

Strategic IP Management in Biomaterials

Emerging Technology Forum

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ipCapital Group
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Agenda



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- **Introduction**
- **Importance of IP in Emerging Biomaterials**
- **Strategic Management of IP in this Environment**
 - **Defining How You Will Use IP in the Business**
 - **Building a IP Business Program to Maximize ROI**
- **Concluding Thoughts and Q&A**

ipCapital Group

General Introduction



ipCapital Group

- **Intellectual property (IP) strategy consulting firm**
 - Advising companies of all sizes *through the full lifecycle of IP*
 - In business since 1998
- **Two lines of business:**
 - ipCapital Group: IP strategy and IAM professional services – *we build and install process*
 - ipCapital Licensing Company: IP commercialization support
- **Serving as trusted business advisors to:**
 - Large Companies (Over 10% of Fortune 500)
 - Medium-Sized Companies (100s of clients)
 - Small Business, Early Stage (Over 130 clients)
- **Serving clients in wide range of industries:**
 - Aerospace/Defense
 - Chemicals & Plastics
 - Computer Hardware
 - Computer Software
 - Consumer Products
 - Electronics/Electrical
 - Energy
 - Heavy Machinery
 - Industrial Conglomerates
 - Medical Devices
 - Pharmaceuticals
 - Semiconductors
 - Telecommunications
 - Transportation



Bruce Story, Senior Advisor ipCapital Group



ipCapital Group

Background

- Retired from Dow in July 2008 as Sr. Director, Intellectual Capital Management
- World recognized IP strategist and public speaker on IAM, IP
- Recognized leader in intellectual property (IP) strategy development at Dow
- Developed and Implemented IP Strategy at Dow across diverse businesses in a globally competitive environment at Dow, 2000-2008
- IAM Leader, Dow Plastics, 1993-2000, creating many of the IA processes used today
- Senior Research Chemist and New Polymer Research Leader 1974-1993



Working with ipCG Clients to Install IAM and IP Processes

- Audits existing client processes
- Defines IAM processes needed for IP strategy execution
- Installs initial processes and manages early implementation
- Serves as “Interim Director of IAM” for clients
- Establishes work flows, owners, policies, metrics
- Integrates ipCG services in client’s IP program
- Mentor clients for long-term ownership and implementation

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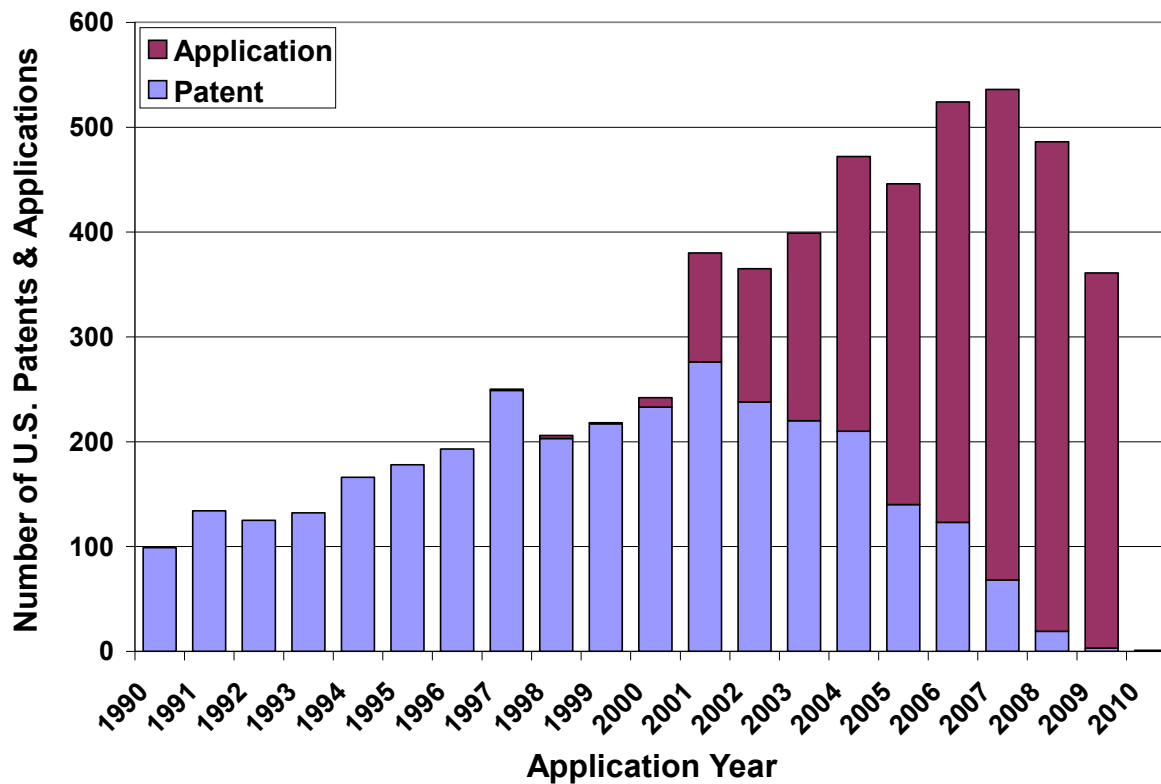


