

# IP Strategy Advisory

## Get In Touch With Our Expert Team



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## IP Strategy Review

An effective IP strategy is critical for aligning intellectual property with business objectives, maximising value, and enabling informed decision-making. Whether explicitly documented or implicitly executed, a comprehensive review of your organisation's IP strategy helps identify weaknesses, address gaps, and ensure it is fully aligned with business priorities. At Hilco, we provide expert guidance to refine your strategy, making it robust, comprehensive, and adaptable to evolving business needs. This empowers your organisation to optimise the value of your IP assets and make strategic, forward-looking decisions that drive long-term success.

### Benefits

Reviewing your IP strategy helps align IP to business strategy, reduce litigation and infringement risks, and support more efficient resource allocation. It also helps organisations reduce risks related to IP litigation, infringement, and under-utilisation. By enhancing decision-making, optimising resource allocation, and unlocking greater value from the IP portfolio, this process positions the organisation for long-term success and innovation in the marketplace.

### Use Cases

- Post-Merger Integration: Align and consolidate IP strategies from merged entities to ensure strategic coherence and maximise the value of combined assets.
- Expanding into New Markets: Evaluate and adapt your IP strategy to secure necessary protections and gain a competitive edge in unfamiliar markets.
- Business Strategy Shift: Realign your IP strategy with revised business priorities following significant changes in organisational direction or focus.
- Investment and Fundraising: Prepare for fundraising or investment rounds by demonstrating an effective IP strategy aligned with business growth objectives.