

IP Operations Advisory

Get In Touch With Our Expert Team



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IP Portfolio Evaluation & Optimisation

For highly innovative companies, an IP portfolio represents a key strategic investment that requires regular review and careful management. A well-structured portfolio not only strengthens your position in the industry but also unlocks opportunities for value creation and effectively mitigates IP risks.

To fully maximise the value of your portfolio, it's essential to have a clear understanding of your current assets, identify where they deliver the most value, and determine what additional developments or acquisitions could enhance your position. Each maintenance cost should reflect an intentional renewal or prosecution decision. However, making these decisions in a timely and effective manner can be challenging, as organisations often lack the bandwidth, processes, or tools to manage their portfolios efficiently.

An IP Portfolio Evaluation & Optimisation exercise helps organisations assess the strength and strategic importance of their intangible assets. By identifying high-value assets and those that no longer align with business goals, you can reduce unnecessary maintenance costs, enhance portfolio quality, and ensure alignment with your strategic priorities. Moreover, uncovering valuable assets within the portfolio can reveal new opportunities for revenue generation and growth.

Benefits

Evaluating and optimising your IP portfolio is essential to maintaining a clear understanding of your assets, how they interconnect, and the value they deliver to your business.

Each asset in your portfolio should have a defined purpose and align with your organisation's long-term objectives. By ensuring strategic alignment across all IP assets, you can enhance the portfolio's effectiveness, improve ROI, and better support the achievement of your business goals.

Use Cases

- **Private Equity Planning & Post-Merger Integration:** Supports Private Equity 100-day planning and post-merger integration by streamlining and aligning IP assets across combined entities.
- **Cutting Portfolio Costs:** Identifies opportunities to cut unnecessary expenses by phasing out non-essential or underutilised IP assets.
- **Monetisation Opportunities:** Highlights ways to monetise existing assets through licensing, partnerships, or other revenue-generating strategies.
- **Aligning Patent Portfolio:** Ensures the patent portfolio is fully aligned with the organisation's business objectives to maximise strategic impact.