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Importance of IP in Emerging Biomaterials

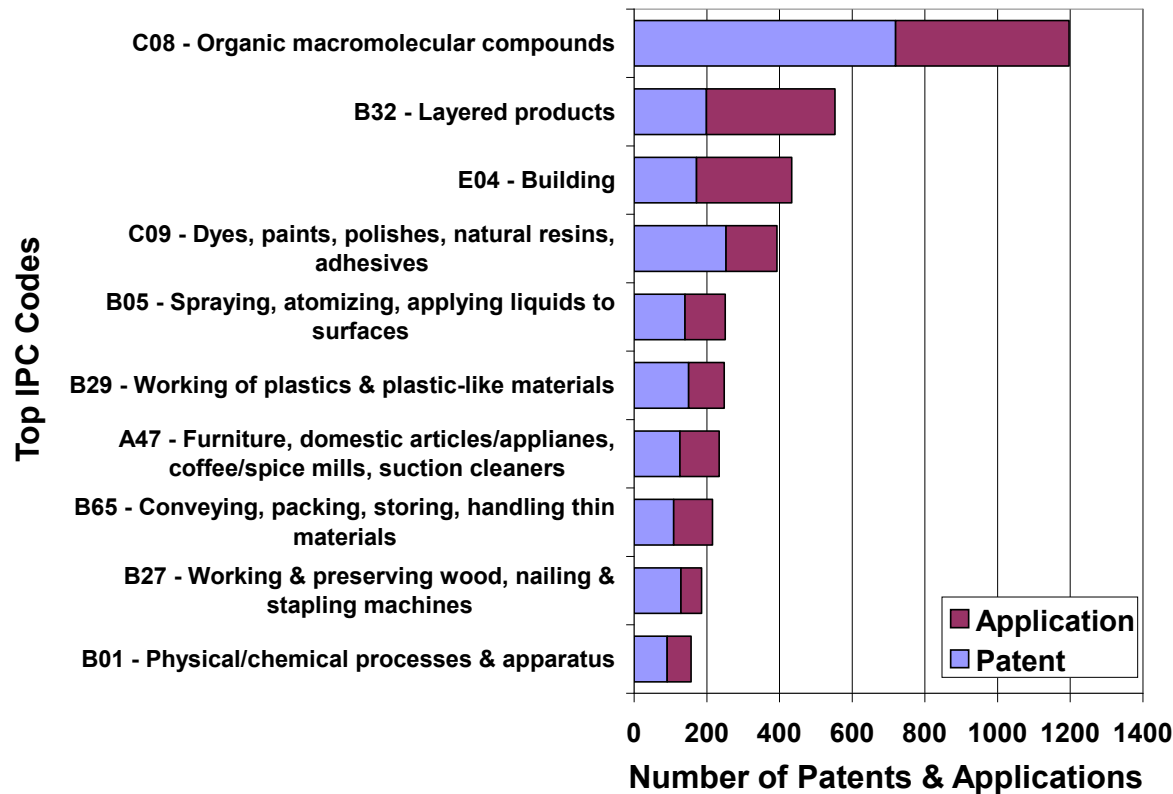
Very High Patent Growth in the Space – Time is of the Essence to Capture a Position!



