

Integrating IP Strategy in overall Company Strategies

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IP/Patent Strategy

- Top level management involvement?
 - IP stuff is too technical – we have specialists to take care of that
- IP/Patent Manager's considerations
 - Offensive strategy - to limit competitors' possibility to operate in a particular area
 - Defensive strategy - to prevent competitors to file patents in certain product areas
 - Apply same strategy to all inventions?

What are we missing here?

- Marketing and product strategy: What will be our future strategic products? – Which markets will we be operating in?
- R&D strategy: Should we get our intellectual property by development in-house or in-licensing?
- Financial strategy: To which extent will we pursue our rights (court cases could be a costly affair!) – Can we generate income by licensing out IP-rights?

Knowledge the Management and the IP Manager should share

What is our R&D Strategy?

What is our marketing strategy?

Which are our strategic products?

Which are our strategic markets?

Which are the strategic products of our competitors?

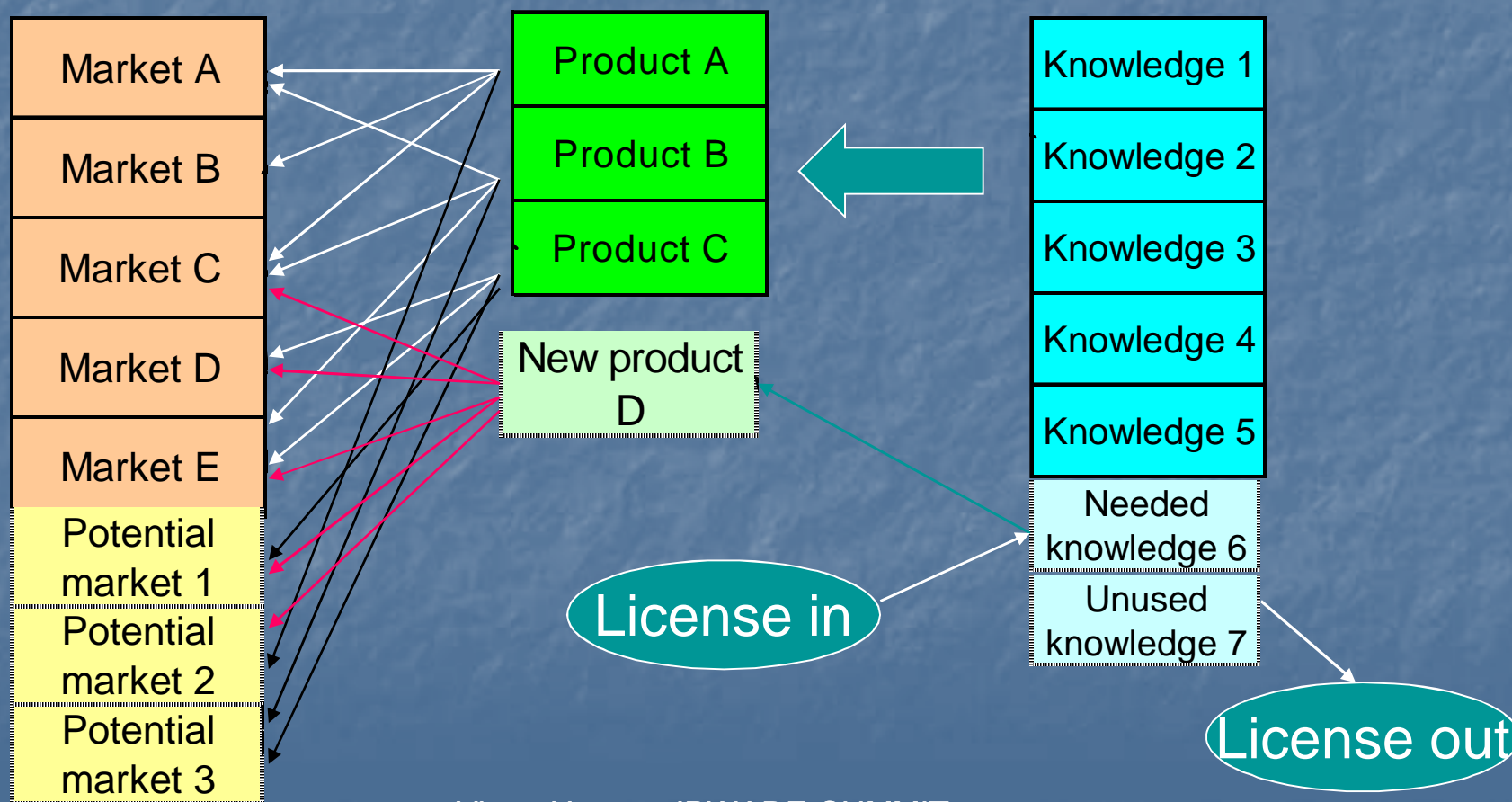
What is our revenue of IP protected products?

