

Patent Presentation Outline

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- Patent Searches
- Patent Opinions
- Invention Hunting
- Invention Assessment
- The Patent Right
- Patent Exploitation
- Patent Management

Patent Searches

- Watch Competitors
- Watch Customers
- Review State of Art
- Clear New Product Design
- Assess Patentability

Patent Opinions

- Designing Around
- Noninfringement/Invalidity
- Patentability

Invention Hunting

- Customer Feedback
- Market Position/Features
- Integration with Customer's Product
- Software/Systems
- Production/Application Engineering
- New Laws/Regulations

Invention Assessment

- Patent Committee
- Value of Exclusive Right to Feature
- Not Technology, Business Strategy
- Technology Defines Ways to Offer Feature
- Engineering is Most Efficient Implementation

The Patent Right

- Right to Make or Exclude?
- Dominant Patents
- Inventing Around/Improvements
- Market Weapons, Not Technology Weapons
- No Silver Bullets

Patent Exploitation

- Marking/Monitoring
- Enforcement: Injunction, Licensing
- Cross-Licensing (Freedom)
- Commercial Agreements
- Shape Marketplace

Patent Management

- What Do You/ Competitors/ Customers Own?
- Product/Market Trends?
- Decision Points: Prepare, File Int'l, Pay Tax
- Market Weapons, Not Technology Weapons
- 5 phases: VC, Product, Arsenal, Litigate, Free
- 10 Year Horizon; Global Coordination

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