

IP MANAGEMENT IN COMPANIES



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IP TYPES

- Patent
- Copyright
- Trademark
- Registered Designs
- Circuit Layout Protection
- Trade Secret
- Domain Names
- Plant Breeders Rights

IP STRATEGY

- Identify your organization's business goals
- Identify your organization's IP rights and the competitive IP landscape
- Align your organization's IP rights with its business goals
- Formulate an IP strategy for your organization

FORMULATING AN IP STRATEGY -STEP 1

WHAT ARE THE OBJECTIVES

- Block competing product
- Generate income from commercialization
- Deter potential infringers
- Defend against an infringement action
- Attract investment
- Raise your organization's profile, or
- Increase the market value of your organization

FORMULATING AN IP STRATEGY -STEP 2

IDENTIFY YOUR AND COMPETITORS IPR

- What IP do you have?
- What IP does your competitor have
- The strength of your IP
- The strength of your competitor's IP

FORMULATING AN IP STRATEGY -STEP 3

ALIGNING IP RIGHTS WITH ITS GOALS

- Revenue contribution
- Margin Contribution
- Marketing Benefits
- Organizational Value

CLASSIFYING YOUR IP

- Core IP
- Surplus IP
- IP Gaps

IMPLEMENTING THE IP STRATEGY

IP Management Framework

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graph TD; A[IP Management Framework] --> B[IP Policy]; A --> C[IP Implementation]; B --- C;
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IP Policy

A document setting out your organization's IP management principles

IP Implementation

A plan setting out the systems and the allocation of resources within your organization to implement the IP policy

DEVELOPING AN IP IMPLEMENTATION PLAN

- Review the IP policy

- Formulate an implementation plan

objective

resources

authorities and responsibilities

increasing IP awareness

Source of expert advice

review

- Review and finalize the implementation plan

audits

IP IMPLEMENTATION

Management Support



Organizational Setup



Systems Setup



Stimulate Creativity



Capture Creativity



Prosecute



IP PROTECTION DECISION



SYSTEMS SETUP

IP Databases

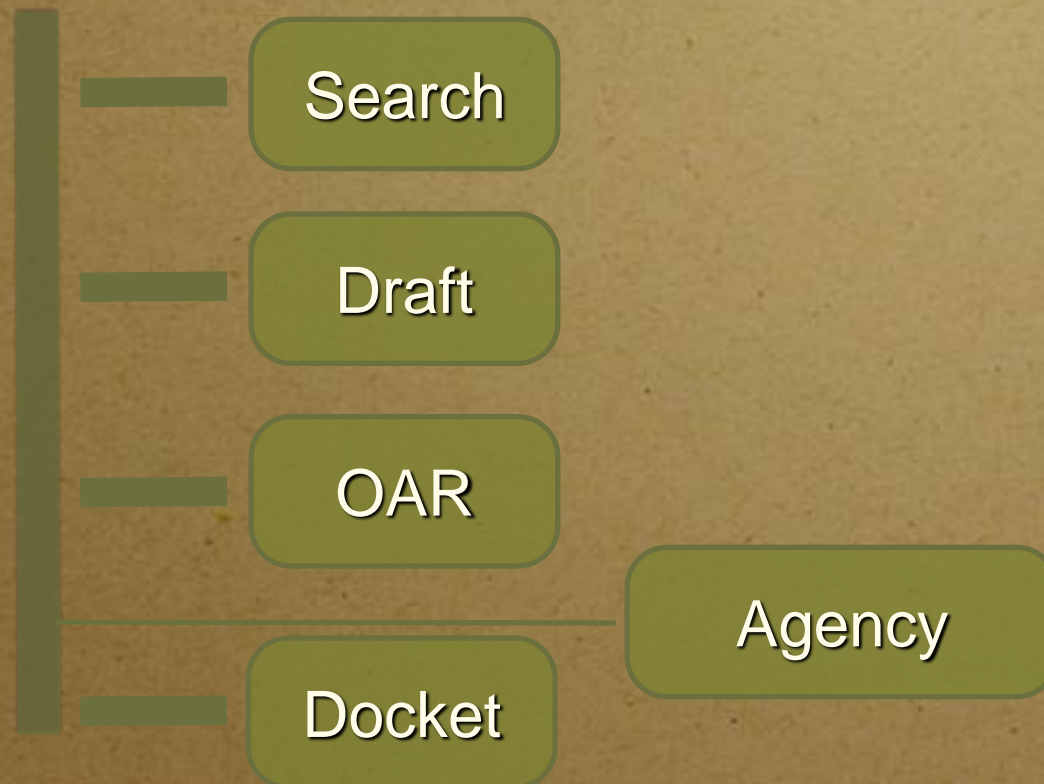
- Individual Patent Offices;
 - EPO, USPTO, SIPO, KIPO, JPO, WIPO
- Commercial Databases :
 - Delphion, DialogWeb, Get the Patent, Micropatent, Nerac, Trademark Bots, Westlaw Innovation

