

IP MOT-your company's IP Healthcheck

Nobody would dispute the importance of IP to a hotel or leisure operator, but when was the last time you undertook a review of the intellectual property assets your organisation has? Our IP MOT of the portfolio might reveal rights hitherto undetected, it will also help you tailor your enforcement and commercialisation strategy to maximise value, and minimise costs.

Our IP MOT can be tailored from a wholesale review of the entire business, to a targeted and specific analysis of particular business divisions, products, services and territories. Our approach is also sector specific and draws on the particular experience of our cross-practice industry focus groups.

To give you a flavour the CMS Cameron McKenna IP MOT includes a review of key issues, such as:

For further details or to discuss your company's IP Healthcheck please contact:

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Registration:

What is your registration policy for core businesses?

At what stage in the development process is registration considered?

Portfolio management:

How are licensing and renewals structured to maximise value?

What records are kept, and where?

Capture and incentivisation:

What arrangements are there to incentivise IP creation?

How do you encourage a culture of innovation?

Ownership and subsistence:

How do you ensure core IP is owned?

What evidence of creation and subsistence is retained?

Infringement and disputes:

What are the key drivers in enforcement policy?

What watching services are used?

IP and Finance:

Are your IP assets utilised in borrowing and security?

Is your portfolio structured in the most tax efficient way?

IP and Antitrust:

How do you deal with this interface?

Have your IP policies been tailored to be competition law compliant?

Outsourcing and Franchising:

On what terms do you allow use of IP by third parties?

Do you have a right of audit and quality control?

Licensing and commercialisation:

Has your business utilised the IP for strategic and financial gain?

