

FACTSHEET: Your Guide to Patents from Stratagem



What is a patent?

A patent gives you exclusive rights to your invention, allowing you to stop others from making, using, or selling it without your permission. It protects the technical features of your product, process, or technology, helping you maintain your competitive edge. Your invention could be patentable if it meets three key criteria:

- **New** - It hasn't been publicly disclosed before.
- **Inventive** - It's not an obvious development of existing solutions.
- **Industrially applicable** - It can be made or used in some form of industry.

Examples include: a new product, device, or apparatus, a new composition or chemical formulation, an innovative manufacturing process and a clever new use for an existing product.

Why are patents important?

The right patent strategy transforms your ideas into a long-term commercial advantage.

- **Protect your innovation** from competitors.
- **Generate revenue** through licensing or sales.
- **Attract investment** with credible, tangible assets.
- **Support strategic partnerships** and global expansion.
- **Enhance your market value** for funding, IPO, or sale.

Securing a patent is just the beginning. We help you maintain, enforce, and leverage your rights, ensuring your innovation continues to drive commercial success long after filing. At Stratagem, your patents aren't just protected, they're positioned for success.

Important:

To protect your rights, your invention must remain confidential until a patent application has been filed. Public disclosure - even showing it at a conference, on a website, or in a meeting could stop you from getting a patent. We'll help you plan the right timing to keep your innovation safe.

Your Patent Journey with Stratagem : How we work



+ Initial review

We listen to understand your invention, your goals and the long term plan. We ask questions to get to the heart of the development.

+ Patent Searching

Before putting pen to paper, we conduct a novelty search to check your idea hasn't already been disclosed.

+ Drafting the patent

The next steps is to prepare a detailed patent application prior to collaborative review with the inventors.

+ Overseas protection strategy

We work with you to understand where protection is required and provide a strategy to achieve this.

+ Managing the application process

After filing, the application will be examined by the relevant patent office and require detailed responses to any objections raised.

+ Maintenance

Critical maintenance fees are due annually in most countries and applications will fail if these are not paid. We take away the stress of payment.

When should I file my patent application?

How patents can support growth. Your goals shape everything we do. Whether you're a startup, scaling SME, or global corporation, we tailor our support to your commercial journey:

- **Due diligence** support for investments, partnerships, and IPOs.
- **Investor-ready IP packages** to add weight to funding rounds.
- **Patent searches** and **freedom to operate** checks to ensure the value in any acquisition.
- **Strategic IP advice** at every funding and growth stage.
- **Ongoing education** to empower your internal teams at every stage.

We make patents practical, accessible, and powerful, helping you protect what matters most.

The benefits of patents at different stages

Startups: Stand out, attract investors, and build early traction.

SMEs: Create new revenue streams, protect unique products, and scale faster.

Corporates: Secure long-term innovation strategies, protect market share, and strengthen negotiation power.

A strong patent strategy moves with your business, building value at every stage. At Stratagem, we offer flexible, transparent options at every stage, and we'll work with you to plan a strategy that fits your budget.

Why choose Stratagem for patents?



Real-world expertise

Our team includes attorneys with backgrounds in science, engineering, and business.



Tailored strategies

No cookie-cutter solutions, we craft IP strategies around your ambitions.



Global reach

We manage filings across the UK, Europe, and internationally.



Clear communication

No jargon, no guesswork, just practical advice you can act on.

Your ideas deserve more than protection. They deserve a plan.
Let's build it together.

Ready to protect your big idea? Let's talk.

Book your **free consultation** with one of Stratagem's expert patent attorneys. We'll listen to your goals, assess your options, and map out a clear, practical route to protection built around your business, your market, and your ambitions.



www.stratagemipm.co.uk | +44 (0) 1223 550740

© Stratagem 2025

