



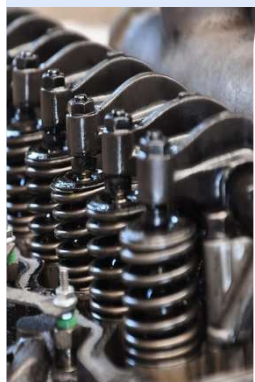
IP Assets Management and IP Audit: Company's Business Strategy

Kyiv, October 18 and 19, 2016

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Intellectual Property Assets Management



Trademarks, Patents, Industrial
Designs, Copyright, ...
Confidential information, know-
how, trade secrets, ...

Business's most valuable assets
More than 75% of your business
value
IP has to be identified,
protected and maintained



Intellectual Property

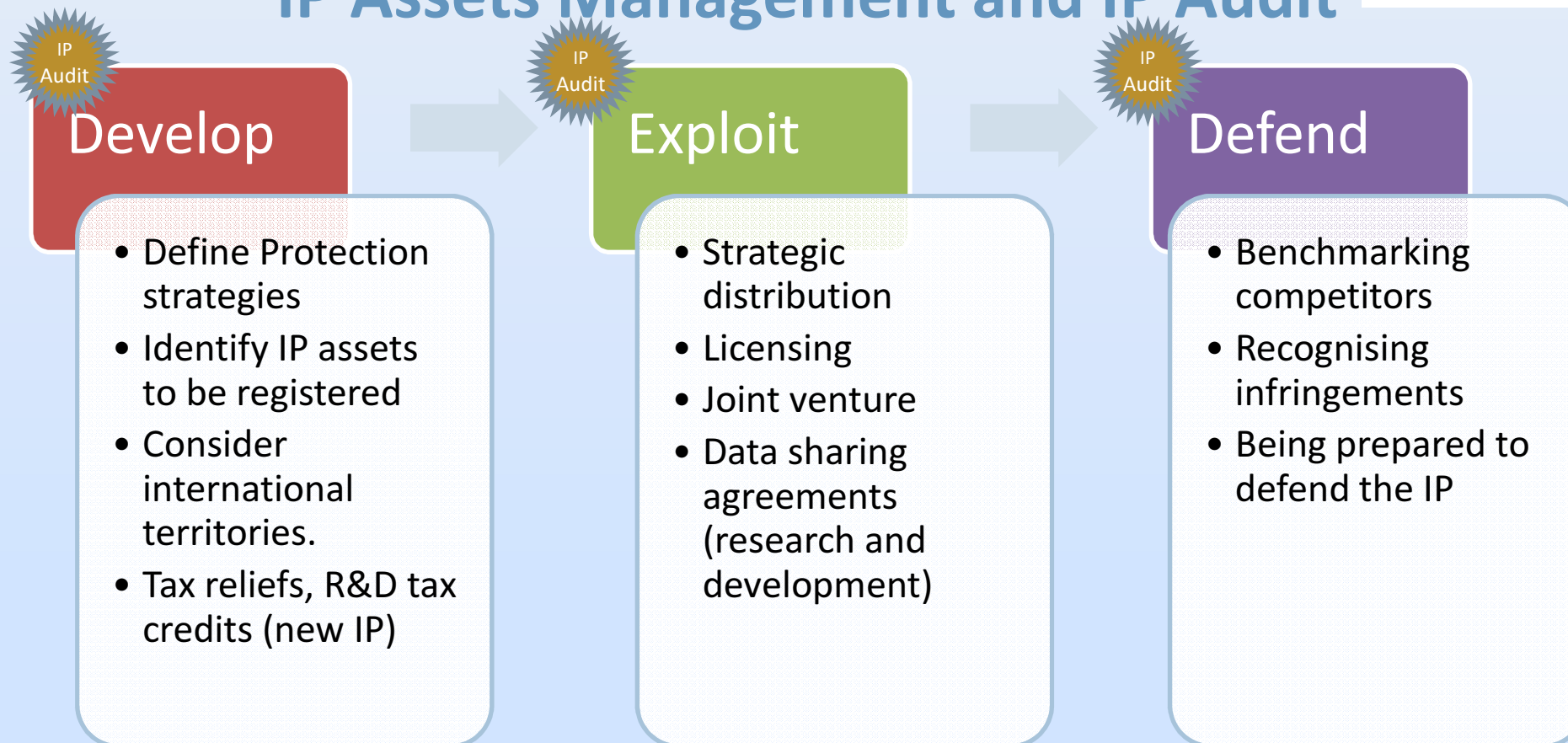


The IP which underpins your
business's brand, reputation,
products and services

IP strategy will ensure that your
IP is protected and will build
value for your business in the
future.

