

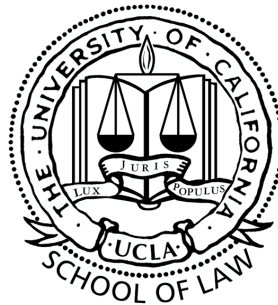
Implementing a Corporate Strategy for Intellectual Property

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My Background



FINNEGAN



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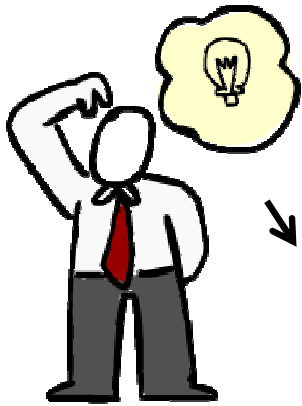
How do you develop an IP Strategy?

IT DEPENDS!

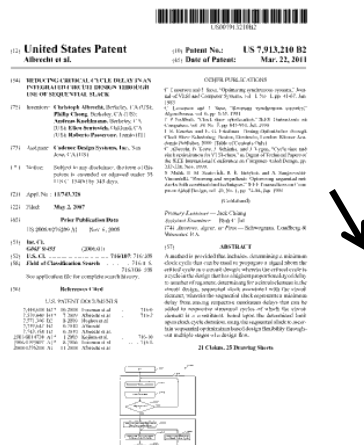
Assets in a Portfolio

Organic Development

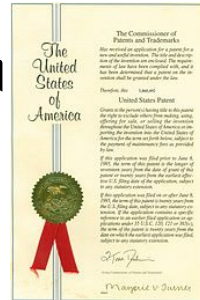
Invention Disclosure



Patent Application



Patent



OR

Strategic Purchase

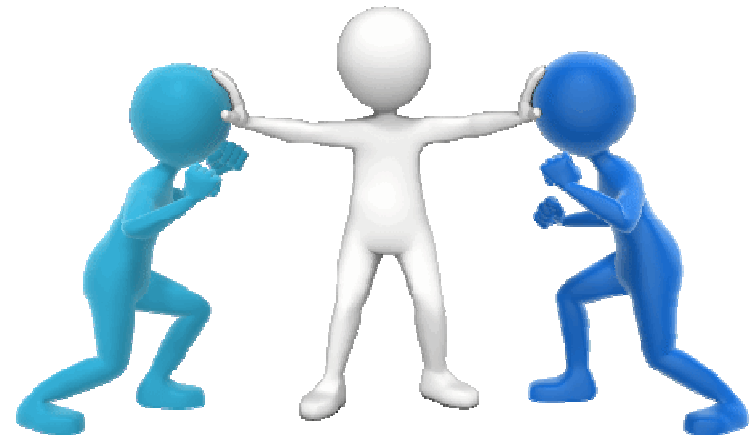


What Drives the Strategy?

Leadership's direction for the Company



Competitive landscape



AND

More on Developing Patents Organically

Define Strategic Areas for the Company

- New areas
- Adjacent areas


Find Key People

- R&D
- Management
- CTO



What should you Patent?

- ❖ Is it new (playing catch-up vs. moving beyond what's existing)
 - ❖ Incremental improvements may be valuable – could be what customers really want
 - ❖ Detectable
 - ❖ Do Customers want it?
 - ❖ Consider the strategic value of patents to the company

 - ❖ Also consider money and engineering time
- 

International or No International?

- ❖ Location of Competitors
 - ❖ Location of Customers/Market Size
 - ❖ Location of Development
 - ❖ Strength of Local Patent and Judicial System
 - ❖ Cost
- 

What else do you do with Innovation?

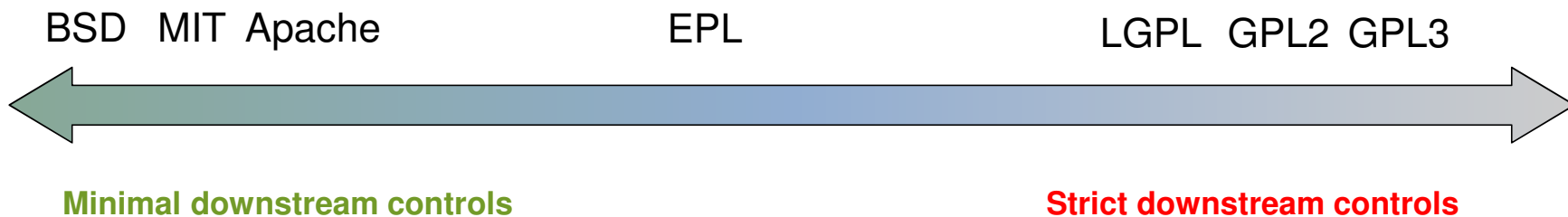
❖ Publish/Copyrights?

❖ Trade Secrets?

❖ Other protection?

What about Open Source?

- ❖ Look at your strategy
- ❖ License terms matter – not all OS is the same
 - ❖ All OSS licenses permit licensee to copy, modify and distribute without any fee
 - ❖ The presence / scope of downstream controls are important considerations for OSS licenses



Managing your Patents

- ❖ Create a categorizing system from the start!

 - ❖ Technology Area

 - ❖ Competitor's Potential Use

 - ❖ Value/Significance

Culling you Portfolio


Review your portfolio based on your Strategy at regular intervals.



Competitive Analysis of Your Portfolio

- ❖ General Review of Industry Area
- ❖ Patent Specific Potential Reads
 - ❖ Claim Chart?
 - ❖ Validity?

Review your Strategy & Portfolio

- ❖ Do this at regular intervals to make sure they are still in alignment and right
 - ❖ Check to see if changes to law have an impact
- 

Questions?

Feel free to follow up with other questions: karna@cadence.com

