



# Intellectual Property

## Due Diligence



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### What is Intellectual Property (IP) Due Diligence?

An Intellectual Property Due Diligence is a detailed investigation that assesses the quantity, quality and ownership of intellectual property (IP) assets owned by you or your company. IP Due Diligence helps determine the value of IP assets and identify the risks associated with any transaction you are considering.



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### How does it work?

An IP Due Diligence is performed by PwC's IP experts in three phases:

1. Gathering information and documents
2. Analysing the information in detail
3. Producing a report on the validity of the IP assets and the management of the associated risks



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### When do you need IP Due Diligence?

An IP Due Diligence is a critical step in:

- the sale of a company or a business
- the purchase of a business
- mergers and acquisitions
- demergers
- the dissolution of a company
- raising capital and seeking financial assistance
- licensing a company's IP rights



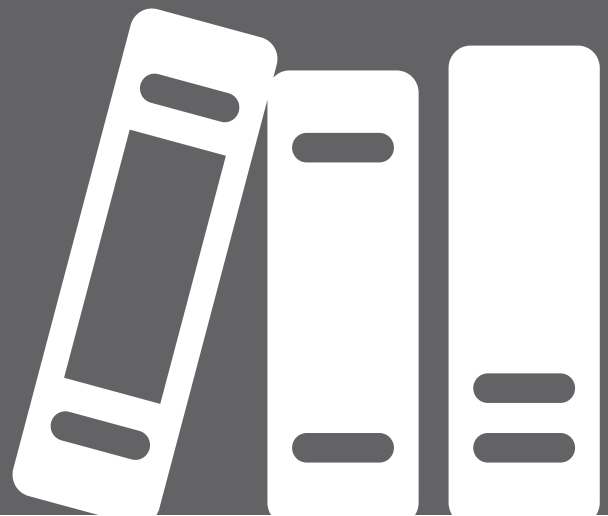
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### What is the outcome?

We deliver you an IP Due Diligence report, which:

- confirms the validity of the IP assets,
- identifies all relevant issues and the associated risks,
- provides proposals for recommended actions along with the estimated time schedule and cost, and
- highlights areas where further examination is needed.

“What we ever hope  
to do with ease,  
we must first learn  
to do with diligence”



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