

## FACTSHEET: Your Guide to IP Strategy from Stratagem



### What is an IP Strategy?

A great idea alone isn't enough. Without a clear IP strategy, your intellectual property could be underused, undervalued, or even unprotected. An IP strategy is your roadmap for identifying, protecting, and leveraging your innovations to support real business growth.

It connects your patents, trade marks, designs, and know-how to your commercial goals, from attracting investment and driving revenue to strengthening your market position.

If done right, IP can become a tool for building competitive advantage, avoiding costly disputes, and unlocking new commercial opportunities.

At Stratagem, we believe great ideas deserve more than protection. They deserve a strategy that turns innovation into growth.

### Why is an IP Strategy important?

A great IP Strategy can be the driving force to ensure your IP assets work for you, drive value and protect your future. A smart IP strategy ensures every asset:

- + Aligns with your commercial goals.
- + Protects your innovation pipeline.
- + Strengthens your negotiating power.
- + Opens new revenue streams and markets.

It also helps avoid risks by planning to check your freedom to operate, giving you the confidence to invest, grow, and launch without costly surprises. Filing patents or trade marks without an aligned IP strategy can lead to wasted resources. We ensure every filing strengthens your competitive position, not just your portfolio size.

## Your IP Strategy Journey with Stratagem: How We Work



#### + Initial consultation

We get to know your world, goals, innovation pipeline, and market pressures to ensure your IP strategy is commercially aligned from day one.

#### + Detailed IP audit

We uncover hidden value, spot risks, and identify new opportunities across your existing and potential IP assets.

#### + Customised strategy

We craft tailored, commercially driven strategies that help you secure market share, unlock partnerships, and grow your business.

#### + Practical Advice

We review the strategy with you and actively listen to your response. We ensure our roadmap is clear, practical, and action-focused.

#### + Implementation plan

From filings and trade secret policies to licensing advice, we don't just build your IP strategy. We get on with delivering it, turning plans into progress.

#### + Ongoing support

Your market evolves, and so should your strategy. We provide continuous IP portfolio management and yearly forecasts to keep you ahead of competitors.

## How long does it take to develop an IP strategy?

Most businesses can develop an initial IP strategy within a few weeks, especially once we understand your innovation pipeline, competitive landscape, and plans.

**But IP strategy isn't a one-off event.** As your business grows, your IP needs shift too. That's why we offer structured support that evolves with you, ensuring your strategy always matches your commercial ambitions.

Each iteration of your strategy is designed to build real-world commercial impact, not just paperwork.

## How do you measure the success of an IP strategy?

The success of an IP strategy isn't measured by how many rights you hold; business outcomes measure it:

- Securing and expanding market share.
- Attracting investment, partners, and collaborations.
- Opening new revenue through licensing and commercialisation.
- Increasing business valuation for future funding or exit.

When you work with Stratagem, you get more than advice; you get an IP partner who understands your commercial journey.

## Why Choose Stratagem for IP Strategy?



### Tailored strategies

We listen and build a plan around your goals, market pressures, and future growth.



### Commercial insight

We combine deep IP expertise with real-world business experience, helping you use IP as a tool, not a formality.



### Actionable plans

We deliver practical, commercially relevant guidance; using plain speaking and jargon free explanations.



### Trusted experience

Over 25 years helping businesses across life sciences, chemistry, engineering, and consumer goods sectors.

Your ideas deserve more than protection. They deserve a clear, commercial plan for growth. Let's build it together.

## Ready to turn your innovation into a growth asset? Let's talk.

Book your **free consultation** with one of Stratagem's expert attorneys. We'll listen to your goals, assess your options, and build a practical IP strategy tailored to your business, market, and ambitions.



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