








The Legal 500's IP Forum

Creating Profitable IP Strategies



AGENDA



12:00		Registration Lunch Networking
13:15		SESSION 1: Obtaining patents
14:45		Coffeebreak
15:30		SESSION 2: What to do with patents?
17:00		Networking drinks on the rooftop terrace and at the lounge area

The Legal 500's IP Forum "Creating Profitable IP Strategies"

Key Speakers



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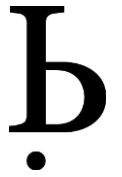
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Panellists Session 1



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Efficient Energy GmbH
Patent Engineer

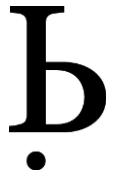


Dr. Jörg Dreyhsig
Fresenius Medical Care
Global Head of Litigation
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Thomas Bereuter
European Patent Office
Program Area Manager,
European Patent
Academy

SESSION 1: Obtaining patents



1. Extracting Inventions from R & D Departments

- **Role of IP department**

Receiving invention disclosure statement or active prosecution of inventions?

Teaching engineers about patent law?

Teaching patent people about the latest developments in the technology?

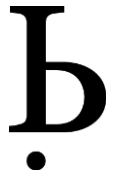
- **Fostering an innovative culture and environment**

How do you create an atmosphere of innovation?

Financial incentives (magnitude, milestones)

Non-financial incentives (honour, career boost)

SESSION 1: Obtaining patents



2. Patent Prosecution

- **Inhouse vs. Outside**

What is the right “interface”?

What can attorneys in law firms do better?

What are the strength of inhouse patent attorneys / managers?

- **Cost control**

Prioritization (e. g. gold, silver, bronze),
territorial coverage, conscious reduction of portfolio over time.

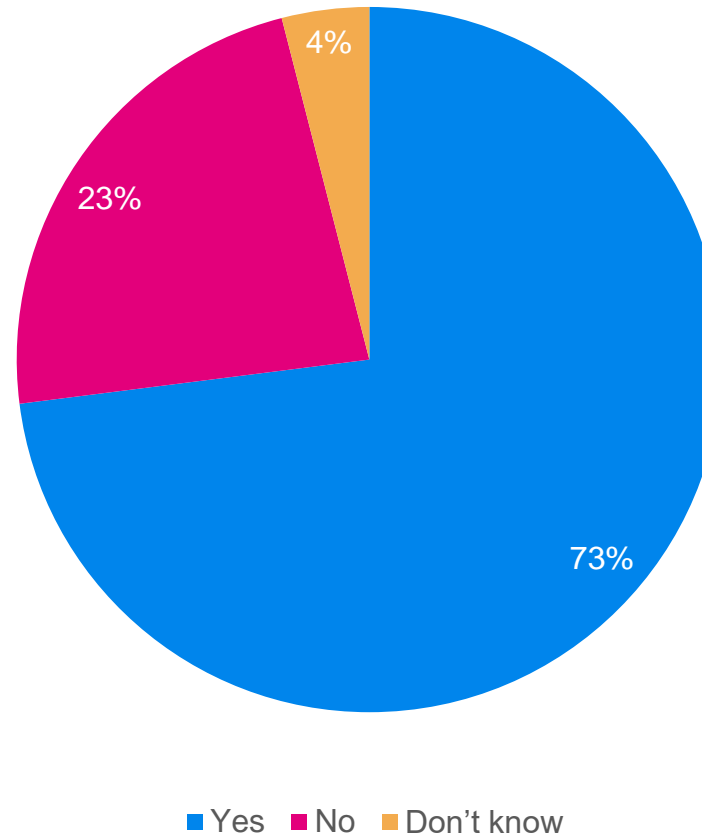


The Legal 500 – Intellectual Property (IP) Research

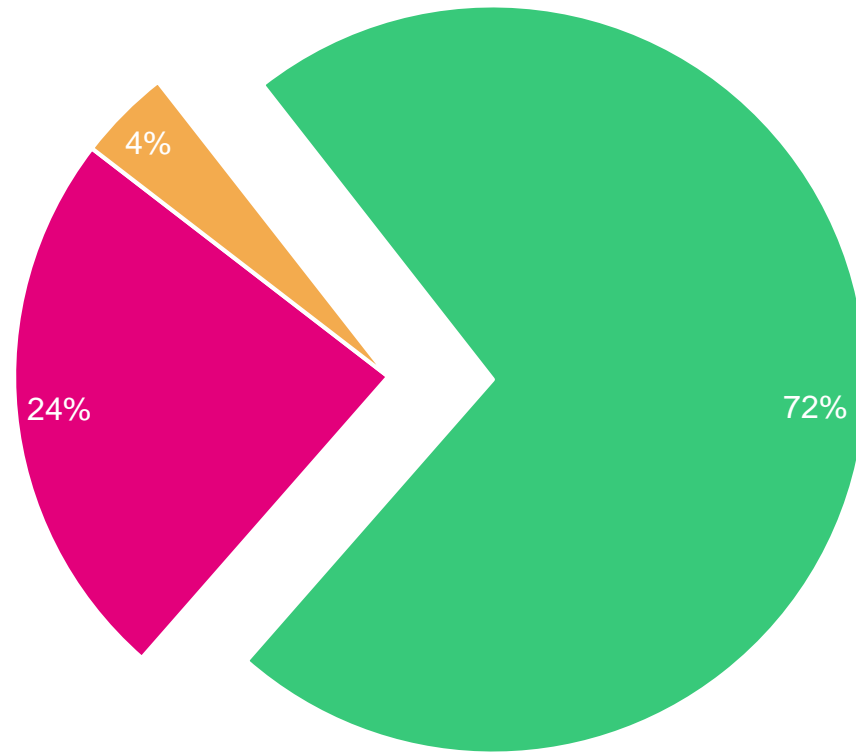
March 2018

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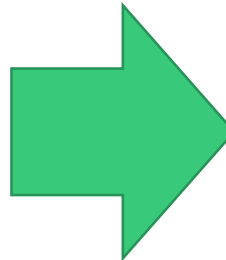
Almost three quarters have a defined strategy for building or renewing the company's IP portfolio



IP strategy is part of the company's corporate strategic planning for most. In-house IP departments tend to be in charge of IP strategy



