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# **INTELLECTUAL PROPERTY STRATEGY AT NORTH TECHNOLOGY GROUP-SAILING DOWNWIND**





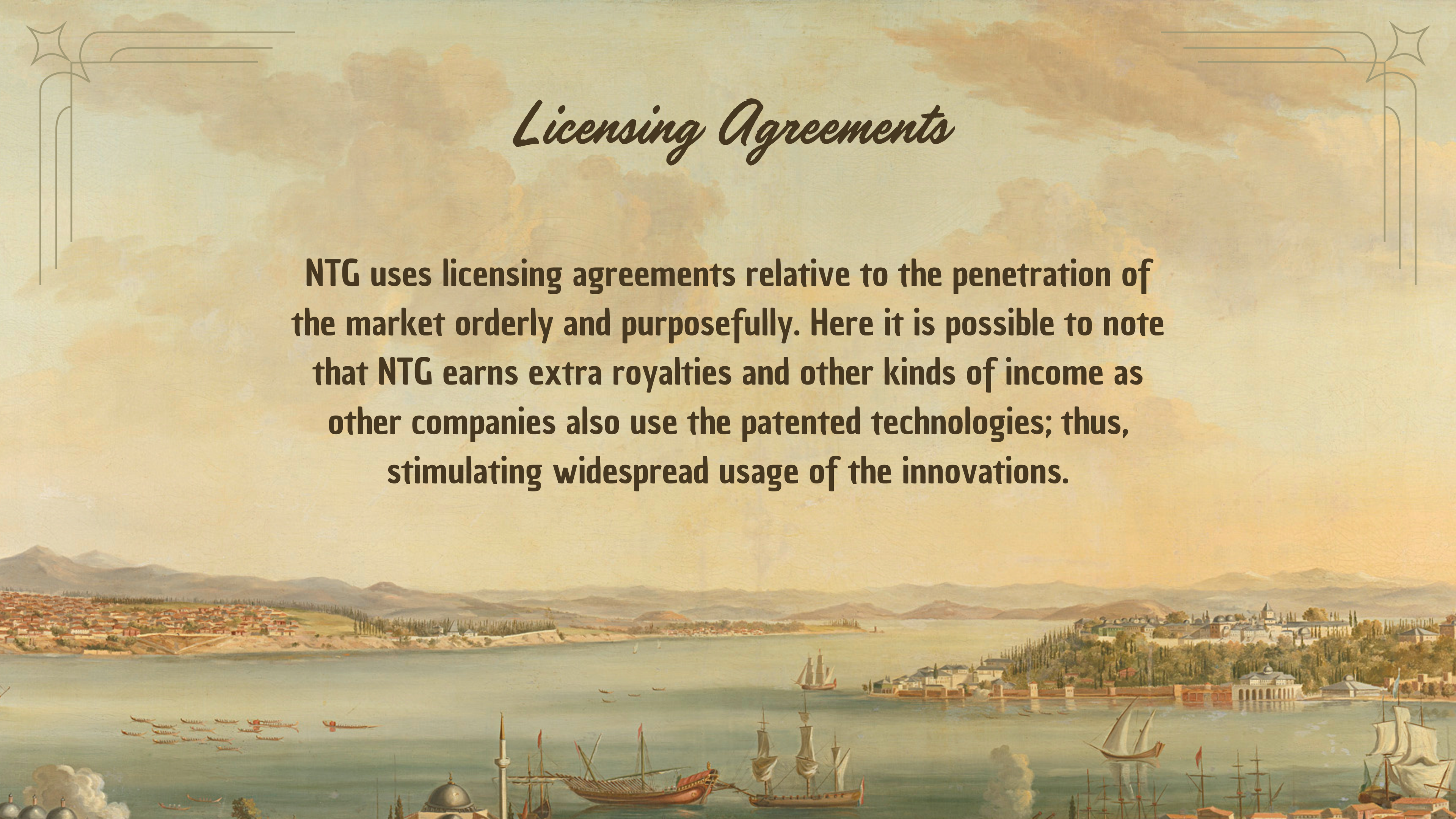
# *Introduction*

**As the rate of business innovation accelerates today's business world many companies are gradually beginning to understand the need to have a sound current IP strategy that they need to complement it. North Technology Group (NTG) – an industry-leading company focused on sailing and watersports equipment and services corroborates this trend through its approach of integrating and coordinating its activities related to management of IP with its organisational goals and objectives.**



# *Intellectual Property*

**Therefore, to NTG intellectual property is something that is major since it can defend its invention products and also strengthen its market competitiveness. Through trademark and patent protection, NTG guarantees that it provides only differentiated products while guaranteeing the company will benefit from the developed products without the risk of competition from a copycat.**



# *Licensing Agreements*

**NTG uses licensing agreements relative to the penetration of the market orderly and purposefully. Here it is possible to note that NTG earns extra royalties and other kinds of income as other companies also use the patented technologies; thus, stimulating widespread usage of the innovations.**



# *Conclusion*

**Therefore, as exemplified by North Technology Group's case, it has been established that IP management offers immense worth in the management of enterprises. Obviously, when the line is to navigate downwind with particular emphasis on the NW innovation, trademark, and licensing, the NW COMPANY/NTG is well-poised to expand its leadership in the world of watersports.**

# RESOURCE

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