

Trends in patent strategies, licensing & technology transfer

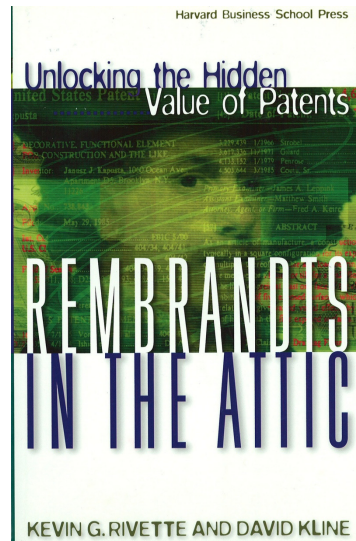
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Istanbul, 2009

 Intellectual Asset Management Magazine Maximising IP value for business August/September 2008 issue 31 www.iam-magazine.com iam Hot, hot, hot Inside the struggle to combat global patent warming Banks and the innovation bonanza • How companies can resolve patent pool dilemmas The secrets of successful reputation management • France's chance to take the lead in Europe Why standardisation will see patent markets boom • Full IP Business Congress 2008 report	“Global patent warming” IP management new tools Consequences of IP “transparency”
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« Global Patent Warming »

- Measurement to added value innovation
- More filing applications... or patent coverage globalisation



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» Patent warming consequences

- Classical licensing process is too slow
 - ➔ New tools to speed-up the process and reduce transaction costs
- Too many patents
 - ➔ Better tools to identify relevant I.P.
- Patent appraisal « black box »
 - ➔ Need for much more transparency
 - ➔ Dreaming of a rating system allowing to determine the relative value of existing 33 M patents

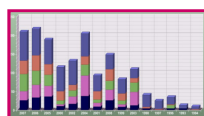
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Emerging new tools

« Clusterisation »

Visualisation
« satellite »

Patent rating



AD (202)
unclassified (10)
oral,dosage,form (70)
viral,cancer,viral infection (48)
health,beverage composition,kit (27)
adhesive,denture,article (25)
animal,composition,feed (25)
vitamin,supplement,vasoactive (14)
probiotic,method of use,bifidobacteria (14)
cosmetic,skin,skin (14)
pharmaceutical composition,powder,pharmaceutical body (13)
phosphonate,aldehyde,linear (8)
eye,antagonist,vascular (6)
preparation,alopex,derivative (6)