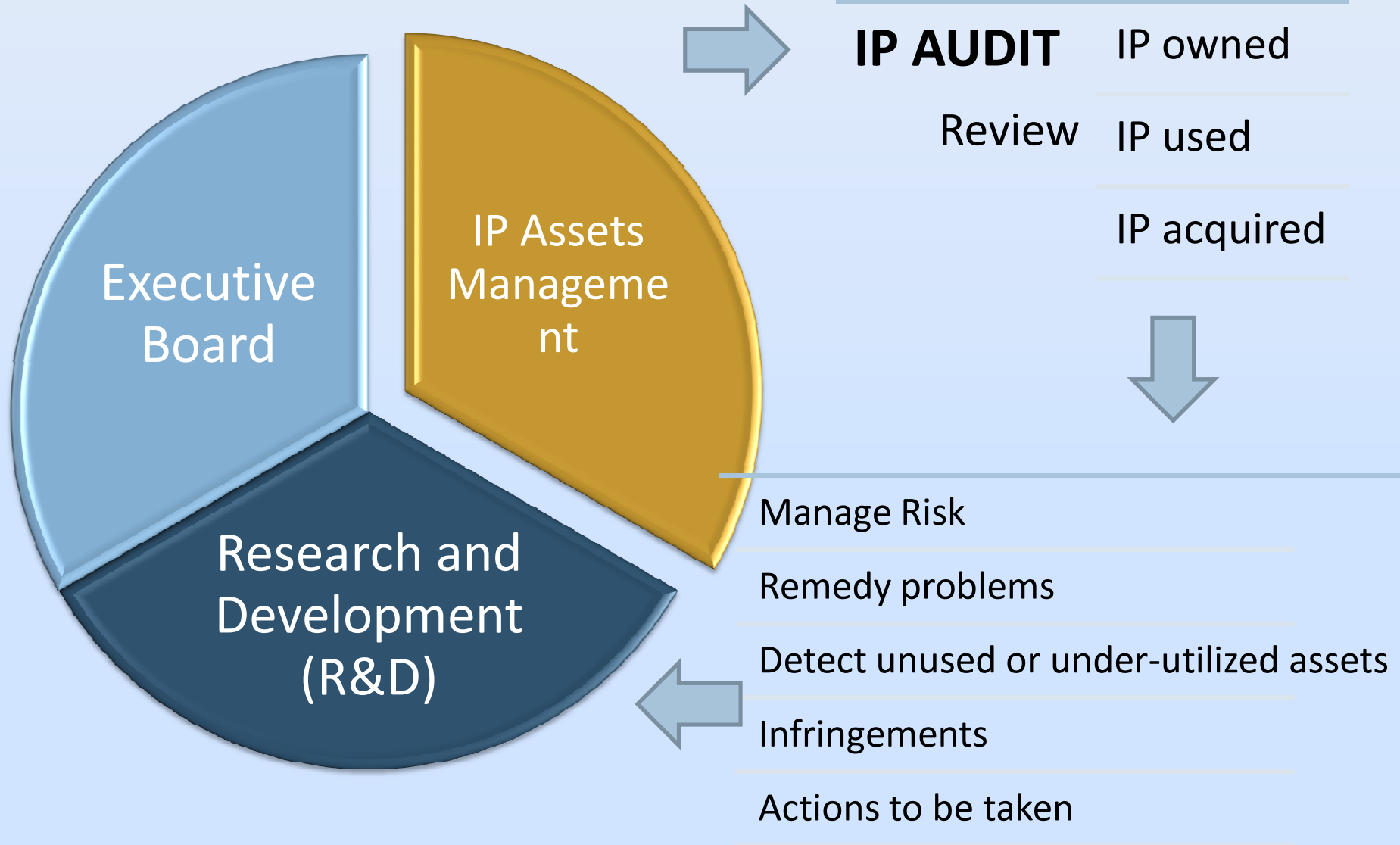


IP Assets Management and IP Audit



Systematic, thorough and solution-focused review of your IP assets to make sure that you are using them in a way which generates value for your business

IP Assets Management and IP Audit



Type of IP Audit

General purpose IP Audit

- Starting a new company
- New IP policies, standards or procedures
- Reorganization of the company.
- New person as responsible for IP management.

