

# The Importance of an “In-House” Intellectual Asset Management Organization

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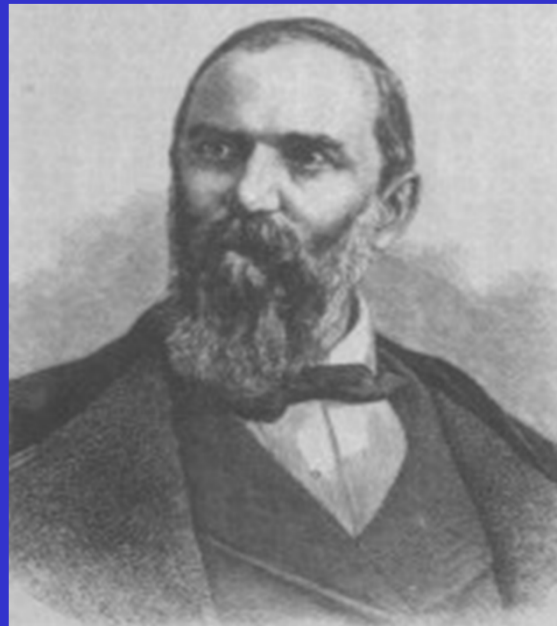
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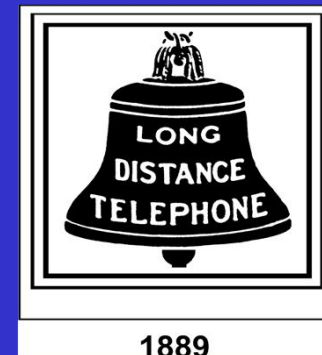
# Why Have “In-House” Capabilities? (Why Hire a CIPO?)

# *Reason #1*

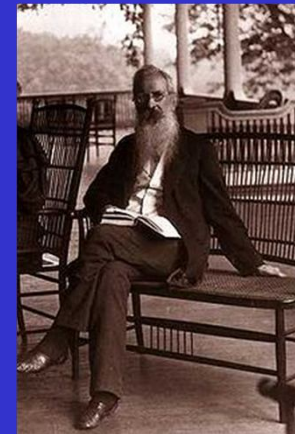
## *The Sad Story of William Orton ...*



*... and the telephone*



1889



1900



**Because you don't want to be the  
William Orten of your generation ...**



# *Reason #2*

## *The Sadder Story of Xerox ...*



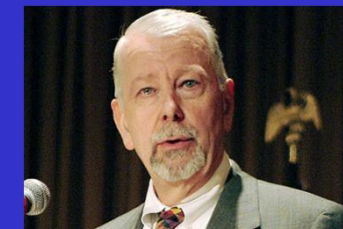
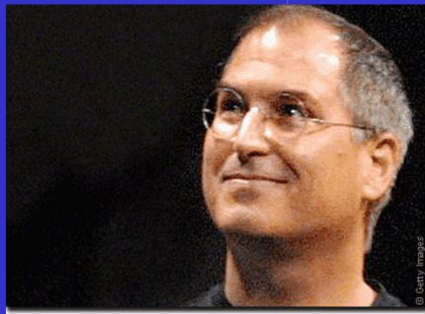
*... and the graphical user interface*

TÜSİAD

## How to Build an IP Strategy

XEROX

PARC







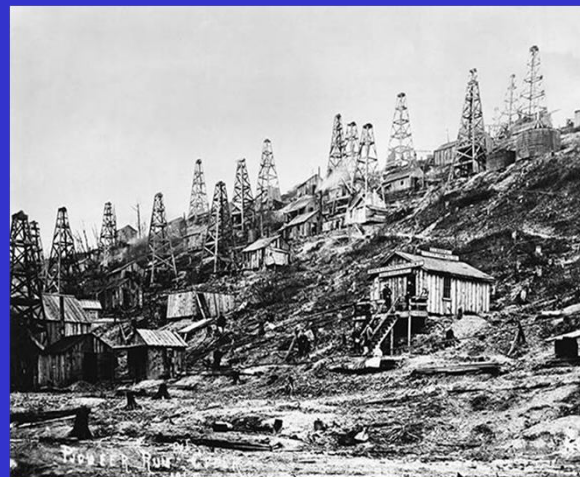
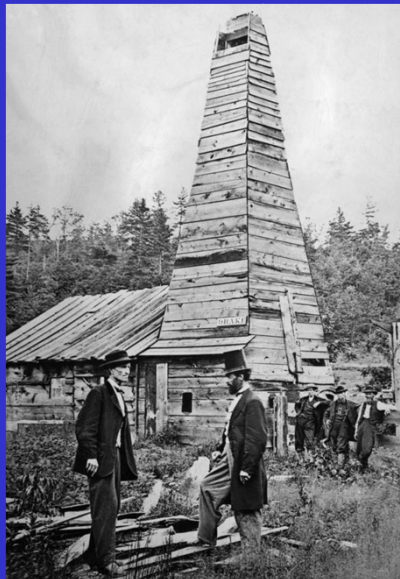
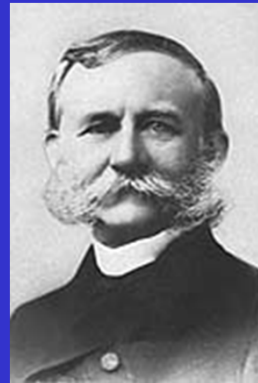
**Because, like any asset, Intellectual Assets need to be properly managed ...**

# *Reason #3*

*The Saddest Story of all: The Story of Edwin Drake*



*... and the Oil Drill*



**Standard Oil Company**  
(Incorporated)





**Because you don't want your corporate strategy serving as a warning to others ...**

## Other Reasons to Have “In-House” Capabilities

- Creates value by “capturing” Intellectual Assets within the organization
- Develops value of Intellectual Assets by actively managing them
- Maximizes value extraction from Intellectual Assets via use, enforcement, licensing, etc.