EVALUATION SHEET	
Superb	☒
Excellent	☐
Great	☐
Good	☐

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Tools for IP analysis

THOMSON Innovation™

THOMSON
DELPHION

aureka®
Search • Organize • Analyze • Collaborate

patentCAFE®

INNOGRAPHY®

OCEAN TOMO
INTELLECTUAL CAPITAL EQUITY

INTELLIXIR
L'infométrie décisionnelle

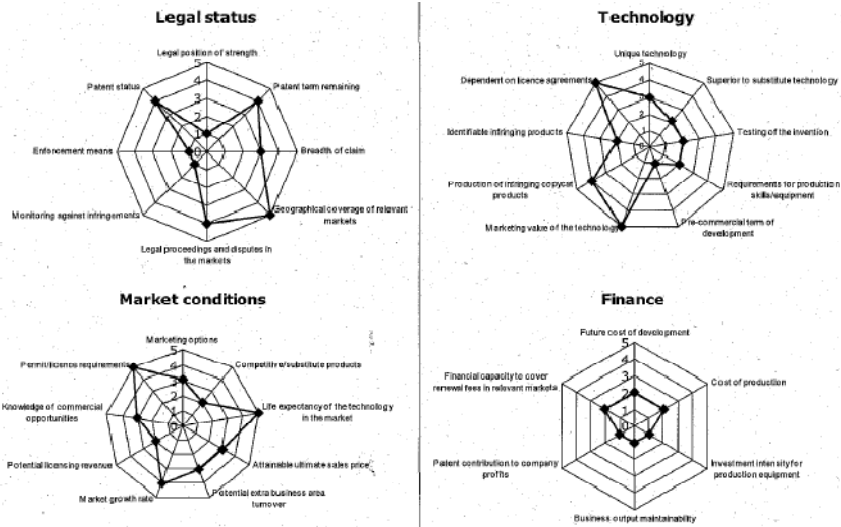
Anaqua

PLX SYSTEMS

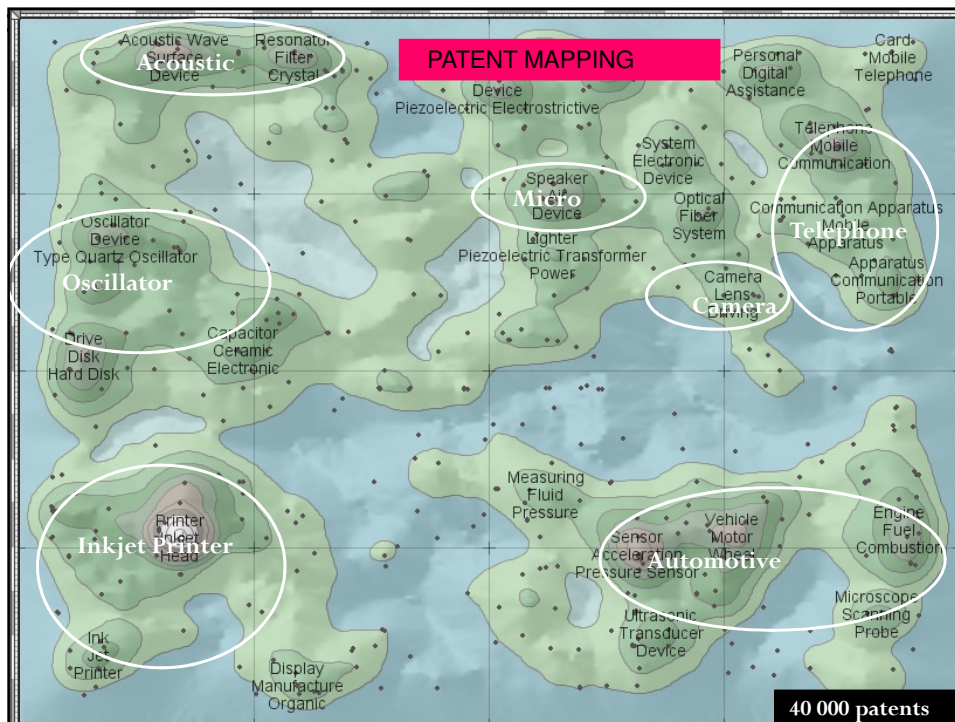
Matheo Software
www.matheo-software.com

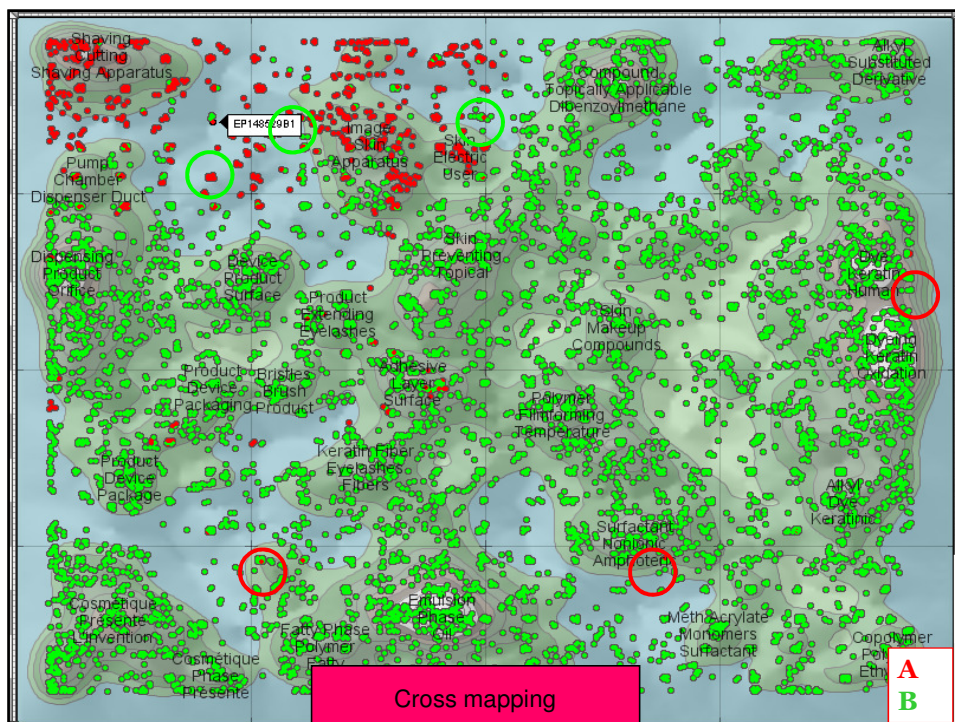
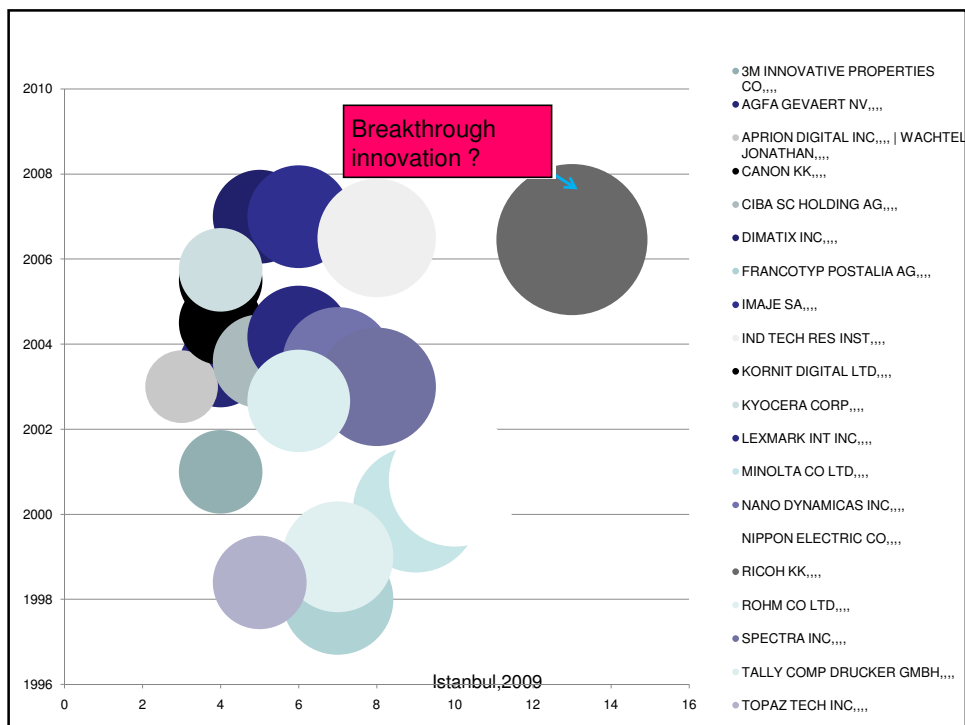
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EPO IP Score