■ Yes ■ No ■ Don't know



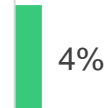
In-house IP Department/ IP Focal Point



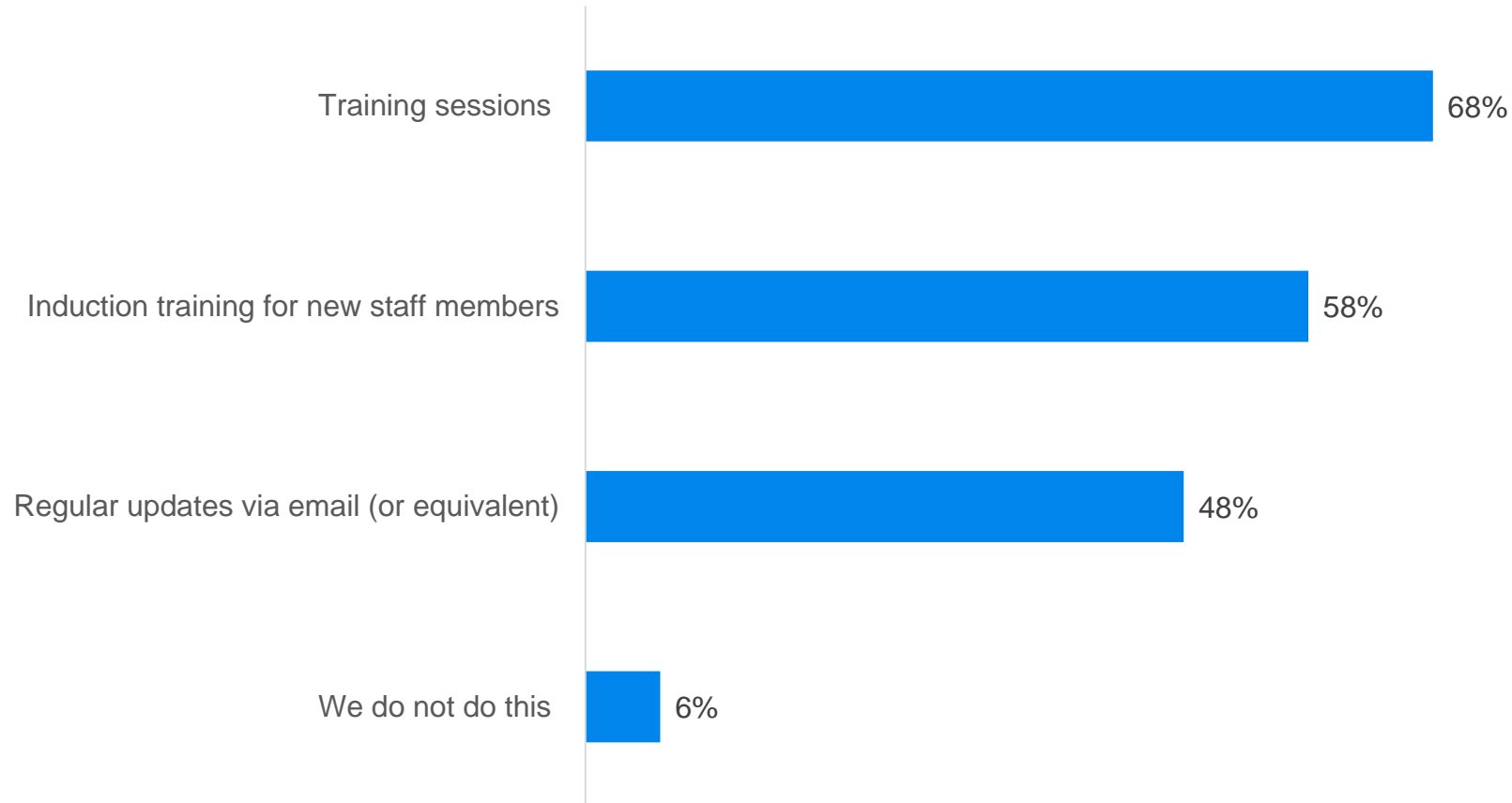
External attorneys/agents



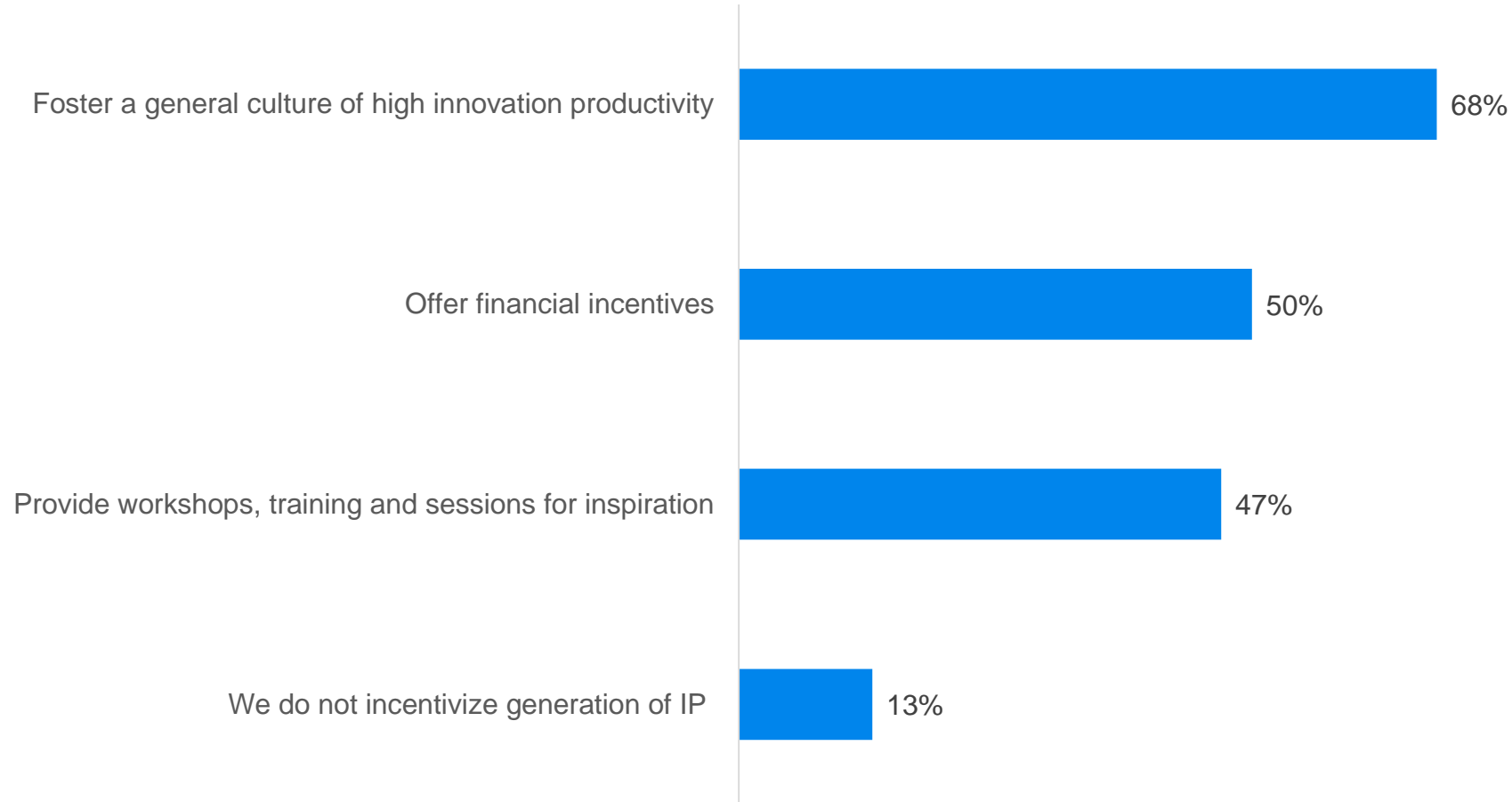
Private IP service providers



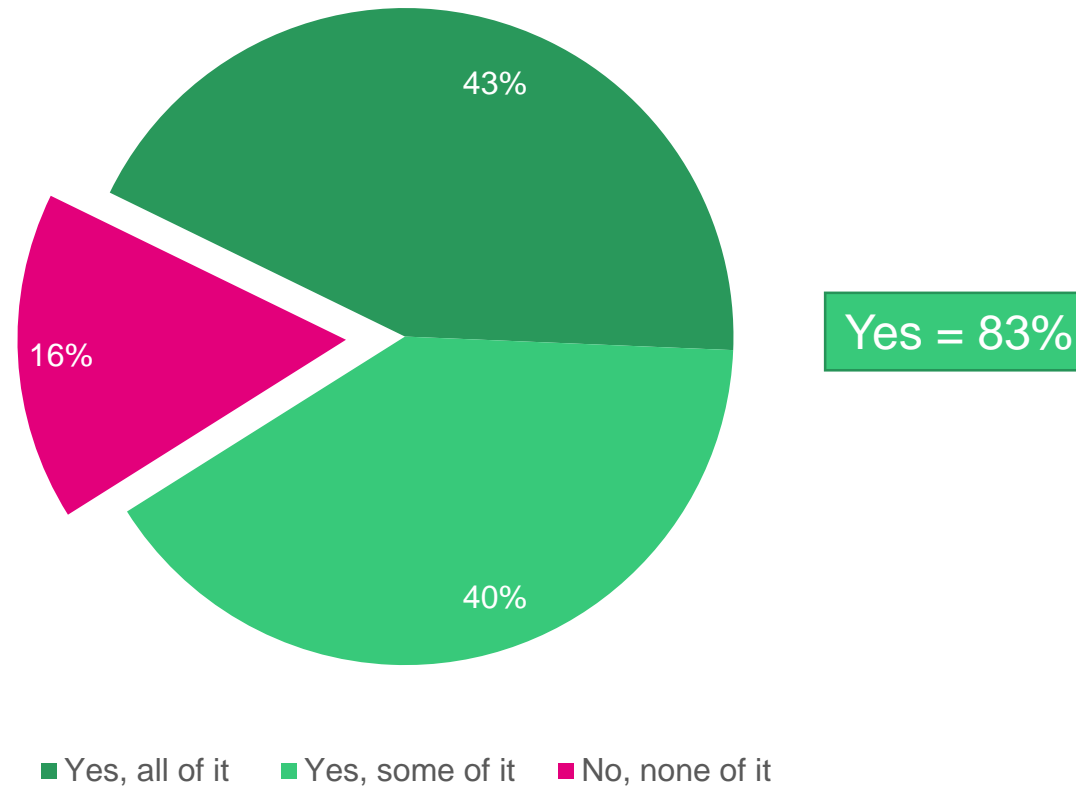
Induction training and training sessions are the most common ways to ensure basic IP knowledge and awareness



