

The background is a vertical collage. The left side shows a lush green mountain range under a blue sky with white clouds, with a terraced agricultural field in the foreground. The right side shows a close-up of kitchen items against a blue-painted wooden wall: a black metal strainer, a brown metal strainer, a white ceramic colander, and a white ceramic coffee filter on a blue ceramic base.

Monetising Intellectual Property

Bridging the gap between IP and Profit

Windward Commodities
Barbados, August 2020



Introduction: Defining IP, brands and commodities

Intellectual Property

“an intangible asset that is the result of creativity and can be legally protected”

A brand

“intellectual property that distinguishes one product from another to the end customer”

A commodity

“a primary agricultural product typically traded in bulk with minimal processing”

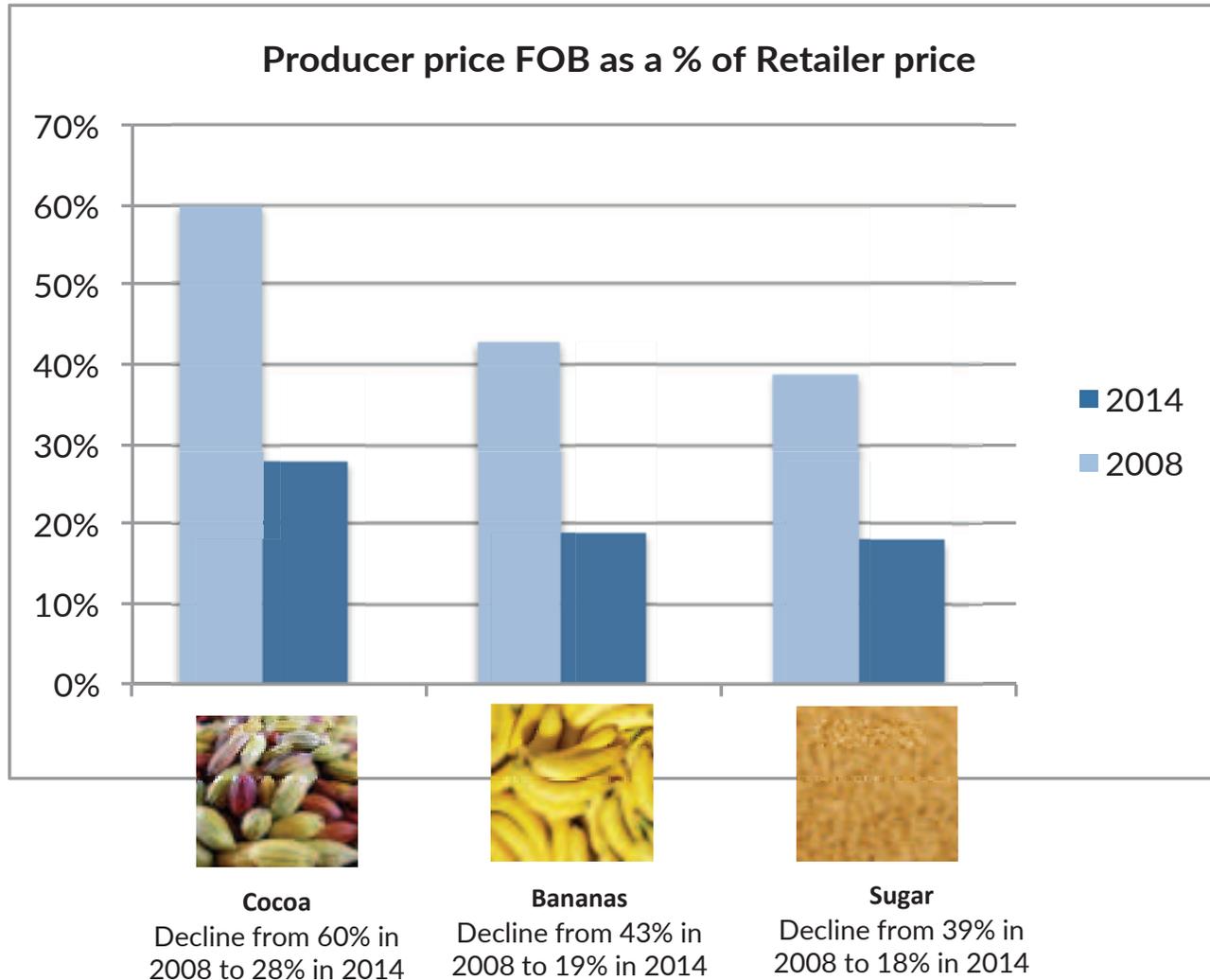


Introduction: Types of brand

<p>certification marks TM</p>    	<p>geographical indicators ^{GI}</p>    
<p>product brands TM</p>    	<p>varietal brands TM</p>   <p>goodness from head to toe</p>  

