

# It's Food & Drink

## Why intellectual assets matter to you

**Scotland's Food and Drink sector** is one of the country's major employers, covers a wide range of geographies and includes many business types, from process technologies to distilleries, to purveyors of cheese. One thing they all have in common (apart from being food and drink businesses) is that they **all possess intellectual assets** which contribute to the value of the business.

The Intellectual Assets Centre provides free support to this sector to manage and enhance the value of these assets.

### Food & drink business – what do intellectual assets mean to you?

“We don't have any intellectual assets – we're a food and drink company”, “intellectual assets is something only big companies deal with”, “we're not a technology company so it doesn't affect us” – **these are all poor answers!**

The fact is that all businesses have intellectual assets in one form or another. So what are they? Intellectual assets include things like:

- Reputation
  - The knowledge your customers have that you'll always deliver on time
  - It's the association of your brand with a certain level of service or quality (or price)
- Recognition
  - Your logo and name are so well known that when it comes to *widgits*, people always remember you
- Human capital
  - It's the way your staff speak to your customers
  - It's the knowledge your engineers have as to how the factory operates safely
- Ideas
  - It's your unique way of selling your product
  - It's your clever technology to make your food last longer/taste better
- Contracts and supply agreements
  - It's the mutually beneficial deal you've secured with your supplier that means you always get first refusal

**Your business's intellectual assets make you stand out from the crowd and keep your customers coming back.**

### So what am I going to do about it?

You need to protect your intellectual assets. Find out what they are and focus on them. It doesn't mean spending a lot of money. Managing intellectual assets doesn't take much time, but can enable you to make informed decisions about investing in, protecting and exploiting your own valuable assets.

### That's easier said than done. I don't know anything about it.

That's where we come in. Through one-to-one support and workshops, the Intellectual Assets Centre can help you to

- recognise and identify your own intellectual assets

- record them
- understand which intellectual assets are valuable to your business
- understand the ways in which they can be protected
- commercially benefit from them

You can then identify, protect and exploit the value of your own intellectual assets and make informed decisions that can enhance your business.

Simply go to the Intellectual Assets Centre website (<http://www.ia-centre.org.uk>) and register your company (selecting 'food and drink' as your sector) and you will be assigned a consultant to help you (for FREE) to begin effectively managing your intellectual assets.

## **The food & drink IA project**

Ellis IP Ltd and AB Associates are delivering this project on behalf of the Intellectual Assets Centre. Businesses in the food and drink sector, which includes food technology, aquaculture, agriculture and fisheries, are invited to register with the IA Centre to receive one-to-one support as part of this project. The businesses must have a base in Scotland.

For more information, please email [michael.ellis@ia-centre.org.uk](mailto:michael.ellis@ia-centre.org.uk) or [alice.matthewson@ia-centre.org.uk](mailto:alice.matthewson@ia-centre.org.uk), telephone the IA Centre on 0141 243 4920 or visit the website at <http://www.ia-centre.org.uk>

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Ellis IP is an intellectual property consultancy based in Edinburgh and East Lothian. Its consultants advise small and large companies in a broad range of sectors on intellectual asset issues, with a particular emphasis on protecting and exploiting intellectual property through formal registration, agreements and licenses – [www.ellis-ip.co.uk](http://www.ellis-ip.co.uk).

AB Associates are business advisors based in the Shetland Islands, but assisting clients across Scotland in business development, project feasibility and sourcing funding [www.abassociatesltd.com](http://www.abassociatesltd.com)

The Intellectual Assets Centre is a Scottish Government funded organisation established to enhance the value drawn from intellectual assets in Scottish organisations. This is achieved through workshops, seminars and one-to-one consultations. For more information, visit [www.ia-centre.org.uk](http://www.ia-centre.org.uk)