

IP Strategy Advisory

Get In Touch With Our Expert Team



Jack Hopwood
Associate Director



Steve Kerr
Senior Director



IPReveal™ - Identify And Map Your Intangible Assets

IPReveal™ thoroughly assesses a company's identifiable intangible assets, determining how these assets contribute to the delivery of products or services and serve as critical differentiators. Through an IPReveal process, we identify, capture, and evaluate the company's accumulated intangible assets over time, covering both registered and unregistered forms of intellectual property (such as patents, trademarks, copyrights, designs, domain names, databases, and trade secrets like business processes or sales strategies).

Benefits

Conducting an IPReveal provides a clear understanding of the intangible assets currently in use and how they support the organisation's business goals. This insight is crucial for identifying gaps where the organisation lacks protection but also highlights key value-drivers that enable the company's success. Additionally, the service helps in recognising potential revenue-generating opportunities and cost-optimisation strategies. By aligning IP assets with business objectives, companies can highlight where IP drives differentiation and where gaps exist, supporting prioritisation and commercial focus.

Use Cases

- **Due Diligence for M&A and IPOs:** Supports buy-side due diligence for mergers, acquisitions, initial public offerings, or IP-backed financing, providing clarity on the value and risks of intangible assets.
- **Sell-Side Transaction Readiness:** Prepares organisations for transactions by ensuring IP documentation is comprehensive, aiding in the creation of market teasers, Information Memoranda, and other critical materials.
- **Revenue and Cost Optimisation:** Identifies untapped revenue opportunities and potential cost savings through better utilisation and management of intangible assets.