

## Competitive Intelligence and Intellectual Property (2)

### Key uses of Intellectual Property Assets

- Transforms an intellectual asset into a business asset
- **Exclude others/Entry Barrier:** To protect price and market share by excluding others from a specific marketplace and as a guarantee of channels to market
- **Risk Management/Freedom to Operate;** Insurance against legal action by competitors
- **Partnering:** Strategic alliances, commercialization, licensing, or held as a blocking strategy
- Raising Finance/monetization

# Competitive Intelligence Using Intellectual Property

**John J. McGonagle, Carolyn M. Vella**



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