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# The Expensive Lifecycle of an Innovation – Patent Costs & Budgets

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IP Ware Summit

Saint Raphael, France. October 2009



# Introduction

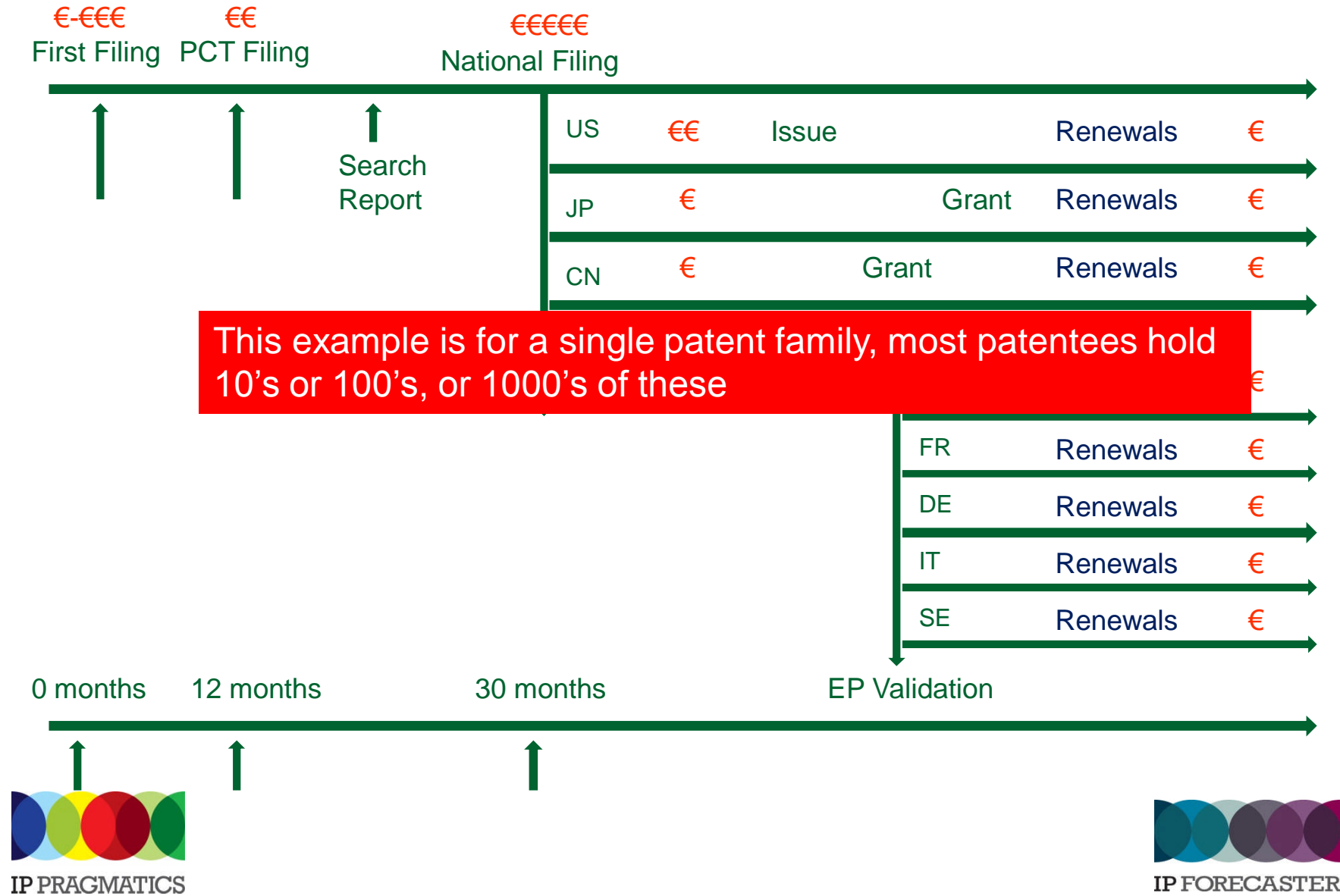
- Adam Wylie, Managing Director, IP Services, IP Pragmatics Ltd
- IP Asset Management Company – wide scope of activities, products and services
- HQ London, offices in USA & NZ
- Acquired NetsPat in 2007
- Re-launching at IP Ware as IP Forecaster



# Overview

- Filing patents internationally is a strategic operation and one that is both complex and costly
- Usually starts as a Strategy–Generated Budget but quickly becomes a Budget Limited Strategy
- Here we consider the factors that make this so, and offer some solutions:
- First Complexity of the process

# The complexity of international patent filing

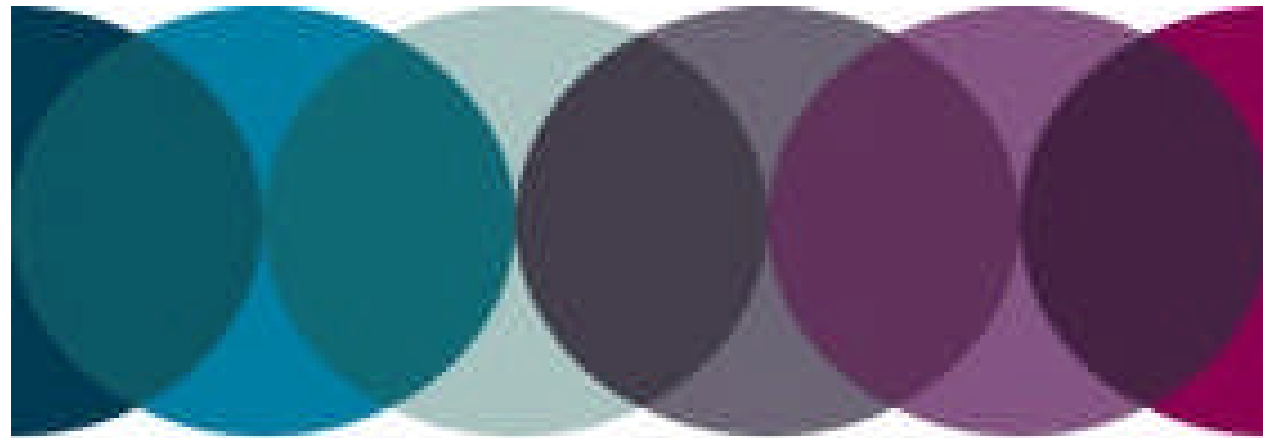


# Cost Factors - variables

- Length of specification - description, drawings, claims, sequence listing
- Number and choice of countries
- Difficulty
  - new technology area
  - close prior art
- Unity of inventions - chances of one or more divisionals & CIP's (US)
- Duration of maintenance

# The complexity of international patent filing – budgetary issues

- Unpredictable nature of the time costs occur beyond 30 months E.g. EPO reports average time to grant from filing = 43 months, UK IP Federation reports 66 months
- Wide variance in different technological areas
- Unity of invention differently assessed in different territories – important factor in determining coverage of one patent and how many patents needed to cover one product
- Sheer problem of weight of numbers, how can companies, or attorney firms produce accurate patent budgets?



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# Conclusion

- Define filing strategy
- Understand costs associated with different territories
- Make informed decisions on cost spikes and timings

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