

Beyond IP

Driving growth and profitability through intangible assets

Beyond IP

Beyond IP is a programme partly funded by Callaghan Innovation to help businesses develop and implement their intangible asset strategy.

The programme is intended to raise awareness and capability within New Zealand businesses about how intangible assets can and should be managed. There is a particular focus on informing participating businesses about how intangible assets can impact their structure, culture, decision making and day-to-day activities.

Beyond IP™ stages



Pre-workshop: we'll have an initial information gathering meeting either in person or by Zoom™.



Implementation plan: we will prepare a letter of engagement with an implementation plan which sets out the cost of the programme as well as our recommendations for the programme that are tailored to the business.



Workshops: the programme will kick off with a two-hour introductory workshop ideally conducted in person.

Following the introductory workshop, and depending on the agreed scope of the programme, we will conduct several one-hour workshops on relevant topics to the business. These might include deep dives into specialist topics with input from AJ Park staff whose technical knowledge is relevant to the participating business.



Implement strategy: at the end of the 12-month programme, we will present a concluding workshop and report which summarises what the business has learnt and sets out the intangible asset strategy that has been developed and agreed with the business.

Who leads the programme?

Our programme is led by AJ Park Principals, Mark Hargreaves and Grace Thomas-Edmond. Based on what you've told us about your business, Mark and Grace will work with members of our commercial and strategy team with appropriate technical experts to deliver the workshop part of the programme.



Mark Hargreaves | Principal, AJ Park

Mark heads AJ Park's commercial team, helping clients develop a strategy, business model and agreements to sell their products and commercialise their innovations.

Recognising his expertise in IP strategy and commercialisation, Mark has been named in the 2021 Intellectual Asset Management (IAM) Strategy 300, which ranks the top IP strategy practitioners in the world.



Grace Thomas-Edmond | Principal, AJ Park

Grace works with AJ Park's patent attorneys and other teams to provide IA strategy, and other intellectual property and commercial advice, to clients ranging from start-ups to government agencies.

NZ Lawyer listed Grace in their 2020 and 2021 Rising Stars list, where she is described as 'a great role model for young women in the legal profession'.

What outcomes will Beyond IP™ deliver?

Businesses who participate in Beyond IP™ will:

- understand and be able to identify the different intangible assets within their business, and
- develop an initial strategy to develop and manage their intangible assets to maximise their value to the business.

The key deliverable for the programme is to upskill and transfer knowledge to participants. This will allow them to continue developing their intangible asset strategy and make better decisions around the management of these assets.



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