



IP PRAGMATICS

Organisational Change

Background:

A World-renowned UK Public Sector Research Establishment (PSRE) sought an experienced IP commercialisation company to provide strategic, hands-on support in maximising the potential of its IP assets whilst creating a sustainable model that would continue to realise value from its IP base.

Objectives:

Over a 3 year period, the PSRE wanted to implement internal systems and processes that would enable it to identify, evaluate and commercialise its IP assets. In addition it wanted support to identify, protect and commercialise its IP assets. Specific tasks required included:

- IP Training to all staff providing them with the knowledge to identify, capture and protect the PSRE's IP
- IP Auditing to comprehensively capture all IP, skills and services across the whole organisation
- Supporting the establishment of a technology transfer function, regular IP meetings and forum, internal (e.g. intranet website) and external communication initiatives in relation to IP commercialisation and business development
- Evaluating the captured IP assets via a thorough analysis of the opportunities and risks that these present for commercialisation
- Commercialising (or enhancing the commercialisation of) identified products and services either directly or indirectly to the market

Approach:

IP Pragmatics provided flexible resources, over the 3 year period, drawing on technical, commercial and contract experience across the whole IP Pragmatics team as required.

As part of the IP audit a series of targeted meetings were conducted with individual staff members from

across the organisation to create a comprehensive outline of the IP assets (i.e. new patents; know-how; copyright; trademarks; design rights; materials; plant breeders rights). Following a thorough evaluation and analysis IPP supported the development of the initial selected business plans. In terms of commercialisation IPP continued to support the marketing and business development activities of the approved plans.

With respect to organisational infrastructure, IPP has provided strategic advice with respect to the creation of the technology transfer department and the model for its sustainability and future growth.

Result:

IP Pragmatics has enabled the organisation to make a step change in its capabilities to effectively identify, assess and take forward technology and IP exploitation opportunities to meet market needs across a diverse range of industries and sectors including Mining, Pharmaceuticals, Fast-Moving Consumer Goods, Publishing and Education amongst many others. In the first 3 years of the PSRE project an extensive IP audit identified more than 30 potential exploitation projects; business plans for the first five of which have been finalised and are now being implemented. Furthermore, IP Pragmatics has successfully supported the establishment of a fully operational Technology Transfer Unit along with systems and processes for maximising the value of the PSREs IP assets.