



HIGHBURY

Understand IP
Capture your assets
Manage risk
Build value
Portfolio management
IP valuation
IP investment
IP market analysis
Collaboration
Value creation

Build IP value and calculate value, leading to more profitable collaborations and investment opportunities

ManageMyIP®, Intellectual Property (IP) Management Tools:
Build a solid commercial IP Strategy with MMIP®. Create, protect and drive real value from IP.

Measure it to manage it - And understand your risk & reward profile.

An IP Audit will measure the IP assets that reside within your business.

The IP Audit will have the following outcomes:

- Identify any IP threats;
- Indicate any IP that requires stronger protection;
- Highlight under used and costly IP;
- Discover your most valuable IP;
- Build a risk profile;
- Manage your risk;
- Signpost your future IP business strategy;
- Add value to your company;
- Improve your market position.

Once you have established your IP portfolio, you can use the IP management software tool known as ManageMyIP - MMIP® to learn more about your IP and to successfully commercialise it. This tool provides cost effective teaching, guidance and management and will help you to discover and build your best IP strategy.

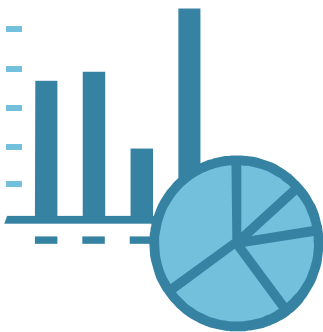
MMIP® may be enhanced through workshops tailored to meet your business and IP needs

We are retained by companies and investors to value technologies and IP.

The MMIP® software package was designed to save University Technology Transfer Office (TTO) time and money and to support research staff through the IP protection and commercialisation process. IP legal & patent advice is very expensive; IP mistakes are expensive and can ruin companies. This software aims to simplify the IP decision making and commercialisation process, while guiding and teaching the user. MMIP has the ability to enhance and improve IP commercialisation process.

[http://www.highburyltd.com/assets/intellectual assessment_protection_process-managemyip_raster-demo/index.html](http://www.highburyltd.com/assets/intellectual_assessment_protection_process-managemyip_raster-demo/index.html)

This link takes the user to a protected demonstration model of the MMIP user site. As this version is for "DEMONSTRATION PURPOSES ONLY", the commercially available version also features downloadable documents, reacts more elegantly, and with a cleaner, crisper finish. In addition, the commercially available version can be customised to compliment any existing internal branding.



The current software contains large amount of learning materials and resources about managing IP. As it is developed initially for a university, the information is systematic and comprehensive, so that the university lecturers could pick and choose the useful information to help their teaching and their students' learning. The university lecturers can create their own learning path in another application through adding the relevant information from the software to their teaching notes. The software – like an interactive text book – can provide the students rich extra learning resources.

Why work with Highbury?

We have carried out IP audits for companies for 20 years and we have also carried out IP audits, working closely with the UK patent Office (IPO) within the past Growth Accelerator programme.

The MMIP® software has been created by a team of IP experts and is based on many years of first-hand experience in creating successful, commercially viable IP portfolios.



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