

Intellectual Property

Developing capability in this area will help you understand the strategic and ongoing cost implications of patent protection and the impact on your commercial goals, ensuring you have the freedom to operate in your intended markets and understand the potential value and scope of the intangible value you will generate. Learn how to use that knowledge to establish an Intellectual Property (IP) strategy that will ensure you protect your intellectual assets while maximising your commercial value.

Did you know that intangible assets can represent up to 80% of your business' value?

As part of your IP Strategy, it is important to understand the markets you intend to enter as early as possible. This ensures freedom to operate and to manage the cost of IP protection which can become expensive and possibly unsustainable if too many international markets are protected at the outset. The downside is that by applying for IP protection, you have published your unique intellectual property, and in those markets you haven't protected, there is nothing stopping competitors from using it. This is why it is important to understand both your intellectual property and intangible assets in terms of not only protection, but also your strategic use of them to maximise your commercial opportunities.

Key activities can include:

- Freedom to operate in your intended markets
- Developing commercial and employment contracts
- Establishing collaborator and partner relationships
- Managing supplier relationships
- Protecting brands and trademarks
- Licensing IP
- Establishing an IP strategy that supports your business strategy

Potential risks of not addressing IP issues include:

- You cannot operate in a market you were relying on
- Your IP is not secure
- Your product is superseded by a similar and cheaper competitor
- Someone else gains the rights to your design
- You need to make expensive changes to your product, packaging or sales approach to bypass competitive trademark or brand protection
- You encounter prohibitively high costs by registering IP in too many markets

Potential Capability Partners and Useful Resources

Below you'll find some potential capability development courses and providers plus some useful resources. If you know of suitable providers through your networks or have existing working relationships with providers please feel free to recommend them as capability development partners and let us know [here](#) so that we can add them to this resource page to benefit others. We make every reasonable effort to keep this

information current and accurate as a starting point for your capability development plan. However, it is provided for your convenience only and should be taken as neither an exhaustive list of providers, nor as an endorsement of those organisations represented.

You also have an opportunity to speak directly with a Callaghan Innovation Business Innovation Advisor who can help put you on the capability development path that best suits you and your current R&D needs.

Capability Development



www.callaghaninnovation.govt.nz

Beyond IP
Identify your IP assets, manage them strategically and maximise their value.

www.theknowledgeacademy.c...

Intellectual Property Training | Contract Management Training Auckland

This Intellectual Property training course is all about key intellectual property rights, such as trademarks, copyright, patent, and designs, all of which provide vital protection for businesses of many types. Auckland. Auckland, Mercure Auckland Hotel

ET ellisterry.com

Training - Ellis Terry

Ellis Terry regularly provides a wide range of training, coaching, and capability development services. We are able to provide these services virtually or on-site. Please contact us if you wish to talk through the options. We are as an accredited provid...


Dream it. Do it. Own it.



www.iponz.govt.nz

Enrolments open for IP courses


We grant and register intellectual property (IP) rights in New Zealand. Our services help you protect your innovations so that you get the full economic benefit of your IP.



www.wipo.int

Online Courses on Intellectual Property

WIPO Academy course catalog. Learn about IP from anywhere in the world!



www.coursera.org

Best Intellectual Property Courses & Certifications [2022] | Coursera

Coursera offers 38 Intellectual Property courses from top universities and companies to help you start or advance your career skills in Intellectual Property. Learn Intellectual Property online for free today!

Topic Resources

Charting your path to product success




www.product360.nz

Product360 by Callaghan Innovation - Validate your path to success

A set of New Zealand's best resources to help you plan your product development.

Dream it. Do it. Own it.



www.iponz.govt.nz

Register IP that has a Māori element

In the marketplace, Māori culture presents unique branding opportunities and commercial benefits.

HG www.hg.org

Intellectual Property Lawyers, Law Firms in New Zealand for Every City - HG.org

Named New Zealand Law Firm of the Year by Chambers and Partners first in 2017 and again in 2020, we're a leading full service law firm with the expertise to help your team achieve your business objectives. You'll... Holland Beckett Lawyers is a medium S...



www.ktpi.co.nz

IP TIPS - KTPI Enterprises

Understanding Intellectual Property is the first step to adding value to your business. Here are some tips to get you started.



legalvision.co.nz

Guide to Māori Intellectual Property Issues | LegalVision New Zealand


This article will explain how mātauranga Māori in intellectual property is assessed, to help your business respect this traditional knowledge.

business.govt.nz

www.business.govt.nz

Preparing for intellectual property advice


Before getting specialist advice, prepare yourself. Just a bit of groundwork could potentially save you a lot of money.



www.innovationliberationfront...

IA Health Check - Innovation Liberation Front

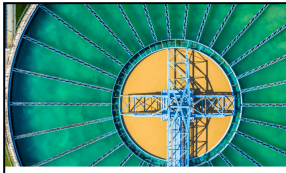
Intellectual asset health check self-assessment tool. Basic check list for well your business manages its intangibles



www.ajpark.com

IP Roadmap - your introduction to intellectual property

IP Roadmap - your introduction to intellectual property



www.spruson.com

Intellectual Property Guides and Resources - Spruson & Ferguson

Spruson & Ferguson's guides and resources are developed by our professional staff to support and educate businesses on IP matters

Callaghan Innovation does not accept responsibility for the quality, content, delivery, or outcomes of providers, and does not accept liability for any loss or damage which may directly or indirectly result from any advice, opinion, information, representation or omission, whether negligent or otherwise of the providers listed here.

We recommend doing due diligence on providers in this space, including taking into account whether they are registered or recognised by any industry body. For patent related work and advice, under New Zealand law we recommend you contact a registered Trans-Tasman patent attorney (the directory can be found [here](#)).

Please note that Callaghan Innovation will only co-fund or fund patent work and patent advice that is provided by a registered patent attorney. This includes advice on the validity of patents and their infringement resulting from Freedom to Operate (FTO)/IP scanning search results.