

## Why does it matter?

It is often the edge which sets successful companies apart and as world markets become increasingly competitive, protecting your intellectual property becomes essential.

Intellectual property commercial intelligence can help you find a market niche or business partner. You can search our online databases to discover what IP assets your competitors' own, and who they have sold or licensed IP assets to.

Effectively managing your own IP assets can help maintain your competitive advantage and earn revenue to grow your business.