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„Competitive Advantages for ICT-related Companies by Strategic Innovation and IP Management”

D. Misra



Outline

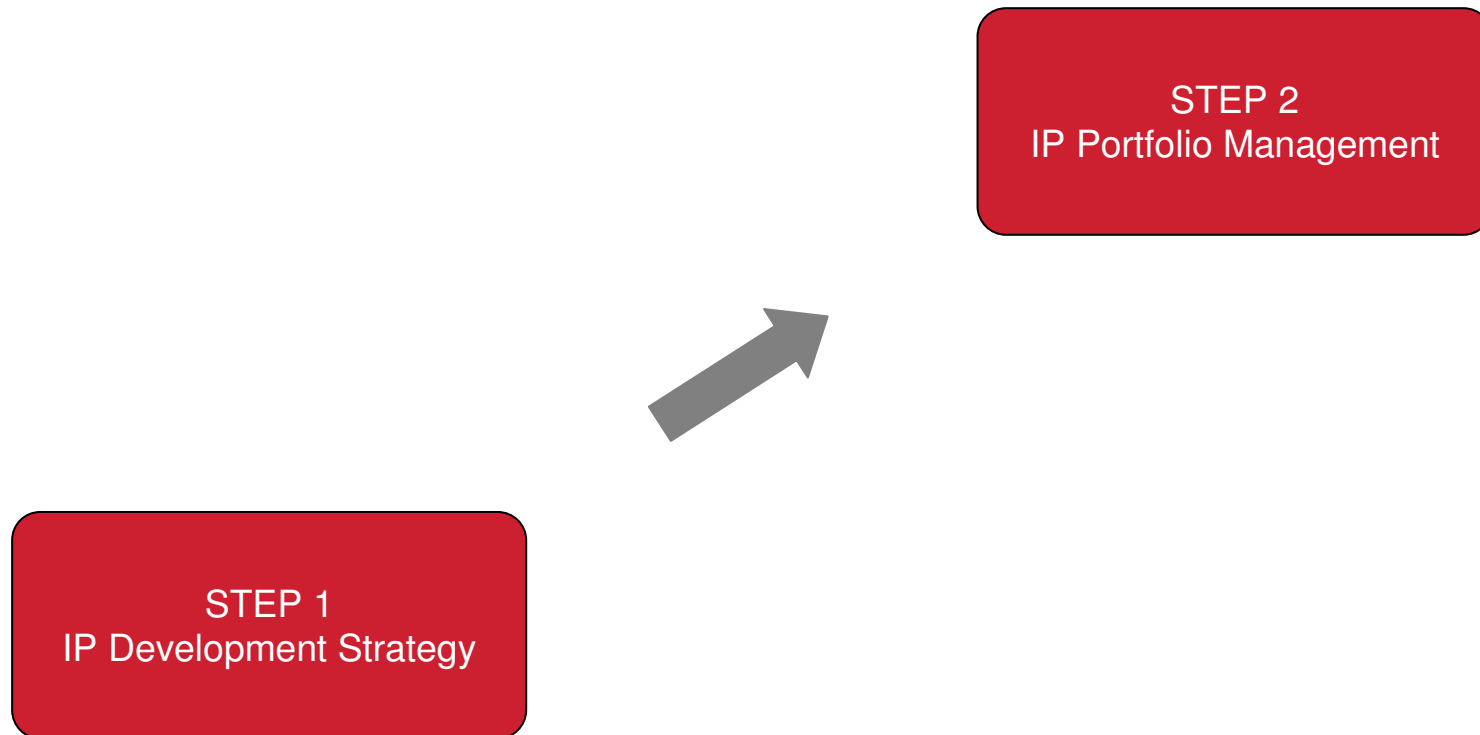
- Strategic innovation and IP management – an explanation
- Distribution of applications between the different IPC-classes
- Difference between ICT-related companies and typical average assignees
- Difference between ICT-related IP and general applications
- Resulting tasks for ICT-related companies
- Competitive advantages obtained by strategic innovation and IP management

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Strategic Innovation and IP Management – an Explanation

Strategic Innovation and IP management mainly consists of two steps:



IP Development Strategy

- Decision: invent / develop or licence / buy technology
- Selection: what are the target markets
- Decision: where IP is required
- Decision: willingness to offer licences
- Estimation: which funds are required