Event driven IP Audit (“IP due diligence”)

- Before entering into a financial transaction involving IP
- Buying or selling a division, product line
- Licensing
- Bankruptcy
- IP disputes
- Outsourcing

Limited purpose focused audits

- Personnel turnover
- Foreign IP filings
- Using the Internet for business purposes
- Significant changes in IP law and practice
- Clean room procedures
- Preparing for litigation

IP AUDIT

Planning

Preparation

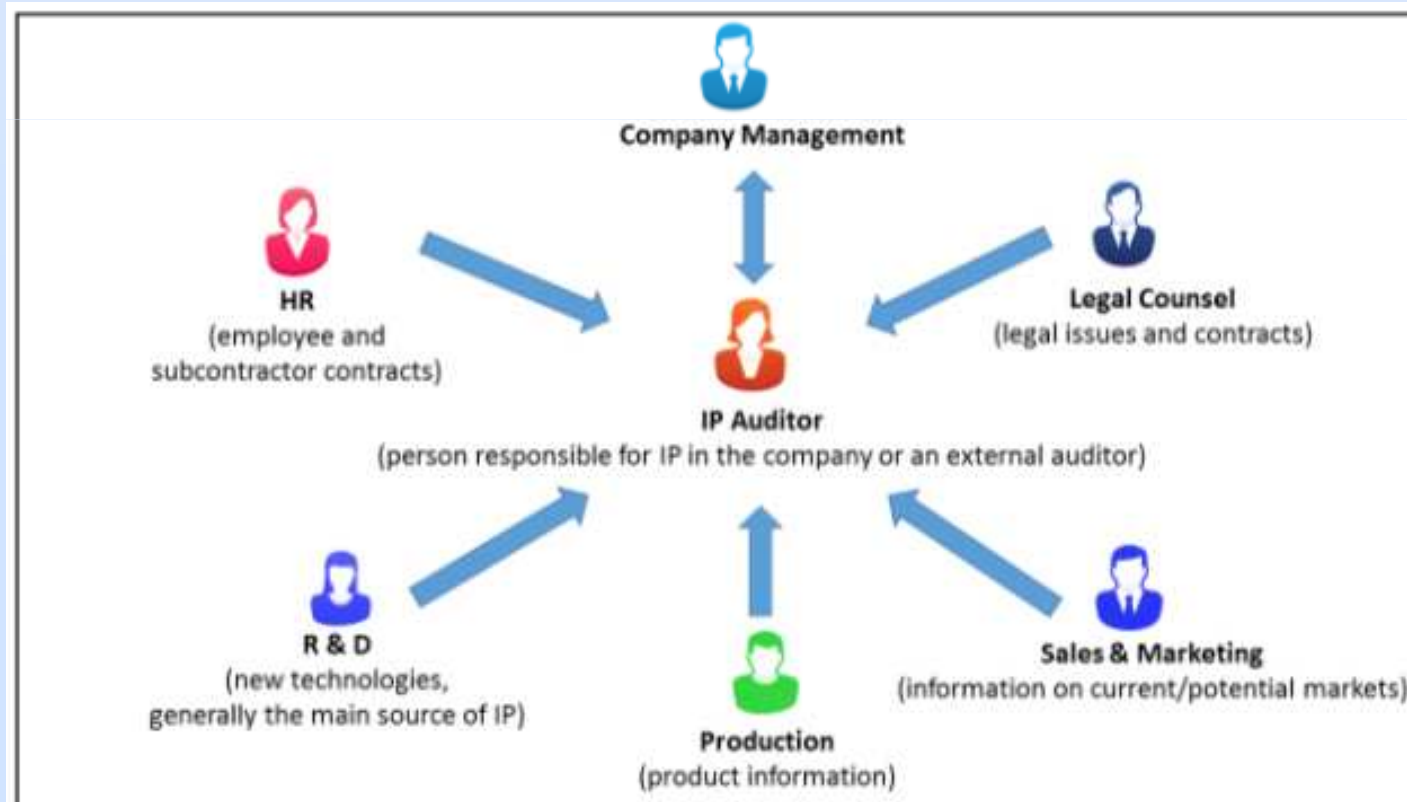
Performing

Final Report

Scope

Audit
Team

Time and
Budget



IP AUDIT

Planning

Preparation

Performing

Final Report

Scope

Audit
Team

Time and
Budget

Documents:

- Agreements
- Contracts
- Articles
- Papers
- Analysis
- IP assets

...

