



IP PRAGMATICS

Technology Transfer and Business Development Support

IP Pragmatics is an Intellectual Property (IP) asset management company that facilitates Open Innovation. Open Innovation is creating new ways for organisations to commercialise their intellectual assets. For universities and research organisations IP assets are a means of creating new income streams and attracting commercial partners. This leads to wider public benefit from transferring technology via research partnerships, licensing of intellectual property or new venture creation. For commercial organisations, IP is an asset through which they can create a competitive advantage not just through their own exclusive use but through granting rights to others and non-core IP can be exploited to generate additional sources of revenue.

The service:

- IP audits on individual projects/technologies or across the organisation
- IP training courses for scientists and entrepreneurs
- Technology market assessments
- Licensing support (marketing, negotiation and contract completion)
- Business planning and fund raising support
- Assessment of Technology Transfer office infrastructure, processes and delivery
- Due diligence support (market, competitor and IP analysis) for new opportunity in-licensing or joint venturing
- Strategic plan development and implementation
- Additional business development resource
- Transaction support (marketing, partner identification, licensing negotiation and contract completion)
- Patent portfolio management systems – IP Forecaster – to manage IP assets and forecast future events and costs
- Patent and trademark renewals payment services – IPRIS – to realise significant cost savings

Our advantages:

- All staff have both scientific and business backgrounds and have been recruited from big pharma, SMEs, venture capital firms and the public sector
- Multi-disciplinary capabilities including experience of drug discovery, clinical development, financing, licensing and contract negotiation and early-stage technology evaluation

- Type and level of support is tailored to your needs
- Able to leverage the expertise and networks of the whole team for any particular project
- Capability and resource to also market and license technology into EU, USA, Japan, Australia/NZ and other territories
- Full 'IP Life Cycle' support from assessment of technology to preparation and marketing of the licensing opportunity to securing a licence

Benefits to you:

- Targeted & focused approach for your most valuable IP assets
- Rapid industry-qualified opinion on your opportunities and/or development needs
- Experienced team with high level contacts and track record in delivering licence agreements
- Cost effective access to the expertise and networks of over 10 consultants
- Ability to manage all aspects of IP from origination to contract negotiation
- Flexible service tailored to meet your needs and timelines
- Targeted & focused approach for your commercialisation and business development requirements