

**IP** Info Management Systems

**IP** Identification & Analysis

**IP** Portfolio Management

**IP** Audits

**IP** Strategic Objectives

**IP** Due Diligence Preparation

**IP** Value Extraction

Business Integrated **Intellectual Property Management**

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BwiseIP Related Company: R&D Information Management (RADIM)

## COMPANY OVERVIEW

BwiseIP is a consulting company that meets the Intellectual Property Management requirements of R&D Start-Up entities, Technology companies, Research Centres and Universities. BwiseIP implements IP Management from a business perspective using its combination of technology based, market based and commercial based IP Management skills. The result is an IP Management function that augments the business objectives. BwiseIP manages the IP information and interfaces it with your business, using your choice of service providers such as patent attorneys as required.

BwiseIP specialises in managing the intellectual backbone of the commercialisation process, that is: patent applications, existing patents, inventions, trade secrets and know-how. BwiseIP can help you understand the nature of your Intellectual Capital and improve your IP Position.

For concentrated IP projects BwiseIP typically operates on a workshop and report basis or by placing its IP savvy staff in your organisation. BwiseIP can help by preparing your IP Strategic Plan or IP Policy documentation or by implementing appropriate IP Management protocols. In some cases part of the aim of the project is to engender IP vision and IP procedures into your organisation culture.

There is advice from every corner urging organisations to better understand their IP position. BwiseIP is the only independent consultancy company in Australia which specialises in project based IP Management under a strategic goal framework. Over the last seven years BwiseIP has established a proven IP management toolset that adapts to suit client requirements.

BwiseIP has a proven track record of directing and implementing Intellectual Property Management Projects for Australian and international R&D start-up companies, technology based companies, research entities and universities including the following projects:

Long term (>12 months) projects including establishing IP Management Infrastructure, managing Strategic IP Protection and conducting focussed IP Mapping/Landscaping exercises:

- Intellection Pty Ltd, [www.intellection.com.au](http://www.intellection.com.au)
- Universal Solar and Surface Science Pty Ltd, [www.usss.com.au](http://www.usss.com.au)
- NewSouth Innovations (University of New South Wales), [www.nsinnovations.com.au](http://www.nsinnovations.com.au)
- Redfern Optical Components, [www.redferncomponents.com](http://www.redferncomponents.com)
- RBN Inc, [www.rbni.com](http://www.rbni.com)
- Redfern Polymer Optics Pty Ltd, [www.rpo.biz](http://www.rpo.biz)
- The Australian Photonics CRC, [www.photonics.crc.org.au](http://www.photonics.crc.org.au)
- Cactus Fiber Pty Ltd

Shorter term IP projects including IP Audits, IP Evaluations and Commercialisation Structuring:

- Redfern Integrated Optics Pty Ltd, [www.rio-inc.com](http://www.rio-inc.com)
- Redfern Photonics Pty Ltd
- ANU Connect Pty Ltd
- Wyld Group Pty Ltd, [www.wyldgroup.com.au](http://www.wyldgroup.com.au)
- CSIRO
- DuPont Australia Pty Ltd
- Calix Pty Ltd
- Enviro1 Pty Ltd

The install base of the BwiseIP toolset continues to grow. BwiseIP can provide references upon request. Please contact BwiseIP for the "INDEX to BwiseIP Products – Business and Technology Based IP Management", your blueprint to IP Management.