



# Integrating Intellectual Property in Business

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*MS Bharath conducts a webinar on 'Integrating Intellectual Property into Business' hosted by The Ideas Exchange.* The increasing perception of IP intangibles as business assets, catalysed by new forms of IP, has gone some way in highlighting the benefits of valuing IP – particularly for transactions, auditing, litigation and financing. Bharath's talk elaborated on how IP assets can be integrated into business: particularly, the formalisation of a people and process framework which includes IP creators, business heads and legal counsel.