

BiiP VISION & TEAM



BiiP integrates **IP** into value chain of its clients, not simply as a support tool intervening very late, but as a **determinant**, intervening **early** in the definition and implementation of a given **business strategy**.

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BUSINESS **INTELLECTUAL** **PROPERTY**
NEGOTIATION **CONCEPT**
TRADEMARKS **BUSINESS**
PATENT **INNOVATION**
IDEAS **VALUE** **IDEAS**
IP CULTURE **INTELLECTUAL** **DYNAMIC**
PROPERTY
INTEGRATED **BUSINESS**
DESIGN **IP CULTURE**

CONCEPT **INTEGRATED**
FREEDOM TO MARKET
INTELLECTUAL
VALUE **IDEAS** **IP** **CULTURE**
PATENT **BUSINESS** **PROPERTY**
INNOVATION
ENFORCEMENT **DESIGN**
IDEAS **MEDIATION** **CONCEPT**
DYNAMIC **BUSINESS**

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**THE MISSING LINK BETWEEN
IP AND BUSINESS STRATEGY**

**IN YOUR INNOVATION PROCESS,
IS YOUR COMPANY STRIVING TO:**

- Avoid as early as possible freedom-to-act-problems
- Improve use of intelligence such as patent information
- Establish IP awareness & discipline in the organization
- Enhance communication within the organization
- Link IP with the technology & marketing strategy
- Improve project management on speed, quality & risk management
- Increase project manager's ability to meet project objectives in time and within budget
- Minimize own prior art barriers
- Turn IP into license, revenues and shareholder value
- Improve quality of patent applications
- Increase probability of project success
- Minimize 'rush' patent applications
- Stay aware of IP buy-in / Buy-out opportunities
- Provide transparent criteria for decision making
- Maximise opportunities to capture IP and ensure exclusive rights matching the business needs

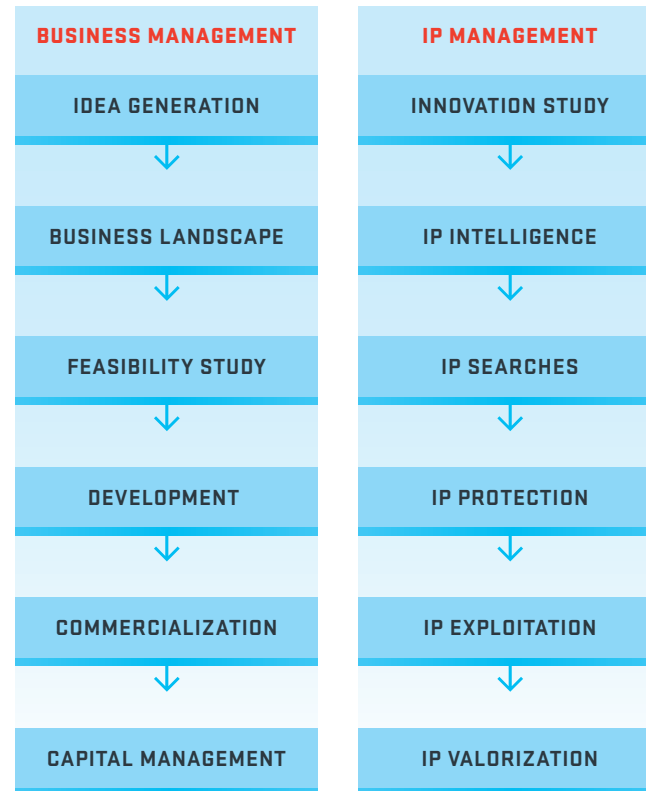
BiiP provides clients with **innovation management tools**. Both strategic and administrative IP activities are integrated in the client's overall project process.



**BiiP DELIVERS YOU ALL THOSE BENEFITS
BY USING THE IP STAGE-GATE PROCESS**

BiiP integrates IP considerations and IP activities as early as possible into the development and commercialization cycle of new products, markets and services.

To this end, BiiP provides clients with an **IP project management methodology** that is a series of logical steps and milestones for use by project managers from initial conception through research, feasibility demonstrating, development and marketing of new technologies.



WHY CHOOSE BiiP?

Traditional IP services are perceived as generalist in nature, limited in scope and not sufficiently integrated into the business development cycle of new products and services.

The advantage of BiiP over traditional IP services - in house or external - is that BiiP provides high-level **integrated IP** consulting services in support of **the client's business goals**.

