

## IP Due Diligence & Audits

As your business grows, both organically and by way of acquisition, IP can get left behind, go unprotected or be contained in the wrong company. This can have a devastating effect on a business' ability to protect their competitive edge - be it a brand, invention, design, software or method of doing business, and make it difficult to capture your business' investment in its IP.

In a sale of business, knowing what IP your business has can have a positive effect on its valuation. Similarly, if you are considering purchasing a business, it is crucial that you understand what IP you will acquire and confirm that the seller is in a position to sell it to you.

By knowing what intellectual property your business has, you can make sound business decisions about what to do with it, and what is and what is not worthy of the cost of IP protection.

In addition, businesses that have traditionally spent significant sums on IP protection can often find that their IP spend can be greatly reduced by divesting itself of non-core items of intellectual property that are no longer used or valuable to the business, but which may be of value to another person's business.

In an IP audit of your business we would use our proven methodology to systematically identify and assess what IP your business has. We will verify what registered IP (trade marks, patents, designs) you own and use and confirm the details of that IP from appropriate government and other sources. We would also assess the IP that you use (but do not own) to ensure it is being used as permitted by the IP owner.

The end result is a report on the status of your business' IP and where necessary, a list of recommended actions, estimated costs to implement those recommendations and an implementation strategy.

Call us today to find out WHAT IS YOUR IP.

**Contact us IMMEDIATELY for assistance with YOUR DISPUTE.**

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