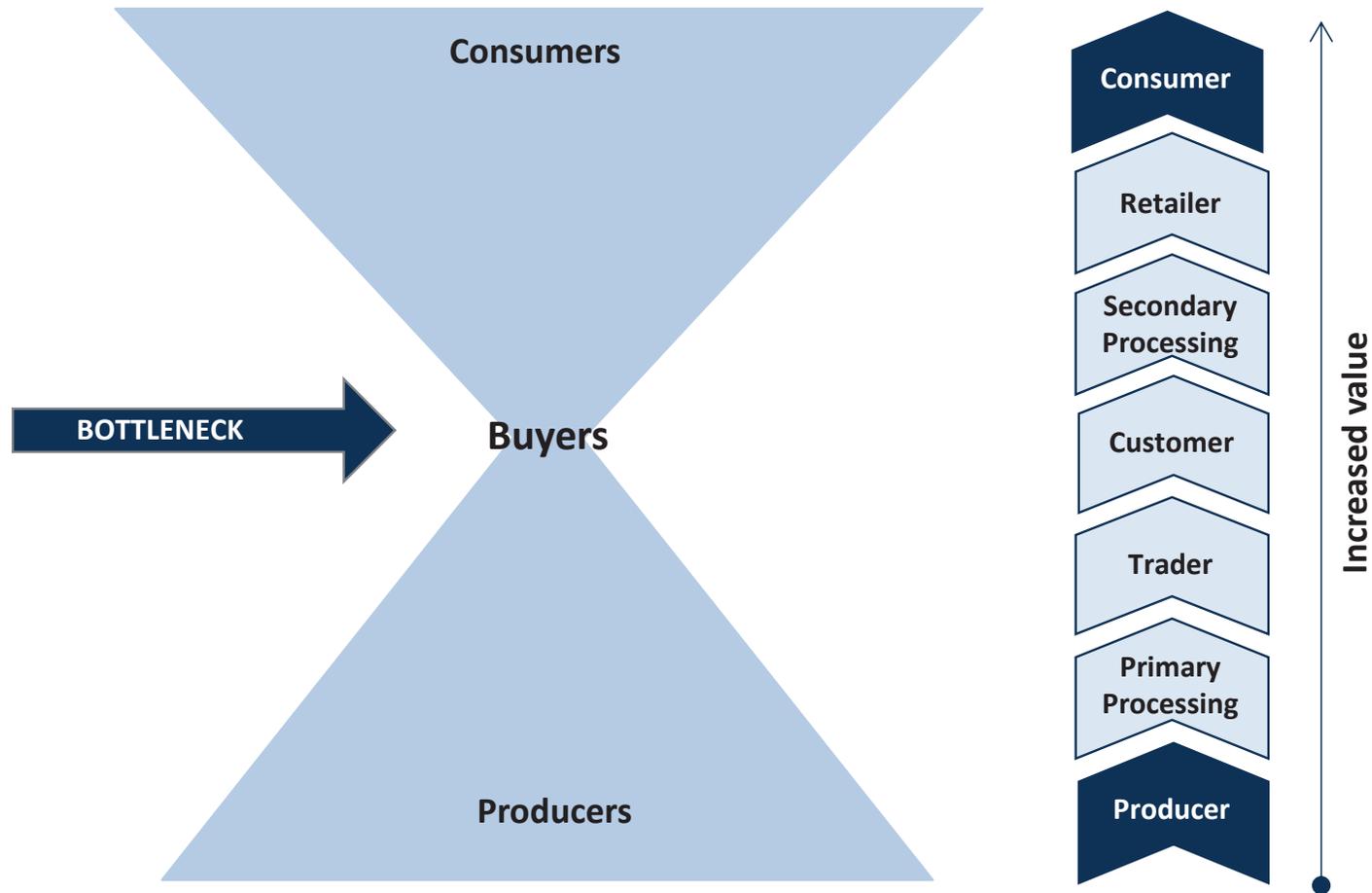


Problem: The value that producers receive is declining





Problem: The commodity bottleneck





Problem: Certification has serious and growing limitations





Problem: Intellectual Property does not have intrinsic value





