

Knowledge beyond information: What will your business gain from monitoring competitor activity or technology developments?

We can monitor competitor activity or technology developments through a regular watch on IP records. We update the watch and report results every month, quarter, or at the frequency of your choice.

Our presentation format via email, CD or USB device makes the watch results easy to review, analyse and share.

What will your business gain from these watches?

Monitoring	Value
Applicant or inventor name(s)	<ul style="list-style-type: none"> Track competitors' activities e.g R&D, licenses, assignments. Identify competitors' new technologies which pose potential threats. Identify opportunities for collaboration. Avoid or challenge IP infringement issues, particularly in the case of aggressive competitors, well before any legal proceedings arise.
Technology area	<p>In the shorter term:</p> <ul style="list-style-type: none"> Understand where, how, and how fast the technologies are developing. Gain an update on the latest public knowledge. Spot new players in the market. Determine your marketing and other tactics accordingly. <p>In the medium to long term, this intelligence may feed into your business needs including:</p> <ul style="list-style-type: none"> Research strategy. Product development and lifecycle. Fostering innovation. Entry to new markets.
Office actions on a particular patent, design or trade mark	<p>We can monitor, for example:</p> <ul style="list-style-type: none"> If/when a particular Australian patent application becomes accepted. All Australian patents that become accepted within a technology area. <p>This provides a pro-active and early:</p> <ul style="list-style-type: none"> Indication of the perceived commercial value of the invention. Identification of potential threat that the eventual commercial product may pose. Opportunity to oppose the application before it is sealed. <p>As the time-frame between acceptance and sealing is 3 months, we monitor changes on a monthly basis.</p>
Portfolio	<p>Alerts for:</p> <ul style="list-style-type: none"> Status changes. Upcoming deadlines.

Please contact us for a quote or further information:

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