

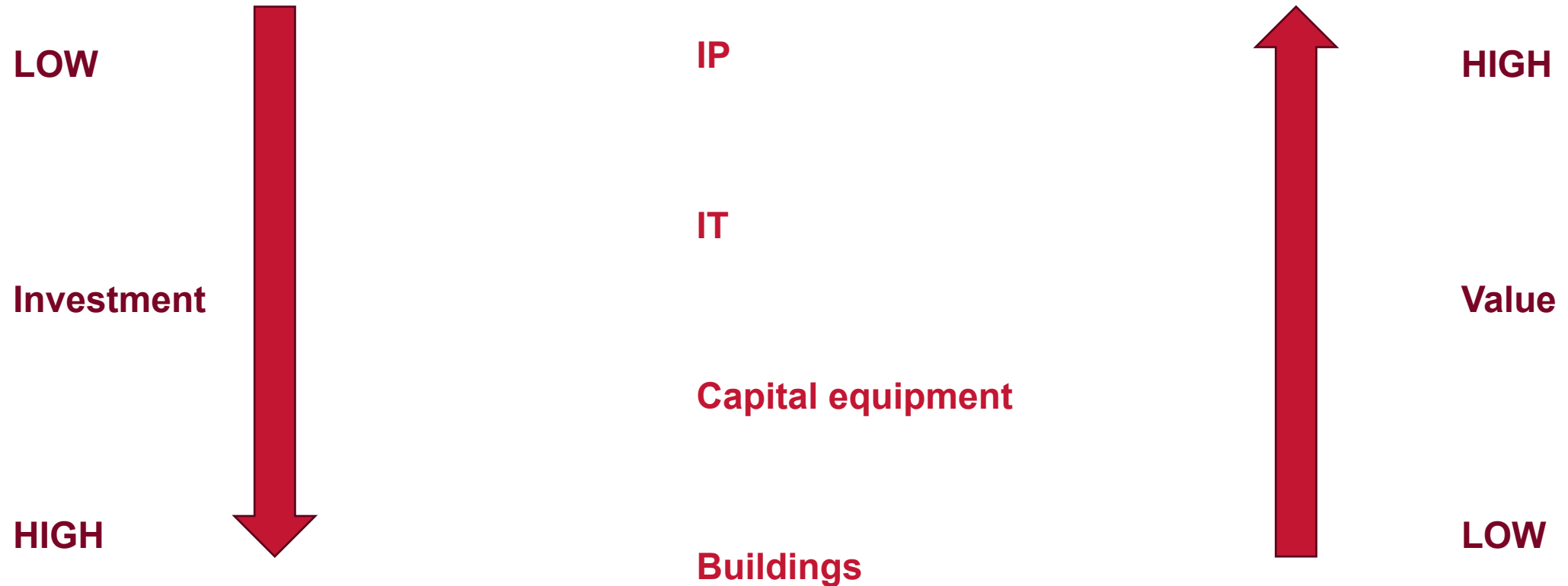
Harnessing tech for brand value: A strategic lens for your charity

Ben Travers, Head of Intellectual Property



IP Briefing

Value Misconception



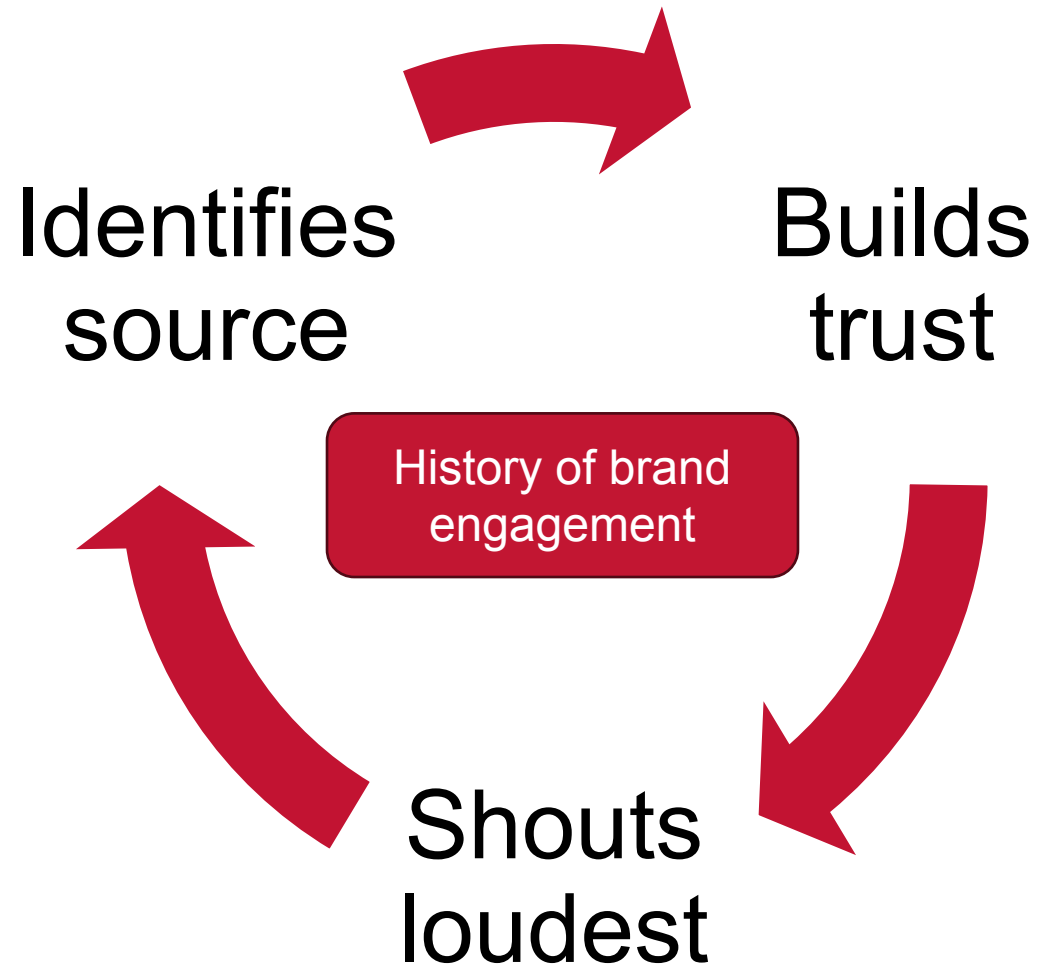
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Value Disconnect



