

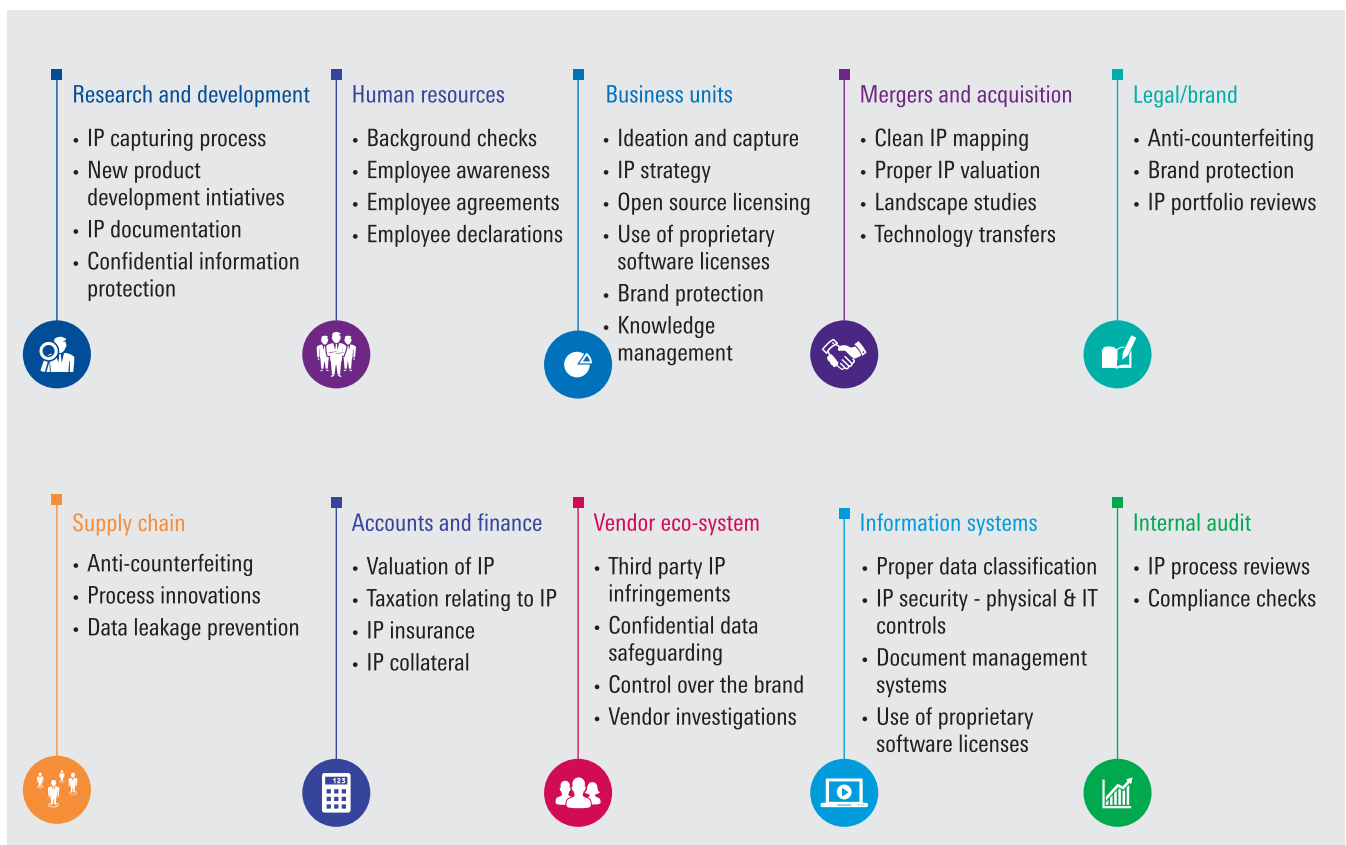


# The competitive edge









## Intellectual Property Advisory

The last few decades have witnessed a major business transformation – intangible assets are now contributing a much larger share in the market capitalisation of companies around the world. In today's fiercely competitive global market landscape, it is therefore imperative to not only have a brilliant business idea or technology, but also to make sure that you build conducive eco-system around your business proposition. This would help you to be able to create, capture, protect and capitalise intellectual assets which in turn can be the enablers to catapult your business into a different league. Leading organisations have built such ecosystems and not only exploited the competitive advantage globally and locally, but also proactively safeguarded their business from associated business, operational, financial and reputational risks. KPMG in India's Intellectual Property (IP) and Contract Governance Advisory practice aims to help clients build a robust intellectual property/asset eco-system within their organisations which will help mitigate risks and build long-term value. To help clients achieve this objective, we have a dedicated cross-functional team with the relevant technical, management, legal, accounting and tax experience in IP.

### Key IP touch points include:



# Our value proposition

	<h3>Intellectual asset management</h3> <p>This service helps organisations identify relevant intellectual assets within a process or a product and then formulate a strategy to help protect them and gain commercial advantage from it.</p>		<h3>Anti-counterfeiting solution</h3> <p>KPMG in India's anti-counterfeiting team provides online and offline monitoring by tracking potential fake product movement in multiple jurisdictions.</p>
	<h3>Intellectual property financial advisory</h3> <p>Our team facilitates the intellectual property valuation process, helping clients identify commercialisation opportunities and resolve tax related issues.</p>		<h3>Intellectual property internal audit</h3> <p>This service reviews the various functions within an organisation that impact the intellectual property lifecycle from a process controls standpoint.</p>
	<h3>M&amp;A/Technology Transfer - IP Due Diligence</h3> <p>This service offering involves assessing intellectual property ownership and identifying potential infringements. It also entails reviewing contracts from an intellectual property risk management perspective.</p>		<h3>Free and open source advisory</h3> <p>We help our clients with a design, implementation and validation of Free and Open Source Software usage policies and processes. We also assist our clients with code scanning.</p>
	<h3>Intellectual property security assessment</h3> <p>We offer services including assisting clients with their frameworks to identify, classify and tag critical and sensitive business information which are their organisations intellectual assets.</p>		<h3>Intellectual property knowledge academy</h3> <p>KPMG in India's knowledge academy provides multiple online and classroom courses and/or trainings around various critical intellectual property topics.</p>

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