

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

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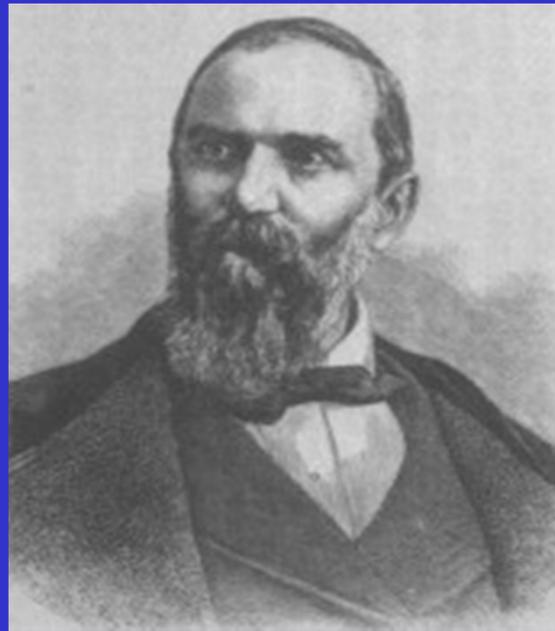
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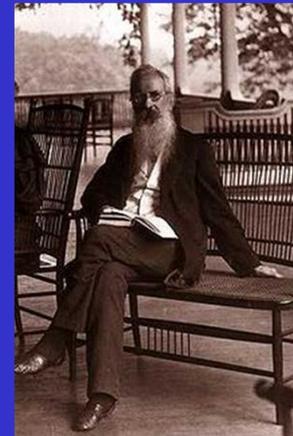
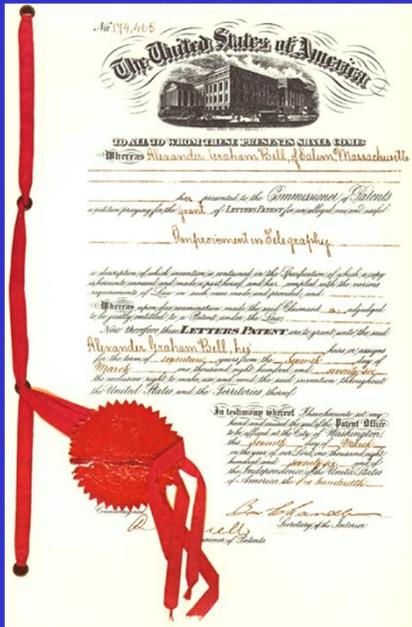
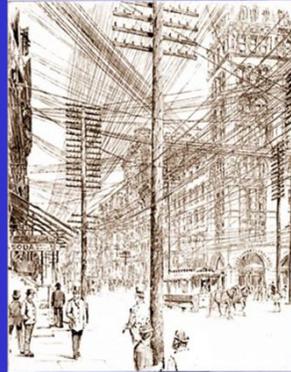
Why Have “In-House” Capabilities? (Why Hire a CIPO?)

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 ...

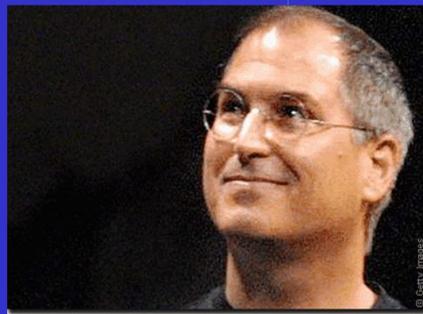
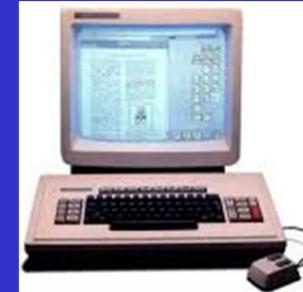


