ATTENDING

Contact the Business & Management Faculty .

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