5,913 patent families

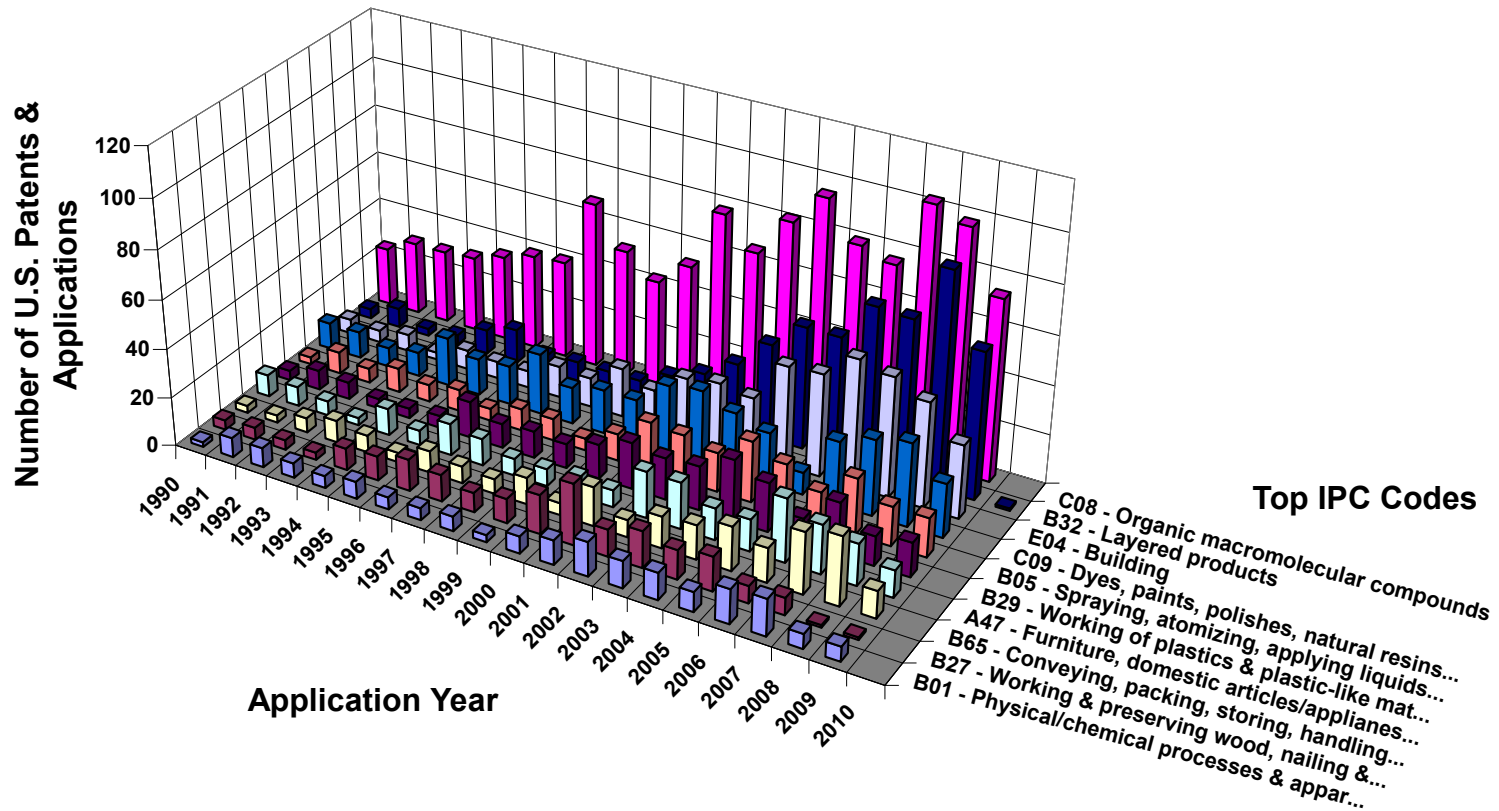
Importance of IP in Emerging Biomaterials