IP Portfolio Management

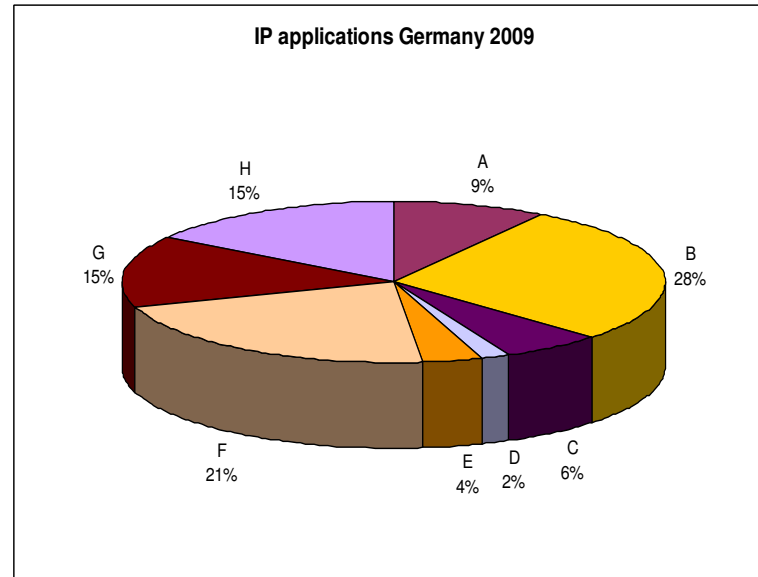
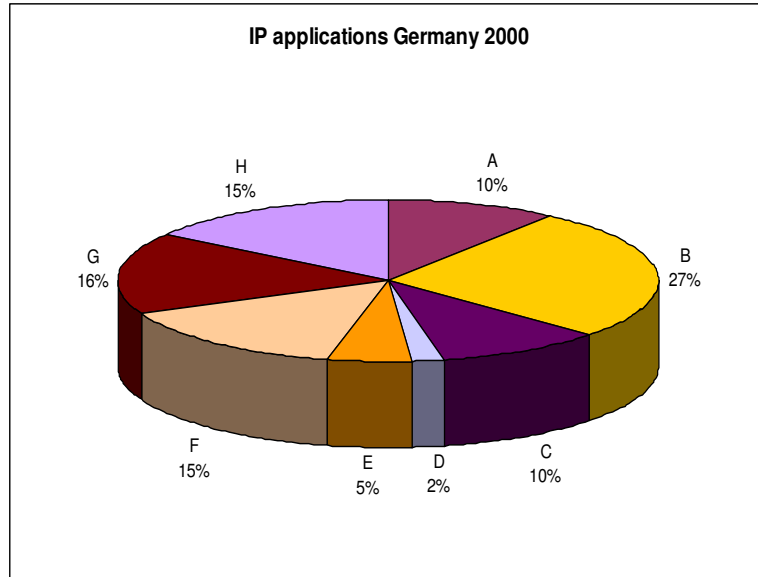
- Correspondence with patent offices
- Patent monitoring (costs, deadlines and proceeds)
- Implementation of specific IP evaluation systems
- Negotiation of license and purchase agreements
- Monitoring of competitors

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Distribution of Applications between the different IPC-Classes

