

A pragmatic review

2015/16

Functional food

Do you know your
competitors?

IPRIS systems upgrade

Diagnostics

Strategy and advice

Animal health

NORWAY

UNITED KINGDOM

IRELAND

POLAND

SWITZERLAND

TURKEY

Global networks

CHINA

JAPAN

AUSTRALIA

NEW ZEALAND

Editor's Welcome

Rupert Osborn
CEO, IP Pragmatics Ltd

Welcome to the second issue of *A pragmatic review*. We received very good feedback on our first edition published in 2013 and we have therefore decided to keep a similar format this year, combining a look back on highlights from our work over the past year with highlights of news from our clients.

It has been a year of changes both within IP Pragmatics and across the industries where our clients operate. World economies are recovering slowly and we see this still impacting on many industrial sectors of the economy. In the UK, funding for innovation continues to be a priority for the government and this is reflected in the healthy outlook of university-led knowledge transfer. At the same time the IP Pragmatics team has welcomed new faces and also welcomed back some familiar faces, reflecting changes in our corporate structure.

We have chosen to highlight some of the work we have carried out in three of our core sectors of expertise: functional food, diagnostics and animal health. You can see through the legend symbols how these examples map onto different parts of the IP revenue growth cycle, which is depicted on page 2. An important aspect of our capabilities is the ability to work across the whole of this cycle from initial technology assessment right through to successful exploitation. Uniquely we also combine this strong sector based expertise with an underpinning expertise in intellectual property auditing, including patent landscape mapping and assessment. Increasingly we are working with private sector clients across all technology areas (from aerospace to diagnostics and agriculture) to use patent landscaping tools to help them better understand their competitors and assess new technology acquisition or licensing opportunities.

A growing area of our work is advice and strategy. As practitioners we have been fortunate to work with public and private sector clients across different countries and different knowledge transfer systems. We can bring this combined first-hand experience when advising clients strategically on their knowledge transfer activities, support structures and approaches to external income generation. On pages 17 and 18 you can read three examples of our recent strategy work.

I'd like to take the opportunity to thank all of our clients for their continued support over the past 12 months, and we look forward to continuing to work with you over the coming 12 months. Finally, we welcome your feedback on *A pragmatic review*. You can email us at info@ip-pragmatics.com or tweet us [@IPPragmatics](https://twitter.com/IPPragmatics).

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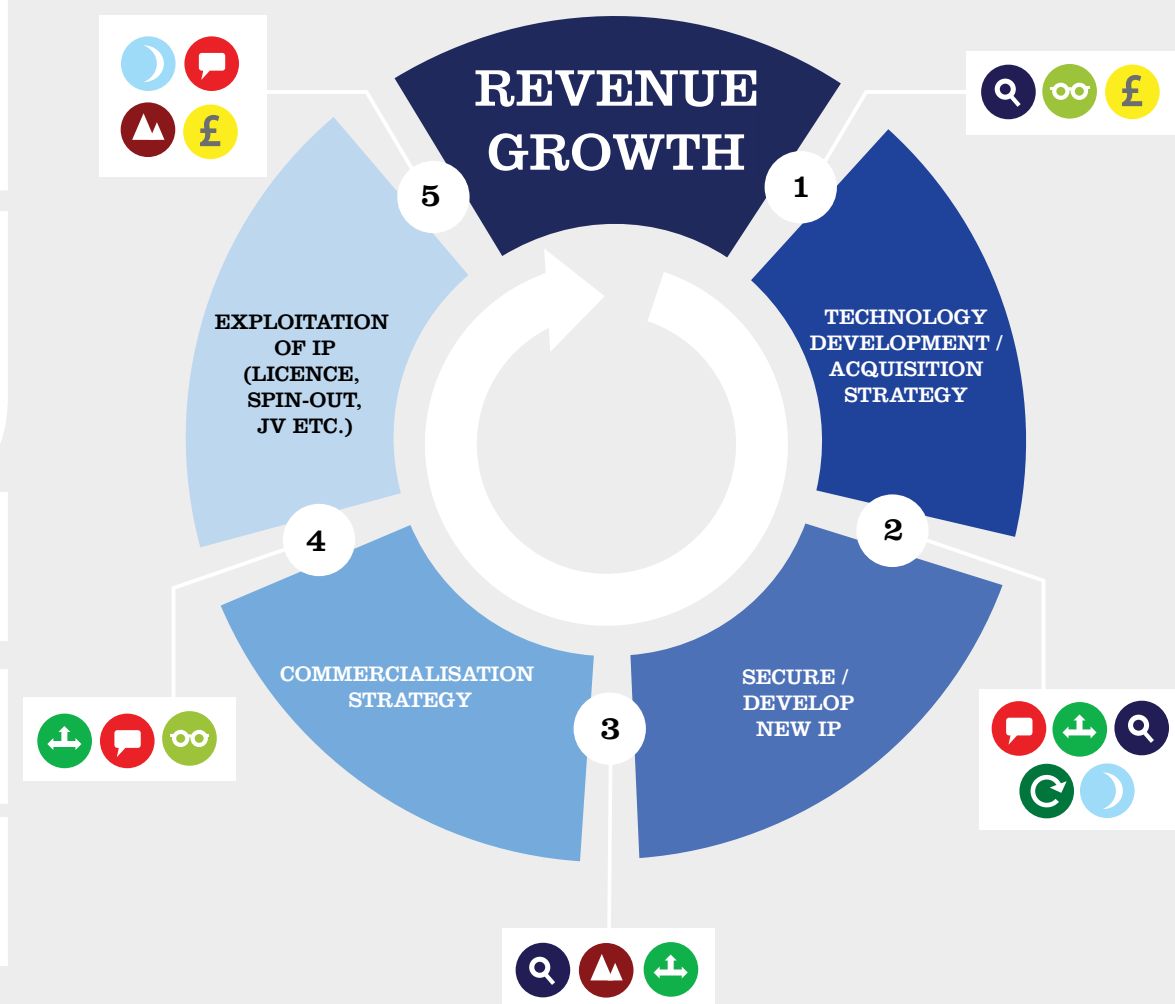


