

# QANTM IP ACQUIRES SORTIFY.TM



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# GROWTH AND TRANSFORMATION

## SORTIFY OVERVIEW



### Strategic Relevance

- Founded by IP attorneys and lawyers
- Disrupting how we engage with our clients
- Supports broadening of QANTM's offering
- API-based platform accords efficient scalability into other jurisdictions

### Sortify's Market share (FY21)

#### New Zealand

- #1 Online trade mark filing website
- #2 Overall trade mark filing agent

#### Australia

- #1 Online trade mark filing website
- #3 Overall trade mark filing agent

#### United Kingdom

- Launch of the same automated UK trade mark filing platform

# GROWTH AND TRANSFORMATION

## SORTIFY + QANTM



### QANTM Intellectual Property:

A group of leading intellectual property firms operating across Australia, New Zealand, Singapore and Malaysia



### Sortify:

A developer of innovative, technology-based IP solutions, currently present in Australia, New Zealand and the UK



- Working together, QANTM and Sortify will deliver innovative and disruptive solutions to brand owners, corporates and attorneys seeking to develop and protect some of their greatest assets - intellectual property
- This will include expanding the current Sortify platforms into new geographical markets, applying Sortify's tools and assets to improve the client experience within QANTM's existing businesses, and creating new and innovative solutions for clients of the QANTM Group businesses

# GROWTH AND TRANSFORMATION

## SORTIFY + QANTM



QANTM and Sortify will be working together across three dimensions:

### Maintain Momentum

- Continue to deliver the Sortify vision and maintain growth momentum
- Add resources and support from QANTM to accelerate and enable further growth

### Group Acceleration

- Apply Sortify tools, platforms and skills to QANTM businesses to drive digitisation and productivity
- Expand existing platforms into new geographies

### Transformational

- Apply combined skills, experience and assets to build new ideas and innovations
- Identify and exploit opportunities for disruption of legacy IP practices

Bring together our collective skills and resources to change and disrupt the industry



# GROWTH AND TRANSFORMATION

## SORTIFY + QANTM



### Benefits to QANTM:

- High-growth, disruptive business with demonstrated ability to expand into new markets
- Expansion of market leading trade mark position (DCC is #1 trade mark filer in Australia) into additional market segments and geographies (SMEs, platform-based business, New Zealand, UK)
- Outstanding and innovative IP leadership team, strong cultural alignment with QANTM
- World-class development team
- Sophisticated set of tools to assist attorneys, deployable across QANTM businesses
- Sortify capability will help accelerate QANTM's technology transformation
- Provide existing clients of QANTM businesses with additional product offerings and options for managing their IP rights

### Benefits to Sortify:

- Partnership with a leading group of IP firms
- Support (capital, resources) for accelerated growth and expansion
- Shared ambition around expansion into new-markets
- Deployment and further development of tools and assets to transform traditional IP businesses
- Cultural alignment with QANTM leadership team – commitment to support Sortify's ambitions to be a disruptor in traditional IP practises



**FOR MORE INFORMATION**

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# APPENDIX





**Sortify.tm**

Automating Trademarks

September 2021

# OUR VISION

To make trademark protection accessible for everyone

## The company

Sortify.tm Limited is a fast growing, New Zealand based, legal tech company which is automating the entire trademarking process

## Founders

Founded by three trademark lawyers, Claire Foggo, Alan Potter and Narly Kalupahana, who combine domain expertise with a drive to change the trademark world

## Focus

Focused on empowering brand owners, trademark lawyers and trademark registries with first in category innovative solutions

## Online Registration

Sortify.tm's fully automated online trademark registration platforms enable businesses to protect their brand themselves

## Sortify Attorney

Created the world's only AI-based trademark productivity software suite for trademark lawyers and registries

## Ultimate aim

Aiming to scale Online Registration globally, creating an end-to-end automated trademark registration system

# ONLINE TRADEMARK REGISTRATION

We file more local trademarks than any other agent/provider in Australasia.