Change of application fields in Germany in course of time

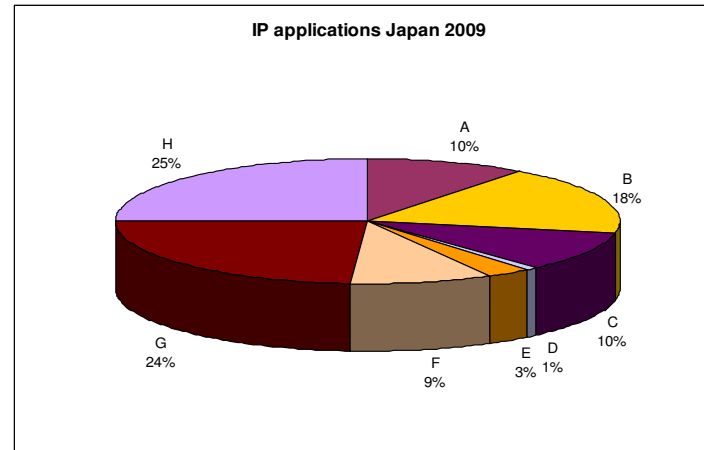
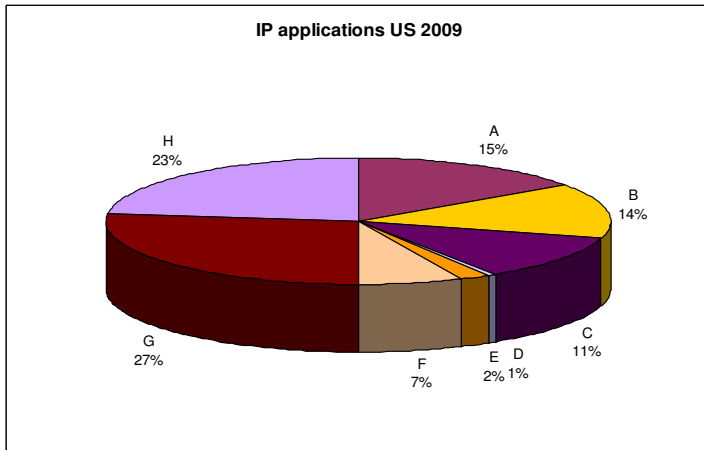
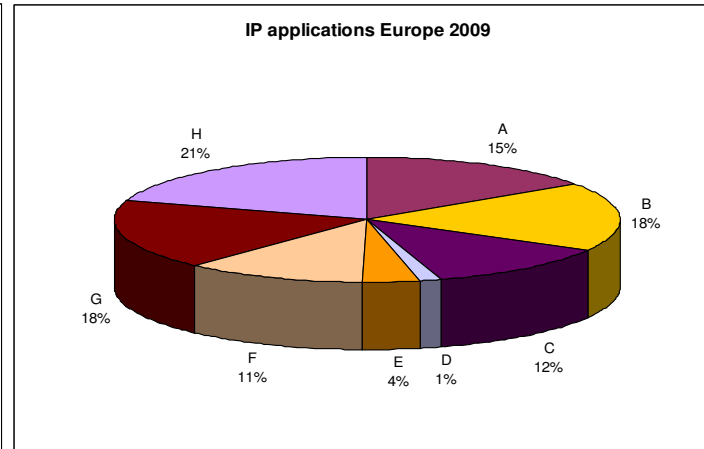
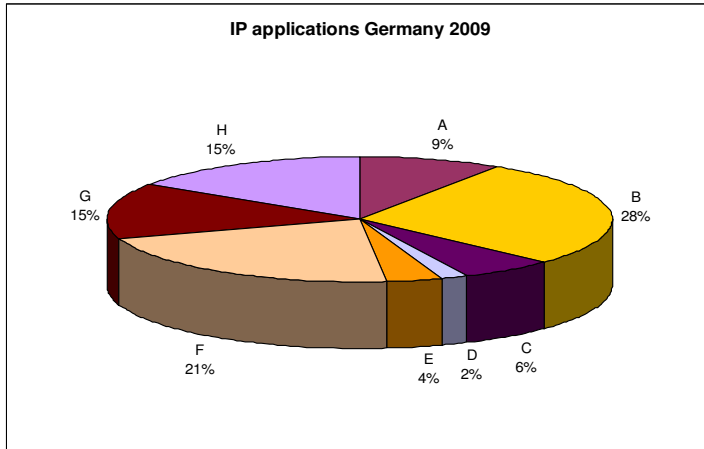


source: Thompson Innovation

- A human necessities
- B performing operations; transporting
- C chemistry; metallurgy
- D textiles; paper
- E fixed constructions
- F mechanical engineering; lighting; heating; weapons; blasting engines or pumps
- G physics
- H electricity

