

IPH Media Release

3 February 2021

New IPH brand identity represents the next chapter for Asia-Pacific's leading IP services group

Asia-Pacific intellectual property (IP) services group, IPH Limited, is pleased to this week launch a new brand identity, reflecting its position as a leading provider of IP services and the group's renewed focus on evolving into a more active network in the Asia-Pacific region.

Since listing on the ASX in 2014, IPH has undergone a period of rapid growth and change and now has the largest portfolio of IP services firms in the region.

IPH CEO, Dr Andrew Blattman, said this scale provides IPH with a unique opportunity to harness the combined power of its businesses to develop smarter ways of working for both clients and its people.

“This is an exciting chapter for the IPH group and our new brand represents the evolution of our business – one that can now help our individual firms to work smarter, enable growth opportunities for our people and allow clients to secure IP protection seamlessly across the Asia-Pacific region. We call it the network effect,” said Dr Blattman.

“The scale of the IPH group allows us invest in innovative, best-in class systems and digital platforms to enhance our group network member firms and our commitment to continuous improvement means that we are always looking to shape new ways of working in IP services.

“This new brand is the cornerstone for our renewed focus and we hope in time it will come to represent a standard of quality in IP services globally.”

IPH employs more than 900 people, working from offices in Australia, China, Hong Kong SAR, Indonesia, Malaysia, New Zealand, Singapore and Thailand and providing IP services across 25 countries in Asia-Pacific. The IPH group network comprises leading IP firms AJ Park, Griffith Hack, Pizzeys, Shelston IP and Spruson & Ferguson and WiseTime autonomous time-keeping software.

Ends.

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