Regularly information about our competitors IP?

Regularly information about IP costs and remaining lifetime of IP for the products and the markets?

Regularly management reports about the competitive IP landscape?

Intellectual Property Strategy vs. Business Strategy

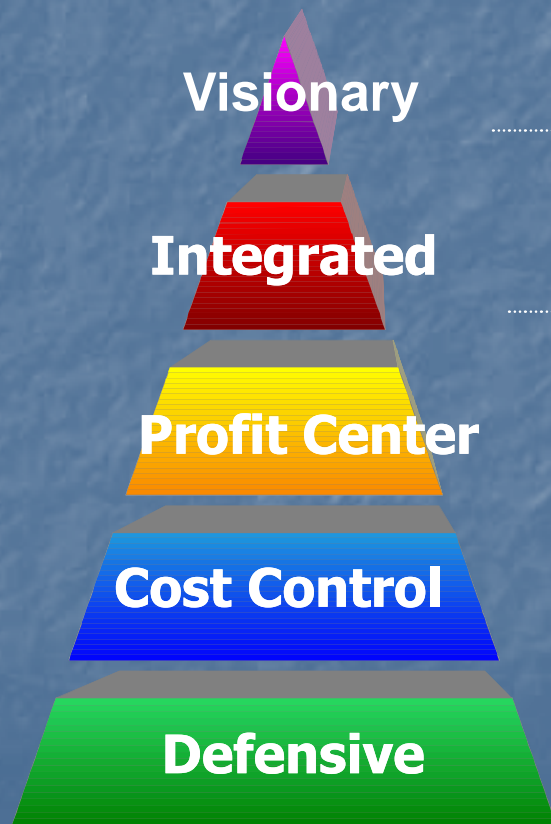


Who are involved?

- Marketing management
- Product management
- R&D management
- Financial management
- IP Manager
- Top management
- These are the persons shaping the basics for developing a IP/patent strategy

What Companies Wish To Accomplish

Best Practices Focus At Each Level



- Stake a claim on the future
- Encourage disruptive technologies
- Embed IAM into culture

- Patent strategically
- Institute performance measurement and reporting system

Integrated

- Extract strategic value
- Integrate IP across company
- Become more sophisticated in value extraction

- Align IP with corporate strategy
- Manage IP across all functions
- Competitive Assessment
- Codify IP knowledge
- Focus on strategic value extraction

Profit Center

- Extract value from IP
- Focus on IP with tactical (not strategic) value

- Obtain management buy-in
- Proactive licensing
- IP Donations and royalty audits
- Organize to extract value
- Develop advanced screening criteria

Cost Control

- Reduce portfolio costs
- Refine and focus IP

- Relate portfolio to business use
- Establish IP Committee
- Criteria for screening patents
- Guidelines for filing & renewal
- Prune portfolio routinely

Defensive

- Generate patents
- Ensure protection
- Develop processes
- Ensure design freedom

- Take stock of what you own
- Obtain IP
- Maintain patents
- Be willing to enforce

IP Management Software???

- Budgets / Actual sales of strategic products
- Present IP coverage
- IP portfolio registration
- Marketing plans
 - Geographic Market oriented
 - Product oriented
- Market size data
- Where to find such software?

Conclusion

- Lack of management involvement due to lack of adequate information from IP management
- Lack of involvement in and knowledge of overall company strategy and IT tools (=software) to produce adequate information to management

Thank you for your attention!

Discussion?