## **Advantages of “In-House” Capabilities**

- **Multidisciplinary scientific, business, IP & legal knowledge and approach**
- **Inside knowledge of your company, its strategy, business and Intellectual Assets**
- **Can establish close working relationship with Business, R&D, Legal & IP functions**

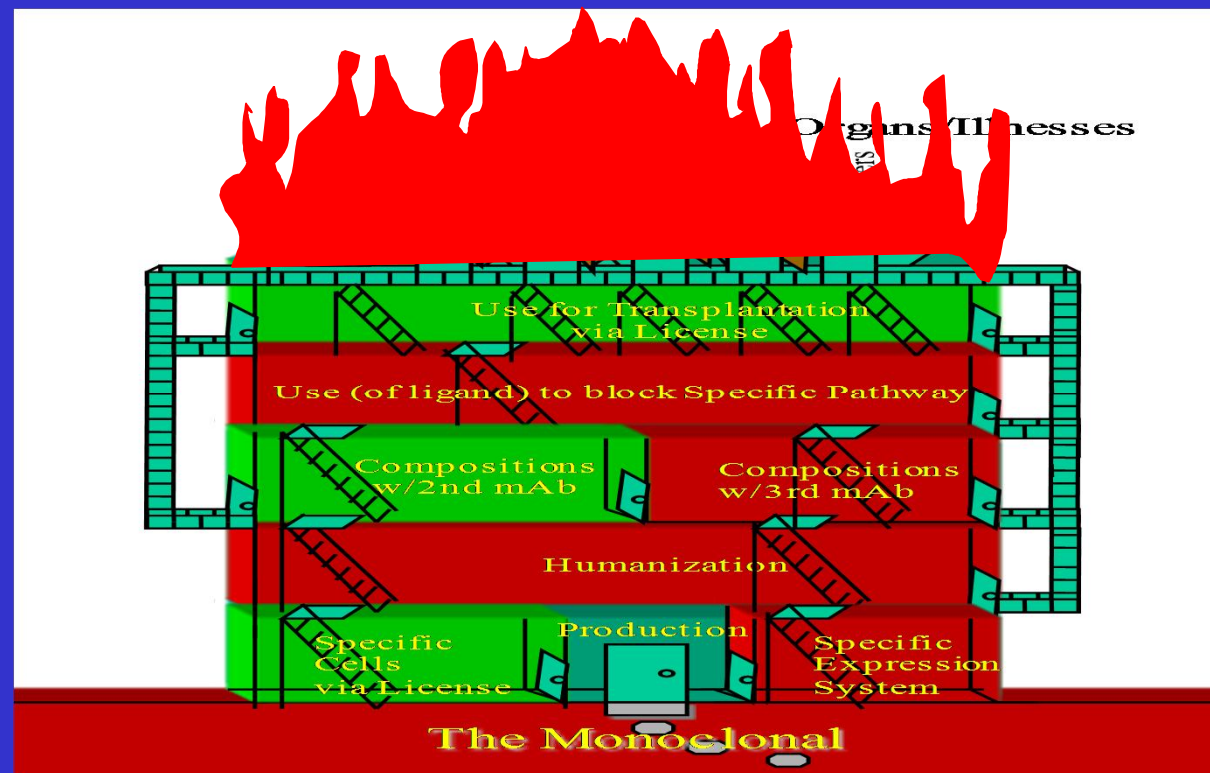
# **Biggest (?) Advantage of “In-House” Capabilities**

**Instead of this ...**



# Biggest (?) Advantage of “In-House” Capabilities

You get this ...



## Qualifications of CIPO

**Knowledge of and experience with:**

- **Your business' technology**
- **Commercial issues**
- **IP & other Intellectual Asset management**
- **Legal and contractual issues**

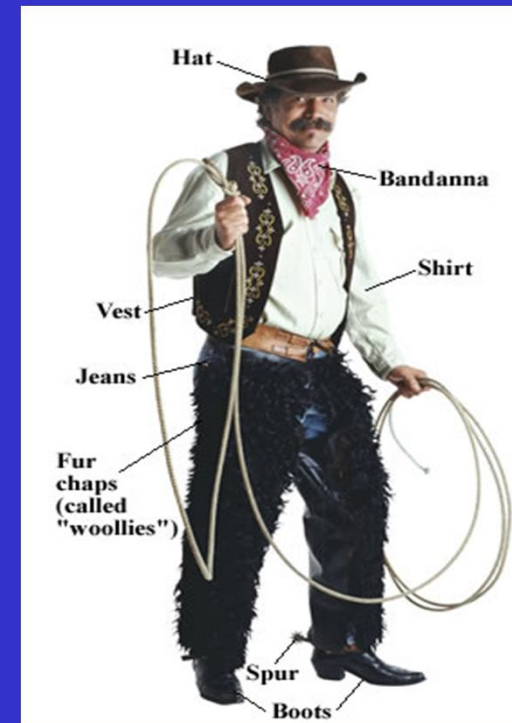
# **What You Do Not Want in a CIPO**



**Inexperienced  
Fools**



**Cowboys**





# Thank You