IP AUDIT

Planning

Scope

Audit
Team

Time and
Budget

Preparation

Documents:

- Agreements
- Contracts
- Articles
- Papers
- Analysis
- IP assets
- ...

Performing

- Questionnaires
- Face-to-face interviews
- Analysis of documents

SWOT

IP Valuation

Final Report

Strengths

S

Weaknesses

W

Opportunities

O

Threats

T

IPscore: Free IP valuation self-diagnostic tool

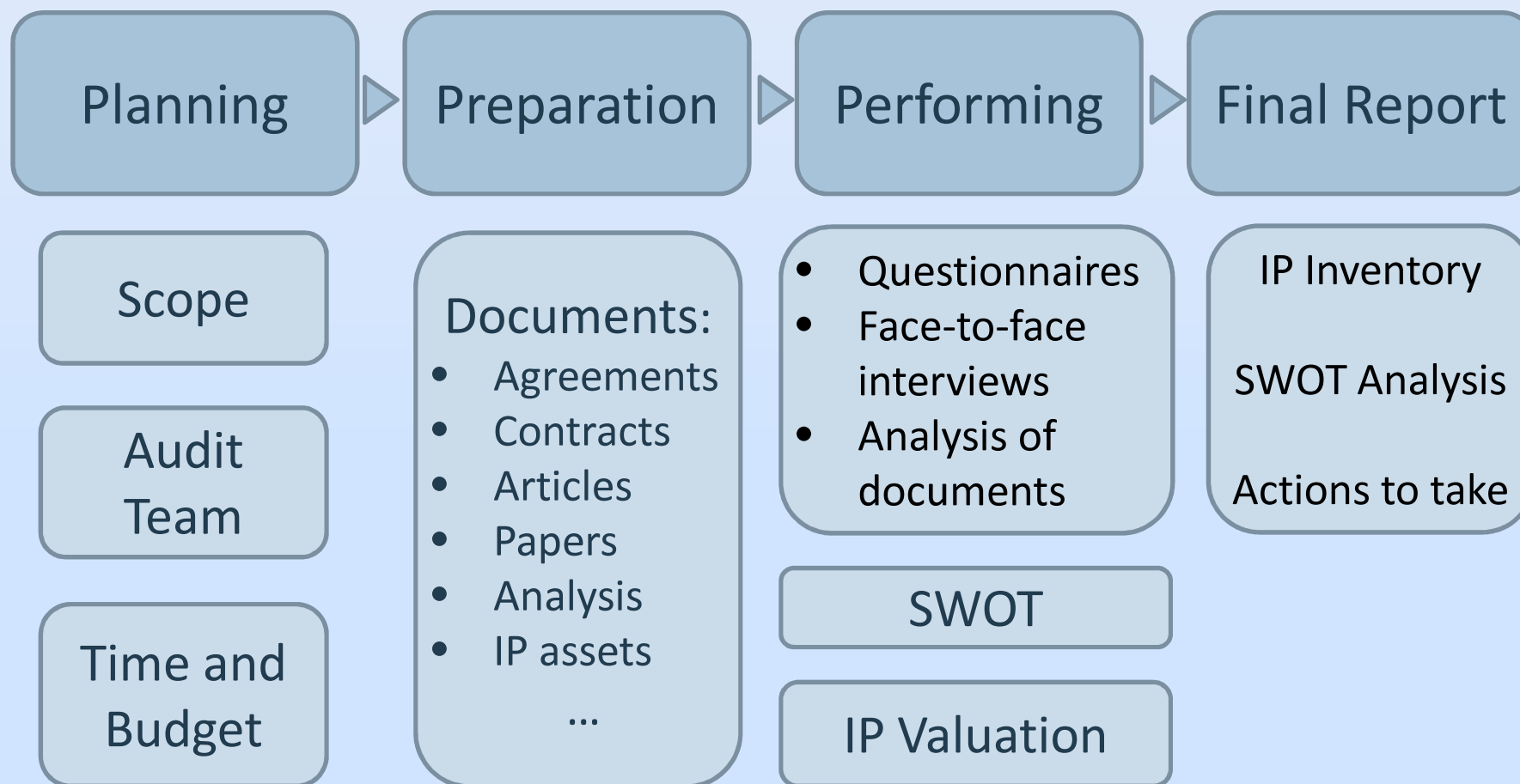
IPscore can be used to assess

- Patents and patented Technology
- R & D Projects, even when there is not a patent yet
- Ideas and project proposals