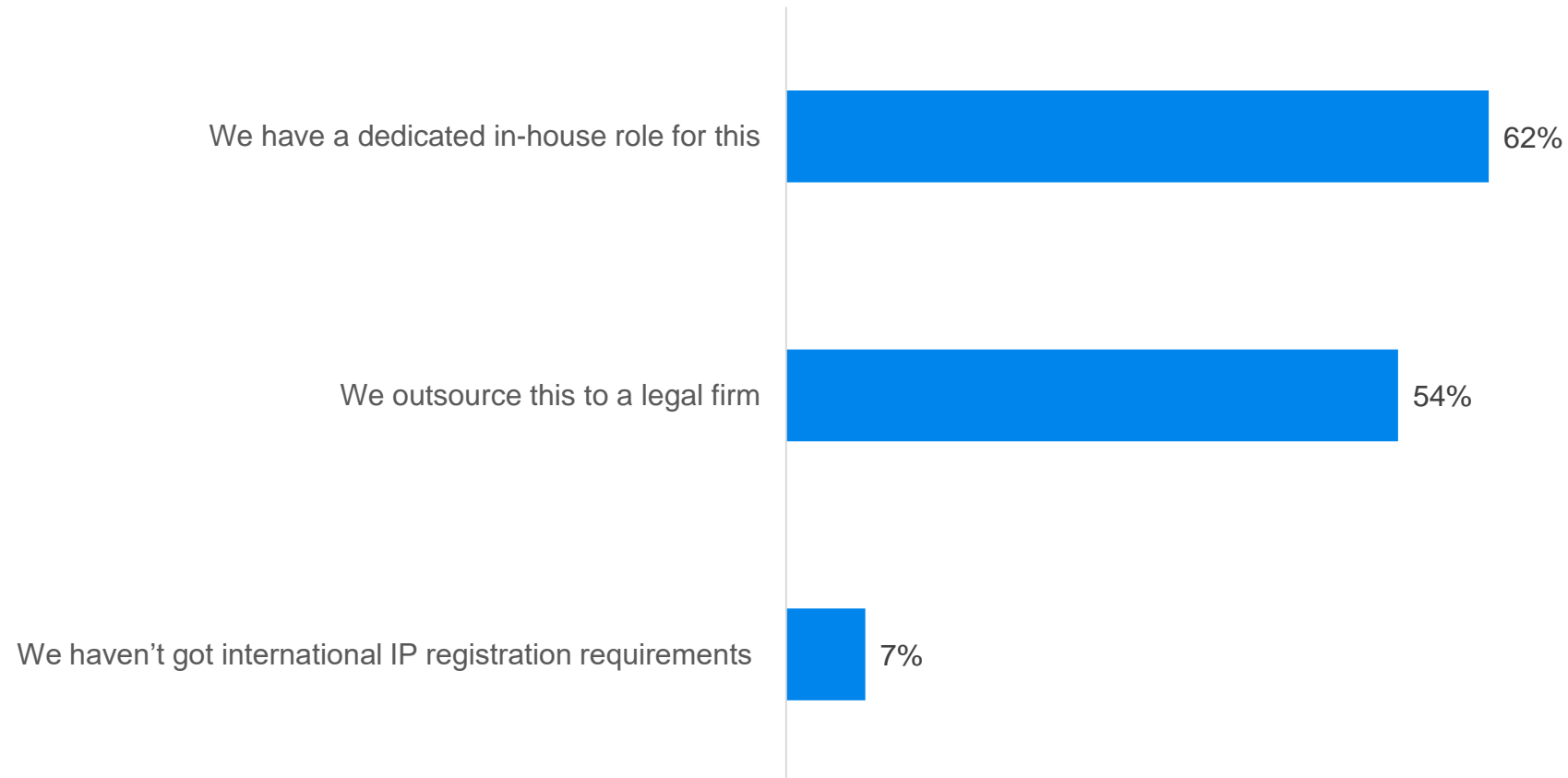
Most companies foster a culture of high innovative productivity to incentivize IP generation, although half offer financial incentives and some provide workshops and training for inspiration



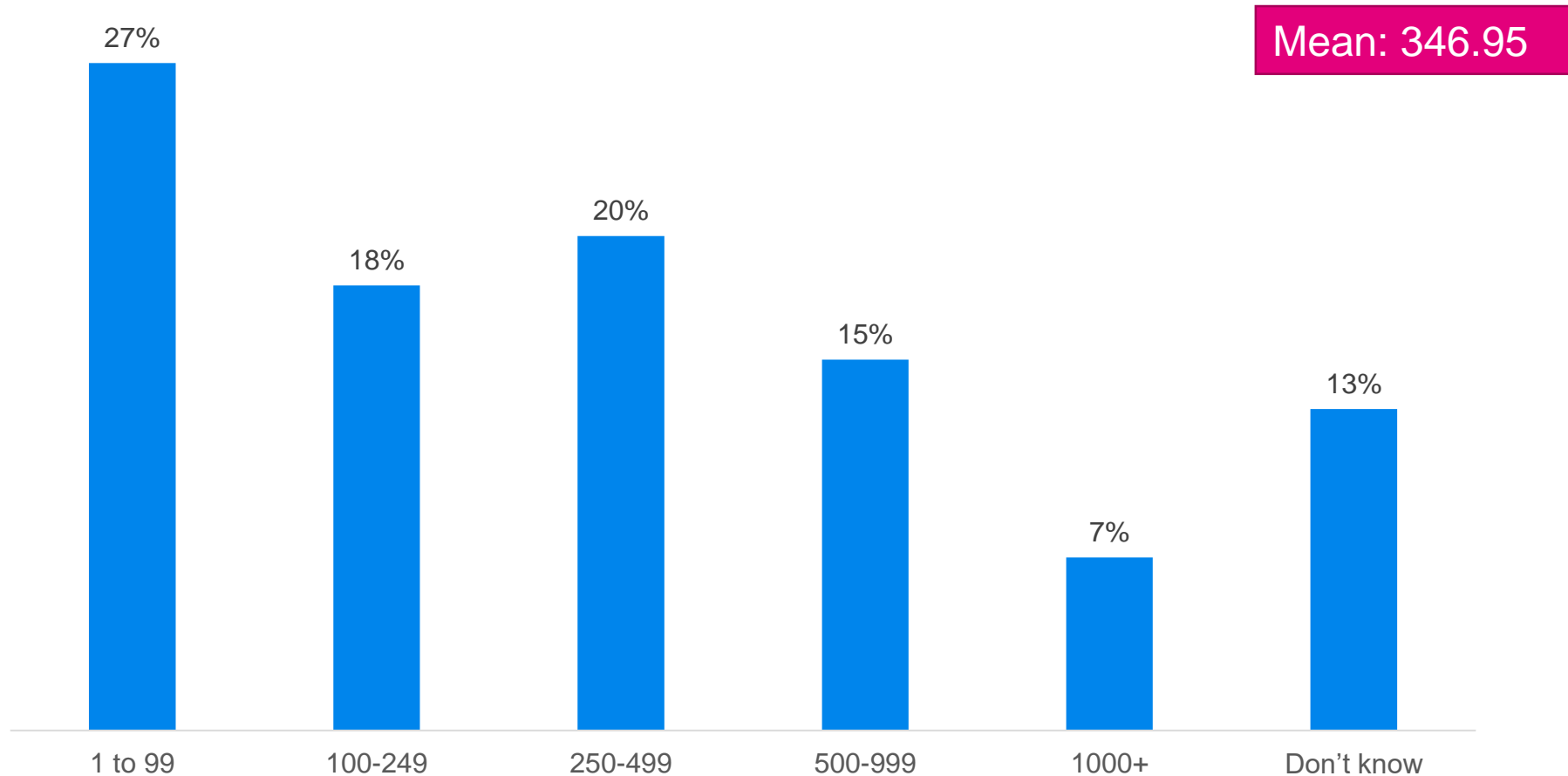
The majority of respondents say they currently outsource at least some of their IP requirements to a law firm