Docketing Systems

- IP Tech

ORGANIZATIONAL SETUP

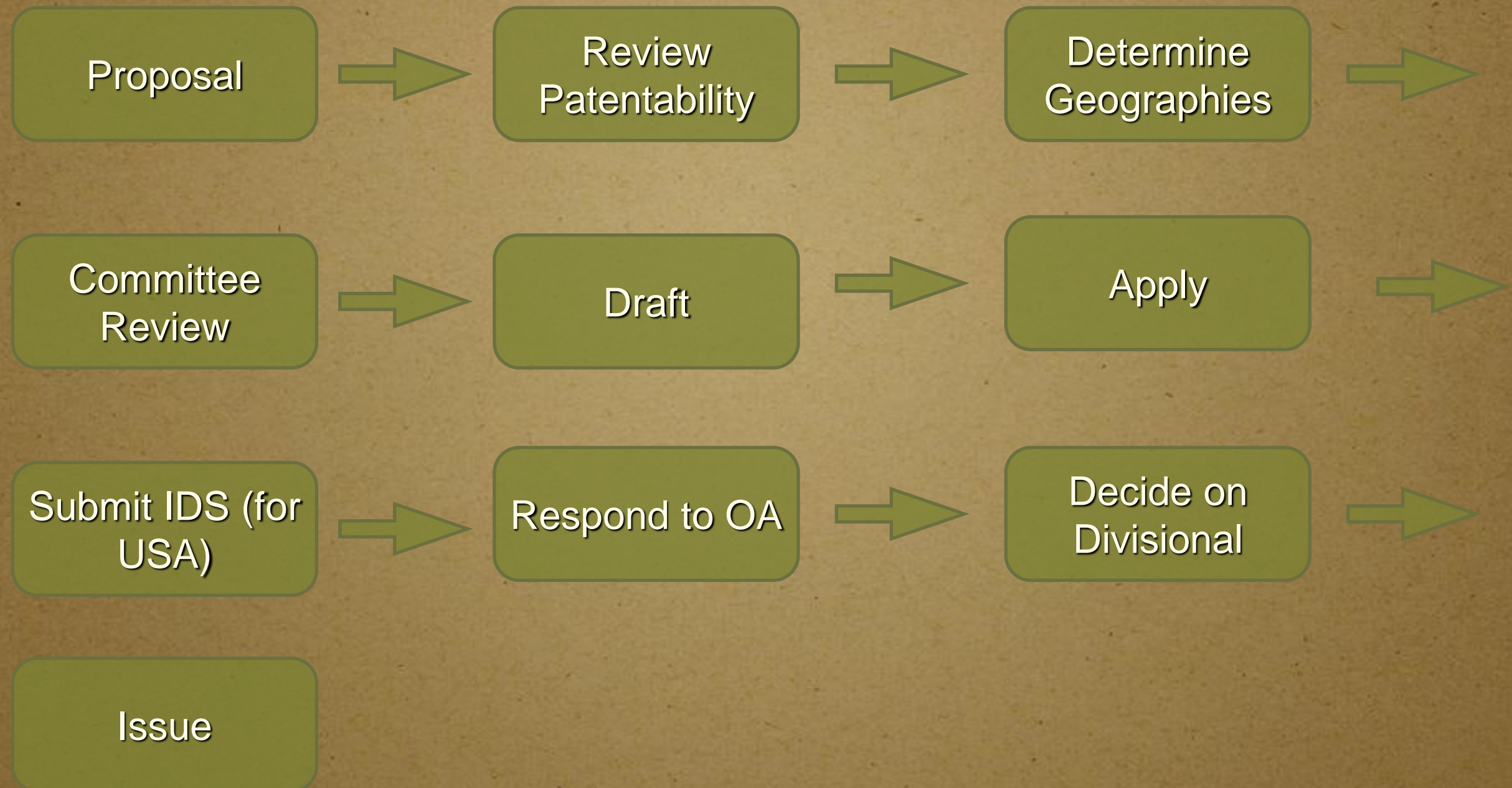
PROSECUTION



ENFORCEMENT



A TYPICAL PATENT PROCESS



Valuation and Contract Issues

* IP Valuation

- Qualitative (importance to org) and Quantitative (dollar value)

* Contract Issues:

- Confidentiality obligations
- Other obligations of employee
- Post employment

IP COMMERCIALIZATION

