


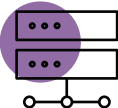


GoBusiness IP Grow: IA/IP Services

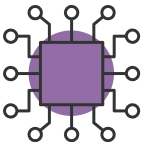
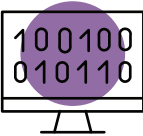
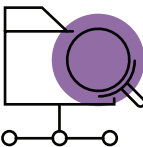
As a start, 20 IA/IP services will be listed on GoBusiness IP Grow, to be grouped into 4 key categories. Each IA/IP service will have its own service directory.

Service providers who wish to be listed in an IA/IP service directory need to have the relevant professional certifications and/or performed professional work in the previous calendar year, specific to that IA/IP service.

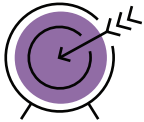

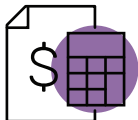

IP Search and Registration

IA/IP Service	Description of IA/IP Service	Relevant Professional Certifications and/or Professional Work Performed
<p>Patent Agent</p> 	<p>Provides services relating to patent drafting and registration, including advice on the validity or infringement of patents.</p>	<p>Served at least 3 clients in the previous calendar year and has at least one certified patent agent or qualified person under the legal profession act.</p>
<p>Registered Design Agent</p> 	<p>Provides services relating to design registration, such as design search and filing services, including advice on filing strategies.</p>	<p>Served at least 3 clients in the previous calendar year.</p>
<p>Trade Mark Agent</p> 	<p>Provides services relating to trade mark registration, such as trade mark search and filing services, including advice on filing strategies.</p>	<p>Served at least 3 clients in the previous calendar year.</p>
<p>Freedom-To-Operate (FTO)</p> 	<p>Conducts patent-specific search and analysis to provide an opinion on whether a product or service infringes on a third party's patent rights.</p>	<p>Completed at least 3 FTO projects in the previous calendar year and has at least one qualified person under the legal profession act.</p>


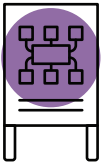
IP Search and Registration

IA/IP Service	Description of IA/IP Service	Relevant Professional Certifications and/or Professional Work Performed
<p>IP Database</p> 	<p>Provides access to IP-related information such as trade mark and patent data to customers.</p>	<p>Has an IP database software, with at least 3 clients in the previous calendar year.</p>
<p>IP Intelligence and Search</p> 	<p>Utilises IP-related data and complementary information on market, key players, competitors, etc. to guide R&D and IP strategy decisions. This includes conducting IP searches, patent landscapes, and competitor analysis.</p>	<p>Completed at least 3 intelligence or search projects in the previous calendar year.</p>
<p>IP Watch</p> 	<p>Provides services to proactively monitor business and IP-related activities of competitors, e.g., launch of products or services, IP registrations, assignments, sale, as well as the activities of counterfeiters and presence of potentially infringing products and services.</p>	<p>Served at least 3 clients in the previous calendar year.</p>


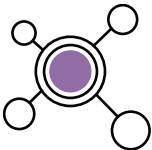


Strategy and Management

IA/IP Service	Description of IA/IP Service	Relevant Professional Certifications and/or Professional Work Performed
<p>Branding Strategy</p> 	<p>Develops long-term plans of how clients will build the desired image and goodwill in their target markets and among their customers.</p>	<p>Completed at least 3 branding strategy projects in the previous calendar year.</p> <p>Highly recommended to have at least one consultant with SAC-accredited TR 43 or SS 680 certification.</p>
<p>Innovation Consultancy</p> 	<p>Involves working with clients to identify new ways to create value and growth opportunities, e.g., developing new revenue streams, identifying new products, and optimising R&D processes.</p>	<p>Completed at least 3 innovation consultancy projects in the previous calendar year.</p> <p>Highly recommended to have at least one consultant with SAC-accredited TR 43 or SS 680 certification.</p>
<p>IP Audit</p> 	<p>Identifies a company's IP assets and assesses its alignment, strength, and scope, as well as opportunities and risks against the company's business goals.</p>	<p>Completed at least 3 IP audit projects in the previous calendar year.</p>
<p>IP Due Diligence</p> 	<p>Assesses the strength, scope, and alignment of target IP asset(s) in the context of a business decision in order to ascertain the associated opportunities and risks.</p>	<p>Completed at least 3 IP due diligence projects in the previous calendar year.</p>



