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why now?

With increasing regularity the difference between making a profit and fighting for financial survival is a company's ability to (a.) sustain control, use, and ownership and value of their intangible assets and IP, and (b.) maximize and extract as much value as possible from *those* assets.

The ability of a company to generate value from its intangible assets and intellectual property is directly related to its ability to sustain indeterminate control, use, ownership and value of those assets. That's because, 65+% of most company's value, sources of revenue, sustainability and future wealth creation are embedded in those assets, *however*:

- The government does not issue certificates to companies fiduciary stating 'these are your trade secrets, proprietary know how and competitive advantages'. Rather, its every company's responsibility to protect and preserve those assets!
- Proof of IP ownership (patents) no longer constitute a deterrent to would-be counterfeiters, misappropriators, or infringers, nor does it provide assurance of economic benefits to accruing the rightful owner!
- Infringement, misappropriation, counterfeiting and assorted other forms of compromise should no longer be characterized as merely doing business, because, left unchecked, those risks (probabilities) rapidly become inevitabilities in today's hyper-competitive predatorial and winner-take-all global business environment!
- Management teams must know precisely what knowledge-based assets warrant protection, when, from what, and from whom!
- Knowledge-based assets are perishable, non-renewable and generally irretrievable and once they're gone, they're probably gone forever!
- Computer/IT security is not synonymous with protecting – preserving value or sustaining control, use and ownership and value Knowledge-based which assets exist in many forms other than electronic 'bits and bytes'!

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did you know?

Mr. Moberly holds BA and MPA degrees from Indiana University and designed and taught 'corporate security' courses at Southern Illinois University from 1982-2002 and is a member of the Intangible Asset Finance Society.