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RESEARCH • TRAINING • SEMINARS • CONSULTING

here's what I do...

I help companies sustain control, use, ownership, and value of their intangible assets, intellectual property, proprietary know how, competitive advantages, and brand integrity, specifically...

1. Align asset utilization with core business strategies to maximize and/or extract as much value as possible
2. Identify and assess status, stability, fragility and sustainability, and value of IP, intangible assets, proprietary know how, competitive advantages and brand integrity.
3. Unravel the origins and/or overconfident representations of work products and know how
4. Examine R&D environments and internal-external relationships/alliances
5. Assess the adequacy of IP protections and information asset safeguards
6. Identify embedded (unrecognized, underused) clusters and/or chains of intellectual capital and know how
7. Elevate management team's awareness, alertness, and accountability for fiduciary responsibilities associated with safeguarding, reporting and accounting of IP and intangible assets
8. Leverage risks and vulnerabilities to adjust deal transaction terms and exit strategies.
9. Reduce the probability - vulnerability of intangible assets to:
 - leakage, misappropriation, infringement, and/or counterfeiting
 - challenges-disputes that are preludes to costly and time consuming delays
 - circumstances that disrupt strategic momentum, undermine-erode value, competitive advantages, and/or profitability

KNOWLEDGE PROTECTION STRATEGIES

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did you know?

Intangible assets are at the center of all innovation, they come at the beginning of the process (as ideas), at the middle of the process (as patents), and, of course, at the end of the process (as commercialization and distribution channels).