ROCSEARCH

Designing an effective Intellectual Property framework for a Middle Eastern country

- Cross-country benchmarking
- Strategy consulting
- Identification of best practices

Business need

- As part of its growth vision, the Government of a Middle Eastern country was working on a reform programme aimed at diversifying its economy.
- It was looking to design an effective Intellectual Property (IP) enforcement and protection system targeted to improve its global rankings and ease of doing business.
- The Government agency was keen to create a self-sustaining profitable entity for IP enforcement and learn from the best practices of similar entities worldwide.

To revamp the IP enforcement system of a large Middle Eastern country and improve its global rankings of the country.

The client outlined two key reasons for selecting RocSearch over its competitors:

- Our strong strategic advisory and benchmarking capabilities.
- Our flexible client-centric engagement models.

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Approach & Methodology

- RocSearch assessed at least 40 countries and their IP enforcement & protection frameworks. We evaluated these systems on several criteria including IP activity, perception of IP protection, enforcement protocols, further ranking these based on a comparative analysis.

> We conducted a thorough analysis on several quantitative and qualitative aspects of shortlisted IP enforcement & protection systems, and tracked relevant developments.

- We charted out the IP enforcement value chain to map the ecosystem of IP entities and subsequently profiled select countries, creating benchmarks for relevant services, noteworthy developments and business model concepts.
- We captured insights on global archetypal entities, including private companies, non-governmental organisations (NGOs), and government bodies, across the value chain.

Business outcomes

- Critical fact-based insights and recommendations on the IP enforcement platforms.
- Global best practices, success stories, and insights on benchmark countries and entities for execution in the local context.
- Go-to-market strategies and business model concepts of shortlisted countries and archetypal successful entities.
- Refined service offerings, mediation and arbitration processes.
- Direction for budgetary planning based on the lessons learnt from benchmark countries and successful entities.

The market mapping analysis enabled the IP authority to refine its enforcement platform and track progress along identified benchmarks.

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About RocSearch

Founded in 1999, RocSearch has been a pioneer in empowering our clients to overcome challenges and realize their goals. Our strength is delivering research and advisory solutions through managed and dedicated teams that produce the expert intelligence our clients require to gain a true competitive advantage.

We draw on proven expertise to deliver consistent value across all types of business requirements: ranging from digitization and analysis of business, financial, or customer data to the provision of 'act-on' insights for the most challenging business problems.

Our longstanding client relationships bear testament to the enduring value we create, alongside our consistent reliability and absolute discretion. We take great pride that many of the brightest global companies rely on us to help them achieve top-line growth, operational efficiency and increased profitability.

www.rocsearch.com

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