Dedicated in-house roles are the most common way of coping with IP registrations in different countries



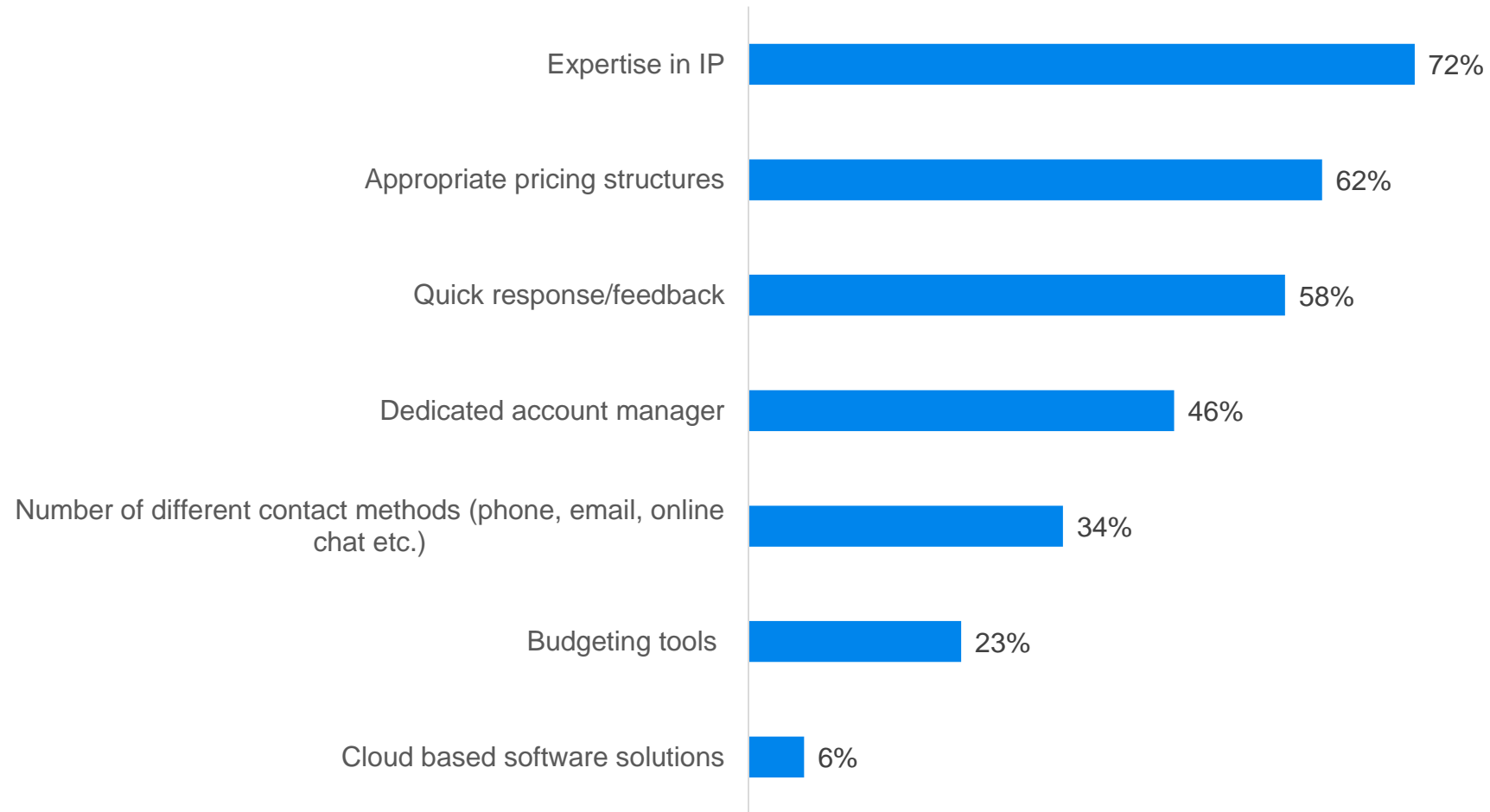
On average, IP protection applications would have to be at around 347 per year for a company to start using in-house lawyers rather than a legal firm