IPscore consists of:

- 40 valuation factors
- Predefined scales that guide responses
- a quick estimate of the monetary value of a patent (net present value)
- reports on a single patent or a whole patent portfolio
- a database that offers documentation and evaluation updates

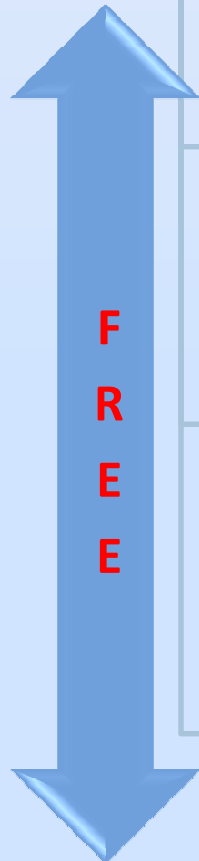
IP AUDIT



Source

European IPR Helpdesk. Fact Sheet *IP Audit: Uncovering the potential of your business*

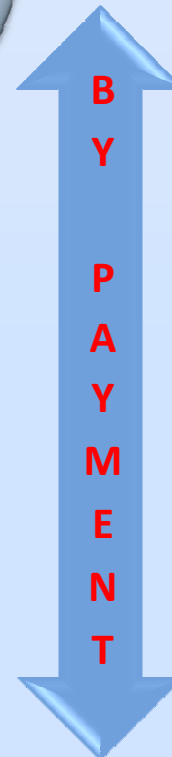
SPTO Technological Information Service. Helping to SMEs IP Management



General
Information

DATA
BASES
Access

Technology Watch
Bulletins and
Technology Alerts



Retrospective
searches

Custom
Technology
Surveillance
Reports

Patent
Technological
Reports (ITP)



Helping IP Management from SPTO

How can patent information improve the success rate of R&D&I projects?

Idea Generation



Patent information to make sure that someone else has not already developed the idea and that the expected results can be patented

Idea Development



Patent information to identify the most promising and profitable technologies

Patent information to identify overlooked technological niches and as a source of inspiration

Investment Decision



Patent information to follow up on the requests being published and to circumvent those that could affect the project purpose as early as possible

Research and Development



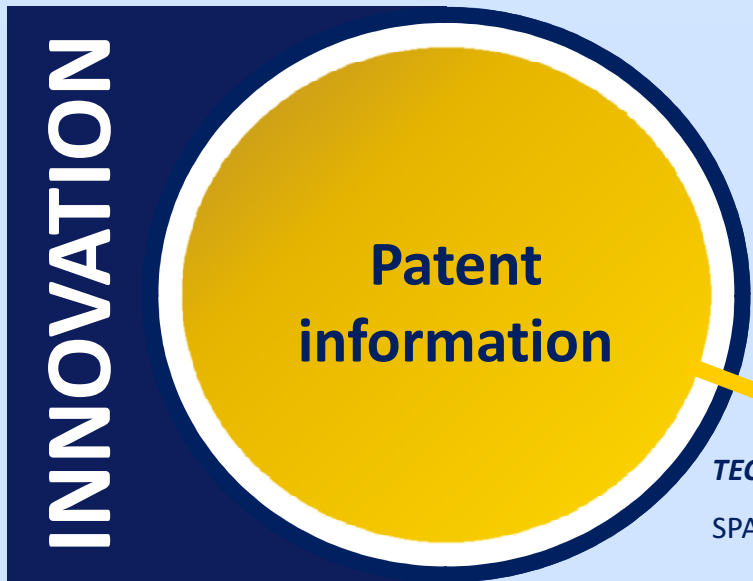
Patent information to evaluate the patentability of the results and draft a good patent application

Results Protection



Patent information to evaluate freedom to operate

Market launch



TECHNOLOGICAL INFORMATION SERVICES
SPANISH PATENT AND TRADEMARK OFFICE



Idea
Generation



Patent information helps to identify overlooked technological niches and as a source of inspiration

How can patent information improve the success rate of R&D&I projects?

INNOVATION

Patent
information

TECHNOLOGICAL INFORMATION SERVICES
SPANISH PATENT AND TRADEMARK OFFICE

Objective: Tidal Power Generation Systems

- **Searching criteria**

- **European Patents Classification**

F03B13/00 Machines or engines for liquids.....

