



DESCRIPTION OF IP SERVICE CATEGORIES



Branding	Include aspects, such as brand strategy, market research, audit, valuation, implementation, management, protection, corporate identity, packaging, product design, print literature, regulatory compliance and infringement investigation.
Copyright Management	Include aspects, such as copyright protection, subsistence, ownership, licensing, audit, registration and maintenance. Extend to derivative and entrepreneurial rights, such as recordings, films, broadcasts, computer works and performances.
Domain Name Management	Include aspects, such as domain name registration, maintenance, renewal, audit, acquisition, merchandising, licensing and action against cyber squatting.
Franchising / Licensing / Distributorship	Include aspects, such as preparation, management and assignment of licensing, franchising and distributorship
IP Audit	Include audits and due diligence on aspects, such as IP portfolio, market entry, royalty and pre-acquisition investigation on IP assets
IP Brokerage / Technology Transfer	Include aspects, such as invention diagnostics, market research, technology commercialisation and acquisition strategy, Sourcing and brokerage of IP and end-to-end issues from R & D to market, sourcing for technical support
IP Enforcement / Litigation Support	Include support for IP rights enforcement, dispute resolution and defence against infringement claims, such as consultation, expert witness service, investigation, surveillance and other actions against infringement
IP Insurance	Include provision of IP insurance and related services
IP Intelligence / Search	Include aspects, such as IP search on patentability/ novelty/ validity/ availability, technology watch and tracking, state-of-the-art studies, patent landscapes, patent mapping, citation analysis, competitive intelligence analysis and other data mining on IP
IP Litigation	Include representation for prosecution in and defence against criminal and civil proceedings in court
IP Strategy / Administration / Management	Include aspects of planning, implementation and management of IP portfolio, such as strategic planning on IP asset building/management/protection/value creation, docket life cycle support, risk management and related transactional work
IP Training	Include IP-related courses, workshops, seminars and other forms of training on aspects, such as professional development for IP personnel, awareness and techniques on IP protection and management for end users



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IP Valuation	Include assessment of value of intangible assets and of IP portfolios
IT / E-commerce (IP Aspects)	Include aspects, such as legal and regulatory compliance for hardware/ software/ network, IP risks and liabilities of Internet and e-commerce, IT outsourcing transactions and turnkey projects, data protection and privacy, and actions against IP infringements in IT
Joint Venture / Merger / Acquisition	Include aspects, such as pre-contract audit, management of IP and its related arrangements when companies undergo a joint venture, merger and acquisition.
Other IP Transactions	Include other IP services not listed
Patent Drafting (In-House)	Include drafting and preparation of patent specifications and related documents principal in-house
Patent Drafting (via Third Party)	Include drafting and preparation of patent specifications and related documents by associate third party
Prosecution - Design	Include filing, prosecution, registration and clearance of designs
Prosecution - Patent	Include filing, prosecution, registration and clearance of patents
Prosecution - Trademark	Include filing, prosecution, registration and clearance of trademarks