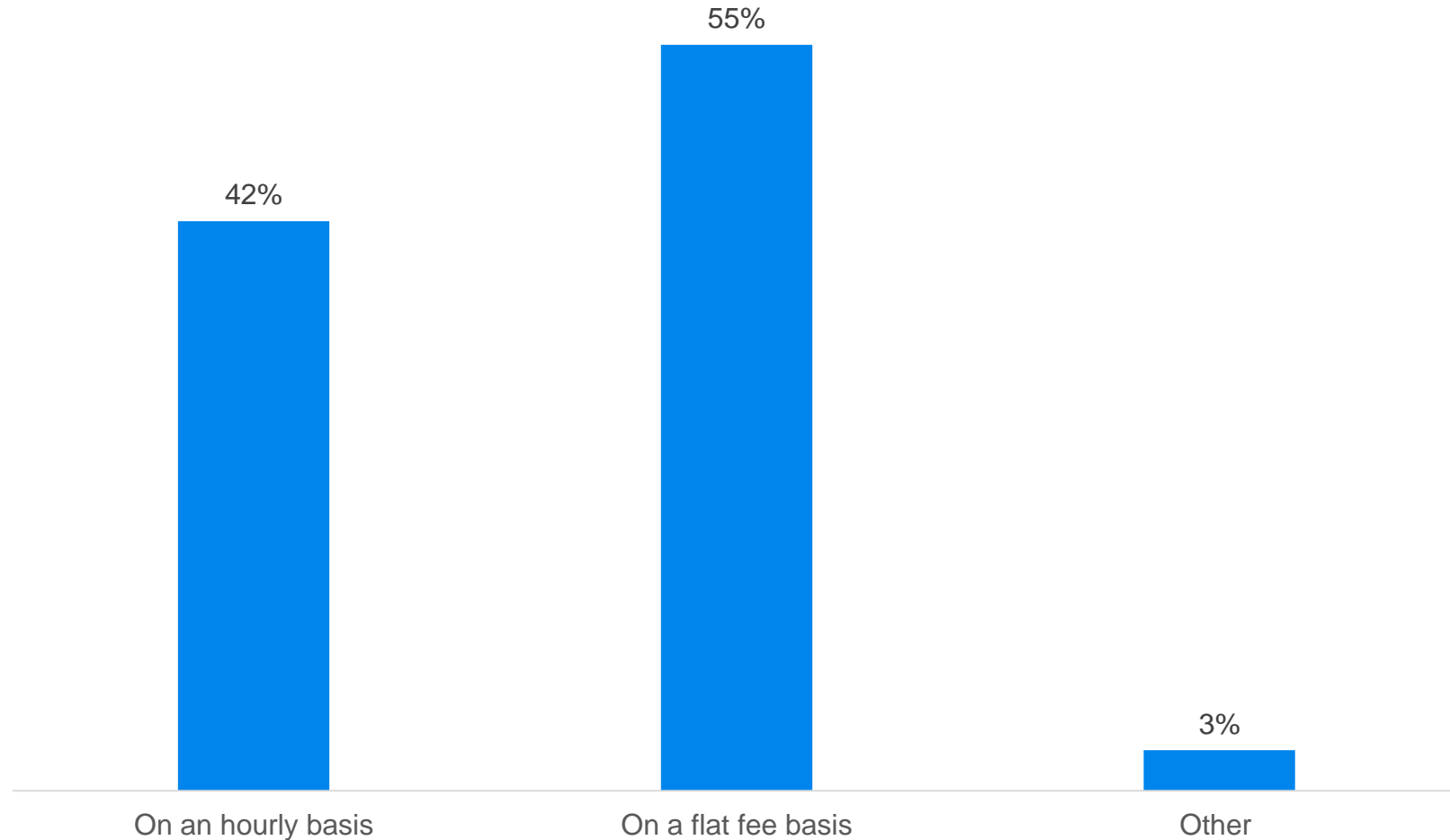
Q25 At what level of IP protection applications filed per year would your company start to use in-house lawyers, rather than a legal firm's expertise?

Base: 104

Expertise in IP is of course a key expectation of a firm that companies outsource IP work to. Pricing and responsive feedback are also in the top three expectations



A flat fee basis is used by over half



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Panellists Session 2



Dr. Christian Reinders

Dräxlmaier Group

Chief IP Counsel



Dr. André Körtgen

THALES Deutschland

Vice President
Legal & Contracts



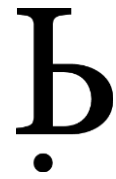
Thomas Bereuter

European Patent Office

Program Area Manager,
European Patent
Academy

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SESSION 2: What to do with patents?



3. Own patents

- **Own use**

Is patent coverage reviewed along the way?

- **Portfolio Management**

Macro management - Considerations and strategies

(Should 80 % of the patent portfolio cover 20 % of the profit?)

Micro management - Comparison, evaluation

(Should five patents on a technology be maintained, if three of them are weak?)

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SESSION 2: What to do with patents?



4. Competitors' patents

- **Infringement watch**

Organisation (sales force knows the market, patent people know the patents), documentation, strategies (aggressive vs. non-aggressive, licensing considerations)

- **Handling of IP conflicts**

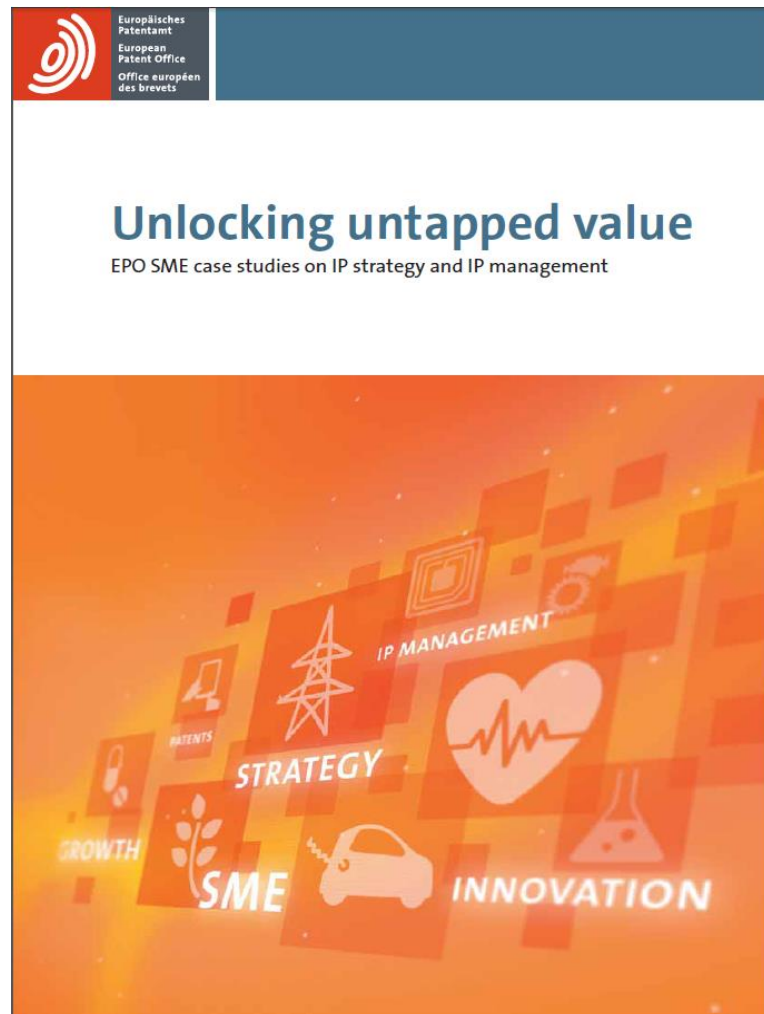
Licensing-in, attacking third party patents or avoid "waking up sleeping dogs"?