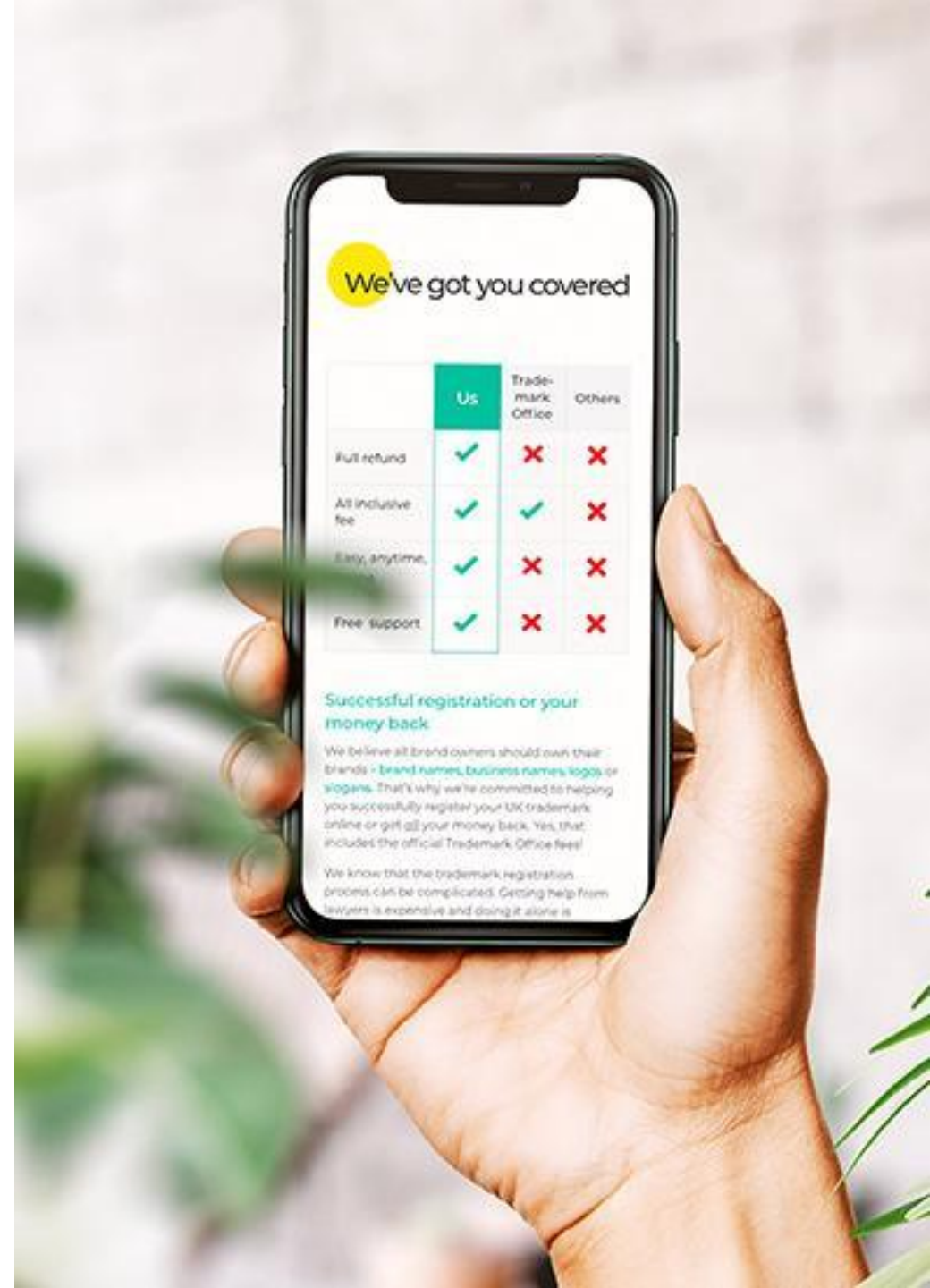
In FY 2021:

- **New Zealand** - DIY Trademarks is the No. 2 filer of trademarks
- **Australia** - Trademarks Online is the No. 3 filer of trademarks
- **UK** - we launched our first websites outside Australasia

Our Online Registration business has grown exponentially over the last 12 months, and is ready to scale internationally.

# SORTIFY.TM ATTORNEY

Sortify's first in category, AI-based trademark productivity suite for trademark lawyers and Registries has found success around the world, with 400+ users in over ten countries.



We've got you covered

	Us	Trade-mark Office	Others
Full refund	✓	✗	✗
All inclusive fee	✓	✓	✗
Easy, anytime	✓	✗	✗
Free support	✓	✗	✗

### Successful registration or your money back

We believe all brand owners should own their brands - brand names, business names, logos or slogans. That's why we're committed to helping you successfully register your UK trademark online or get all your money back. Yes, that included the official Trademark Office fees!

We know that the trademark registration process can be complicated. Getting help from lawyers is expensive and doing it alone is

## OUR VIEW

*Trademarking is moving to a platform approach*

*We have **proven the concept** and made huge progress towards automating the trademark ecosystem*

## Our Tech

Our **first** in category, AI trademark classification solution is key to unlocking end-to-end automation

## Sortify Attorney

Our SaaS trademark productivity suite for trademark lawyers now has 400+ users in 10+ countries

## Powering Registries

Signed first overseas Trademark Registry customer in **2020**

## Domain Expertise

**100+ years** combined trademark experience plus drive to change the trademark world -

## Traction

**Tripled** Online Registration growth in Australasia in the last year. Proven the concept, now ready to scale

# THE TEAM



CLAIRE FOGGO  
CEO  
CO-FOUNDER

Co-founder & Director  
Trademark & Commercial  
IP Lawyer 20+ years



ALAN POTTER  
HEAD OF  
PRODUCT  
CO-FOUNDER

Co-founder & Director  
Trademark & Patent  
Attorney 25+ years



NARLY KALUPAHANA  
CO-FOUNDER

Co-founder & Director  
Trademark & Patent  
Attorney 20+ years



BLAIR LEIGHTON  
CTO

Leads team of 8 PhP and  
Python developers  
Founding developer