Opportunity: Product similarity is not a barrier to branding



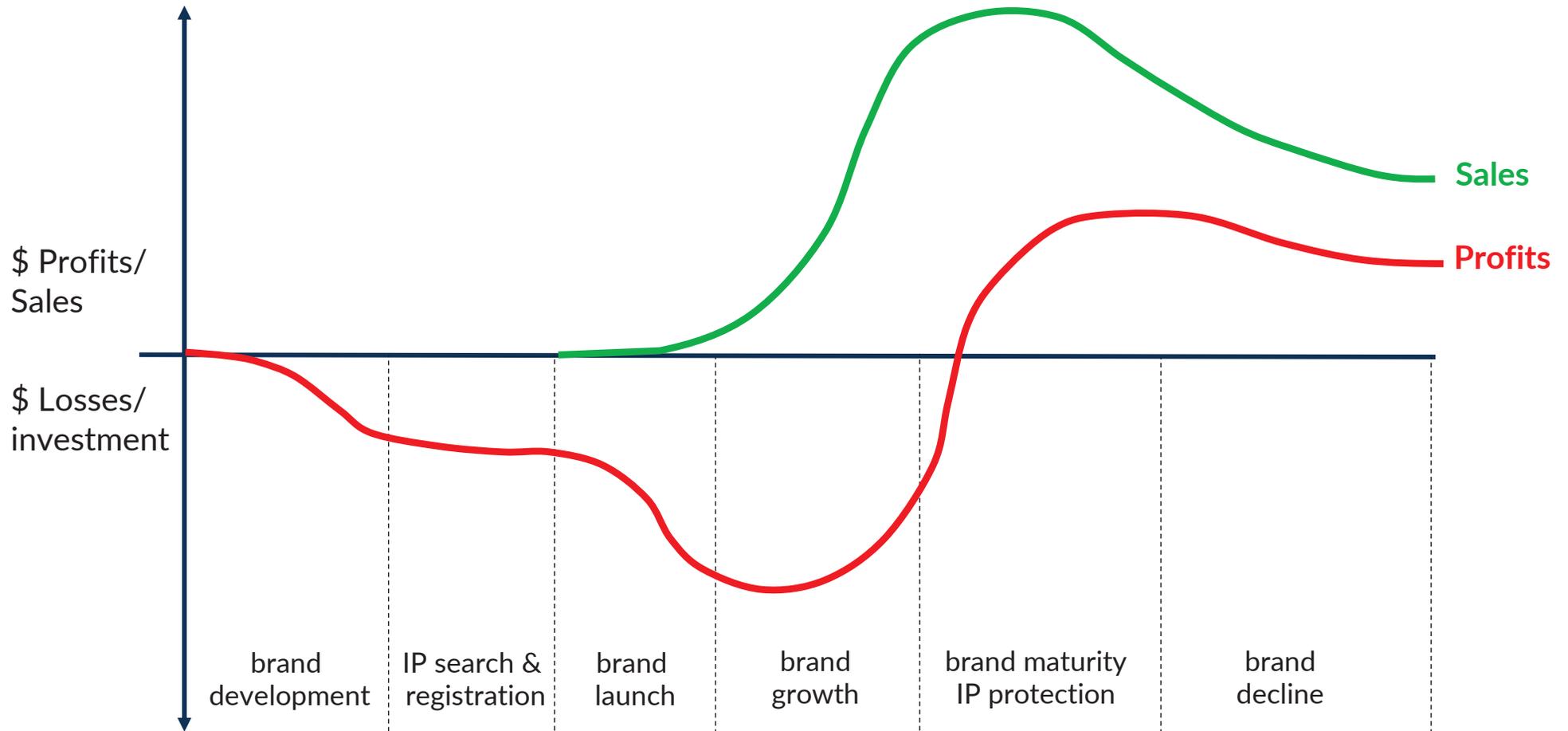


Opportunity: Balancing risk and reward

		reward		
		low	med	high
risk	high		varietal brands 	product brands
	med		geographical indicators 	
	low	certification marks 		



