

### Advanced Microwave Technologies (AMT)

AMT's audit helped them to plan an effective national filing strategy for their fundamental platform technology patent. Their invention allows the use of microwave energy on a continuous process, which has wide applications in a range of industries. Their patent protection therefore needed to cover countries where the machine could be manufactured, or sold, or used, but also needed to balance wide coverage with the cash constraints of an early stage company.

### Paragon Veterinary Group

Before introducing their new service to provide advanced cattle breeding techniques in the UK, Paragon wanted to check whether there were any existing patents which might affect their freedom to use the different technologies involved.

### Plymouth Marine Laboratory (PML)

When PML started a screening program to identify natural compounds with interesting properties from their collection of marine bacteria, they needed an IP audit which allowed them to identify and protect their IP, whilst engaging safely with potential partners. We provided a route-map of actions and timings to coordinate product development, IP protection and identification of new partners.

The many faces of an

# IP audit

At IP Pragmatics, our clients come to us for audits of all possible aspects of their IP. The UK Intellectual Property Office can provide funding for IP audits, which can be used to address different IP management issues across the lifecycle of a business, and offer practical advice. However, the most important aspect of a good audit is the interpretation of the findings in terms of their potential impact on the commercial prospects for the business.

### IGTL

With a novel technology for turning natural gas into oil products in remote locations, IGTL were raising capital to develop their business further. They commissioned an IP audit which used methods to compare their development plans with other similar companies and a risk-adjusted net present value method to put a valuation onto their early stage technology. The analysis also identified the important risk factors which had the biggest effect on the value.

### Mesuro

Mesuro offer advanced measurement solutions to improve the design and manufacture of radio and microwave devices and amplifiers. Their products and services can potentially be protected by a combination of patenting, defensive publication and trade secrets. IP Pragmatics developed and implemented a framework for Mesuro, which they now use to assess new inventions to identify the best IP strategy to take for each.