SOPHISTICATED NEW PLATFORM AIMED AT BRAND OWNERS AND INTANGIBLE ASSET MANAGEMENT LAUNCHES.

(22 January 2021, United Kingdom) Award-winning, global IP and brand law consultancy, Stobbs, are excited to announce the launch of iaidō - innovative technology built to improve the scope and value of brands and their associated intangible assets by using their big data to blend real-time consumer purchasing patterns with their brand IP to track the effectiveness of trademark portfolios.

The spin-out company has already deployed its technology with a number of major global brands, including ABInBev (owners of renowned brands such as Budweiser, Stella Artois and Corona) who have been a key player in the development and testing of the technology for the past 18-24 months, culminating in the first public release of the software today.

By automating a series of manual processes and connecting strategic brand expertise, iaidō will give users an instant picture of their IP performance together with practical, actionable outputs. Transforming efficiency of in-house legal teams in terms of managing non-use, protection strategy, gap fill analysis and renewals analysis.

Today also marks the launch of /iambic/, a full IP and legal case management system which can be used independently or in conjunction with iaidō. The dual launch of iaidō and /iambic/ aims to provide innovation that the creators believe the service provider landscape is currently lacking.

Lewis Whiting (Founder and CEO) commented:
“We have built a solution that allows brand owners to build out their protection strategy, then compare it with their existing portfolio and business intelligence data. All large brands possess this type of data but rarely have reliable instant access to it on a day-to-day basis, to inform the strategic management of their assets. This is a fundamental need, and our solution has been designed to fill the gap in the IP software industry that currently exists - a complementary platform rather than replacing any existing solution.”

To explore, please visit https://www.iaido.ai/
For enquiries, contact Lewis Whiting lewis@iaido.ai

Pieter van den Bulck (Global Director Intellectual Property at AB InBev) commented:
“I was amazed by Stobbs’ and iaidō’s determination to offer previously non-existing solutions for some of brand experts’ biggest challenges, yet even more impressed by the end result. iaidō is incredibly powerful, combining big sets of data at lightning speed with the ability offer instant reporting on otherwise complex and time consuming analysis. It really helped us to take the management of our trademarks to the next level, both by freeing up resources and enabling trademark analysis and reporting previously unheard of.”

About Stobbs
Stobbs is a Tier 1, Legal 500 law firm and consultancy focusing on intangible asset management, which covers IP and commercial services, as well as technological solutions. Their clients include large global brands such as Facebook, Just Eat, Nike, O₂, Go Pro, Harley-Davidson, Liverpool FC, Informa, Jack Daniel’s & Mars Wrigley. https://www.iamstobbs.com/
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