F03B13/12 . characterised by using wave or tide energy

F03B13/26 .. using tide energy

F03B13/26B ... [N: using the relative movement between a tide-operated member and another member]

F03B13/26C ... [N: using the horizontal flow of water resulting from tide movement]

F03B13/26D ... [N: to compress air]

F03B13/26F ... [N: making use of a dam]

F03B17/00 Machines or engines for liquids: Other machines or engines

F03B17/06 . using liquid flow [N: with predominantly kinetic energy conversion], e.g. of swinging-flap type, [N: "run-of-river", "ultra-low head" (F03B13/26C takes precedence)] [C9802]

F03B17/06B .. [N: with rotation axis substantially in flow direction]

F03B17/06C .. [N: with rotation axis substantially at right angle to flow direction]

F03B17/06C2 ... [N: the flow engaging parts having no movement relative to the rotor during its rotation]

F03B17/06C2B [N: and a rotor of the endless-chain type] [N9802]

F03B17/06C3 ... [N: the flow engaging parts having a cyclic movement relative to the rotor during its rotation]

F03B17/06C3A [N: and a rotor of the endless-chain type] [N9802]

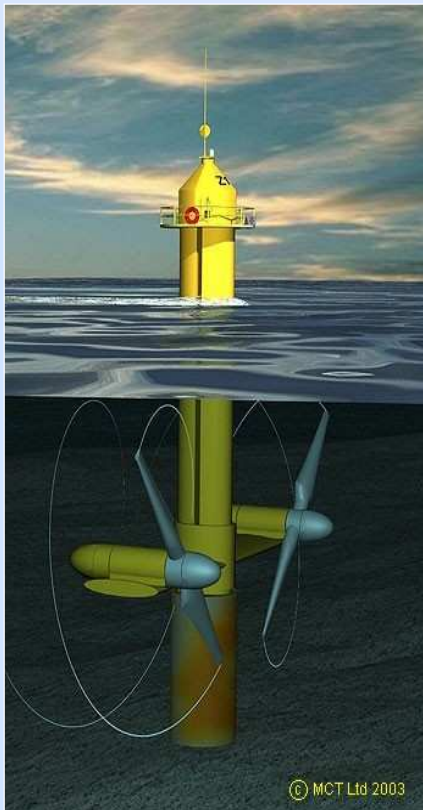
F03B17/06C3B [N: the cyclic relative movement being positively coupled to the movement of rotation] [C9802]

F03B17/06C3B2 [N: and a rotor of the endless-chain type] [N9802]

Helping IP Management from SPTO

A series of documents containing the main lines of current development are discussed:

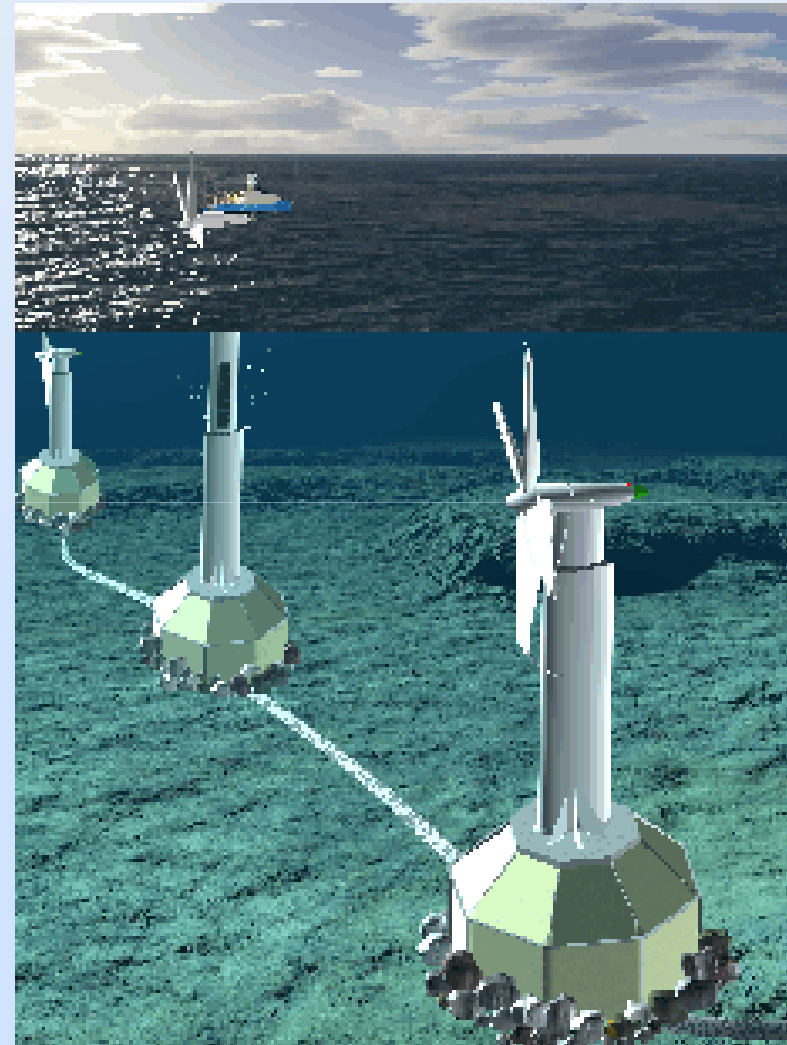
The document WO2007045853, the company Marine Current Turbines, describes a horizontal axis turbine with two-bladed rotor and anchored to the seabed by a pile, which can support one or more turbines. This pile rises to the surface, so that the turbines can be raised on the sea surface for maintenance /