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IP-REVENUE GROWTH CYCLE



| Our Services | Key |
|------------------------------------|-----|
| IP Audit | |
| IP Strategy | |
| Market Research | |
| Business Development and Licensing | |

| Our Services | Key |
|-----------------------------------|-----|
| Valuations | |
| Patent Landscaping | |
| IP Eclipse | |
| Renewals and European Validations | |

IP PRAGMATICS NEWS

IP Pragmatics expands

Over the last 12 months there have been a number of new people joining or returning to IP Pragmatics

These included

- **Adam Wylie**, formerly the CEO of Patrafee UK, has returned to IP Pragmatics as Managing Director, Services and will be leading the development and deployment of our newly formed joint venture, IP Eclipse
- **Bansi Pattni** has joined as a Business Development Manager. Bansi formerly held a position as IP Analyst at an engineering company

specialising in wind turbine and semiconductor technology

- **Ronnie Georghiou**, who has spent the last 4 years establishing our Australian subsidiary, IP Pragmatics Pty, will return to the London office in Jan 2015
- **Jon Burdach**, based in Sydney, is joining us and will be the Australia and New Zealand representative working as part of our Australian subsidiary
- Finally, **Claude Kaplan** re-joined us after 6 years secondment to UK Trade and Investment. From Jan 2015, Claude will be taking on a new role as the Managing Director of a UK-Chinese animal vaccine development company but will stay involved with IP Pragmatics as an associate consultant.

IP Eclipse

Our newly formed
joint venture

New services from IPPL

In October 2014, IP Pragmatics formed IP Eclipse, a new joint venture between IP Pragmatics and data integration specialists, App4Reg. IP Eclipse has developed several software solutions that automate the Intellectual Property sector, including:

Eclipse Connect: A patent and trademark data scraping service that can not only source data from any PTO or Trademark Registry that publishes data, it can parse it, verify it and present it back to the client in a way that suits their business models.

Eclipse IDS: A fully automated software solution for submission, verification and billing of IDS submissions at the USPTO.

Eclipse PCT Suite: A software tool that sources PCT data directly from WIPO.

In addition to the three software services above, IP Eclipse offers bespoke software solutions for the Intellectual Property Sector.

CPA Global acquires Patrafee and IP Forecaster

In January 2014 CPA Global, a provider of IP management and software services, acquired Patrafee AB and IP Pragmatics' IP Forecaster, the IP cost forecasting tool. The acquisition also included Patrafee UK, a joint-venture between Patrafee and IP Pragmatics; Patrafee's patent renewals business; and Patrawin, Patrafee's IP management software product. For IP Pragmatics, the acquisition was testament to our business model of building value in services and software tools that help clients better manage their IP portfolios. Moving forward IP Pragmatics continues to expand our renewals offering under the IPRIS brand and to look to grow our new IP software tools through our joint venture, IP Eclipse.



CLIENT AND SECTOR NEWS

Zoetis' center for digital innovation

In a world first for animal health Zoetis (formerly Pfizer Animal Health), the largest dedicated animal health company globally, has established a center of digital excellence, called the Center for Digital Innovation (CDI). The CDI is comprised of a dedicated team with Silicon Valley expertise and centered in the heart of London's "Tech City" to further increase coordination, speed and competitive advantage. The purpose of the CDI is to develop digital solutions for the veterinary profession to complement their core pharmaceutical products. The CDI incorporates the use of 'big data', emerging m-health practices, connected care mobile strategies, advanced sensor technologies, and bio-surveillance techniques to create transformational clinical insights that enhance their understanding of animal welfare. Through its role with UK Trade & Investment, IP Pragmatics has worked with Zoetis over the last 12 months to help develop this concept, identify suitable locations and secure support and backing from UK government to establish this centre in London, UK.



Murdoch Childrens Research Institute seeks a cure for peanut allergy

The Murdoch Childrens Research Institute (MCRI) has made a significant clinical breakthrough for children suffering from peanut allergies.

By combining a peanut allergen immunotherapy with the administration of probiotics, researchers at MCRI have been able to induce desensitisation and sustained unresponsiveness in children with peanut allergy.

To date, MCRI has evaluated the effectiveness of this combination treatment in a 60 patient, ethics approved randomised controlled clinical trial with an overall duration of intervention of 18 months. Both primary and secondary end points were met for this clinical trial. The key market challenge will be how government regulators and the market will view this opportunity. Together with a regulatory advisor, IP Pragmatics has supported MCRI to understand the therapeutic opportunity in the context of FDA guidelines and the implications from a product manufacturing and R&D perspective. These findings have fed into a funding application to develop a 'regulatory-ready' treatment regimen for subsequent clinical validation and commercialisation.



Australian Bioactives moves to next stage of commercialisation

Since 2011, IP Pragmatics has been providing market insight and commercial support to the Australian Bioactives Consortium, which aims to deliver Tasmanian sourced stable plant extracts with proven bioactivity relevant to the cosmetics industry. We are delighted

that following the successful analysis of new extracts, the project will now be driven forward by consortium member, Essential Oils of Tasmania (EOT), a wholly-owned subsidiary of Atlas Pearls and Perfumes Limited.