- **Inspiration**

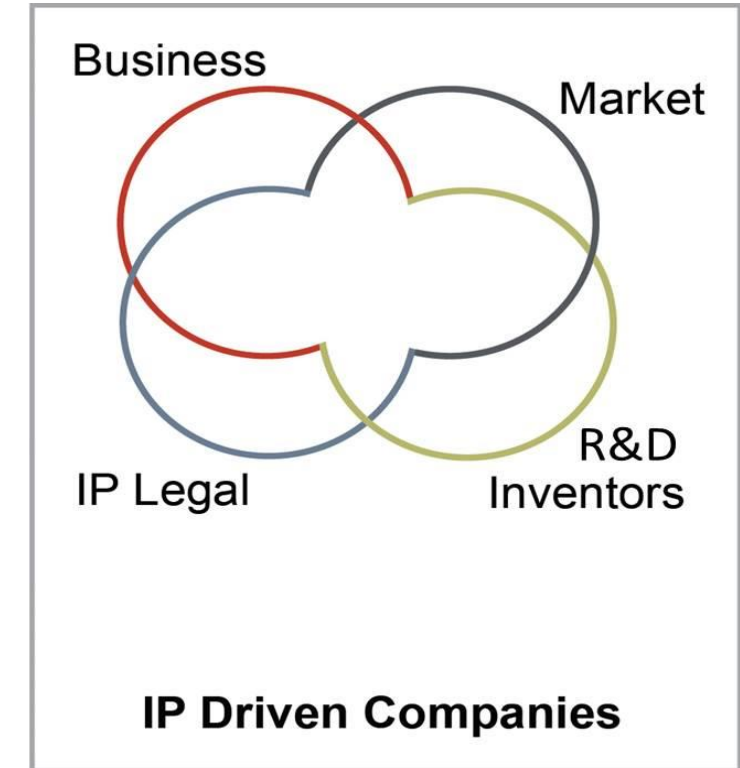
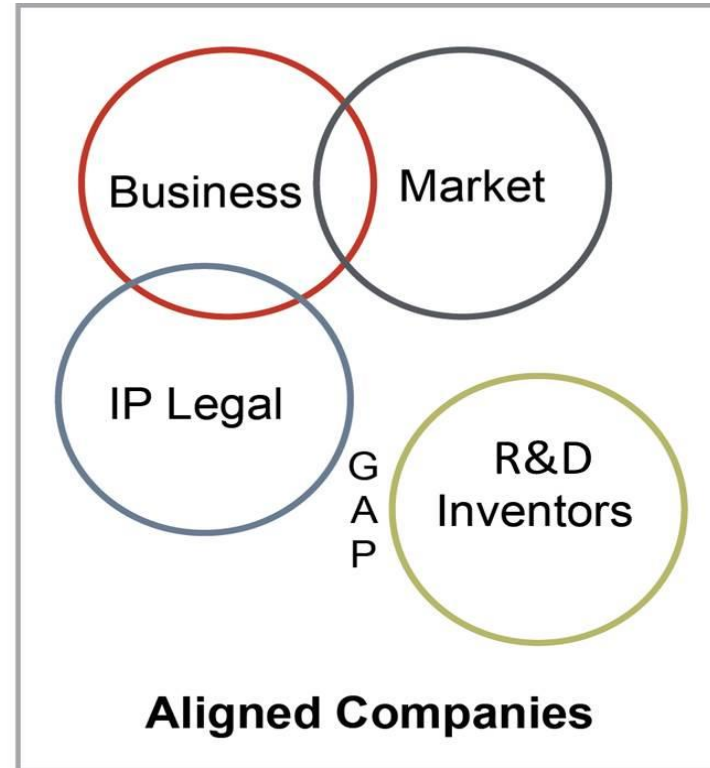
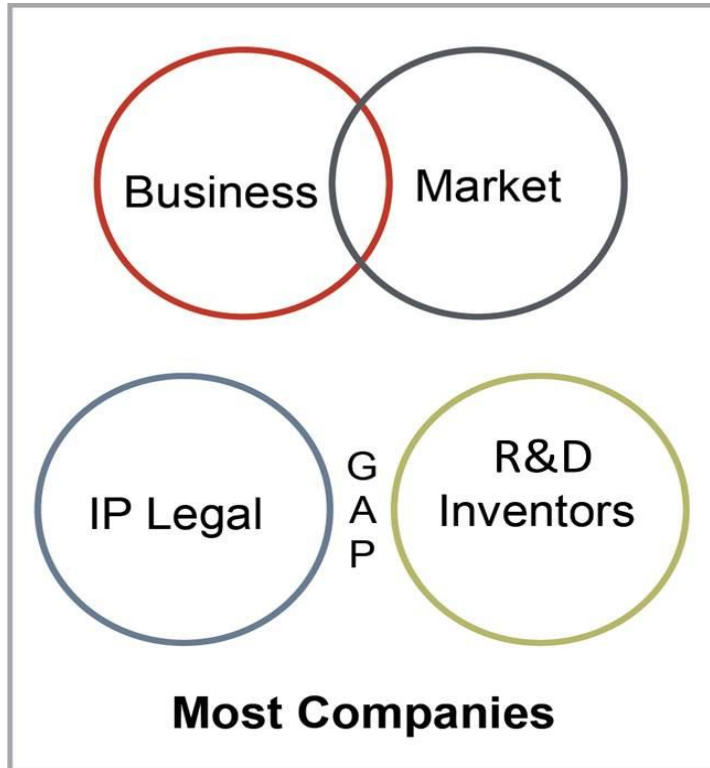
Feed-back to own R & D - How is this organized?

Is this a "by chance" result or the result of a planned process?

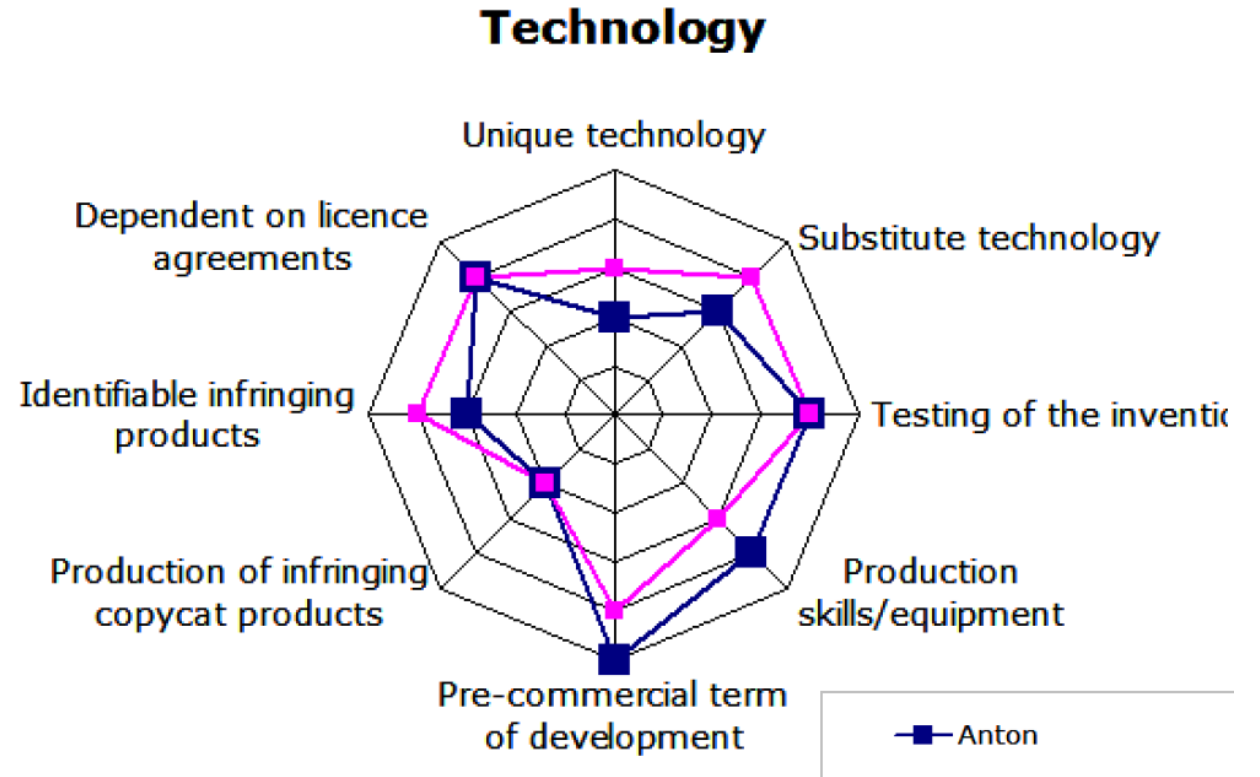
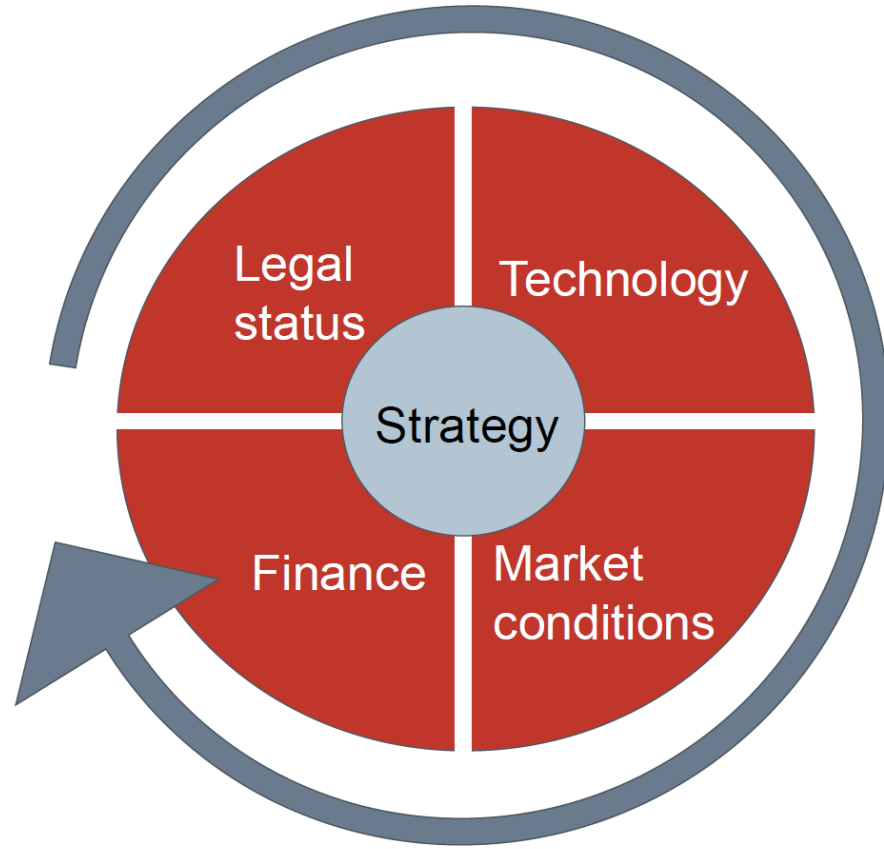
The EPO SME case studies