The document WO2005057006, University of Wales, also describes a horizontal axis turbine supported in this case by a column that sits on the sea or river bed by a concrete block. The column is telescopic, so that the turbine can emerge surface to perform maintenance tasks. The turbine may comprise a system for regulating the orientation of the blades, and the transmission to the alternator may be direct or via a gear system.



Decision: Carefully analyze existing patents





Helping IP Management from SPTO



Idea Generation



Idea Development



Investment Decision



Research and Development



Patent information to follow up on the requests being published and to circumvent those that could affect the project purpose as early as possible

INNOVATION

Patent information

TECHNOLOGICAL INFORMATION SERVICES
SPANISH PATENT AND TRADEMARK OFFICE

Objective: Reproductive and respiratory syndrome Virus (PRRS)

● **SEARCHING STRATEGY**

▶ **Patent International Patent Classification**

C12N15/4+: Mutation or genetic engineering...

... Proteins from RNA viruses, e.g. flaviviruses

▶ **Key Words**

PRRS, Pig(s), disease, mystery

▶ **Applicants**

Ohlinger, Wensvoort, Edwards, Collins, Virology, Veterinary, Minnesota,
Diergenneeskundis

Helping IP Management from SPTO

On porcine respiratory and reproductive syndrome (PRRS), it has not located any documents that mention or even the disease itself./....

TI - New proteins from porcine reproductive and respiratory syndrome virus and recombinant baculovirus(es) producing them, useful in vaccines and for diagnostic detection of antibodies.

PA - (AMCY) CYANAMID IBERICA SA

PN -	DE	19517773	A1
	FR	2719845	A1
	WO	9531550	A1
	DK	9500535	A
	EP	0717108	A1
	ES	2078187	
	NL	1000365	C2
	JP	9500544	T
	GB	2289279	
	IT	1277996	
	AU	699385	B
	US	5888513	A



**Decision: patent in several
countries**



Helping IP Management from SPTO



Idea Generation



Idea Development



Investment Decision



Research and Development



Results Protection



Market launch



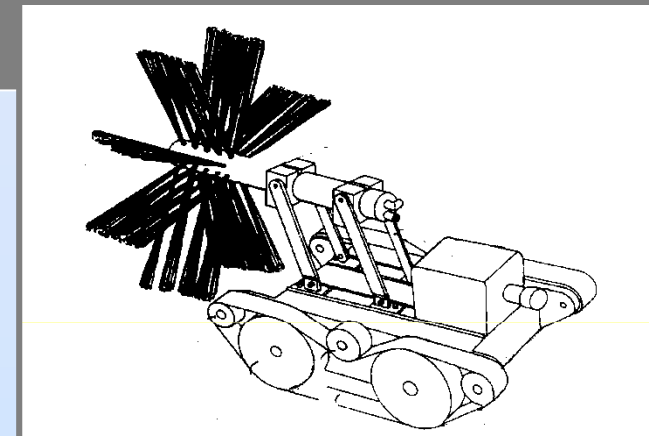
Patent information
to evaluate
freedom to
operate

INNOVATION

Patent information

TECHNOLOGICAL INFORMATION SERVICES
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Objetive : Small robot equipped with brushes, powered by electricity and compressed air for cleaning air conditioning ducts



