

# IP Transaction Advisory

Get In Touch With Our Expert Team



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## IP Scouting & Acquisitions

As industries evolve and competition intensifies, organisations increasingly look beyond their own R&D efforts to secure the intellectual property needed to accelerate innovation, strengthen product offerings, and maintain market advantage. Strategic acquisition of patents, technology, data, software, brands, or know-how enables companies to fill capability gaps, overcome development bottlenecks, and enter new markets faster and more efficiently than building solutions internally. IP scouting identifies external assets that align with your strategic priorities—whether emerging technologies, complementary patents, trade secrets, or talent with specialist know-how. Once target assets are identified, a structured acquisition or licensing process can secure access, helping organisations diversify their capabilities, enhance freedom to operate, and block competitive threats.

### Benefits

A targeted IP scouting and acquisition strategy helps organisations accelerate innovation, reduce R&D cost and risk, and secure market differentiation. By identifying and acquiring high-value external assets, businesses can expand technology capabilities, improve freedom to operate, and avoid costly or time-consuming internal development.

This approach ensures that innovation efforts are aligned with commercial priorities and that capital is deployed efficiently toward assets with proven technical merit and strategic relevance.

### Use Cases

- Strategic Technology Gap-Filling: Identify and secure technologies that accelerate product development or unlock new capabilities.
- Freedom-to-Operate Enhancement: Acquire patents or know-how to remove infringement risk or strengthen defensive positions.
- Competitive Positioning: Build IP positions in key markets, block competitors, or consolidate fragmented technology landscapes.
- M&A Support: Identify and evaluate target IP assets pre-transaction to inform investment decisions and integration planning.
- Innovation Pipeline Development: Expand R&D pipelines through external innovation sourcing from start-ups, universities, and research organisations.
- Brand & Data Acquisition: Acquire brands, data assets, or proprietary software to strengthen market reach and accelerate growth.