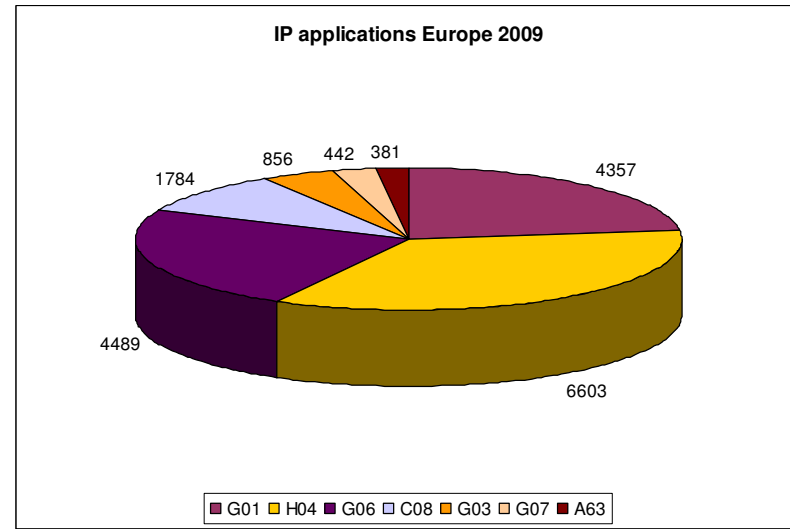
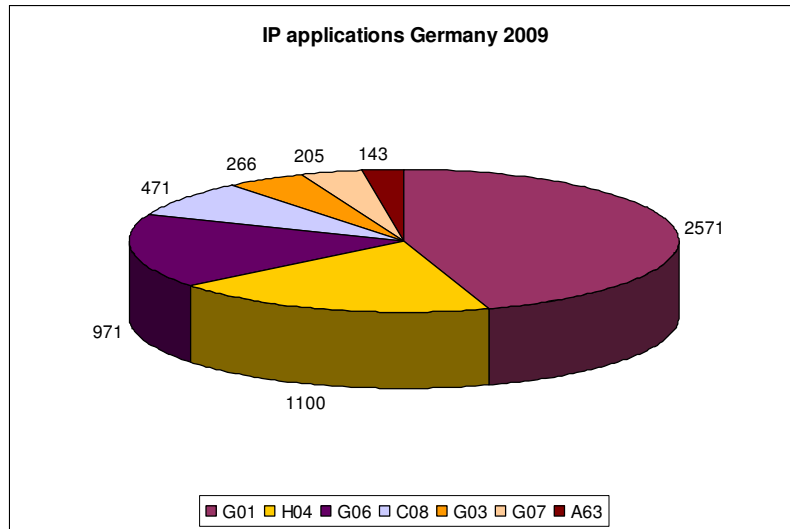
Distribution of Applications between the different IPC-Classes

Comparison of main IP activity center



Comparison of ICT related IPC-Classes at main IP Activity Centres

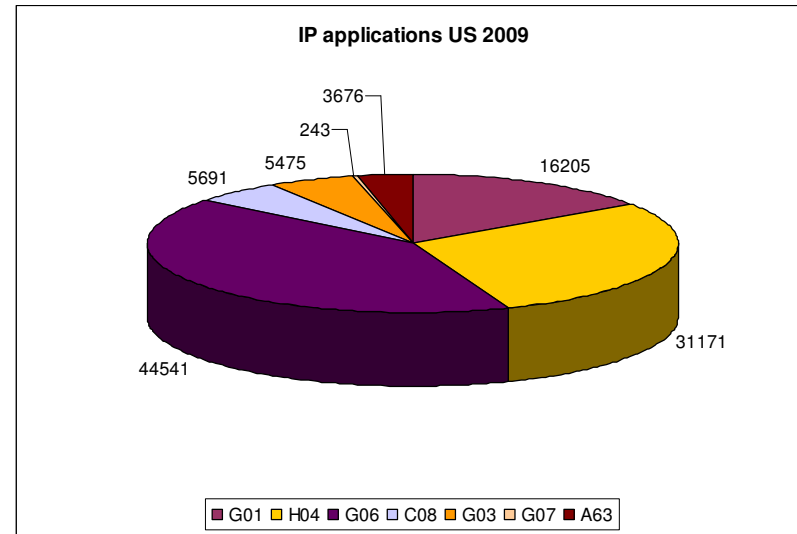
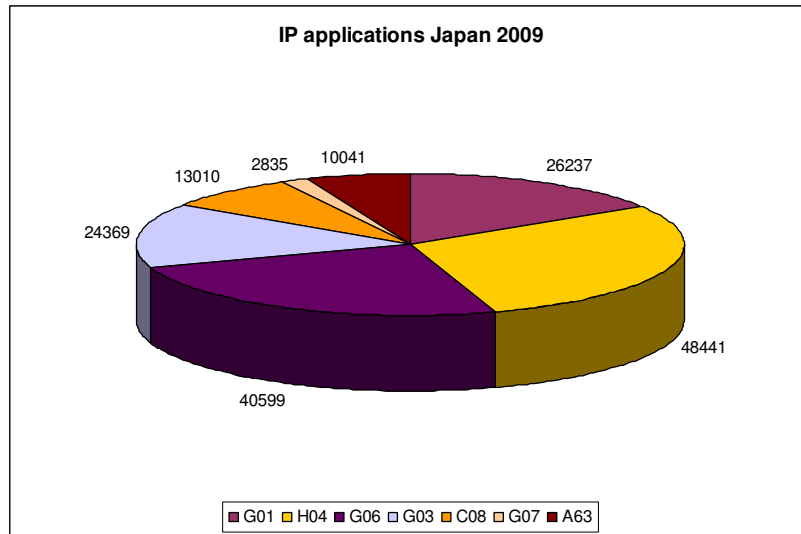
Comparison of main IP activity center



