

# Fastrack UK to US Licensing

A cost effective commercialisation service for licensing your technologies into the US market

## The service:

- Evaluating, packaging, marketing and licensing Intellectual Property from a UK organisation into US corporations and SMEs
- Delivered by an experienced UK-US team with a proven network in the US
- A focused service to deliver rapid results for your most valuable IP assets
- Type and level of support is tailored to your needs
- Portfolio or single project approach

## Our advantages:

- Integrated UK & US team with 12 UK and 9 US full time technology and IP consultants
- Multi-disciplinary capabilities including IP management, science, opportunity assessment, marketing, finance, license negotiation, IP law
- Multi-sectoral expertise including agriculture; animal health; biotechnology; diagnostics; environmental technologies; medical devices; pharmaceuticals; research tools; vaccines; advanced materials; electronics; nanotechnologies; photonics and sensors; software and IT
- Track record of success in licensing over 200 technologies into the US
- We access both the multi-nationals and also US-focused large or SME companies in relevant sectors across the whole of the US
- Full "IP Life Cycle" support from assessment of technology to preparation and marketing of the licensing opportunity to securing a licence
- Leverage the expertise and networks of the whole team for any particular project
- Capability and resource to also market and license technology into EU, Japan, Australia/NZ and other territories

## Benefits to you:

- Targeted & focused approach for your most valuable IP assets
- Rapid industry-qualified opinion on your IP's licensing appeal and/or development needs
- Direct simultaneous interaction with multiple potential US licensors
- Increased US company receptiveness to a local US-based approach
- Experienced team with high level contacts and track record in delivering licence agreements
- Cost effective access to the expertise and networks of over 20 consultants
- Investment in our services can deliver a more rapid return on investment realised in the value of a licence deal or through patent cost savings
- Ability to manage all aspects of IP from origination to contract negotiation
- Flexible service tailored to meet your needs and timelines
- Local staff in both UK and US time zones; easy interface through a single UK contact

## About IP Pragmatics

IP Pragmatics is an Intellectual Property (IP) asset management company that facilitates Open Innovation. The company is focused on helping its clients maximise the value of their IP assets through a combination of Value Creation and Cost Management services.

If you are interested in learning more about us and how we could work with you please email [info@ip-pragmatics.com](mailto:info@ip-pragmatics.com) or visit our website: [www.ip-pragmatics.com](http://www.ip-pragmatics.com).