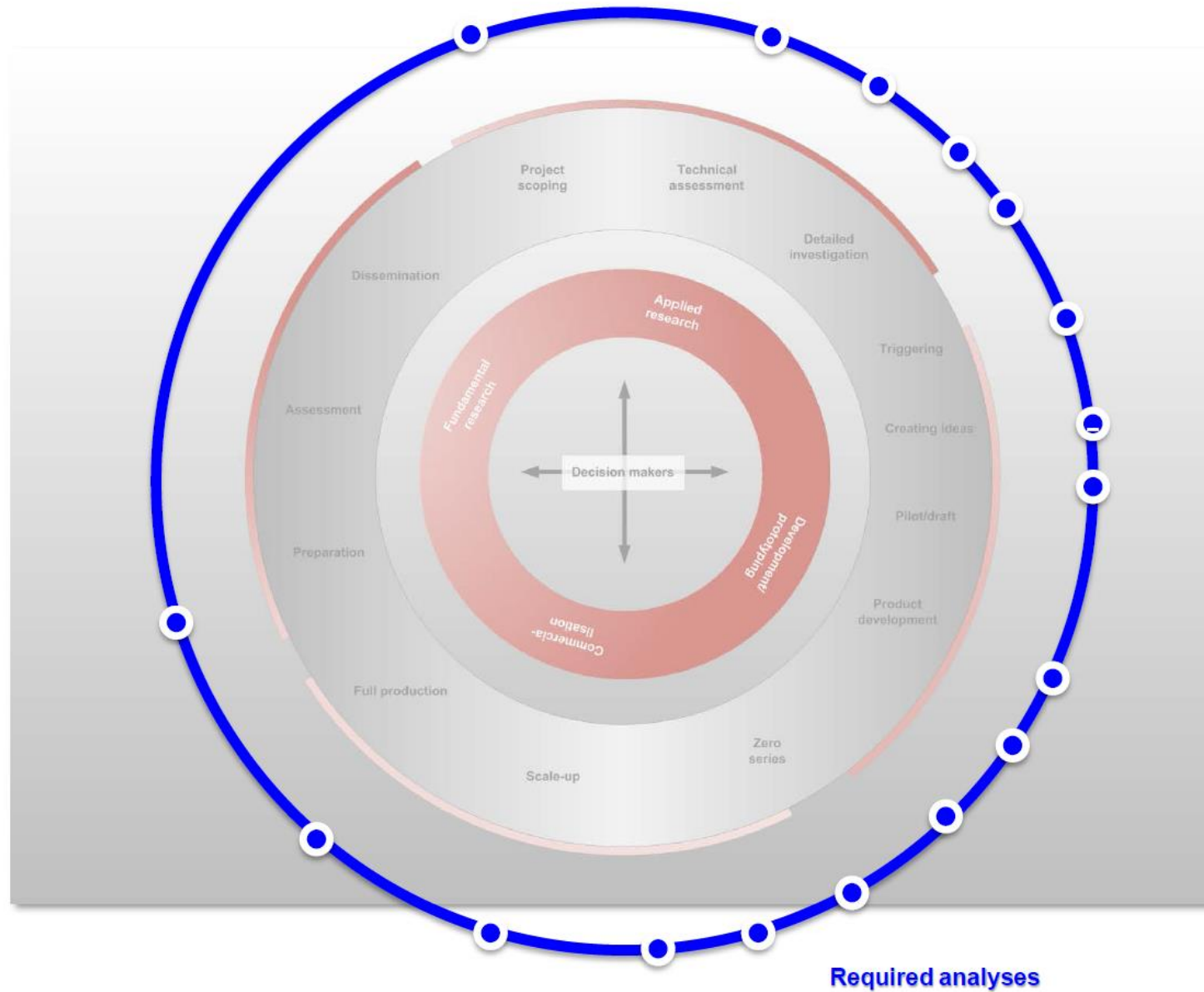
The Right IP Strategy - Who



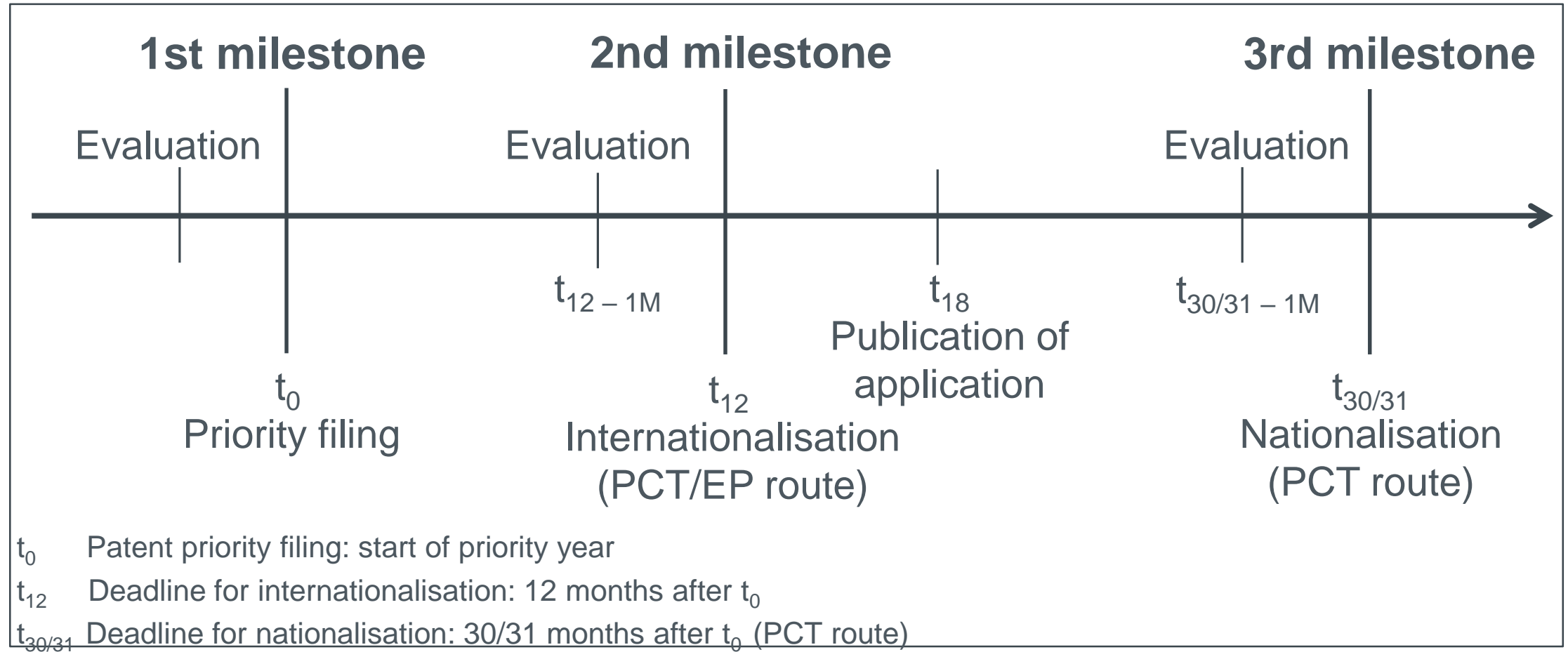
Evaluation topics



The product development process



IP evaluation process





PATENT WALL

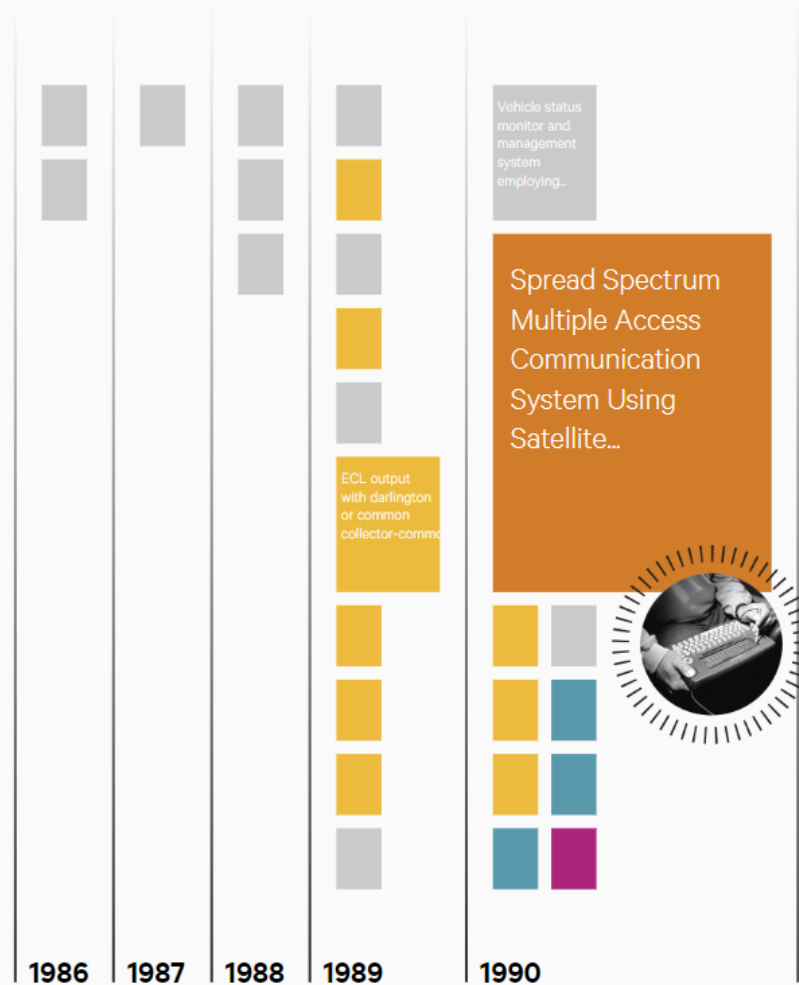
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In the spirit of that never-ending pursuit of the next great idea, this interactive Patent Wall visualizes the tens of thousands of Qualcomm's inventions conveyed through our patents. This is the story of the past, present, and future of Qualcomm.

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can spark a sea of
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ousands of Qualcomm's invention
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CELLULAR

Spread Spectrum Multiple Access Communication System Using Satellite or Terrestrial Repeaters