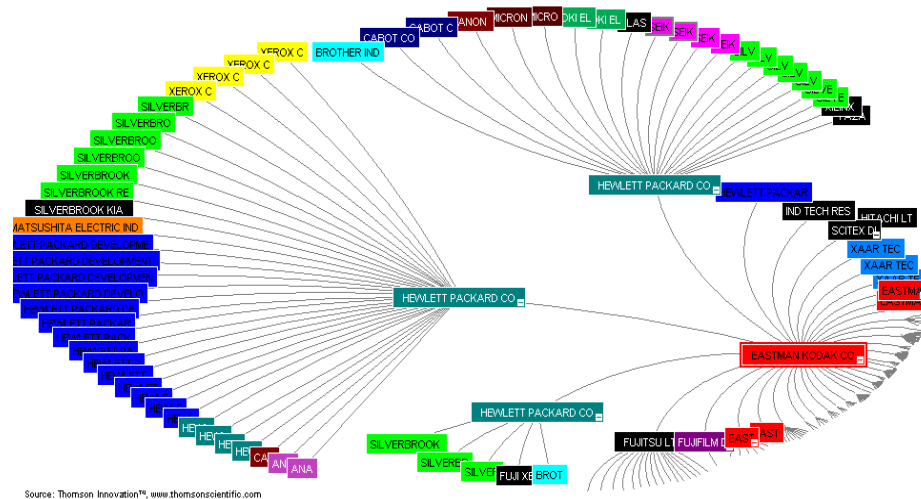


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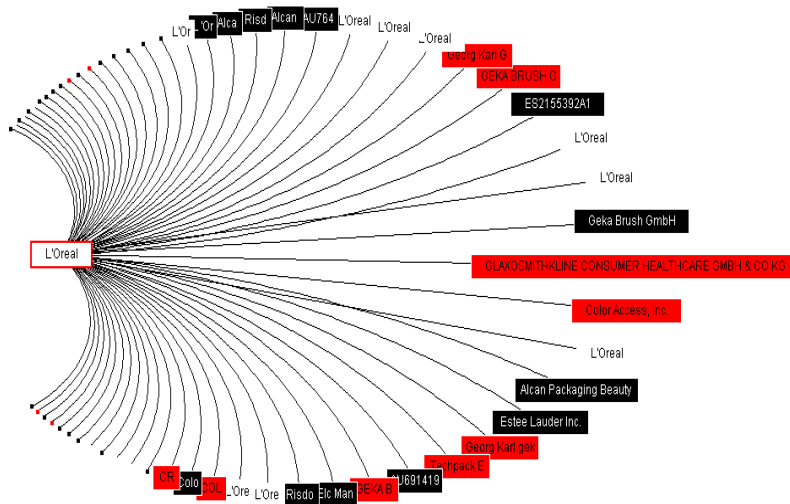
Citations tree



