Insights: Publications

A-PLuS – IP in a Value-Growth Mindset

The IP Strategist Blog

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Acquiring IP assets should never be the end goal. IP is a vehicle, and IP strategy is the road. Without IP, an organization spins its wheels or must constantly change course. But when used properly, IP can drive an organization ever forward with sustained competitive value. Over many strategy discussions with many companies, I have developed the "A-PLuS" approach: Acquire, Protect, Leverage, Sustain.