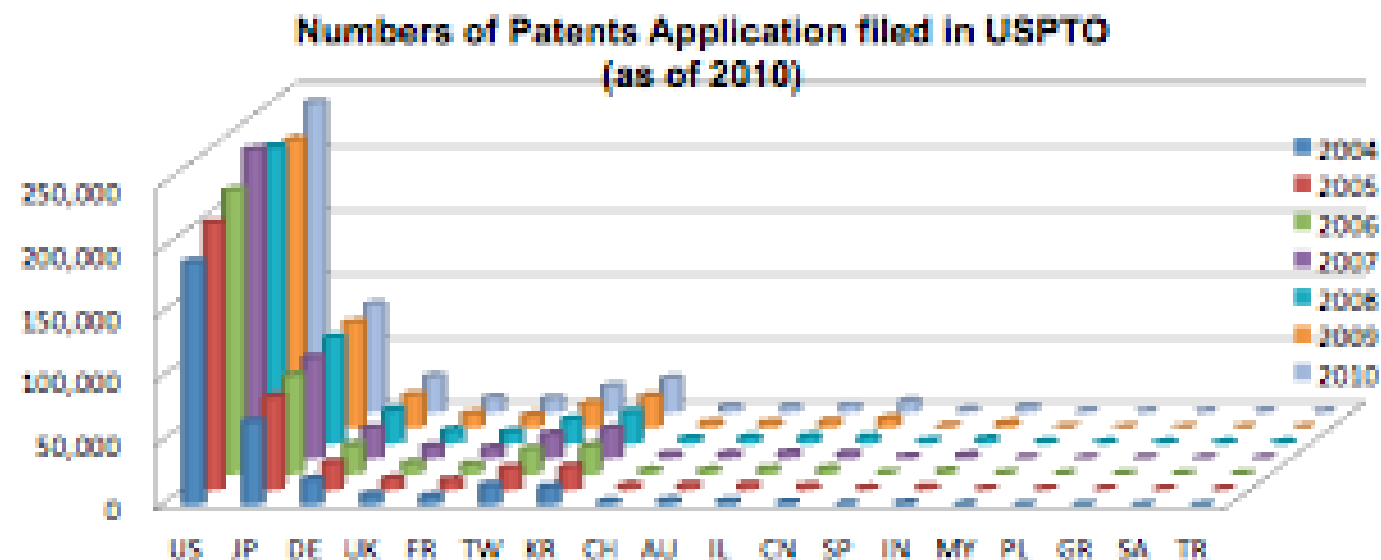
- Internal product development
- License
- Assignment
- Spin-off company
- Joint venture

IP ENFORCEMENT

✦ Issues to consider before enforcement

- How strong the IP is?
- What is the Company strategy? To exclude or license?
- Which jurisdictions to enforce the IP?
- Cost considerations for litigation
- Risk of losing the IP

