

Make Knowledge Assets Your Business Assets

- Employment agreements
- Contractor agreements
- Confidential information & trade secrets
- IP policy

- Background IP vs Project IP
- Licensing (in/out/cross licence)
- Confidential information
- Third party agreements (incl. JVs)

People

Collaboration/M&A

Generate, Protect and Use your IP, but...

...Freedom to Operate (FTO) is vital to your business

Scaling Up Your Business

Geographic

Products/Services

- Country/region
- Importing or Exporting
- Manufacturing/Transport/Distribution/Sale/Lease
- Local agent/distributor, Online presence

- Valuable innovation/R&D
- Create in-house v buy-in
- Protecting market differentiation
- Unique products, branding, customer experience, premium pricing