

Your IP growth checklist



Assess IP potential for monetization

Evaluate your patents and trademarks for licensing or sale opportunities.



Develop an aligned IP strategy

Tailor your IP strategy to support business scaling by focusing on market-relevant innovations.



Foster cross-departmental IP efforts

Establish regular collaboration between R&D, legal and business teams to ensure everyone is aligned on IP strategy and opportunities.



Expand IP coverage internationally

Prioritize protection in key global markets with high commercial potential and robust enforcement practices.



Focus on strategic IP portfolio management

Regularly review and prioritize your most valuable IP assets, reallocating resources to high-impact areas to maximize ROI.



Adopt advanced IP management tools

Implement cutting-edge software to automate global filings, renewals and document management.



Monitor competitor IP activity

Track competitor IP filings to identify potential threats and emerging opportunities.



Maximize patent commercialization

Inspect sectors and market players best positioned for technology transfer to seek partnerships with the greatest licensing potential.



Strengthen global trademark protection

Ensure trademarks are protected in established and emerging markets, safeguarding brand identity.



Implement early detection and enforcement systems

Use IP monitoring tools and develop a pre-emptive enforcement plan to detect and act on potential infringements before they escalate.