

IP AUDIT

Intellectual property (IP) is a key asset of any business but do you know how much it's worth?

Protection and use of IP is vital because it means that a business can:

- *Set itself apart from its competitors*
- *Protect against IP infringement*
- *Ensure IP rights can be commercially exploited, for example through licensing or sale arrangements*
- *Add value to the bottom line*
- *Protect its investment in its reputation and in product and service lines*

IP protection is crucial as it protects intangible business assets such as your brand, a product you have created and any material created by the business, its employees and third parties. It also ensures that your interests are protected when you are working with third parties and supplying goods/services to customers.

IP Audit

Stephens Scown can provide your business with an IP Audit. This looks at the IP generated within your business and provides legal and practical advice on how IP can be protected and commercialised effectively. In short, it identifies the value of IP you are creating and the cost of not protecting it.



The IP Audit covers the following areas:

- *Copyright*
- *Design rights*
- *Trade marks/brand protection*
- *Patents*
- *Confidentiality*
- *Working with third parties and the impact of your IP*
- *Commercial agreements - e.g. terms and conditions with suppliers, licence agreements, franchise agreements and distribution agreements*

Each IP Audit is bespoke and tailored to your organisation. The costs depend on your requirements but we will be able to discuss these with you and provide a clear, fixed fee quote for the work.



Contact

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"I approached Stephens Scown to complete our company's IP Audit. Jessica was a pleasure to work with, and highlighted several key areas we needed to address. The work she carried out will make a real difference to our business going forward. I highly recommend Jessica and look forward to working with her again in the future."

Ian Dibb, CEO, Once I've Gone Ltd.