

## Project Green



**Industry** *Environmental Management*

**Scope** *IP Capture, Product Commercialisation*

**Location** *Melbourne*

**Project** *CRM Partner*

**Tags** *Intellectual Property, Environment, Commercialisation, Product*

### Project Detail

#### Challenge

A specialist engineering solutions provider in the environmental market was seeking to implement a structured intellectual property (IP) capture and product commercialisation program. CRM were tasked with developing and implementing the program while at the same time ensuring that core revenue generation was not compromised.

#### CRM Approach

CRM Advisory were the architects of a comprehensive intellectual property capture and protection program. We also provided a platform for the product commercialisation of the agreed intellectual property. Our process included the oversight for the implementation phase of the Intellectual property procedures. At the core of this project was the necessary documentation and primary interaction with the nominated patent attorney.

#### Outcome

CRM Advisory allowed the client to concentrate on the core revenue generation and corporate structure initiatives of the business. While revenue is being generated, we continue to manage intellectual property and product commercialization programs that feed into the broader company strategy.