The Consortium's research identified three plant extracts with the greatest market potential: Tasmanian Native Pepper leaf (*Tasmannia lanceolata*, see above), Blackcurrant cane (*Ribes nigrum*, see right) and Tanacetum daisy flower (*Tanacetum cinerariifolium*). EOT will further refine research parameters,

assess scale-up manufacturing capacity and investigate the commercialisation opportunities of the extracts. They will also build an innovative manufacturing facility in Tasmania for production of fragrance, flavour and cosmetic ingredients from unique Australian indigenous botanicals and marine (pearls) and fungal products, and secure long term supply agreements for these products.



Agritech news

In July 2013 the UK government launched the "UK Strategy for Agricultural Technology". A key focus of the strategy was bridging the gap in translating high quality agricultural research and practical applications. The UK government pledged £160 million in new funding to strengthen existing and develop innovative new collaborations between public and private sector organisations.

Funding included:

1. £70 for the creation of the Agri-Tech Catalyst to support businesses and academia in developing innovative solutions to challenges in the agri-tech sector. In Round 1 almost £15M of funding was awarded to support successful projects. Round 2 received more than 120 applications and we await news on the awards. While Round 3 is on-going. Further ROUNDS ARE ANTICIPATED FOR 2015

2. £90m to establish centres for agricultural innovation to encourage businesses to develop adapt and exploit new technologies. £10m has been allocated for a centre for informatics and sustainability metrics, while up to £80M OF FURTHER CAPITAL FUNDING is available to establish four to six additional centres. The deadline for proposals for these centres closed in October 2014 and a number of groups are developing consortia which will be asked to submit full proposals to establish and run a centre. IP Pragmatics has been involved in a number of centres and was instrumental in developing a proposition for an International Barley Innovation Centre hosted by The James Hutton Institute and the Scottish Whisky Research Institute.

£160m
in new funding.

SUPPORTING INNOVATION IN FUNCTIONAL FOOD AND INGREDIENTS

The functional food and ingredients market is predicted to continue to grow strongly, with the global market for functional foods and beverages on track to reach \$176.7 billion this year representing around 5% of the total food sector (data from Euromonitor). We are seeing an increase in the number of early stage opportunities arising from research where our knowledge of the sector and early stage technology development in general are combining to assist a range of different clients.

Client
Food for Health Ireland

Client Sector
University

Service
Independent Evaluator for Commercialisation Agreements

Expertise
Functional Food and Nutraceuticals



Supported by Enterprise Ireland, Food for Health Ireland (FHI) links the world-class scientific research at University College Cork, University College Dublin, NUI Galway, NUI Maynooth, DCU,

Teagasc, Moorepark Food Research Centre, and University of Limerick with the marketing power of industry partners Irish Dairy Board, Carbery Group, Dairygold Food Ingredients Ltd, Glanbia plc and Kerry Group plc. FHI has a multidisciplinary team of 75 scientists, and a management team based in University College Dublin. FHI entered its second phase of research in September 2013, funded by €21M from Enterprise Ireland and the company partners.

FHI is one of the largest technology centres in Ireland and its primary remit is to identify novel ingredients coming from milk to develop functional food ingredients which will offer health benefits to consumers. This research is focusing on infant nutrition, healthy cheese, appetite modulation, performance

nutrition and healthy ageing as well as products that can be used to manage elevated glucose levels. Recently, the program has announced promising results from human intervention studies on its glycemic management and healthy ageing research platforms.

IP Pragmatics has been appointed as the Independent Evaluator for the FHI project to assess the terms of commercialisation agreements entered into under the programme to determine that fair market value is being obtained, and to assist with the admission of new participants to the project.

Over the next 3 years we will be working with the consortium as it enters its next phase, with a pipeline of half a dozen projects expected to move into partnering discussions.



€21m
funding from
Enterprise Ireland

FHI entered its second phase of research

Client
BARLEYmax

Client Sector
Research Institute

Service
Market Valuation

Expertise
Food and Agriculture



CSIRO, the Commonwealth Scientific and Industrial Research Organisation, is Australia's national science agency and one of the largest and most diverse research agencies in the world. Developed by CSIRO scientists, BARLEYmax is a traditionally bred variety of barley that contains two times the dietary fibre and four times the resistant starch of a regular grain.

CSIRO has successfully commercialised the novel grain through a joint venture,

BARLEYmax Enterprises, and the grain is now used in a wide range of nutritious products, from breakfast cereals to lunchtime wraps, fruit bars and smoothie supplements, which can be found across the shelves of Australia's leading supermarket franchises.

IP Pragmatics has helped CSIRO undertake a valuation of the potential international markets and business models for BARLEYmax.

Client
Good Gut Group Pty Ltd

Client Sector
SME

Service
Commercialisation and Business Development

Expertise
Functional Food



Based in New South Wales, Australia, the Good Gut Group is a new start-up company that has developed a novel dough concept to offer superior functional bread and related grain products that are well tolerated by consumers with Irritable Bowel Syndrome (IBS). In recent years the growing awareness of the prevalence of IBS (10–20% of the population in Australia, Europe and North America) has created opportunities for companies to provide specific dietary products for these consumers.



The Good Gut Group's novel grain-based product concepts leverage recent low FODMAP ("Fermentable Oligosaccharides, Disaccharides, Monosaccharides and Polyols") findings to offer alternative, superior functional product opportunities to the market. As part of the company's efforts to evaluate how to most effectively progress this technology, the Good Gut Group asked IP Pragmatics to help them assess and value the market opportunity. In parallel, we were also asked to use our international networks

to identify and approach international business partners, to support the commercialisation of the company's concept by product category or territory.