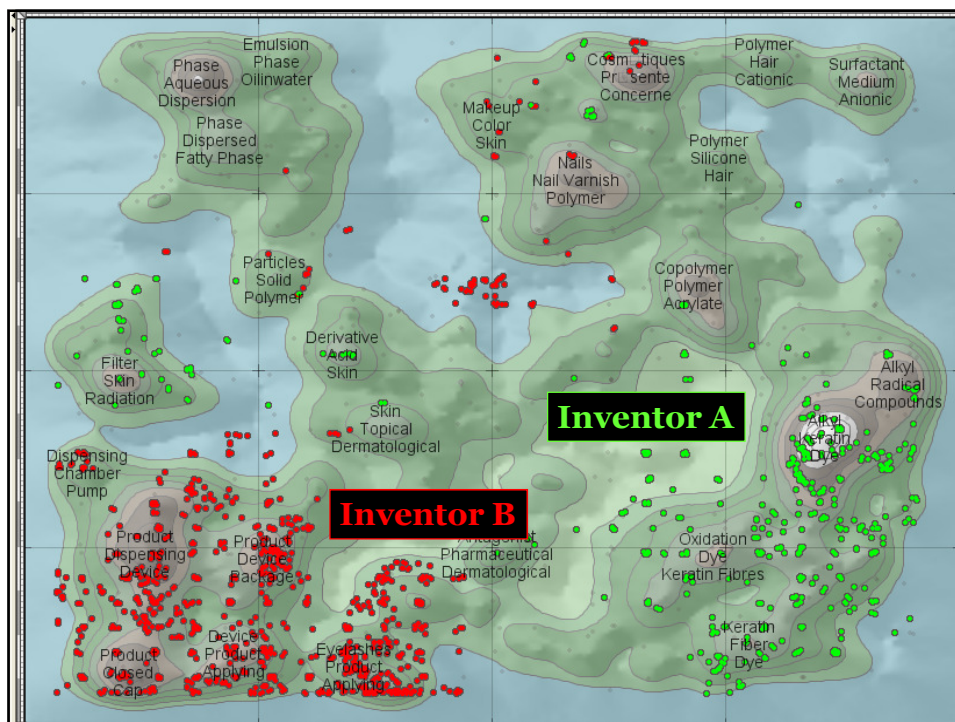
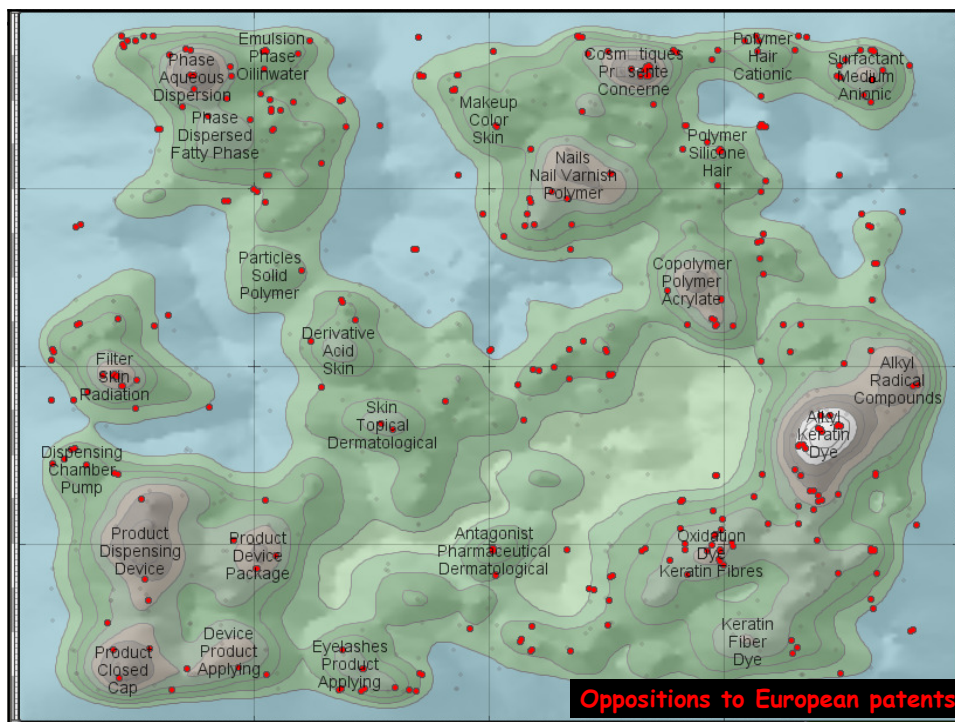
Source: Thomson Innovation™, www.thomsonscientific.com

