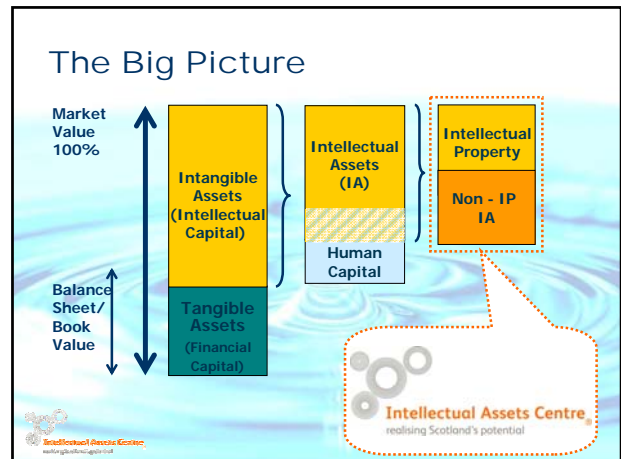




Intellectual Assets Centre
realising Scotland's potential

General Introduction to
Intellectual Assets (IA)

Fiona Jackson
Projects in Partnership Manager



Intellectual Property (IP)

- **Patents** – for the way things work or how they are made / technical innovations
- **Registered Designs** – for the way things look
- **Registered Trade Marks** – for the name or logo / badge of origin
- **Copyright** – for artistic works eg literary, music, software


• For more info see the UK Intellectual Property Office (formerly the Patent Office) website: www.ipo.gov.uk

Examples of "non-IP" intellectual assets

- ◆ **Know-how and show-how** e.g. *chef*
- ◆ **Process procedures and technical information** e.g. *SOP, manuals*
- ◆ **Confidential information / trade secrets** e.g. *Drambuie*
- ◆ **Management systems and infra-structure**
- ◆ **Unregistered trade marks and domain names**
- ◆ **Contracts** e.g. *employee, lease, licence, etc*

Some more examples

- ◆ **Image enhancing customers**
- ◆ **Brands**
- ◆ **Customer and supplier networks and knowledge**
- ◆ **Market knowledge**
- ◆ **Accreditations** e.g. *ISO, IIP, By Royal Appointment*
- ◆ **Goodwill and reputation** e.g. *Perrier - damaged*



Charity IA Treasure Trail



Do you take your intangible assets for granted? Are these 'givens' essential to running the company?

Recognising invisible processes as assets is crucial in understanding the competitive drivers of your organisation!

Who should be interested?

- **You don't need to be an inventor – all businesses have them**
- **Not just for high-tech or even just technology companies**
- **It doesn't matter about size, sector, age, maturity, territorial spread or composition of the company**



© Intellectual Assets Centre 2006

Why consider IA Management?

- **Informs and improves strategy and decision making**
e.g. Van Leer, Wisdom IT, RSVP Design
- **Diversification**
e.g. Tern TV, MPS, NXT, St Andrews Links Trust
- **Highlights key strengths and weaknesses**
e.g. garden design, sole suppliers
- **Securing/Raising money**
e.g. 110 Sport, Bowie bonds, companies publishing IC reports



© Intellectual Assets Centre 2006

Why consider IA Management? (2)

- **Gives value for money and more effective use of resources**
e.g. SNBTS, training
- **Improves kudos**
e.g. Systematic and recruitment
- **Creates barriers to competition**
e.g. iammoving.com
- **Can help survival**
e.g. Scotland's Tomatoes

*** Part of continuous business improvement – definitely not a one off exercise!**



© Intellectual Assets Centre 2006

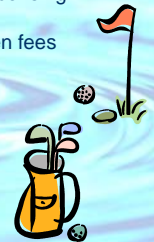
St Andrew's Links Trust new income streams

The Story:

- Items stolen as mementos
- Introduced branded merchandise; set up licensing arrangements worldwide
- Brand generated income additional to green fees

Accordingly, The Trust's IA:

- Were traded in – e.g. licensed
- Informed business strategy
- Suggest and now controls diversification
- Generate new income streams
- Were the stimuli to innovation



© Intellectual Assets Centre 2006

RSVP Design extracting value

The Story:

- Design of activity-based training aids
- Trademark searches, registration and consistent use
- Added boxed sets to fee-earning
- Record intangibles such as creative ideas
- Protection where appropriate
- Strategic alliances e.g. Far East

Accordingly, RSVP's IA:

- Informed business strategy
- Generated new income streams
- Developing a firm foundation from which to extract maximum value



© Intellectual Assets Centre 2006

NXT new business model

The Story:

- bought licence from DERA
- generated own patents and know-how; now 200+ licensees

Accordingly – NXT's IA:

- informed business strategy – changed the business model
- did make new income streams
- deterred the competition (and became partners)



Photos © GinetIQ



© Intellectual Assets Centre 2006

Managing your IA can...

- **Be like putting on a new pair of specs**
 - ⇒ it can help you look at a company afresh
- **Involve capturing ideas from your people**
 - ⇒ vital to turn ideas into new products and services
- **Be a catalyst to innovation**
 - ⇒ highlighting strengths, pointing to new opportunities, and much more



© Intellectual Assets Centre 2006

Top 10 Reasons for considering IAM

1. Recruiting new customers
 2. Knowledge capture and retention
 3. Intellectual Property Rights
 4. Trade marks
 5. Licensing Agreements
 6. Copyright
 7. Customer Loyalty
 8. New product development processes
 9. Customer satisfaction surveys
 10. Growing customer spend
- From a recent survey of IA Centre customers



© Intellectual Assets Centre 2006

IA are the key drivers of the Global (Knowledge) Economy...

Understanding the IA of a business can:

- show the **key commercial strengths** of a business
- **inform business strategy**
- **stimulate innovation**, e.g. by suggesting *and* controlling diversification
- **help raise money** e.g. investment, mortgaging
- **generate new income streams**
- **be traded** in e.g. licensed, assigned
- **add kudos** and act as a marketing tool
- **deter and prevent the competition**, and more!



© Intellectual Assets Centre 2006

When is it a good time?

It may be a good time if you:

- Are reconsidering your organisation's future
- Are developing a new strategy
- Are insecure about your company
- Do not fully understand your organisation's uniqueness
- Are having problems in deciding which bits of your organisation to invest in
- Are fund raising
- Are dissatisfied about the organisation's management of intangible resources
- Know that your organisation can do more, but don't how...
- Want to compete in today's economy...

* More research on this - Daniel Andriesson, INHolland University
"Making Sense of Intellectual Capital"



© Intellectual Assets Centre 2006

What do we offer?

- **Awareness raising activities** e.g. workshops and conferences
- **Assistance to help companies diagnose their IA issues** e.g. one-to-one support
- **Tools and Resources to learn more about IA management processes and assist in taking action**
 - case studies, information sheets, publications & more online at www.ia-centre.org.uk
 - interactive formats e.g. Business Park Challenge, IA Questionnaire, Know-How Capture Suite, IA Benchmarking Tool & many more
- **Signposting to IA management providers**



© Intellectual Assets Centre 2006

www.ia-centre.org.uk