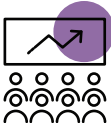
Strategy and Management

IA/IP Service	Description of IA/IP Service	Relevant Professional Certifications and/or Professional Work Performed
<p data-bbox="164 427 347 495">IP Portfolio Management</p> 	<p data-bbox="437 427 890 566">Assists clients with IP asset management in connection with IP protection, cost management, and strategic decision-making.</p> <p data-bbox="437 602 895 846">This includes i) administrative management of IP portfolio, such as monitoring filed applications, renewal dates and ii) providing IP management software, such as docketing software and trade secret management software.</p>	<p data-bbox="995 427 1458 566">Has an IP portfolio management software and/or acquired at least 3 clients in the previous calendar year.</p>
<p data-bbox="164 1014 320 1081">IP Strategy Consulting</p> 	<p data-bbox="437 1014 866 1189">Aligns management and use of IP assets (registrable and non-registrable) to business strategy to grow the business and manage IP-related risks.</p>	<p data-bbox="995 1014 1417 1122">Completed at least 3 IP strategy consulting projects in the previous calendar year.</p> <p data-bbox="995 1158 1398 1301">Highly recommended to have at least one consultant with SAC-accredited TR 43 or SS 680 certification.</p>

Commercialisation and Financing

IA/IP Service	Description of IA/IP Service	Relevant Professional Certifications and/or Professional Work Performed
<p>IP Brokerage and Licensing</p> 	<p>Connects buyers and sellers of IP and manages the deal activities, e.g., purchase, sale, license, or marketing of IP assets. This includes developing licensing and franchising packages.</p>	<p>Facilitated at least 3 brokerage transactions in the previous calendar year.</p>
<p>IP Marketplace</p> 	<p>Provides a platform to list IP assets for licensing and sale.</p>	<p>Has a marketplace platform involving IP and/or technology with at least 3 clients in the previous calendar year.</p>
<p>Tax Advisory (with IA/IP considerations)</p> 	<p>Advises on tax matters in view of IP and IA considerations.</p>	<p>Completed at least 3 IP tax advisory projects in the previous calendar year.</p> <p>Highly recommended to have at least one consultant who is an Accredited Tax Advisor (ATA).</p>
<p>Valuation (with IA/IP considerations)</p> 	<p>Assesses the monetary value of IP assets for specific purposes or triggered by specific events, e.g., IP transactions, mergers and acquisitions, IPO, tax.</p>	<p>Completed at least 3 IP valuation projects in the previous calendar year.</p> <p>Highly recommended to have at least one consultant who is a Chartered Valuer & Appraiser (CVA) holder.</p>

Others

IA/IP Service	Description of IA/IP Service	Relevant Professional Certifications and/or Professional Work Performed
<p>Contract Drafting</p> 	<p>Reviews, advises, and drafts agreements. This includes licensing agreements, employment contracts, and research collaboration agreements.</p>	<p>Served at least 3 clients in the previous calendar year and has at least one qualified person under the legal profession act.</p>
<p>Dispute Resolution</p> 	<p>Deals with IP-related disputes such as anti-counterfeiting and litigation, and alternative dispute resolution methods such as arbitration and mediation.</p>	<p>Completed at least 3 dispute resolution cases in the previous calendar year and has at least one qualified person under the legal profession act.</p>
<p>IP Training</p> 	<p>Trains and upskills employees for IP awareness and specialist capabilities.</p>	<p>Conducted at least 3 IP training courses in the previous calendar year.</p> <p>Highly recommended to have at least one consultant with the Advanced Certificate in Training and Assessment (ACTA) or Advanced Certificate in Learning and Performance (ACLP).</p>