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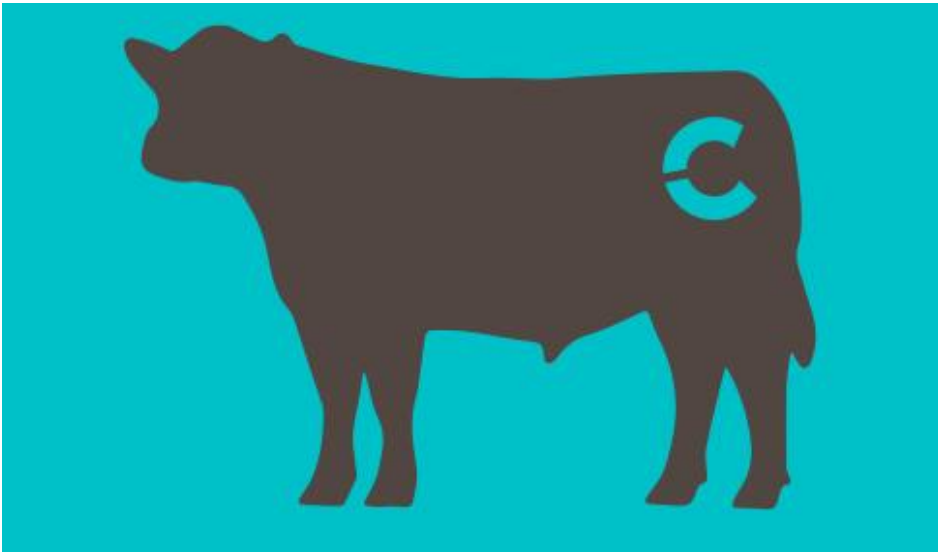
Evolution of brand engagement



