



STRATEGIC INTELLECTUAL PROPERTY MANAGEMENT

“Intellectual Property is the Cinderella of modern organization by revealing her true value swept her to prominence.”

Every organization has a reason for being. It might be a unique ability to offer a particular product or service, or it might arise from having been in the right place at the right time with certain set of capabilities. But at its core, your organisation probably relies on Intellectual Property far more than one can imagine.

The knowledge and their ability to innovate are frequently the differentiator between organizations that succeed and those that fail. Physical assets and traditional sources of competitive advantage such as manufacturing capability or location have far less relevance. The value of many of the world's largest organisations is increasingly vested in knowledge-based, innovation driven and intangible assets. An economy based on these assets is often known as 'Innovation Economy'.

Innomantra provides also free consultation for Start-ups and Small & Medium Enterprises



IP Portfolio Management

We assist organisations in developing managing their IP Portfolio, which includes scheduled follow ups with various patent offices, trademark or copyright registry for proceedings such as reply to examination report, claim amendments, payment of renewal fees for maintenance of a patent, attending hearings, checking status of registration and other office actions.

IP Licensing and Commercialisation

Drafting or negotiating a patent license is a complex task and requires certain expertise in order to avoid pitfalls or at least have their effects reduced. There should be win-win situation for both licensor and licensee in a good licensing agreement. We provide services for negotiation in different areas of technology.

IP Audit and Strategy Building

Virtually all organisations have some Intellectual Property but unfortunately due to lack of awareness, most of the times they are unable to specifically identify it and as a result, fail to protect & exploit it. For assessment of such IP, it's always good idea to perform IP Audit to trace and protect the wealth of intangible assets an organisation possesses in the form of information, creative ideas, know-how etc. IP audit also involves review of IP processes in the organization followed by recommendations on how to improve the processes to safeguard and prevent misappropriation of sensitive forms of IP such as confidential information and trade-secret.

i-desk Ideas to IP - Helpdesk Services:

Innomantra's Intellectual property help desk services is a resource intended to provide clients' Intellectual property matters with information and support related identifying inventive ideas by discovering inventors as a part of new product development in products, process and services. The purpose of Innomantra's helpdesk guidance services is to enhance awareness, reduce cost and enable a structure for quality invention disclosures with quick feedback to inventors through prior art searches thus drive quality patents. We also support in-

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