Approach: Structured investment creates value from IP





Approach: Four core strategies for IP monetisation

revenue maximisation



brand licensing



IP sale



IP collateralisation

Alphabet





Revenue maximisation

Branding Barbados Sugar
case study



Revenue maximisation: Creating an integrated Barbados brand





Revenue maximisation: Creating an added-value product range

Lower value

Higher value



Higher value



Revenue maximisation; ingredient branding and tourism links





Brand licensing

Zimbabwe smallholder chillies
case study

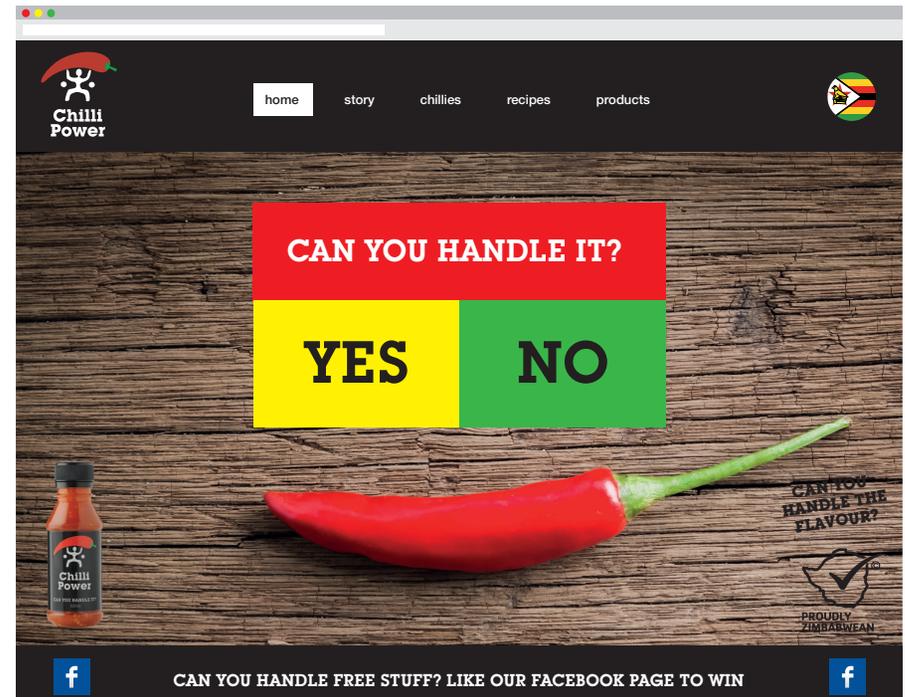


IP licensing; A common commercial model





IP licensing; empowering smallholder chili farmers





IP sales

Mexican co-operative coffee
case study





IP sales; developing IP for Mexican co-operative coffee





IP sales; sale to Ecom Trading



INICIO NUESTRO CAFÉ ▾ NOSOTROS  DÓNDE COMPRAR NOVEDADES ▾ CONTACTO

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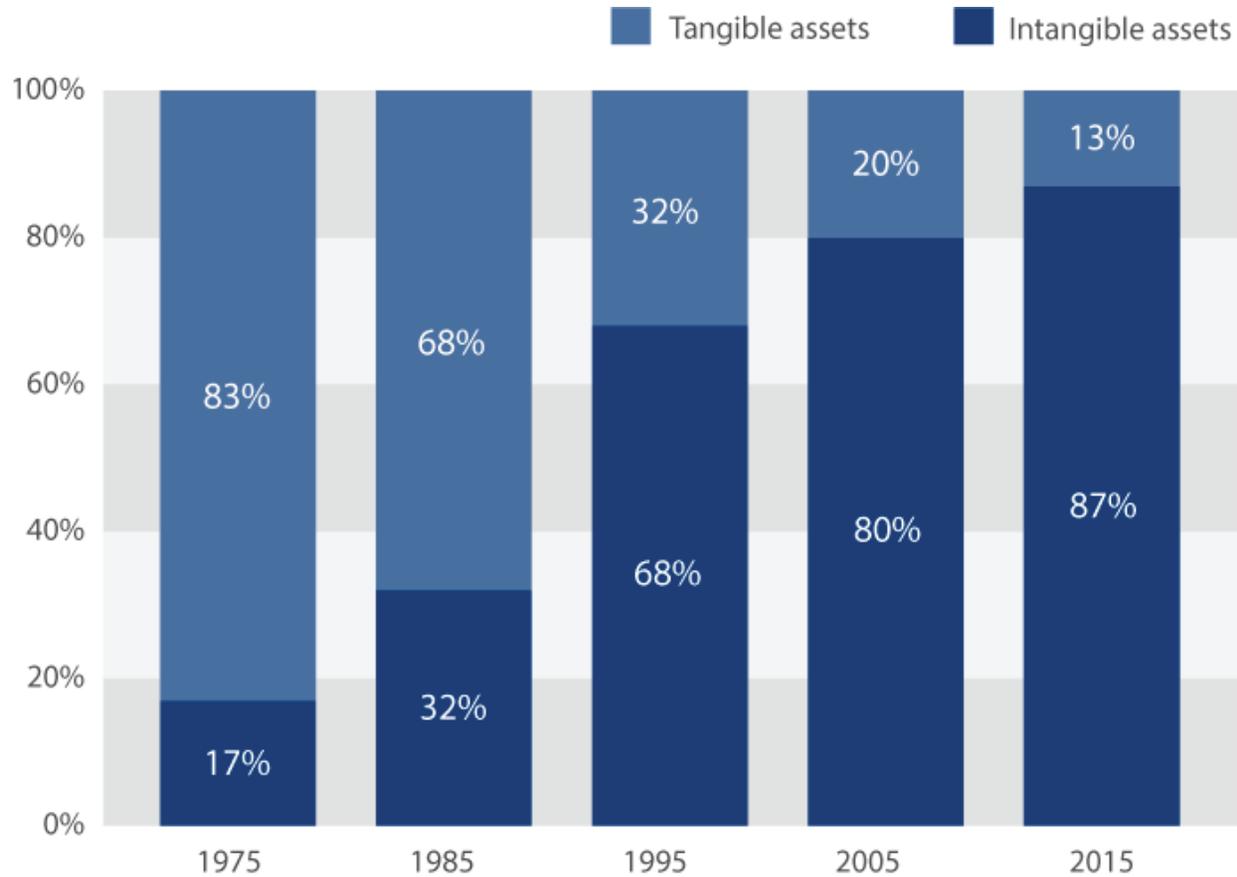


IP collateralisation

Corporate cases studies for
trademarks, data & patents



IP collateralisation; the future is intangible



Alphabet





Final thoughts: Bridging the gap between IP and Profit

Intellectual Property does not have intrinsic commercial value so creating profit from it requires expertise, investment and a structured approach to brand building. Realising this through mechanisms such as licensing is a highly specialist field.

- **Intellectual Property is the start, not the end, of the investment process**
Investment in creating and registering IP must be supported with ongoing expenditure in developing brand value through structured marketing and sales activities and ensuring that IP value is protected over time.
- **Creating demand and adding value means broadening expertise**
This is critical as value moves from upstream to downstream. This requires buying in or outsourcing a range of skills in IP, marketing, social media, sales, category management, distribution and quality.
- **Clear objectives for Intellectual Property monetisation are critical**
Once IP is built and has value, creating profit depends on product sales (e.g. increased margins), licensing (e.g. royalties), collateralisation (e.g. leveraging value on balance sheet) or sales of the IP (e.g. transfer of IP ownership).



Thank you

Questions, queries or comments ?

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