

## Understanding IP Assets

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A pharmaceutical client with a significant and diverse IP portfolio wanted to make more strategic decisions about pursuing IP protections. To do so, the in-house team needed to better understand their portfolio and the status of different assets.



### Our Approach

We built a web-based platform to monitor the client's full IP portfolio, including filing status, upcoming deadlines, and countries with IP assets.

### The Outcome

The client is now able to easily access the latest information about its IP assets on demand, including filed documents. One proof of its value is subsequent client-requested iterations of the platform that include new views that show IP assets sorted by drug indications, making it easier to strategize the best use of each asset.