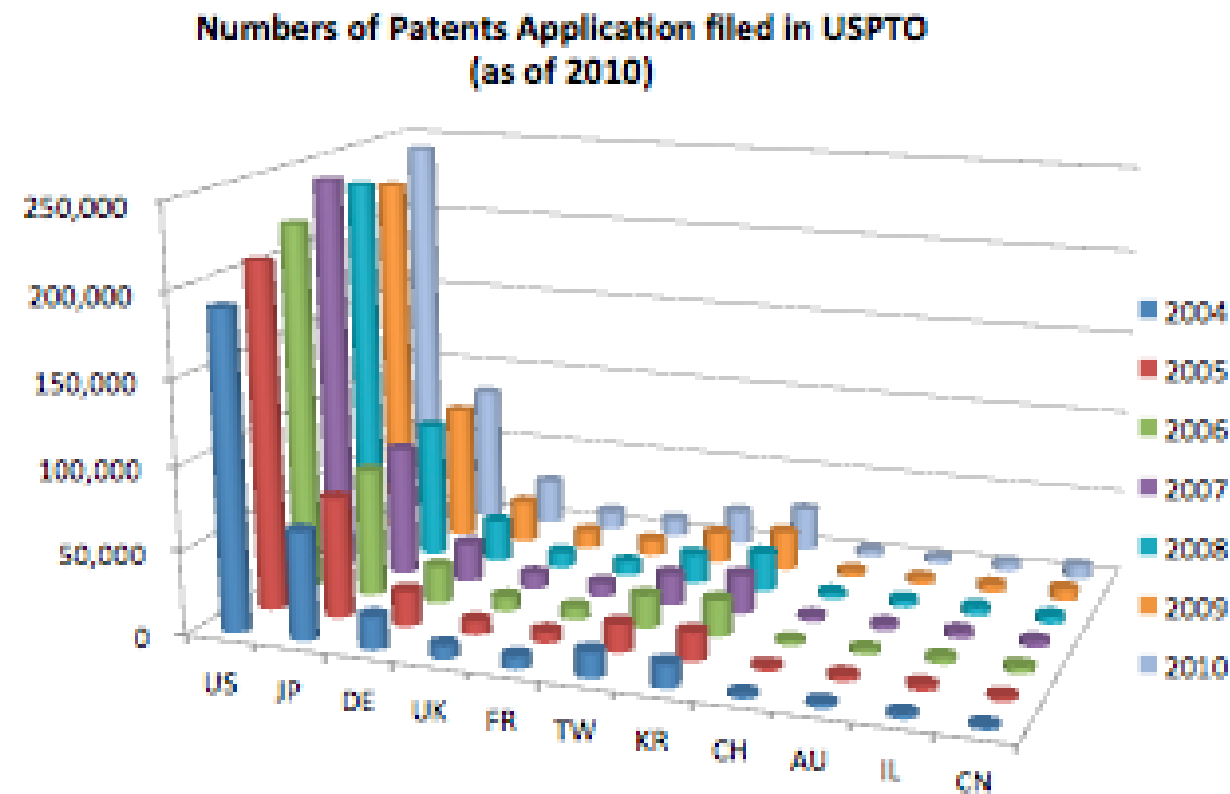
NUMBER OF PATENT APPLICATIONS AT THE USPTO



All 18
countries

Numbers of Patents Application filed in USPTO (as of 2010)							
	2004	2005	2006	2007	2008	2009	2010
US	189,536	207,867	221,784	241,347	231,588	224,912	241,977
JP	64,812	71,994	76,839	78,794	82,396	81,982	84,017
DE	19,824	20,664	22,369	23,608	25,202	25,163	27,702
UK	7,792	7,962	8,342	9,164	9,771	10,568	11,038
FR	6,813	6,972	7,176	8,046	8,561	9,331	10,357
TW	15,057	16,617	19,301	18,486	18,001	18,661	20,151
KR	13,646	17,217	21,685	22,976	23,584	23,950	26,040
CH	2,316	2,447	2,773	3,079	3,353	3,508	4,017
AU	3,000	2,919	2,928	3,412	3,976	3,699	3,739
IL	2,693	3,157	3,657	4,410	4,550	4,727	5,148
CN	1,655	2,127	3,768	3,903	4,455	6,879	8,162
SP	696	701	844	966	1,216	1,162	1,422
IN	1,303	1,463	1,923	2,387	2,879	3,110	3,789
MY	326	323	379	337	297	328	373
PL	101	102	98	74	133	135	185
GR	62	68	75	104	105	127	133
SA	37	38	62	64	111	147	317
TR	48	46	71	66	85	85	150