- A63 sports; games; amusements
- C08 organic macromolecular compounds; their preparation or chemical working-up; compositions based thereon
- G01 measuring; testing
- G03 photography; cinematography; electrography; holography
- G06 computing; calculating; counting
- G07 checking-devices
- H04 electric communication technique

Comparison of ICT related IPC-Classes at main IP Activity Centres

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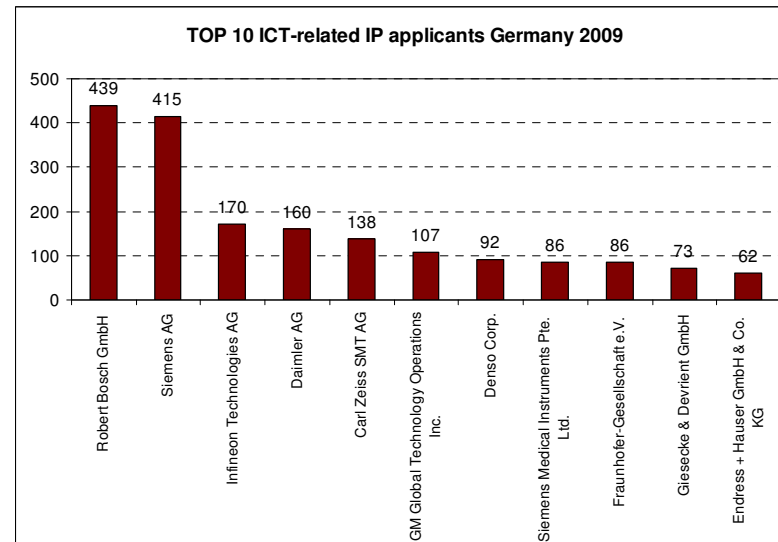
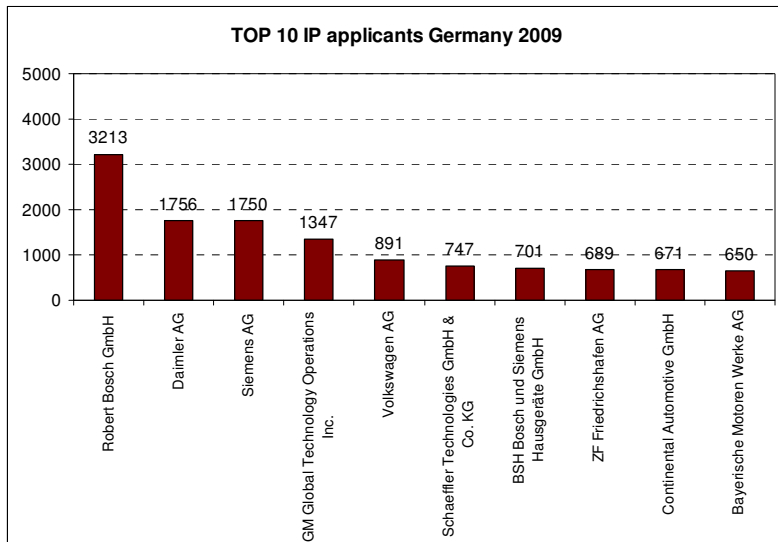
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Difference between ICT-related Companies and typical average Assignees