As a direct result of the company approaches organised by IP Pragmatics, discussions have been opened with a number of multinational companies, in the US, UK, Australia and Europe. Several of these have progressed further, with confidential discussions, due diligence underway and sample materials being assessed. Watch this space for products hitting your supermarket shelves!

DO YOU KNOW YOUR COMPETITORS?

Competitive intelligence can be useful for companies that know their competitors as well as companies that would like to find out who they are. Patent analysis can provide you with information on what your competitors are doing, what their patenting strategies are and give you a better understanding of key players and technologies within your industry. The results can help to guide innovation within your company, avoid infringement and identify potential licensees for your patents.

Client
Tier One supplier for the Aerostructures industry

Client Sector
Large Enterprise

Service
Competitor Analysis and Patent Landscape

Expertise
Aerospace



Background

The client knew its competitors and market well from a commercial perspective as they frequently supply the same manufacturers and work on the same products. However, it wanted more information on the industry and competitors from a patent perspective.

Objective:

To gain some insight into the patent portfolios of their known competitors and combine the competitors' portfolios with their own to give a comprehensive industry analysis.

Approach:

Initial patent searches on the competitors helped to select the 8 competitor portfolios the client wished to include. The companies were chosen from the Tier One suppliers and key players in the aerostructures industry. Each of the portfolios were narrowed down to focus only on the aerostructures industry and were analysed individually. IP Pragmatics carried out the competitor analysis and patent landscape in three stages:

- 1 A high-level analysis on the combined portfolios of the client and 8 competitors to give an overview of the aerostructures industry
- 2 An in-depth assessment of the patent portfolios of the individual competitors
- 3 A citation analysis on the client's own patent portfolio to identify other competitors for their technologies and get some information on the assignees and technologies that are referring to their patents

Result:

Overall, the analysis showed that patenting activity in Aerostructures has tripled in the last five years. As with a lot of similar industries, the patent landscape is becoming increasingly

crowded, with several competitors in the same spaces. In this case, there were several competitors in the spaces where the client's patents were clustered. This information created a significant impact on the client as they gained an awareness of the scale of patent filing within the industry and its subsequent importance in the future.

Data for priority applications can give an indication of where companies have R&D facilities, while the publications in other countries can give an idea of countries where they think patent protection may be commercially useful or important as a precaution.

It also gave them information on their competitors such as their strengths and weaknesses in technology areas in relation to both their own interests and generally within the industry. Having a visual landscape of the client's patents combined with their competitors' patents allowed them to see their patent position.

Most competitors had patents clustered around technologies that corresponded with their well-known products. However, there were patent applications outside of the clusters which may suggest new products/technologies or new lines of research for a competitor and suggest trends within the industry.

It was of interest to the client that a number of their own patents were being cited by their customers in addition to some smaller companies which they had not heard of. These could be new customers or competitors.

All three stages of the report produced a useful information which can be used to develop a more informed strategy on R&D, investments and collaborations.

Client

In-vitro Diagnostics Company

Client Sector
SME

Service
Regular Competitor
Patent Monitoring

Expertise
Life Science Diagnostics



Background:

The client has a wide range of technology areas and several key competitors for each one. They wanted to keep track of what all the competitors are patenting, to scout for new technologies and stay ahead of the game.

Approach:

- 1 Set up searches for each technology area – define the correct search terms.
- 2 Set up alerts to produce regular search results and identify any new patent applications from the chosen competitors in the corresponding technology area.
- 3 Supply spreadsheets containing the patent data every three months.

Result:

Further regular searches were requested for specific technology areas based on keywords and not limited to known competitors. These would regularly identify patent applications from unknown competitors (freedom to operate, potential collaborators/licensees).

The results of the searches were used as part of their innovation meetings.

The results can help to guide innovation within your company

IPRIS SYSTEMS

UPGRADE

Since the last issue of A Pragmatic Review, IPRIS has implemented several changes to its internal and client-facing systems. Here we look at improvements to the web app, IPRIS' online portal for clients, and how IPRIS now source important data that affects renewals directly from Patent & Trademark Offices around the world.

IMPROVEMENTS TO THE IPRIS WEB APP FOR PATENT AND TRADEMARK RENEWALS

Following a recent client survey, IPRIS and IP Pragmatics have teamed up to improve the IPRIS Web App – the online patent renewal interface used by our clients. Some of the new features include:

- Invoicing options allow clients to now choose whether to be invoiced by family or by order
- Flexible notifications allow clients to select the format and timing of email reminders

- Ability to enter purchase order numbers
- Receive immediate alerts when European applications receive intention to grant notifications from EPO
- View extra data columns including grant date, expiry date and case manager
- View late fees for Grace Period in advance

IP Pragmatics regularly collects feedback from existing clients to ensure the IPRIS Web App meets their needs. It also implements innovative features which are useful for our clients.



IPRIS

By investing in this, we are seeking to safeguard our clients' valuable IP rights. We think it shows that IPRIS is committed to providing the best service we can for our clients utilising the best systems and technology available.

