



# How can your business generate value from new technology?

Whether you are developing a new product or considering investing in an early stage technology, you can usually benefit from a second opinion on the commercial potential of a candidate/emerging technology.

Plougmann Vingtoft offers reviewing of both a technology's competitiveness and its adaptation to the market. Thus, we provide an independent assessment that can support your company in defining the future strategy for the exploitation of the technology.

Our in-depth commercial analysis also creates unique advantages for investors to select those early stage technologies which have the best market and sales potential.

## Our combined IP and commercialization services help you all the way

What makes our methodology unique, is the well-established collaboration between commercialization professionals and top-level IP legal and technical experts in all aspects of Intellectual Property Rights.

We employ a large team of dedicated and highly specialised IP consultants, including 19 European Patent Attorneys and an equal number of experienced paralegals.

This means that we can handpick the best team to suit our clients and their individual needs.

Thus we both support our clients' commercialization activities and help protect and strengthen a company's ideas and inventions.

## Who is Plougmann Vingtoft?

This year, we celebrate our 50th Anniversary as one of Scandinavia's leading IP consultancies.

Our client portfolio includes a wide range of prominent global companies, innovative businesses and universities within numerous industries, including acoustics, plant biotechnology, pharmaceuticals and robotics. In addition, the firm has developed an eye for spotting creative start-ups and helping them to make the most of their IP.

### Some of our core services are:

- > combined IP and commercialization strategies;
- > freedom-to-operate analyses;
- > technology evaluation and transfer;
- > patent drafting and prosecution;
- > IP administration;
- > trademark and design registration; and
- > oppositions and litigation;

## A top choice also for technology transfer...

We have more than **40 years of experience** in assisting universities in protecting and commercializing their inventions. It is our mission to strengthen our university clients' technology transfer activities thus making them more attractive to their partners. We focus on delivering resource-efficient advice for our clients. Over the years, our team of consultants have worked with hundreds of projects for more than 25 universities in Europe.

For more information about our university services, please visit our website: [tto.eu](http://tto.eu) or [pv.eu/clients/universities](http://pv.eu/clients/universities)

