

How IP is inspiring high growth and capturing break-out value in 2025/26

Press release about a book published on 27th March 2025

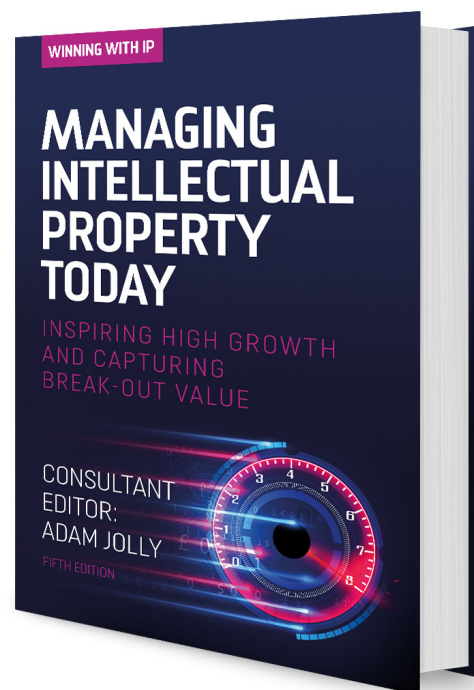
The billions in new value that tech is creating will predominantly go to those who best manage their intellectual property, says a new edition of a title from Newsdesk Global Communications with Novaro Publishing.

When IP lets you break into new markets, trade at a premium and build future value, the winners are not always who you expect, it says. They could come from anywhere.

Unlike other assets, IP has the capacity to scale exponentially by multiples of two, ten or a hundred. The challenge is to line up the right IP in the right business model and manage it with the right mindset. Only a few get it right.

Drawing on the knowledge and experience of IP leaders of today and tomorrow, including the EPO's high-growth team and the European Innovation Council, this book discusses how strategy is now being formed, what models are being adopted, what funding is being lined up at each stage and how high-value deals are being negotiated. Highlights include:

- How **future industry giants** are managing their IP.
- How more ventures can acquire the entrepreneurial skills to cross **the valley of death**.
- How industry can turn **innovation upside down** to capture more early-stage value by defining the problem before finding the solution.



- When all innovation is now to some degree open, how the underlying IP is captured in the **right business model**.
- What **eight IP hurdles** venture capitalists encounter when spinning out deep tech.
- Why ventures consider **licensing** too narrowly at the beginning and too loosely at the end, leaving them with suboptimal returns.
- How **agile IP** can replace start-ups as the best way to test ideas.
- Why the surge of French **AI start-ups and scale-ups** are relying as much on proprietary algorithms and data as on patents.
- How AI is being used in the cycle of **biotech discovery** to create new IP and to power challengers to big pharma.
- How IP is establishing itself an asset to raise **early-stage funding** without diluting control.
- In the **second round of funding**, how investors expect scale-ups to give a clear account of their IP's competitive value and its ability to withstand attack.
- How ventures can accumulate a series of **freedoms to operate**, instead of hoping for the best at due diligence.
- How **claims** are now being interpreted at different levels of the European system.
- How Europe's **Unified Patent Court** is affecting how ventures manage confidentiality, injunctions, proceedings, revocations and oppositions.

Commenting on the book, Eugene Shteyn, partner at Blackwood Healthcare Breakthroughs, a medtech investor in California said it's: 'great to see a road map for figuring out how to create intellectual assets in their broadest sense and combine them with a realistic strategy for making a return. These are becoming the fundamental assets for the 21st century.'

For Stefan Spitz, an IP professor, engineer and consultant, who is advising ventures in Germany, Switzerland and Poland, it is: 'a really innovative book ... it takes you on a learning curve of how to think about the IP in new technologies.'

Contributors

European Patent Office • European Innovation Council
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- *Winning with IP: Managing intellectual property today*, 5th edition, is published on 27th March 2025 for Newsdesk Global Communications by Novaro Publishing, ISBN: 978-1-0685644-1-3
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