Steffen Schwarz
CEO of IPRIS

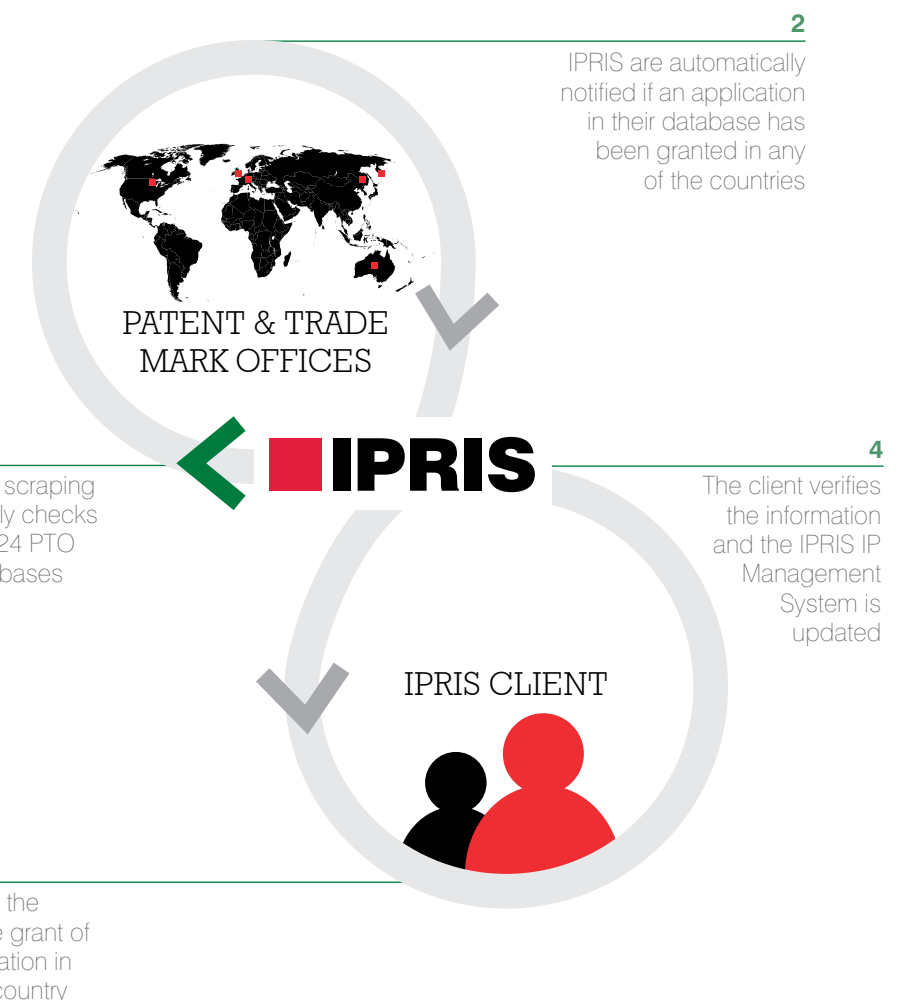
GRANT NOTIFICATIONS DIRECTLY FROM PATENT AND TRADEMARK OFFICES

There are several Patent and Trademark Offices (PTOs) around the world where patent renewals are not due until the application is granted.

IPRIS has recently implemented a service where it retrieves data directly from these PTOs on a regular basis and queries any applications it holds in its records against those found on the public record.

Once IPRIS receives an update that an application is granted, or is about to grant, they contact the client to advise them of this and of any renewal fees that are due.

IPRIS plan to extend this service to other PTOs to automate the checking of client's patent data, which is particularly important as IPRIS grows and takes on new clients.



IPRIS FOR SMEs

IPRIS serves a wide variety of clients from patent firms, higher education institutions and the private sector companies. Here we focus on three of our SME clients who share their experiences with IPRIS.

Client
Promethean
World
Client Sector
SME
Location
UK



Promethean is a global education company that improves learning productivity by developing, integrating and implementing innovative 21st century learning environments that help make everyone more engaged, empowered and successful. Its primary product range is fully interactive whiteboards sold to schools and other education and training institutions. Headquartered in the UK, with a US office in Atlanta, Georgia, Promethean World Plc is listed on the main market of the London Stock Exchange.

Promethean holds a number of different types of Intellectual Property (IP); patents, trade marks and registered designs protecting its product and software. Prior to selecting IPRIS as their renewals partner for all of their IP, Promethean had used their attorneys for renewals.

Adam Wylie,
IP Pragmatics
Managing Director
of Services interviews
Carl Jackson,
Promethean's
Head of IP.



AW. Before we started discussing renewals with you, I did my usual homework on your company and was pleased to hear first-hand, from my wife who is a primary school teacher in London, how good she thought your company's interactive whiteboards were. She has used them for several years and finds them invaluable. How was it that you came to hear of IPRIS?

CJ. I was at the IP Global Exchange conference in Munich, where several service providers were represented. I met with IPRIS and the service they offered seemed a good combination of easy to use, reliable, and good value. When I returned to the UK, I contacted IPRIS and they referred me to IP Pragmatics as their UK representatives. I contacted IP Pragmatics and asked for a quotation for the cost of renewals for our IP portfolio.

AW. How was that process?

CJ. Easy and efficient. IP Pragmatics were responsive and we received the quotation quickly.

AW. So you made the decision to transfer the whole of your patent, trade mark and registered design holding to IPRIS. How did that go?

CJ. The whole process was seamless. We sent IPRIS details of our portfolio in an Excel spreadsheet. They checked the data and uploaded it to the IPRIS web app – their online system for managing renewals. We cross-checked

it and found it to be accurate.

AW. In addition to being able to issue your instructions on renewals via the IPRIS web app, what else do you like about the system?

CJ. I like the way that the cases are displayed, all in one place so you can immediately see very easily your company's IP and any upcoming renewals. We also find the export to Excel function very useful and use this frequently.

AW. Now that you are using the service. Have the costs quoted by IPRIS during the sales process matched the costs that you have been charged for renewals.

