

AIC STRATEGIC PARTNERSHIP – WITH ICEBERG ASSOCIATES LLP

ICEBERG Associates is an innovation and technology transaction firm based in the UK with offices in London and the Oxford Science Park. It is an innovation-based business, securing intellectual property rights for its clients that are organisations that invest in technology or that are the owners or inventors of technology and intellectual property. Iceberg also provides cutting edge advisory services to empower its clients to maximize the underlying value of their IP. ICEBERG has connections with many significant enterprises globally that are either technology investors, technology owners, or both.

These include universities, private enterprises and government departments.

ICEBERG enhances its capabilities through alignment with the AIC in the following areas:

- Technology Market Research, where ICEBERG's clients in both the university and private sectors have access to the AIC's Technology Market Research reports in conjunction with ICEBERG Intellectual Property Analytics to make appropriate decisions on commercialising technology.
- Intellectual Property, Commercialisation and Technology Management, using the AIC's Gateway Enterprise product and Commercialisation Management System to introduce strategic IP management and opportunity assessment procedures into an organisation
- Innovation, Intellectual Property and Technology Commercialisation Education, using the AIC's Professional Bootcamp

As leading edge, innovative organisations themselves, the AIC and ICEBERG are working together to foster collaboration to increase the value of intellectual property for organisations that develop or acquire it.