

Rob McInnes IP Advisory Pty Ltd

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Intellectual Property Management & Strategy; Structuring & Negotiating Technology Commercialisation Deals; VC & Angel Investment

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For nearly a decade, Rob has been ranked as Australia's highest recommended patent and technology licensing lawyer. He advises established businesses, start-ups, research organisations, and investors in the commercialisation of novel technologies, and in the intellectual property-related aspects of major transactions. He is a specialist in the structuring and negotiation of contracts for the development and commercialisation of innovations.

Track record

Rob's experience includes:

- for spin-off and start-up companies: advising founders on structuring; setting up group structures to facilitate commercialisation; assistance with government grants and other funding; structuring and drafting collaboration and licence agreements with research institutions; negotiation of licence and collaboration agreements with development partners including overseas multinationals
- for research institutions: structuring and drafting contractual relationships between universities and technology transfer companies; structuring and drafting inter-institutional research agreements; establishing spin-off companies; advising on funding agreements involving foreign government agencies; supplying template material transfer, confidentiality, researcher assignment, and other routine agreements.
- for established companies: advising on relationships with research collaborators, investors and funding bodies; planning and co-ordinating multiple licensing and collaboration relationships; training business development teams in contract structuring and negotiation; structuring and drafting in-licensing, option and evaluation agreements; advising on market disclosure requirements; advising on employment issues including employee reward and recognition schemes; IP aspects of M&A transactions
- for investors: due diligence investigations into IP portfolios of potential investees, including issues of ownership, entitlement to commercialise, licensing restrictions, freedom to operate, and research institution policies

Further details of Rob's extensive credentials are available on request.

Areas of specialisation

In addition to his experience as a lawyer in private practice, Rob has served as the in-house manager of IP and technology transfer in a multinational corporation. In this role he gained valuable experience in the development of IP portfolios that are comprehensive, cost-effective, and integrated with a company's business strategy.

According to Doyle's Guide, Rob is a 'preeminent' commercialisation/IP transactions lawyer. Rob has since 2010 been ranked by Intellectual Asset Management magazine as Australia's highest recommended patent and technology licensing lawyer in the *IAM Patent 1000: The World's Leading Patent Practitioners*. He is also named in the *IAM Strategy 300: The World's Leading IP Strategists*, and as an 'IP Star' by Managing Intellectual Property magazine. He is one of only a handful of private practice lawyers in Australia to have met the requirements for the US-based Certified Licensing Professional qualification. He has a particular personal interest in science and technology, having gained a thesis-based Honours degree in chemistry prior to becoming a lawyer.

Rob's clients span the full value chain of discovery, development and commercialisation, ranging from research organisations, through start-ups, to listed local companies and overseas-based multinational groups. He particularly enjoys offering practical guidance to the management of earlier stage companies and assisting investment decisions through effective IP due diligence.

In recent years the majority of Rob's deals have involved cross-border licensing, helping clients to establish development and commercialisation relationships in North America, Europe and Asia.