













The IP Asset is a thought leadership series from BLG's Beyond IP Strategy group that provides practical insights for Canadian companies and their advisors, including startups, scale-ups, and growing companies with a focus on innovation.

These strategy snapshots are designed to help you enhance your understanding of how intellectual property (IP) strategy can positively impact your business. The articles highlight the business value that IP brings to companies: creating tangible benefits from intangible assets, and providing competitive intelligence to help you be successful against competitors. The series is also meant to raise awareness of intellectual property in Canada to promote innovation and the Canadian economy.

Please enjoy the articles provided below, and email us at BeyondIPStrategy@blg.com with your comments or suggestions.

Key Contacts

Curtis Behmann PARTNER & NATIONAL LEADER, IP STRATEGY
 Ottawa  CBehmann@blg.com  613.787.3596
Jason Howg PARTNER
 Calgary  JHowg@blg.com  403.232.9415
Geoffrey de Kleine PARTNER
 Vancouver  GdeKleine@blg.com  604.640.4227
Natasha Gulati SENIOR ASSOCIATE
 Ottawa  NGulati@blg.com  613.787.3543

Related Expertise

IP Strategy

Licensing

Patents

Trademarks

Copyright

Industrial Design

BLG can also help you with

Intellectual Property Litigation

Technology

Emerging Companies & Funds

Life Sciences

Competition/Antitrust and Foreign Investment

International Trade & Investment