



Bio-Link Australia to Offer Patsnap Global Patent Database and IP Analytics Software

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Bio-Link Australia (Bio-Link) and PatSnap today announce that Bio-Link has secured a license to PatSnap's Global Patent Database and IP Analytics Software, enabling Bio-Link to offer a tailored patent analytics service to its biopharmaceutical, medical device and academic clients.

In the eyes of a growing number of global business visionaries, *every company* will either become a software company, or be disrupted by one. Examples abound of digital upstarts embracing the latest capabilities of information technology to revolutionise industries, from taxicabs to hotels to social media. The commercialisation of life science technology is no exception, and Bio-Link has committed to a continual process of self-disruption to maximise value for its clients.

Bio-Link's team of commercialisation professionals leverages an established platform of information technology applications to execute on commercialisation strategies for the life sciences field. The Bio-Link platform includes a custom application to integrate and manage the activities of a team of business development professionals, a large and expanding database of key management and business development executives throughout the global life sciences industry, and a secure electronic data room to organise and manage access to client confidential information for partner due diligence. The PatSnap license complements and expands upon this platform capability, providing Bio-Link with access to sophisticated IP analytics capabilities.

PatSnap provides patent coverage for over 114 jurisdictions and covers over 115 million patents worldwide. PatSnap also offers a comprehensive competitive analysis platform with intuitive graphical presentations, which offers a new level of insight into development and IP strategies of competitors, potential commercial partners, and global market dynamics.

Bio-Link Executive Director, Dr Christian Toouli commented "*We are excited to access the PatSnap technology, which provides Bio-Link with added capacity to identify, develop and execute on commercialisation and IP strategies for our clients*".

Peter Luong, Director APAC, PatSnap said "*We are delighted that Bio-Link has chosen the PatSnap IP Analytics solution to enable its life sciences commercialisation offering, and believe this is further proof that organisations globally are recognising the huge value in business intelligence based on intellectual property data*".

Bio-Link licenses PatSnap

About PatSnap

PatSnap is the leading provider of Intellectual Property Analytics, for analysing tech trends, driving innovation, market planning, competitor intelligence and maximising return on IP assets. Founded in 2007, PatSnap is used by R&D, business and IP professionals in thousands of commercial and not-for-profit organisations globally, including NASA, the Department of Defense, China Mobile, Goodyear and Vodafone. With a database of over 115 million patents, augmented by economic, legal and company data, we use proprietary machine learning technology to make IP work for all, including those with no IP experience. We have offices in London, Singapore and China.

About Bio-Link Australia

Bio-Link is a life sciences business development consultancy offering a team of experienced professionals based in Melbourne and Sydney, and an extensive global network of industry contacts. Bio-Link has a strong track record of facilitating commercial deals for our biotech, medical device and academic clients worldwide. Our high quality services include proactive business development, strategic review, technology positioning, executive management and access to Australasia. www.bio-link.com

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