CJ. Yes, and reducing costs was one of the factors in choosing IPRIS. We estimate that we have saved in the region of 10–15 % over what we were being charged before by our attorneys. The other major factor was putting all of our renewals in one place, so we had a single source and point of contact that we are in control of and can monitor.

AW. Overall what would you say are your impressions of IPRIS and the service it offers?

CJ. Overall I have been very impressed. All of our contact with representatives of IPRIS both in the UK and in Switzerland has been good. They have been very responsive to our questions and offer a very professional service.



Client
Prana Biotechnology
Client Sector
SME
Location
Australia



Prana Biotechnology is an innovative company based in Melbourne that develops first-in-class therapies to treat neurodegenerative disease. They are listed on the Australian Securities Exchange (ASX: PBT) and NASDAQ (NASDAQ: PRAN).

Over the past two years, Prana has successfully initiated Phase II trials for two of their products and in addition to the completion and reporting of these studies, they will be preparing for a Phase III trial and pre-clinical development for their lead Parkinson's Disease candidate compound. As a result of this success and growth, Prana's R&D expenses have increased by about 90% over the two years.

Their R&D expenses also include costs associated with the acquisition and maintenance of patents to protect their products and technologies. Their intellectual property strategy is key to the success of the company and going forward, the proper maintenance of their patents is of significant interest to the company.

Following an evaluation of their existing patent renewals systems and processes, Prana found that they were costly and did not offer the company enough control over their renewals. They decided to look for an alternative patent renewals management service and actively compared the services of several renewals providers, including IPRIS.

All the candidates went through a rigorous screening process centred around:

- Pricing
- Ease-of-use
- Customer service
- Security

IPRIS came out on top every time. In addition to the savings of up to 50%, Prana was impressed by the direct and flexible service, the secure reporting system and the user-friendly IPRIS web app.

Prana transitioned to IPRIS services in August 2014 and say that the level of service and cost have definitely met their expectations.

When asked where the service could be improved, the one suggestion they had was a screening process to catch any rights that have proceeded to Grant. They were delighted to know that IPRIS had already developed a system for this earlier in the year and it was ready to be implemented.



Concrete Canvas Ltd. was incorporated in the UK in 2005 to manufacture its two award winning technologies, Concrete Canvas GCCM and Concrete Canvas Shelters. These products were developed to exploit a unique material technology invented by Peter Brewin (MEng) and Will Crawford (MEng) whilst studying Industrial Design Engineering at Imperial College and the Royal College of Art in London.

Concrete Canvas Ltd's core material technology enables the supply of unique construction solutions that are extremely fast, simple to install and environmentally friendly. The company prides itself on innovation, quality and responsiveness to its customers' needs.

The primary markets for Concrete Canvas Ltd. are in the civil infrastructure (road and rail), mining and petrochemical sectors where CC is used for erosion control applications such as ditch lining, slope protection and bund lining. The company



has grown rapidly since 2005 and now sells its products to over 40 countries around the world. It manufactures its products in South Wales and currently employs 28 people. Concrete Canvas was recently placed 16th in the annual Sunday Times Virgin Fast Track 100.

The first patent application Concrete Canvas filed was in 2004 while the principals of the business were undertaking their postgraduate degrees at the Royal College of Art. They were referred to a well-known patent attorney firm based in London, and from their attorneys, on to a well-known renewals company that works with attorney firms.

Having become somewhat concerned with the rising cost of renewals and the level of transparency on the renewal fees, Peter Brewin, the owner of Concrete Canvas Ltd decided to look at options in the renewals market, and after reviewing a number of potential suppliers, chose IPRIS.

Peter takes up the story: 'We chose IPRIS because they had a simple fee structure, were more economical than the renewals company we were using, and seemed very efficient. We took up

the references that they supplied and felt, that although they were not the cheapest renewals company out there, they offered the best blend of costs and trust. In general, we have been impressed by their prompt attention to any questions that we have had, and have enjoyed having a single point of contact at IPRIS. We have found them to be efficient, and easy to work with.

Concrete Canvas use the IPRIS web app to monitor their patent portfolio and issue renewal instructions. They particularly like the ease of use of the system, the email notifications that they receive on renewals and the clear overview that the system gives them of their patent portfolio. In conclusion, Peter states, 'We regard IPRIS as a valuable partner in our business'.

Client
Concrete Canvas
Client Sector
SME
Location
UK



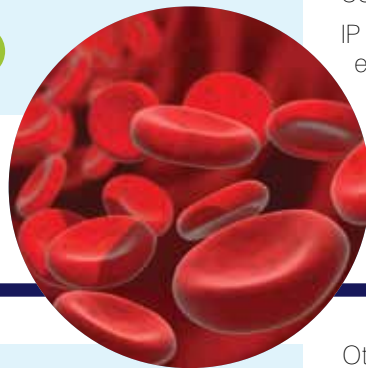
DIAGNOSTICS

Client
Atomo Diagnostics

Client Sector
SME

Service
Market Opportunity Assessment,
BD and Licensing Support

Expertise
Rapid In Vitro Diagnostics



Background:

Atomo Diagnostics is a medical technology company bringing next generation rapid diagnostic solutions to market and radically changing the way that we diagnose disease. AtomoRapid™ is an award-winning fully integrated blood sampling platform technology that has been launched for HIV and Malaria diagnostic applications in Africa, with UK and USA market entries underway.

IP Pragmatics was tasked with evaluating veterinary market opportunities for the AtomoRapid™ and subsequently, to identify and approach prospective partners, to license and commercialise the platform in the vet field.

