



Intellectual Property Audits - How Brabners can help

There is no “one size fits all” so we tailor our IP audit services into Bronze, Silver, Gold and Platinum packages to meet the needs of your business. The most suitable package will depend on your commercial intentions, but as a guide:

Bronze packages Most suitable for those businesses that are **acquiring another company**. We can tell you what registered IP rights that business has.

Silver packages Most suitable for **established businesses** that want to know what existing rights their own business has, and what areas of IP growth may be available to them.

Gold packages Most suitable for **start-up businesses** that are still in the fledgling stages. We can help you identify what IP you own and tell you how to protect it and improve it, as well as identify any potentially conflicting third party trade mark rights before you invest too heavily in an area of possible conflict.

Platinum packages Most suitable for **businesses that consider IP rights to be at their heart**. We can help you identify your rights, suggest improvements, identify conflicting rights of others and provide genuine recommendations and action points for tailored IP strategy and management.

Advice	Bronze	Silver	Gold	Platinum
Preliminary research into the business, fact-finding (including client input)	✓	✓	✓	✓
Identification of your current IP portfolio including copyright, designs, patents, and trade marks as appropriate	✓	✓	✓	✓
Assessment of, and recommendations for, potential for improving your IP position, action points and cost projections for delivery of the services required to take forward the recommendations		✓	✓	✓
Preliminary advice regarding third party rights and potential risks of the same (additional search company fees will be applicable)			✓	✓
Recommendations and action points for improving IP management				✓
Recommendations and action points for improving IP strategy				✓