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X or Y citation in EP search report



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Patent mapping

- Powerful tools to support decision making
- R&D strategic management tool
 - ❖ Transparency of the competitors R&D strategies
 - ❖ Understanding complex technological environment by analysing 33 M patents
 - ❖ More objective and faster selection of potential partners, licensees, counterfeiters
 - ❖ Breakthrough innovation identification
 - ❖ More objective patent portfolio analysis

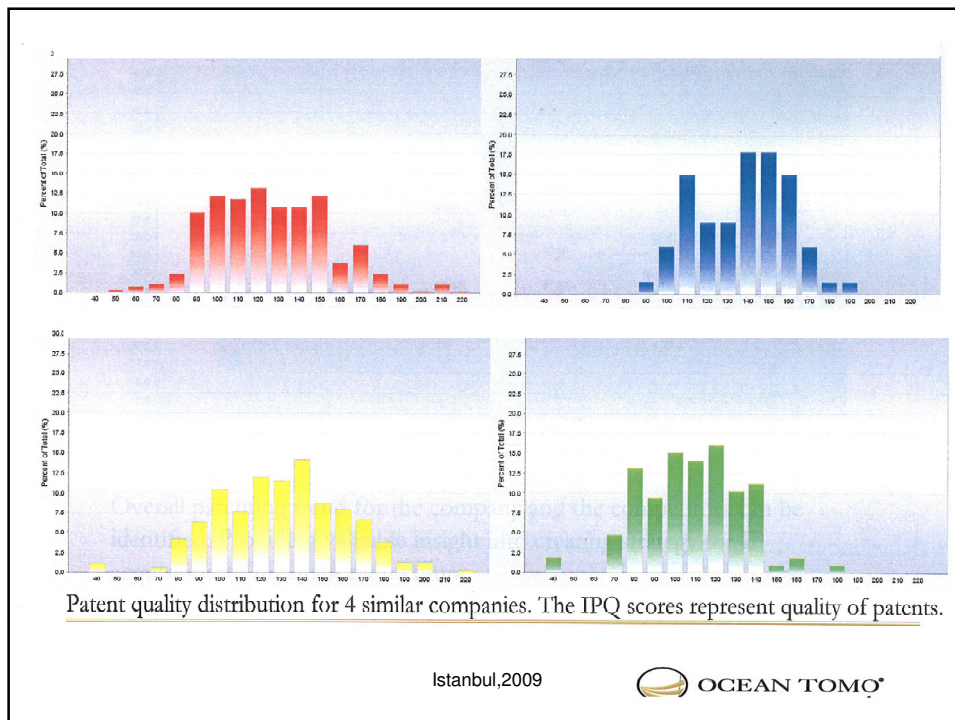
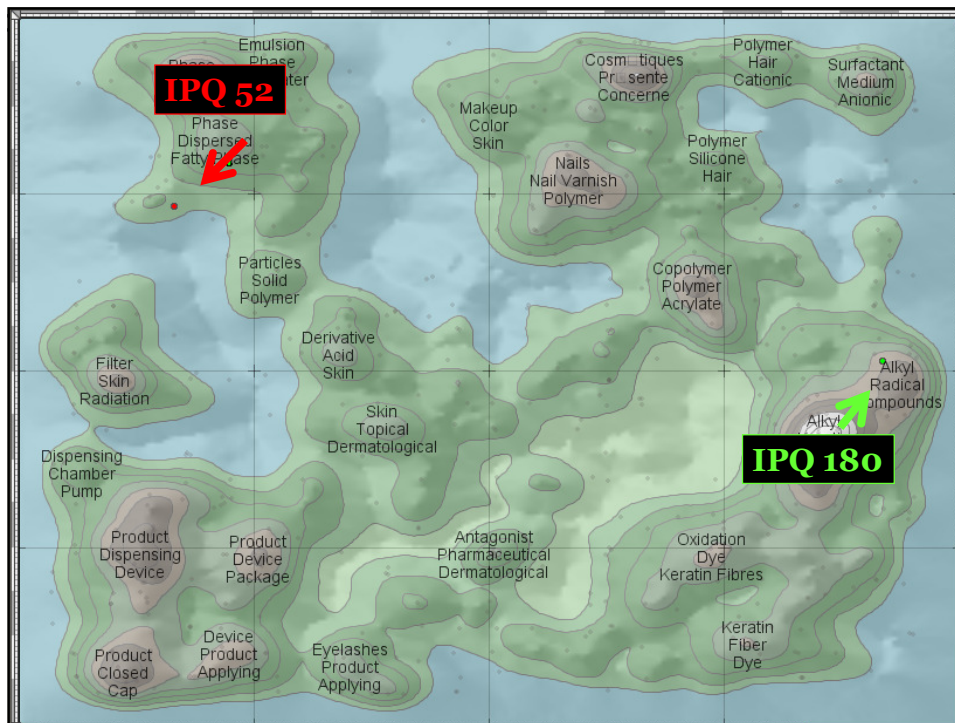
Patent rating

- Patent appraisal is always long, costly and not really effective
- Financial data related to IP transactions rarely available
- Ocean Tomo scoring algorithm (IPQ)
 - US patent scoring only
 - Most sophisticated initiative
 - Several limitations but statistically effective



POSSIBLE FUTURE STANDARD

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Possible rating impacts

- **Reference for patent appraisal**
- **Ranking of the most innovative companies**

Market capitalization

I.P. portfolio management

Shareholders

Class actions ?



More transparency

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CONSEQUENCES

- I.P. portfolios and the way they are managed are becoming **transparent** to any party using a combination of the right IP dedicated softwares.
- FTO must be carefully checked **prior to any investment in R&D.**
- Major impact of the new tools on R&D strategic management and on IP portfolio management.
- You must prepare yourself (by training) and your organization (by acquiring the most promising new software) to play with (or invent) new rules.

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Thank you for your attention

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