Among the documents recovered with the scope of protection in Spain, the patent ES2.108.105 (Eriksson,Sven)

claims a very similar to the apparatus subject of this report:"Device for cleaning ducts internally ... particularly vents which includes a motor vehicle and a rotating brush"



**Decision: not
manufacture in Spain**

ES 2 108 105 T3

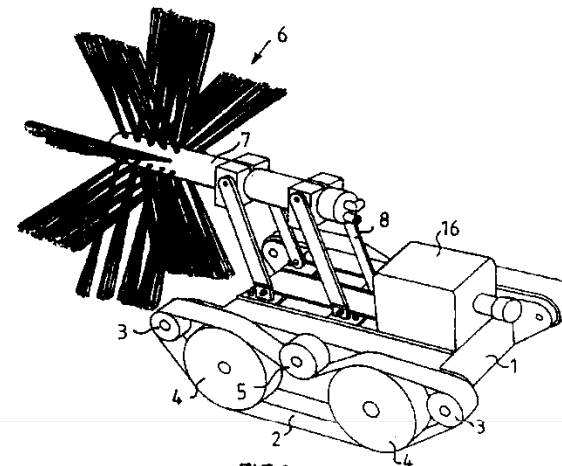


FIG.1

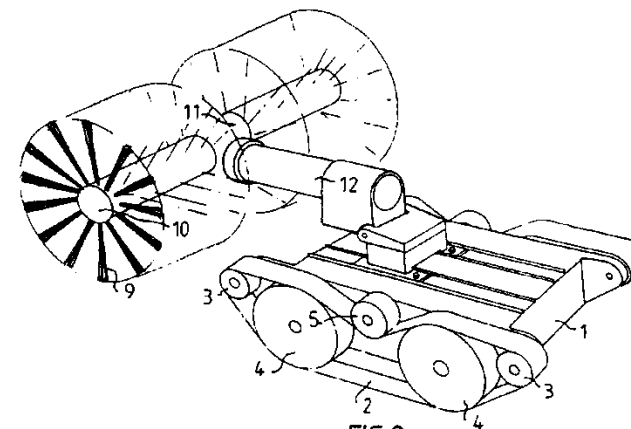


FIG.2

IP Assets Management and IP Audit

Consequences of not managing IP assets

- Not only failing to protect assets, but Infringing others assets
- Duplication of efforts to redevelop existing needs
- Loss of potential benefits (revenue, reputation, industry development) from failing to commercialize

IP Assets Management and IP Audit

Intellectual Property Assets Management

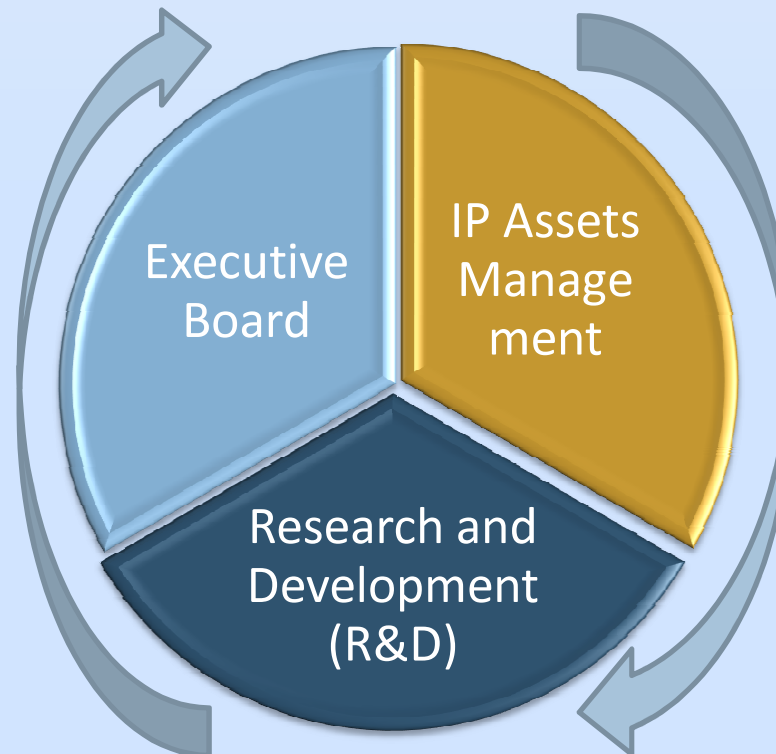
Develop



Exploit



Defend





THANKS FOR YOUR ATTENTION

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