

IP Transaction Advisory

Get In Touch With Our Expert Team



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IP Sales and Licensing

Many organisations hold IP assets, patents, software, data, trademarks, know-how or technical research, that are valuable beyond their current business model. Monetising these assets through licensing, sale, or technology transfer can unlock new revenue streams, extend market reach, and ensure that innovation is deployed where it can create the greatest impact.

Some businesses choose to license their technologies to generate ongoing royalty income without the need for further capital investment. Others such as universities, research institutes, and deep-tech companies, look to place technology with partners capable of commercial deployment, securing both real-world impact and fair return. In certain cases, divestment of non-core or under-utilised assets is the most effective way to recover R&D investment, rationalise a portfolio, or streamline operations.

Whether your objective is to partner with a corporate for early-stage technology adoption or to maximise value from an under-exploited asset, we can guide you through the full commercialisation process. We help you understand where your IP fits in the market, shape a strategy that maximises value, and secure the most favourable outcome whether through licensing, assignment, or collaborative partnership.

Benefits

Commercialising IP assets offers significant financial and strategic advantages.

Licensing provides recurring revenue while the owner

retains control, enables market expansion through established partners, and reduces the burden of commercialisation risk. Selling or assigning IP can generate immediate capital, simplify portfolio management, and allow organisations to focus resources on core priorities.

Both approaches help elevate the commercial and societal impact of innovation while ensuring that R&D investment is optimally rewarded.

Use Cases

- Under-Utilised Asset Monetisation: Generate value from patents, know-how, or software assets that are no longer core to your business.
- University & PRO Technology Transfer: Deploy research into industry through licensing, joint development, or strategic partnerships, securing both impact and return.
- Corporate Divestitures: Sell non-core IP assets to streamline operations, recover R&D investment, or redirect capital toward higher-value initiatives.
- Licensing Strategy & Negotiation: Develop licensing frameworks and support commercial negotiations to secure fair and competitive terms.
- Commercial Market Mapping: Identify relevant market segments and partners with the right capabilities to commercialise the innovation.
- Partnership & Collaboration Models: Structure commercial partnerships—co-development, joint ventures, field-of-use licensing—to optimise value capture.