

FRACT / ONAL IP

Your **IP** Growth Partner

GROWTH PARTNERSHIP

We can help change the paradigm
thinking of your attorneys!

GROWTH PARTNERSHIP

We want to partner with you to...





...ENGINEER

A FRESH PERSPECTIVE ON IP



...HELP YOUR CLIENTS GROW
THROUGH **SMART IP**

PRODUCTISE SERVICES

We productise services so you can focus on monetising client assets.



PRODUCTISE SERVICES

Smart IP Investigation

Asset Discovery

Adjacent Revenue Framework

Asset Management

Creation & Identification of Obscure Assets

CONCEPTUALISING SMART IP INVESTIGATION



Methodology



Analytics Engine

CLIENT OUTCOMES

We help your clients be **better**
by just being **smarter.**



CLIENT OUTCOMES

We will discover hidden value across a range of client assets classes



CLIENT OUTCOMES

Identifying potential licensing opportunities

Brand asset licensing



Core technology IP



CLIENT OUTCOMES

Ability to attract new investment



In the future we will
work smarter



Analytics Engine

CLIENT OUTCOMES



Analytics Engine

Enabling IP owners IP to be easy to find for potential buyers and licensing

CLIENT OUTCOMES



Analytics Engine

Help them get complimentary technology they need to grow their portfolio

Identify deficiencies in clients patent ecosystem

PARTNERSHIP OUTCOMES

We help you go beyond doing your **job**, by...



PARTNERSHIP OUTCOMES

...facilitating a **mindset shift** in your attorneys.



PARTNERSHIP OUTCOMES

As a result, your clients
become stickier and more profitable.



WHY NOW?

To stand out in the marketplace in the future
you need to **invest now!**



WHY NOW?

We like **your culture**. You like **our culture**.

This why we are coming **together now**.



F R A C T / O N A L I P

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