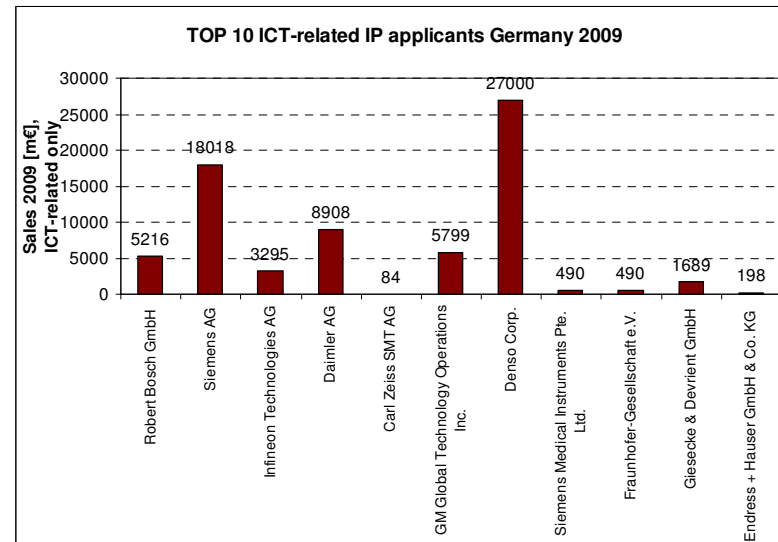
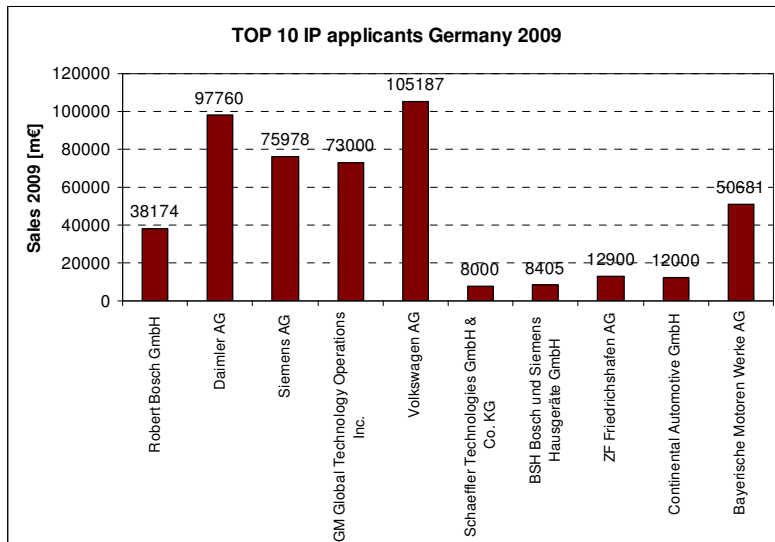
Comparison of IP application data