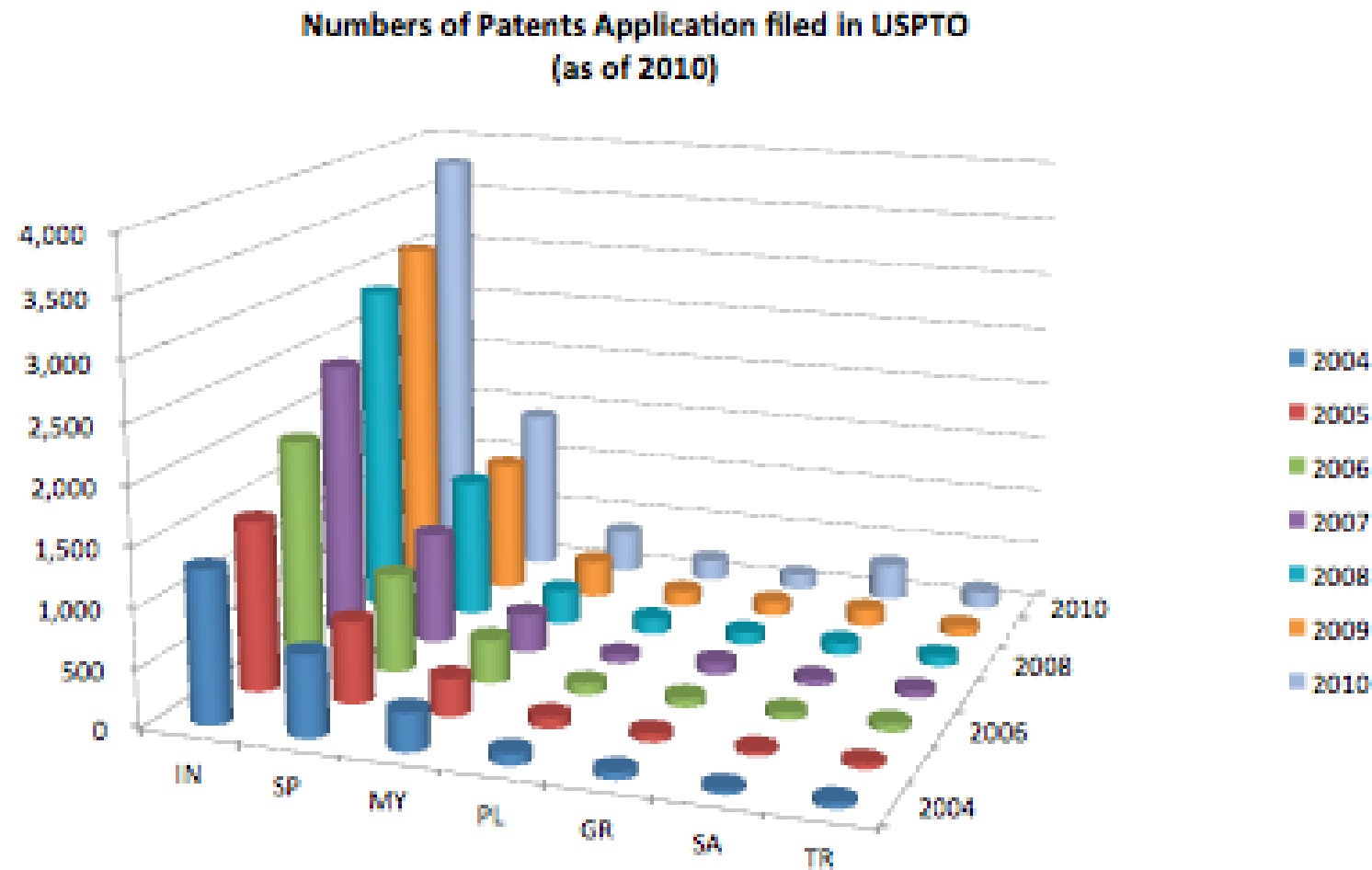
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11 countries,
Inc US,TW,CN

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THANK YOU