



Integrating Intellectual Property in Business

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MS Bharath conducts a webinar on 'Integrating Intellectual Property into Business' hosted by The Ideas Exchange. The increasing perception of IP intangibles as business assets, catalysed by new forms of IP, has gone some way in highlighting the benefits of valuing IP – particularly for transactions, auditing, litigation and financing. Bharath's talk elaborated on how IP assets can be integrated into business: particularly, the formalisation of a people and process framework which includes IP creators, business heads and legal counsel.

