



## CASE STUDY

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Davies Roberts  
Co-Founder and CEO  
Flare Audio Technologies Ltd

# We Can Help

## Flare Audio Case Study



We have helped countless innovative SMEs put in place an IP strategy they can apply quickly and consistently as their businesses grow.

For example, some years back, we took over responsibility for the IP portfolio of a successful technology company, Flare Audio Technologies Ltd. They were founded from a single piece of unique technology, but have quickly evolved, through constant innovation, into a diverse and fast-moving technology company, developing, making and selling, amongst other things, earphones and earplugs that are becoming renowned the world over.

*“Strachan IP continues to be one of Flare’s closest relationships with exceptional IP advice and service. As a technology company, we’re constantly looking at ways to protect and grow our intellectual property and Vicki is always on hand to offer support. Having a patent attorney that you know you can trust is incredibly reassuring for us as a fast moving company.”*

*Davies Roberts, Co-Founder and CEO of Flare Audio Technologies Ltd*

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Flare Audio Case Study



When we took over their IP management, they had a large portfolio of IP rights, and a seemingly never-ending stream of invoices for maintaining their IP rights, without being able to match up these invoices to the work that had been performed, and how that equated to additional value for the company.

We helped them to organize their IP portfolio into a manageable document, and to put in place some simple habits to ensure that they (with our help) could keep on top of everything and make informed decisions. And we stay with them every step of the way.

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1. When we first met, you were using another IP firm to secure and maintain your IP portfolio. **What problems had you been having, and what was the ‘straw that broke the camel’s back’ that made you want to look for alternative IP support?**

For years, we had been working with a large IP company that managed everything remotely. Due to our innovations, our portfolio began to grow rapidly and as time went on, we were in need of quick communication, transparency and clear guidance. This is something that is difficult to find and all of which is a priority for Vicki and her team. It just made complete sense to transfer over to Strachan.

2. We had an initial face-to-face meeting to discuss issues and put some processes and strategies in place to address them. **What happened as a result of that first meeting that had the biggest immediate effect on the management team and business generally?**

Just having a face-to-face meeting was something we were not used to with IP lawyers.

Being able to sit down in the same room and discuss a strategy was exactly what we needed.

The biggest initial change was having a schedule that included all our IP together and exactly what stage everything was at. This meant we could identify issues and opportunities quickly.

### **3. From your perspective, how easy was it to transfer your IP portfolio to Strachan IP?**

Incredibly easy. It was a concern that we would have to move IP that had been sat with another company for a number of years. Particularly with our portfolio not being in a structured format, we were unsure how to do this.

We were quickly put at ease and this process was completely seamless for us.

### **4. How easy are you finding it now to manage your IP portfolio and make the right strategic decisions about Flare's IP?**

Having a clear schedule and straightforward advice means we can make informed decisions much easier. We regularly pose the same strategic questions to ourselves which can be applied, almost like a rule, to any situation.

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5. Since we first met, your technology has moved on a great deal and Flare has come a long way (to say the least).

**Do you think having an IP attorney that has taken the time to get to know the business and can help you to strategically manage your IP has contributed in any (small) way to your ongoing success?**

Without doubt. If your business is innovating and growing rapidly, you need your IP attorney to be informed and understand your goals. Without having sufficient protection in place, Flare would not be able to pursue the visions we have.



# Need Help?

If you need help to build or manage your own IP strategy, or if you have any questions at all about your IP or IP strategy, please do book a **free** initial consultation by emailing or visit our website:

## Get In Touch

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**A fresh approach to  
protecting your innovation**

