

IP Strategy & Consulting

The dynamic growth and importance of intellectual property (IP) and innovation in emerging markets in Asia, especially China, presents huge commercial opportunities for companies that recognise an international IP strategy is critical. But there can be significant barriers to entering these markets for companies that don't know how to overcome them.

The appetite of companies in the US, EU and Japan to effectively enter and invest heavily in emerging markets is considerable- and it's growing all the time. At the same time, of course, companies and governments in the emerging markets themselves aspire to achieve the technological advantages enjoyed by the Western market, so that they can expand internationally.

In China in particular, significant investment is being made by local businesses in R&D and innovation, and in the development and acquisition of IP portfolios that can be commercialised. They are looking for a way into the developed market and see establishing innovation, capacity and acquiring high quality IP as a way to enter these markets in a strong position. This creates a window of opportunity for significant deal flow between companies that have complementary technologies and synergy in their market positions.

The Challenge

Entering emerging markets and building relationships in Asia can often be complex and fraught with difficulty. The inherent friction that different business environments, cultures and languages present, along with mistrust, political opposition, legal uncertainty and information asymmetry, can all hinder the process. To overcome these issues, experience and specialised skills are needed.

The lack of reliable information about the risks and IP and innovation landscape in these markets adds to the challenge. Much of it can be found, but often only by seeking out and integrating multiple sources and understanding local languages and culture, which makes this an uncertain and highly labour intensive task. Without easy access to this key data, it's difficult for companies to make good strategic decisions.

Even if the right information has been obtained and the strategy is sound, there is always the challenge of in-country execution. While there are many service providers that can execute sophisticated innovation strategies in one market or the other, there simply aren't enough IP strategists that understand and can work in both the Western and Asian markets. When your main assets are IP, understanding the legal system and finding the right partners are key to maintaining and leveraging their asset value.

How We Can Help

Rouse has significant strength and deep experience in managing and exploiting IP in emerging markets and we understand the business environment and the corporate cultures. This experience, combined with our scale and credibility as an international business and our track record of helping multinationals navigate these markets, makes us uniquely placed to help you achieve your goals.

Rouse work with companies in both the markets to leverage the opportunities each bring to the table – from consulting on innovation strategy to providing the necessary commercial landscaping data and crucially, the ability to provide on the ground execution.

Strategic Advice

Our strategic consultancy will help you understand how best to commercialise and exploit your innovation assets in emerging markets. This can involve value creation or extraction, or looking at new and novel business models, right through to direct entry, licensing, assignment, strategic partnerships, joint R&D, investment or sale.

Technology Landscaping

Our commercial landscaping service combines IP and commercial information. We will provide you with information in English about local innovation, including patent filing and litigation data, and then incorporate this with key market data and human intelligence to ensure a comprehensive and expert commercial analysis. This valuable combination will give you new insights into how to successfully navigate the IP landscape from both a risk and value perspective.

On the Ground Execution

We don't just help you develop your strategy and provide the data to back up your decisions. We can execute your strategy on the ground too. We have a team of over 280 IP specialists in Asia, comprising patents experts, researchers, engineers, technology consultants, litigators, transactional specialists and attorneys. Our team has a deep knowledge of the territories in which you want to

operate. Our recommendations are realistic, grounded and importantly achievable; we know what works because we've done it and we can do it for you too and help you make your plans a reality.

Choose Rouse

If you want to understand more about how to develop your innovation strategy and internationalise your business in emerging markets, and want access to the best knowledge, experience and support, contact:

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