Approach:

The team evaluated the animal health rapid diagnostics markets and prioritised by value and overall attractiveness of potential vet applications for the AtomoRapid™ technology. A list of potential target industry partners in the context of the Client's technology were outlined and subsequently approached by IP Pragmatics via its established networks.

Result:

Non-confidential discussions were initiated with multiple animal health diagnostics companies. Through these efforts a leading IVD company expressed broader interests in partnering with Atomo Diagnostics. IP Pragmatics led these discussions through to confidential and term sheet negotiations that are currently ongoing.

Client
Otago Innovation,
University of Otago

Client Sector
University

Service
Market Assessment and
Licensing Strategy Advice

Expertise
Diagnostics



Otago Innovation has patented improved diagnostic methods for detecting Antimüllerian hormone (AMH), in two distinct forms, namely proAMH and AMHN,C. The clinical assessment of ovarian function is widely determined using assays specific for Anti-Müllerian Hormone (AMH) for fertility and other potential applications.

Following business development efforts, Otago has been approached by potential licensees for this AMH technology. To further quantify the market opportunity for the AMH diagnostic technology IP Pragmatics was appointed by Otago to carry out a brief market and comparable deal analysis in order to help inform Otago's licensing strategy and headline deal terms.

Based on the diagnostics' deal experience within the team, IP Pragmatics assessed the existing market size and uses for AMH in human and animal health fields, performed diligence on the prospective licensees, outlined development and licensing considerations for IVD in the context of the AMH technology and recommended a deal structure and value to the Client.

These findings provided the client with a clear framework and context to drive negotiations with the licensee.



ADVICE AND

STRATEGY



Whilst the core of our business is assisting clients with commercialising early stage technology we are also uniquely placed to build on this international experience to support clients more strategically. In particular we have been working with a range of clients across the UK to help advise and build their approach and capacity to increase external income from knowledge transfer and commercialisation activities.





Client
Agri-Food and Biosciences Institute

Client Sector
Research Institute

Service
Business Development and Marketing Strategy

Expertise
Food and Agriculture



Over a six-month period IP Pragmatics worked to deliver a 3-year business development and marketing strategy for the Agri-Food and Biosciences Institute (AFBI) that also included a detailed implementation plan. AFBI is Northern Ireland's largest research institute and works across the full spectrum of the agri-food sector. The Institute is a leading



- provider of scientific research and services to government, non-governmental and commercial organisations. The specific objectives of the assignment included:
- Undertaking a challenge role in respect of a review of AFBI's current business and marketing strategies;
 - Identifying AFBI's key commercially marketable products and services;
 - Identifying and quantifying the market opportunities and associated value of the commercial opportunities for the products and services;
 - Identifying implementation options, costings and constraints and developing an agreed resource delivery plan that ensures delivery of the sales and marketing opportunities;

- Supporting delivery and ensuring that appropriate skills are embedded within the organisation to enable review, planning and implementation of the sales and marketing strategy.
- The report and its recommendations, which have now been implemented, were recognised by the Institute's board as fundamental to the future success and sustainability of AFBI.




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Client
University of East London

Client Sector
University

Service
Commercialisation Strategy

Expertise
Biotechnology and Environmental Science



The University of East London (UEL) is primarily a teaching university. Research grants and contracts generate income

of only around £2 million annually. As part of the University's strategic plan it is aiming to significantly increase this research income over the next 3 to 5 years. Under this strategy the University also planned to review its approach to the exploitation of intellectual property and to work closely with key organisations to create, protect and exploit its intellectual and scientific discoveries. In particular the University will further strengthen its capacity to develop and exploit their work in bioscience, biotechnology, technology for sustainability and related areas.

IP Pragmatics is working with the University's Research Innovation and Enterprise office to help benchmark its existing IP policies and approaches

to external income generation from consultancy and other services. We have also been helping to develop new policies and support mechanisms that will bring the University more closely aligned with other more research intensive universities that are already successfully commercialising their intellectual property assets and expertise.





Client
James Hutton Institute

Client Sector
Research Institute

Service
Commercial Strategy and Market Research

Expertise
Food & Agriculture and Environmental Science



The James Hutton Institute brings together the Macaulay Land Use Research Institute and SCRI (Scottish Crop Research Institute) both of which have illustrious histories. The

new institute was created on 1 April 2011. The organisation combines existing strengths in crops, soils and land use and environmental research. It employs more than 600 scientists and support staff, making it one of the biggest research centres in the UK. The institute is one of the Scottish Government's main research providers in environmental, crop and food science and plays a major role in the Scottish knowledge economy.

IP Pragmatics has recently undertaken a successful project to identify market opportunities across the broad range of market sectors that the James Hutton Institute's science impacts and to map this with the Institute's areas of expertise and capabilities. This mapping of internal capabilities and external market opportunities was then used by

IP Pragmatics to identify and prioritise commercially attractive opportunities that the James Hutton Institute could pursue to attract new funding streams.

The outputs of the project have helped the Institute to identify where they are now in terms of their approach to and delivery of commercial work, as well as helping to identify the scope of the future opportunity. We have subsequently worked with the Institute to build on this foundation to agree a vision for where the Institute wants to be in terms of its commercial income and to identify how it can best structure its internal support to deliver this vision.



ANIMAL HEALTH

FROM BEES TO COWS

Client
The Pirbright Institute

Client Sector
Research Institute

Service
Knowledge Transfer & Project Management Support

Expertise
Animal Health



This year, The Pirbright Institute, a leading UK government animal health research organisation, embarked

on a multi-party research and commercialisation collaboration spanning 3 years. The development of this vaccine technology holds promise to be a step change for Foot and Mouth Disease, with an entirely novel class of compound.

