

Prepare for Growth with Scalable IP Management



Your Challenge:

Managing IP portfolio growth and change across geographies and markets

As your IP portfolio grows, you'll encounter more aggressive competitors, higher stakes, and greater complexity in your IP operations.

The challenge is IP teams are lean and lack the bandwidth to absorb additional scope.

Product development as well as mergers and acquisitions add complexity to your portfolio and can be challenging to assimilate into your system. You may need to expand your expertise to other forms of IP and rules for new markets. Adding outside counsel, contractors, and more users and storage to your current IP system increases costs, so staying within budget becomes problematic.

Manual processes and workarounds that sufficed for a smaller portfolio won't scale to your next growth phase.

If you're using a home-grown or unsupported IP system, you face the risk of overlooked security holes that remain unpatched. Side systems can open up vulnerabilities for hackers to reach your whole business.

All the while, you still need to keep track of new regulatory requirements and incorporate them into your process. Under these circumstances, you risk less informed decisions, eroding the value of your IP assets, and missing out on profitable opportunities.



Your Solution:

Create a foundation to support agile growth across markets and geographies

Here's how...

Grow your IP portfolio and stakeholders without restrictions on users and storage

As your IP portfolio grows, your IP team may not have the bandwidth to manage more assets, ensure security, and respond to questions from diverse stakeholders.

With AQX®, you can collaborate with everyone who cares about IP while staying within budget.

You can give IP visibility to all necessary stakeholders and specify which IP records they should see. As your assets expand, you can quickly scale to accommodate new patents and trademarks without additional user or IP storage costs.

The result? You'll unleash global collaboration, stay within budget now and in the future, and support your company's continued growth.



"We were looking for a solutions provider who could work as an extension of our team to help manage our critical innovation and IP management processes. They needed to be able to provide excellent docketing and reporting tools, detailed IP analytics and FTO search capabilities, and enable seamless collaboration between our various stakeholders. And it all had to be implemented quickly. Anaqua was able to deliver on all these criteria."

- Wulf Höflich, Head of Intellectual Property–Engineering, Lilium



Capitalize on industry leaders' IP expertise without changing systems

As your IP portfolio grows, you will encounter new IP requirements affecting your industry and geographies.

With Anaqua's dedication to product evolution, you can easily accommodate IP developments to protect your assets anywhere in the world.

By leveraging the collective IP knowledge of global industry leaders, you can support your growing portfolio and participate in Anaqua's product evolution. Whether you're expanding into a new region or facing a major change in a single country, you don't need to add or change systems.

With this flexible foundation, you'll stay at the forefront of IP developments, continuously improve your IP operations, and be well-positioned to support your company's global growth now and in the future.

100k

"Today we generate 100,000 times the amount of data and information than we did 30 years ago. When you have a tool and methodology to further groom that data so you can create clearer, more efficient, and more successful ideas, you're going to be ahead of the game. Anaqua does it better, and they're constantly evolving."

- Tim Melchior, Sr. Legal Operations Analyst, Trane Technologies



When you partner with Anaqua, you can **create a foundation to support agile growth** across markets and geographies now and into the future.

When you do this, you'll:

Unleash global collaboration, while staying within budget

Stay at the forefront of international IP developments and continuously improve operations even as your portfolio grows

Support your company's current and future growth



To learn more, visit us **online**.

The Anaqua Difference: Global capabilities localized

Many software programs make basic regional adjustments globally but fall short on contextualizing for the local culture. With Anaqua's regional use platforms, translations, and localizations, you can culturally localize the user experience to ensure consistency and sensitivity in all locales. Your global teams can work on IP and support global expansion anywhere without system limitations.

ABOUT ANAQUA

Anaqua, Inc. is a premier provider of integrated intellectual property (IP) management technology solutions and services for corporations and law firms. Its IP management software solutions, AQX® and PATTSY WAVE®, both offer best practice workflows with big data analytics and tech-enabled services to create an intelligent environment designed to inform IP strategy, enable IP decision-making, and streamline IP operations, tailored to each segment's need.

Today, nearly half of the top 100 U.S. patent filers and global brands, as well as a growing number of law firms worldwide use Anaqua's solutions. Over one million IP executives, attorneys, paralegals, administrators, and innovators use the platform for their IP management needs. The company's global operations are headquartered in Boston, with offices across the U.S., Europe, and Asia. For additional information, please visit anaqua.com, or on LinkedIn.