Source: annual report 2009 DPMA

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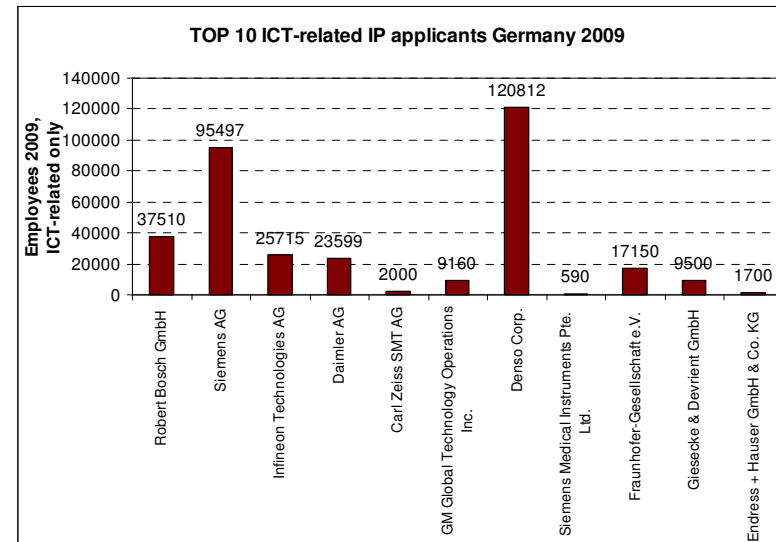
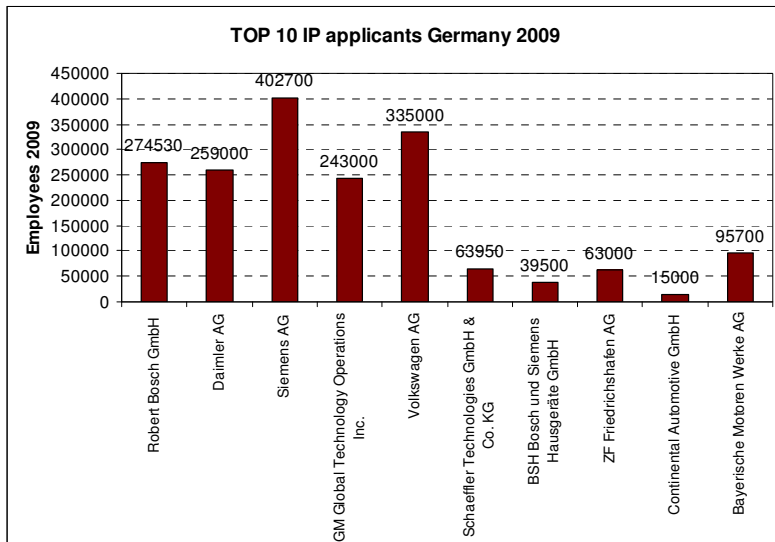
Comparison of basic company data – sales



Source: www.firmendatenbank.de, www.hoovers.com

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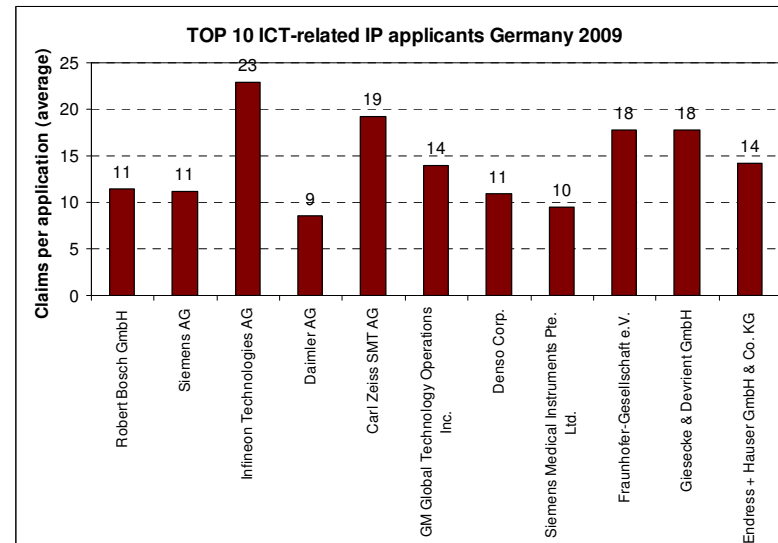
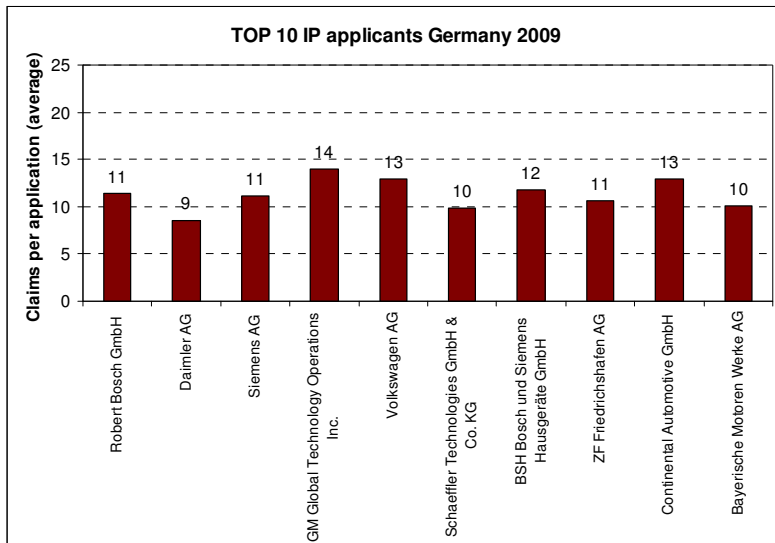
Comparison of basic company data – employees



