



# **IAC IP Intelligence Reports**

## Frequently Asked Questions

# Understanding IAC's Market Intelligence Reports

## What are IAC's IP intelligence reports?

IAC produces IP intelligence reports, which are detailed and comprehensive reports, commonly referred to as Patent Landscape Reports or IP Landscape Reports.

## What do IP intelligence reports provide for IAC

Intelligence Reports provide a snapshot of the patent rights that exist for a particular technology segment, with information on whom they belong to, where they are registered, and for how long. They also provide an analysis of market and patent data, to identify gaps, trends, competitors and more, which in turn helps you to better recognize and understand risks and opportunities.

## How can IP intelligence reports be used?

IP Intelligence reports provide an overview of the key players in a particular sector, from both a market and a patent standpoint. With this information, a business can identify the competition in a sector and consider its relative positioning. Businesses can also use IP intelligence reports to:

- **Guide internal R&D and investment decisions**  
Help you to understand what else is already out there when it comes to technology and patents.
- **Identify new and emerging technologies in a space**  
Find out who the other players are, and what patents and filing strategies they have in a particular market.
- **Evaluate the potential strength of candidates for alliances, acquisitions, and licensing opportunities**  
Know the other party's position in the market in which you plan to collaborate, be aware of any potential risks and take advantage of opportunities that could arise in view of what they bring to the table in terms of IP.
- **Seek funding opportunities**  
To inform potential funders about who's who in the market and showcase your own IP position within this market.
- **Identify candidates for Mergers and acquisitions (M&A)**  
To identify positions of potential growth in the market if you are contemplating M&A activity.

## What can IP intelligence reports enable?

A patent landscape is a useful tool used to inform both strategic planning and business policy and processes. It can also help you make more informed business decisions as you scale and grow.

## How does IAC prepare these reports?

IAC's IP Intelligence Reports go above-and-beyond patent landscape studies to extract insights that make business sense and require hours of research and analysis. If commissioned by an individual business, these reports can cost between \$25k- \$100K per

## How does IAC select topics for their reports?

As with all of IAC's services, we consider the needs of our membership when selecting topics for our IP Intelligence Reports. If you are interested in making a recommendation, please complete this [form](#).

## Is it necessary to have a custom report commissioned?

IAC's Intelligence Reports are typically performed to cover a broader scope, and thus answer questions which may or may not align completely with your specific needs. For this reason, it may become necessary to perform a custom study that is targeted to your specific technology and business needs.

## Learning more about IP Intelligence Reports

Check IAC's [IP Educational Hub](#) regularly for updates on learning material about IP landscapes.

## Getting Support

IAC's team of IP experts is available to answer specific questions about Intelligence Reports and other questions pertaining to how to use reports (e.g., how to use the data in the report for improved decision-making, how to conduct your own patent analysis., etc.). Contact us at [ipintelligence@ipcollective.ca](mailto:ipintelligence@ipcollective.ca) or book an appointment [here](#).