... and the graphical user interface

TÜSİAD

How to Build an IP Strategy

XEROX
PARC

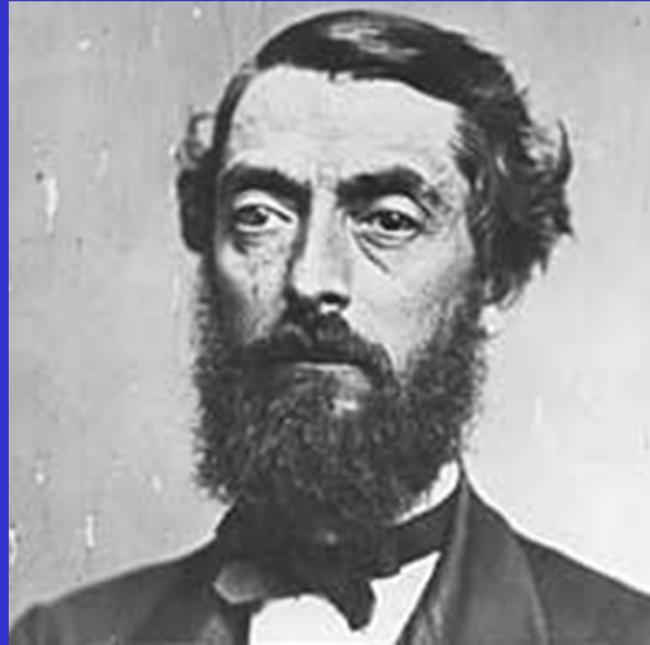




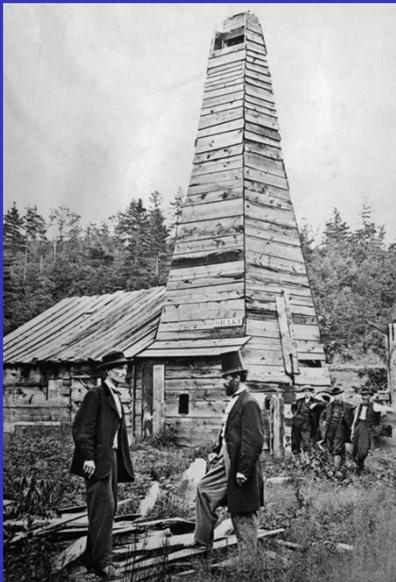
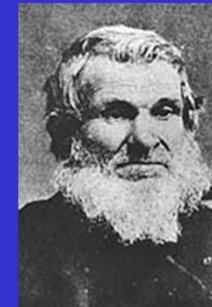
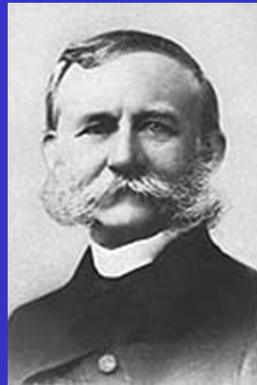
Because, like any asset, Intellectual Assets need to be properly managed ...

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

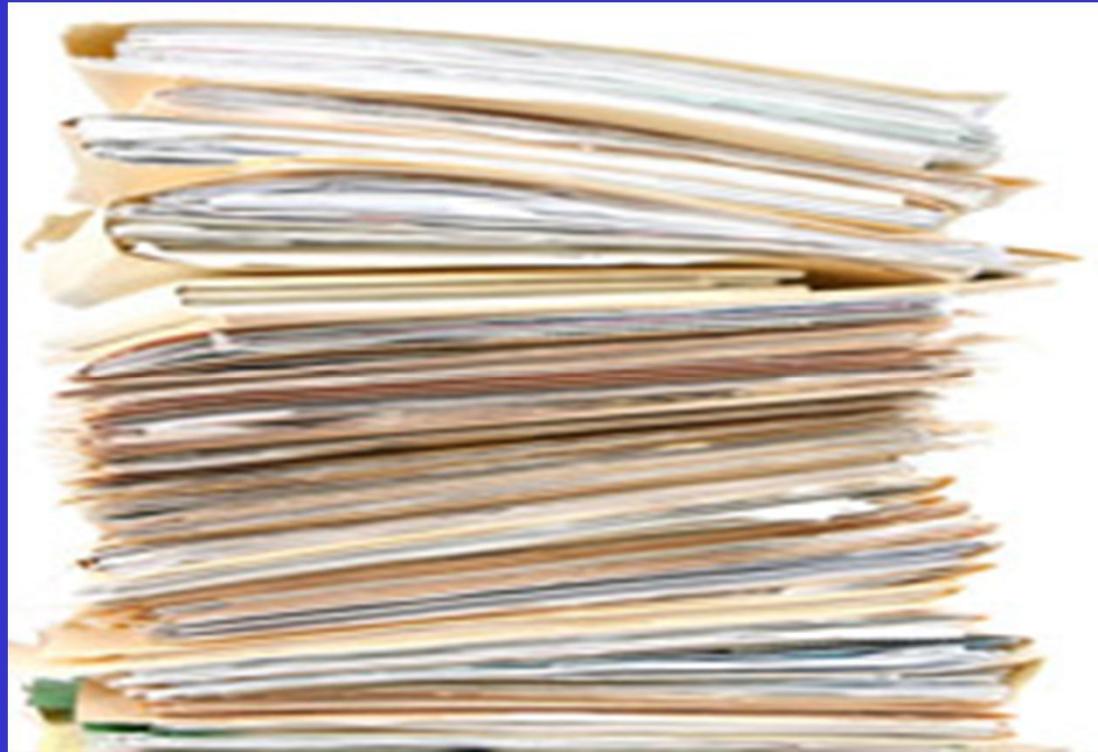
- **Creates value by “capturing” Intellectual Assets within the organization**
- **Develops value of Intellectual Assets by actively managing them**
- **Maximizes value extraction from Intellectual Assets via use, enforcement, licensing, etc.**

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

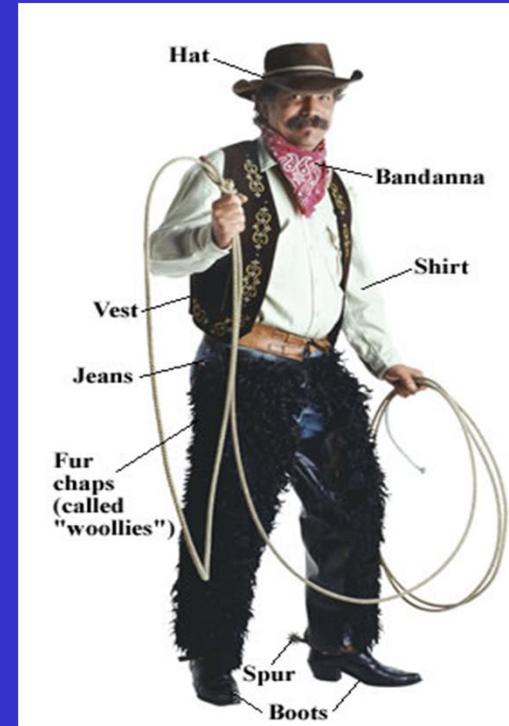
What You Do Not Want in a CIPO



**Inexperienced
Fools**



Cowboys



Thank You