Source: www.firmendatenbank.de, www.hoovers.com

Difference between ICT-related IP and general Applications

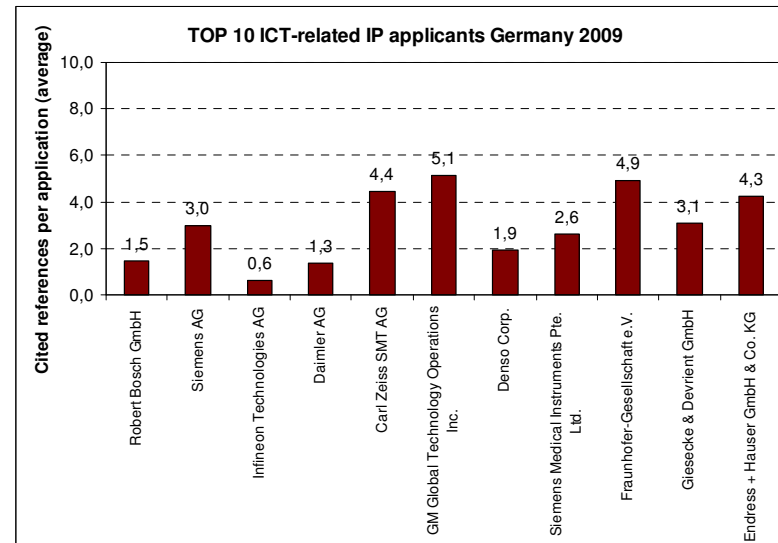
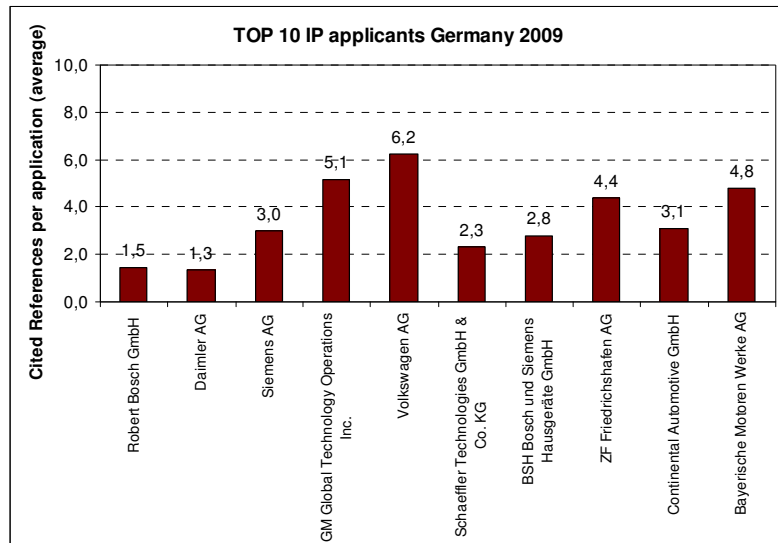
Comparison of claims



Source: Thompson Innovation

Difference between ICT-related IP and general Applications

Comparison of cited references



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Resulting Tasks for ICT-related Companies

- ICT-related companies face quite a number of differences in IP topics compared to traditionally industrial companies.
- The companies themselves are typically smaller with less employees.
- ICT-related IP applications tend to be internationally broader and more diverse.
- The main focus of IP applications is different from region to region.
- The number of relevant applications is lower.
- The number of claims per application is significantly higher.

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Competitive Advantages obtained by Strategic Innovation and IP management

- Keep focused on your main business.
- Don't waste resources for non core or non strategic developments and costly IP applications.
- Stay well informed about your competitors advancements early in the process so you can adjust your own developments to stay clear of IP litigation danger zones.
- Get to know early about possible infringements of your own IP.
- An extensive valuation of your IP as an integral part of IP management will allow you to assess the financial outcome of your innovation process.

Thank you for your attention!
You can download the presentation at
www.steinbeis-tib.com



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