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Trademarks

Customer Certainty

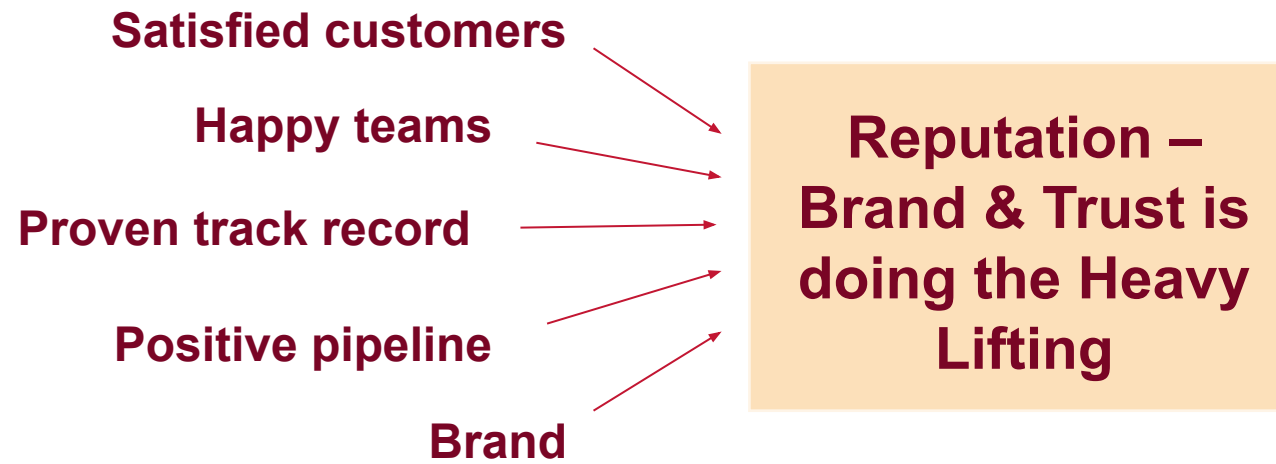


Brand Protection



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Outputs Creating Value



**Your reputation may be your
most valuable asset**

**Trustees have an obligation
to maximise value in assets**

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Consumers Expect to be able to interact with brands in different ways

- **Sense of Ownership**
 - **Interactivity**
- **Increased Awareness of ESG**
 - **Lack of Loyalty**





**Technology Accelerates
these Trends**

**From Car buying to Charity
Donations**

AI

Search Engines

User Generated Content

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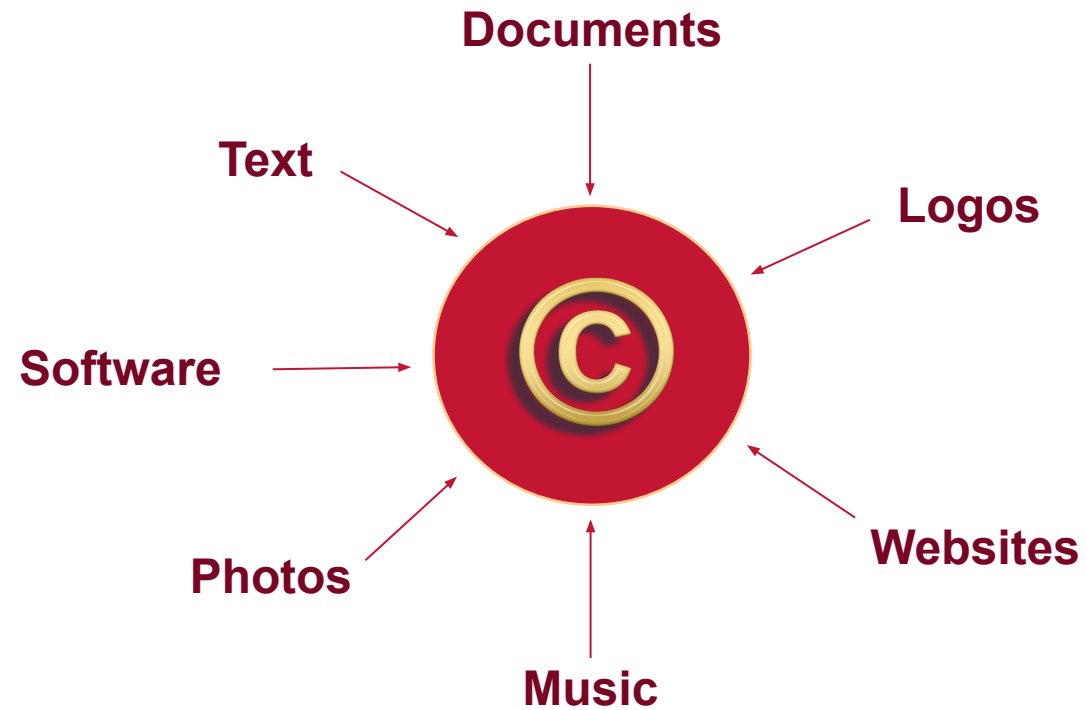


Brand Collaborations

- TM Registrations
- Contractual Matrix

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Copyright



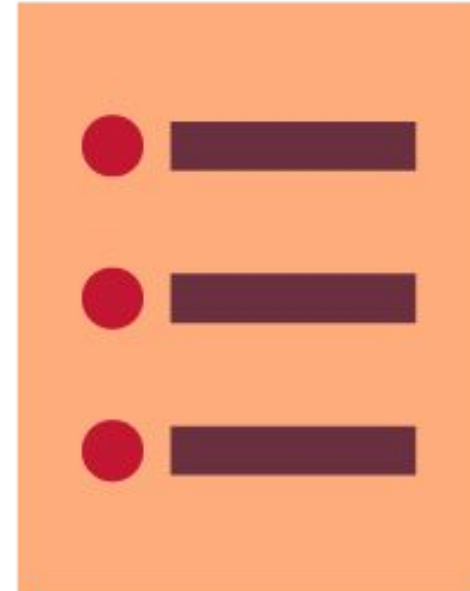
IP Briefing Strategy



IP Briefing

Next Steps

- ✓ **IP Audit**
- ✓ **Register brands**
- ✓ **Audit contractor relationships**
- ✓ **Put agreements in place**



Thank you

Any questions?

Contact details



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