



# IGNITING POSSIBILITIES

## Enhancing business through harnessing the power of IP

In 1999, when Yusarn Audrey (then known as Yu Sarn Audrey & Partners) first started, very few people in Singapore had ever heard of an Intellectual Property (IP) specialist law firm. It was among the first law firms established to serve clients in this specialised field. However, the firm set out to do more than that; it wanted to be a law firm that created value for clients.

At that time, the founding partners, Mr Chiew Yu Sarn and Ms Audrey Yap, had a vision of the future of business and realised that the most successful companies and organisations will be those who harnessed their intellectual assets - those intangible qualities that make them uniquely powerful in the marketplace, using them to achieve their mission. Yet, there was no guidance available for organisations to take practical steps in identifying what these intellectual assets are and how to get value out of them.

Yusarn Audrey saw that their role as IP professionals gave them a unique opportunity to add value: to help clients use IP strategically for their businesses. So, the firm and its services were organised around this central idea: that IP is a powerful business asset and must be managed strategically. Everything that the firm did for its clients must help them create, protect and harness this valuable resource.



In addition, Yusarn Audrey has developed new IP strategic advisory services to ensure that the client's IP activities support and enhance their business strategies and objectives. By helping the client to begin managing their IP in alignment with their business and mission, Yusarn Audrey sought to change the way clients look at IP - it is no longer just an expense, but an asset and an investment for the future growth of the organisation.

Yusarn Audrey's experience in educating businesses and organisations about IP management and strategy had an additional benefit: a clear understanding that client empowerment is the key to the firm's growth. The more clients knew about IP management and strategy, the better they could use Yusarn Audrey's unique expertise and the more they would benefit from the firm's services. Yusarn Audrey now has client training and education as one of



the cornerstones of its service offerings, including an IP Coaching programme as well as specialised IP Strategy and Management modules for senior management. A very effective new training module the firm has begun to provide is an Invention and Patenting Workshop whereby clients (including non-technical people) are given hands-on practice how to create inventions that are relevant and strategic to their business during the workshop itself.

Today, Yusarn Audrey has established itself as true IP strategists among IP service providers in Singapore and the region. Their firm is made up of world-class experts in the field of IP strategy including, amongst others, the only person in Singapore to be included in IAM Magazine's prestigious list "IAM Strategy 250 – The World's Leading IP Strategists" for all four years that the list has been published.

Clients that have worked with Yusarn Audrey over the years appreciate the difference. One client for whom the firm has protected his brand worldwide remarked, "My business has grown so fast, on any given day, my brand is being used somewhere in the world. The reason I can sleep well at night is I know you guys are protecting me. Because of what you do, I can build my business with peace of mind. You are a protector of dreams."

With a clientele ranging from small and medium enterprises to regional and multinational companies, government agencies, public research institutions and universities, the firm has now reached a stage in its development where it is necessary to review its branding. In a survey of its clients conducted last year, it was found that the general perception was that the image of the firm was not in keeping with its capabilities.

With that in mind, the firm undertook a rebranding exercise to create a distinct brand identity as a platform to establish its unique brand position as IP strategists. The brand project culminated in the change of the firm's name to "Yusarn Audrey" along with a radically re-designed logo, combining the letters "Y" and "A" to form a classic and timeless symbol representing the strength and sophistication of the strategic IP capabilities the firm offers its clients. The firm has also adopted the tagline "Igniting Possibilities", reflecting the firm's brand vision and mission – to open up a new world of possibilities for its clients to create value using their untapped intellectual property and assets.

As Audrey puts it, "This is what we live for in Yusarn Audrey and makes us passionate about our work. We want to ignite new and exciting possibilities for our clients using IP."