The route to success

A company’s intellectual property rights can make up a considerable share of its overall value.

Intellectual property can play a significant role even in small companies. It is an important value driver and creates strategic advantages in both national and international markets. You can read about this in the various SME testimonials describing their own experiences.

Experience shows that successful products usually end up being copied. That’s why it is important to integrate how you manage your intellectual property into your company’s strategic process at an early stage.

You can find detailed information about IP strategies on the following pages:

› How do I formulate an IP strategy?
› What does an IP strategy consist of?
› Help in developing an IP strategy

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