USPTO ID	4901307
DATE	2/13/1990
INVENTORS	Klein S. Gilhousen Irwin M. Jacobs Lindsay A. Weaver Jr.

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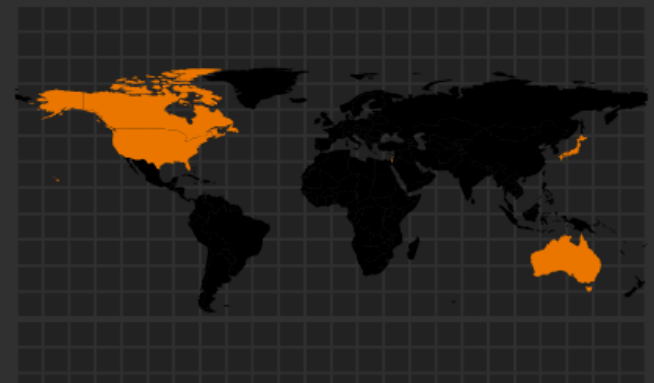
Countries where this patent is protected

6

COUNTRIES GRANTED APPROVAL

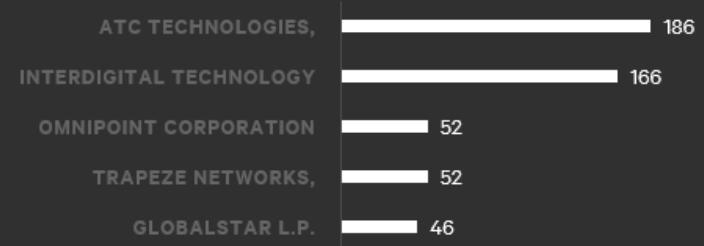
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COUNTRIES PENDING APPROVAL



Citation Information

Forward citation counts of this patent ?



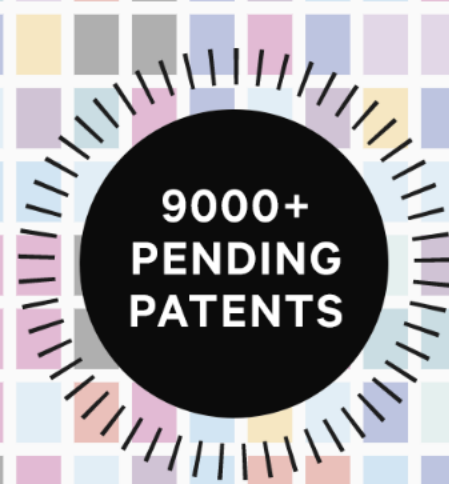
1552
CITATIONS

447
COMPANIES

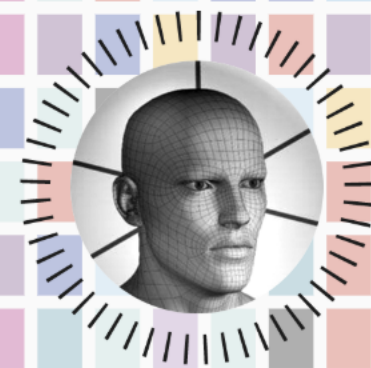




USPTO ID 20150195836
Wireless communication
with asymmetric numbers
of transmit and receive
chains



9000+
PENDING
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Future

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