



Don't be a lemming.

Stop following the herd and stop focusing on the wrong IP issues and strategies.

Background of Presentation Too many companies follow the herd, take the advice of overzealous patent attorneys and patent every invention that comes out of R&D in the hopes (or perhaps blind expectation) that the patent will be valuable to the company. Unfortunately, this is patent business as usual, which is wasting your time, money and, even worse, might have caused you to miss opportunities.

Because of the turmoil and change in the patent rules and laws and now that money is tight companies should start to ask, "do we need to have a huge patent portfolio to deliver our current or future value proposition?"

But how do you know what is appropriate to patent and what is not and if you don't patent a method, product or service how do you protect it?

Outline of Presentation Stop following the herd and start developing an intellectual property strategy that is actually aligned with your value proposition, defends against the competitive forces in your industry, and considers the massive changes in the patent laws (and the coming changes).

You need to ask yourself three critical questions in order to design the right IP strategy:

1. What is our current and possible future value proposition and how do we deliver that value proposition (i.e., with what methods, products and services)?
2. What are the competitive forces acting on those methods, products and services?
3. Given our value proposition and the competitive forces, what type of (or types) IP can best protect the value of those methods, products and services effectively in the most cost efficient manner and considering the IP climate for your technology?

Let us show you how to apply these questions and analytical framework in three cases.

1. A specialized R&D and manufacturing company. This company produces highly specialized and sophisticated materials so it should patent every product or material, right? Think again.
2. Start-up telecommunications company. Open source components are the backbone of this company so is there anything to protect? Yes.
3. Business-intelligence company. This company sells data which practically cannot be protected by patent, copyright or any other federally recognized IP registration. How do you keep your products safe?