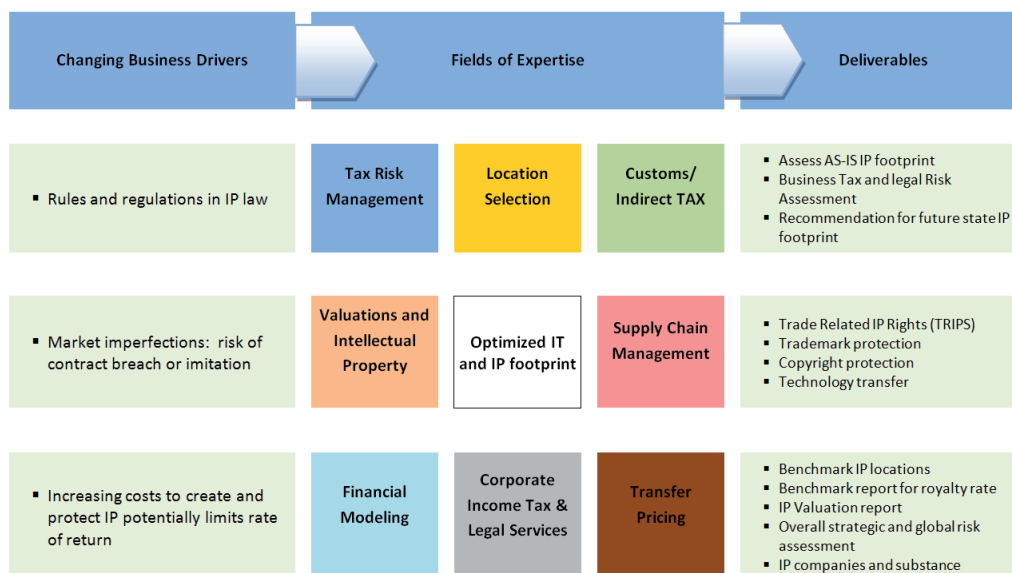


How to optimize your Intellectual property (IP) footprint?



Given the ongoing global technology and marketing challenges, making a return on as well as protecting your Intellectual Property is increasingly becoming a boardroom discussion.

Most of the value of new high technology products, software applications, medical supplies etc. lies in the amount of invention, innovation, research, design and testing involved. It is the idea, creativity and intelligence behind products and services that is increasingly providing companies with a competitive advantage. Protecting and optimizing this advantage is more and more becoming a strategic business driver. What differentiates us is our integrated approach, visualized by nine fields of expertise.



Addressing the following key issues:

1. How to tap into new markets and simultaneously protecting your IP?
2. How to harmonize your IP policy in case of multiple IP owners within one multinational?
3. How to optimize your return on IP investments via-a-vis 'peer group of competitors'?
4. How to transfer IP to favorable tax locations, while addressing sustainable substance requirements?

About Investment Consulting Associates - ICA

ICA is a strategic advisory firm headquartered in Amsterdam, The Netherlands. Our business philosophy is to utilize smart and efficient software applications in providing dedicated and tailored site selection services. LocationSelector.com and ICAincentives.com are two of our flagship products. This is what differentiates ICA from traditional strategy and management consulting firms who are active in the field of corporate site selection and investment promotion services.

Many of our clients are ranked among the world's 500 largest companies, but we also advise midsized businesses, non profit organizations, and government agencies. Our global track record supports our mission to become world leader in global site selection and Foreign Direct Investment (FDI) advisory.

About Transfer Pricing Associates

Transfer Pricing Associates is the leading independent provider of global transfer pricing and valuation services and part of the TPA Global group. The TPA Global group is an independent and specialist provider of expert transfer pricing, tax valuation and customs services, headquartered in Amsterdam and with our own offices and coverage in over 30 countries around the world.

Transfer Pricing Associates provides high quality transfer pricing advice and assistance to multinationals of all sizes, wherever they are located. For more details of our innovative services, please visit our website at www.tpa-global.com