The animal health business of a global pharmaceutical company is involved as the strategic industrial partner. Other parties include the Wellcome Trust and the Universities of Oxford; Dundee and Reading.

The project is structured around a complex collaboration and exploitation agreement. IP Pragmatics worked with the client advising on all aspects of the commercial collaboration. Our

team is involved with the on-going project management, research steering and commercialisation schedule, helping to drive the collaboration with Pirbright, the other UK parties and the global industry partner. IPP's strong background in animal health technologies and the commercial landscape have aided this collaboration.

It is hoped that the project, due to reach its final milestone in 2017, will result in a novel, synthetic FMDV vaccine for livestock in both developed and developing countries. The technology development also promises to enhance our understanding of the application to human picornaviruses, such as Polio, for which there is already interest from other funders.

Client
Warwick Ventures

Client Sector
University

Service
Market Assessment & Business Development Support

Expertise
Animal & Human Health



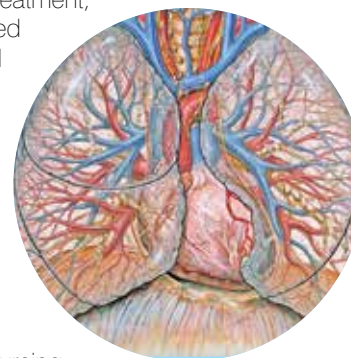
Over the past year, IPP has supported the University of Warwick with several projects involving a combined market assessment and patent landscape analysis.

RSV antiviral
Respiratory Syncytial Virus is a major contributor to lower respiratory tract infection. In humans this affects infants, the elderly and immunodeficient patients, often severely. The equivalent virus is also a major contributor to economic loss in cattle (BRSV), amounting to losses of \$1billion (US) and £54 million (UK). There is currently one human treatment available (MedImmune's Palivizumab) and for cattle, the multivalent respiratory vaccines.

A virology research team at the University of Warwick has identified a novel compound with RSV antiviral activity, targeting viral replication. The patent was pending publication when we began a combined market and patent landscape assessment. The research

identified opportunities for both an antiviral and prophylactic treatment, with industry interest realised in both the pharmaceutical and animal health markets. The research has received BBSRC development funding and IPP has been involved with on-going discussion with industry.

Developments in human medicine have historically played a vital role in the sourcing of new animal health products. Many of the main players in the animal health market remain associated with a human pharmaceutical parent company and this association is a vital source of new leads.



Bees RNAi
The therapeutic applications for RNAi are being explored by research groups worldwide. We have recently worked on a number of projects exploring such RNAi-based technologies. A market assessment report carried out with a group from The University of Warwick focused on the possible use of an RNAi antiviral for the treatment of Deformed Wing Virus (DWV) in bees.

Much publicity is given to declining global populations of honeybees, and the subsequent consequences for pollination. Whilst pesticide neonicotinoids have been given serious attention in Europe, viral transmission by Varroa mites is a large and growing

problem. Bee hives become infected with Varroa frequently carrying a cocktail of lethal viruses, often resulting in death of pupae and deformed adults.

As part of a BBSRC pathfinder application, we consulted market reports, data, patent landscape information, and our industry contacts to quantify the market opportunity for the technology. The major insecticide companies such as Syngenta, Monsanto and Bayer are currently proactively engaged in finding ways to understand and improve bee health. The project has led the university to successfully raise proof of concept development funding from the BBSRC follow on fund.



GLOBAL NETWORKS

In today's rapidly developing world, the importance of an international perspective becomes ever more relevant. At IP Pragmatics our clients span the globe (countries highlighted in red), and many of our projects exploit our global networks.

1 USA Expert Witness Support

Rupert Osborn acted as an expert witness during a mediation for a licensing dispute between a US University and a global US-based company. He provided reports and expert testimony to support the mediation, which ultimately reached a successful settlement between the two parties.

2 USA Client Partnering

At AUTM and BIO, we set up industry partnering meetings on behalf of multiple clients, connecting them to the US and global markets.

3 Turkey Training

Intensive IP training to a number of key people across Boğaziçi University as part of the Turkish government's drive to increase the commercialisation of technologies from Turkish universities. This was followed by further work to identify potential commercial partners for a new vaccine adjuvant, and set up meetings with them for the academic.

4 Japan Market Validation

Review and prioritisation of a range of technologies from Tokyo University of Agriculture and Technology (TUAT). For the technologies which showed the highest commercial promise, we spoke to relevant industry contacts to get market feedback on the technology potential and development path.

5 Australia Business Planning

Our Australian office developed a commercialisation plan with Swinburne University for their novel SERS (Surface Enhanced Raman Scattering) substrate prototype. Following input from participants across the entire SERS supply chain, the University has entered into discussions with potential partners in the US and Europe as well as Australia.

6 Poland Patent Landscaping

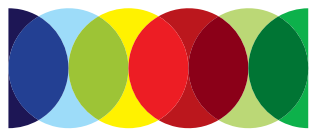
By mapping the patent landscape surrounding a patented new reagent for manipulation of RNA, we identified potential European and US partners for the International Institute of Molecular and Cell Biology in Warsaw.

7 China BD & Licensing

Over the last 5 years IP Pragmatics has built an extensive track record in facilitating technology transfer into Chinese companies across the Life Sciences.

8 New Zealand Commercialisation Strategy

We worked closely with AUT Enterprise, Auckland to evaluate the optimal commercialisation strategy for their novel CPAP mask for obstructive sleep apnoea. Based on detailed secondary research and primary feedback from industry experts the University was able to make an informed decision on the prototype.



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