Biomaterials IP Targeting a Range of Applications



Importance of IP in Emerging Biomaterials

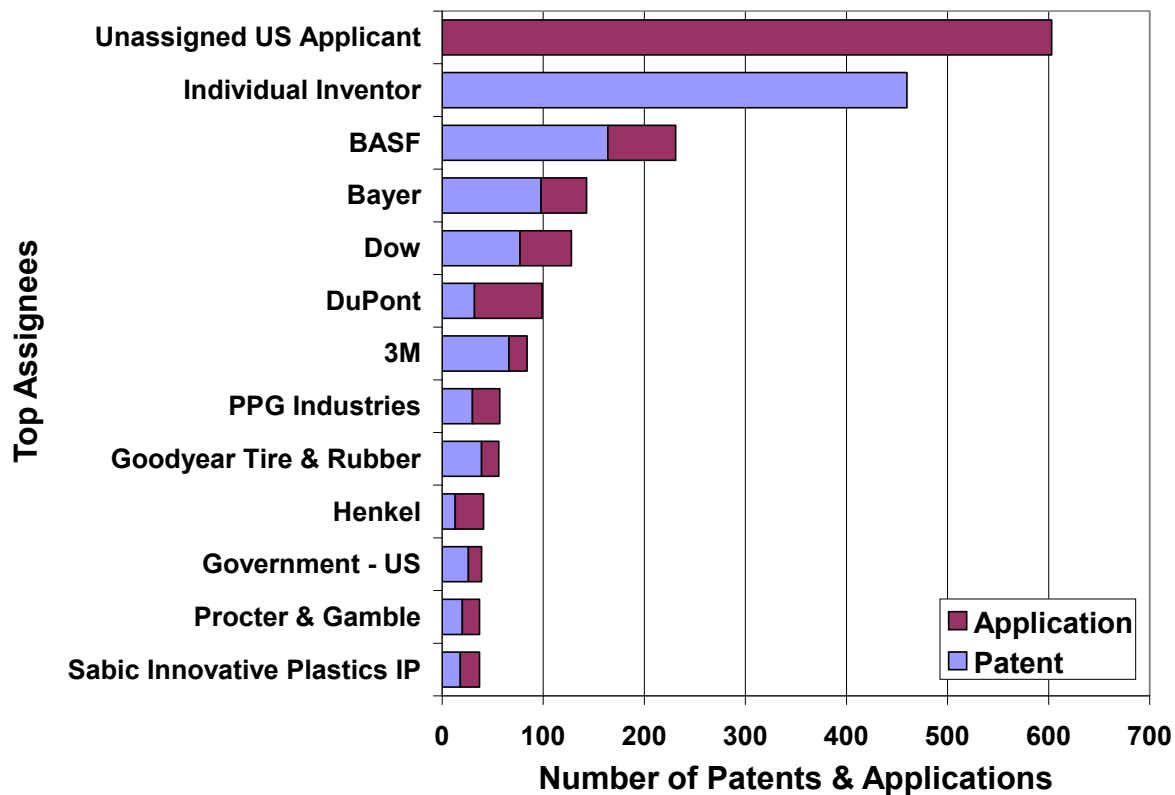
Most Technologies Attracting Growth in Patent Activity



3,869 / 5,913
patent families

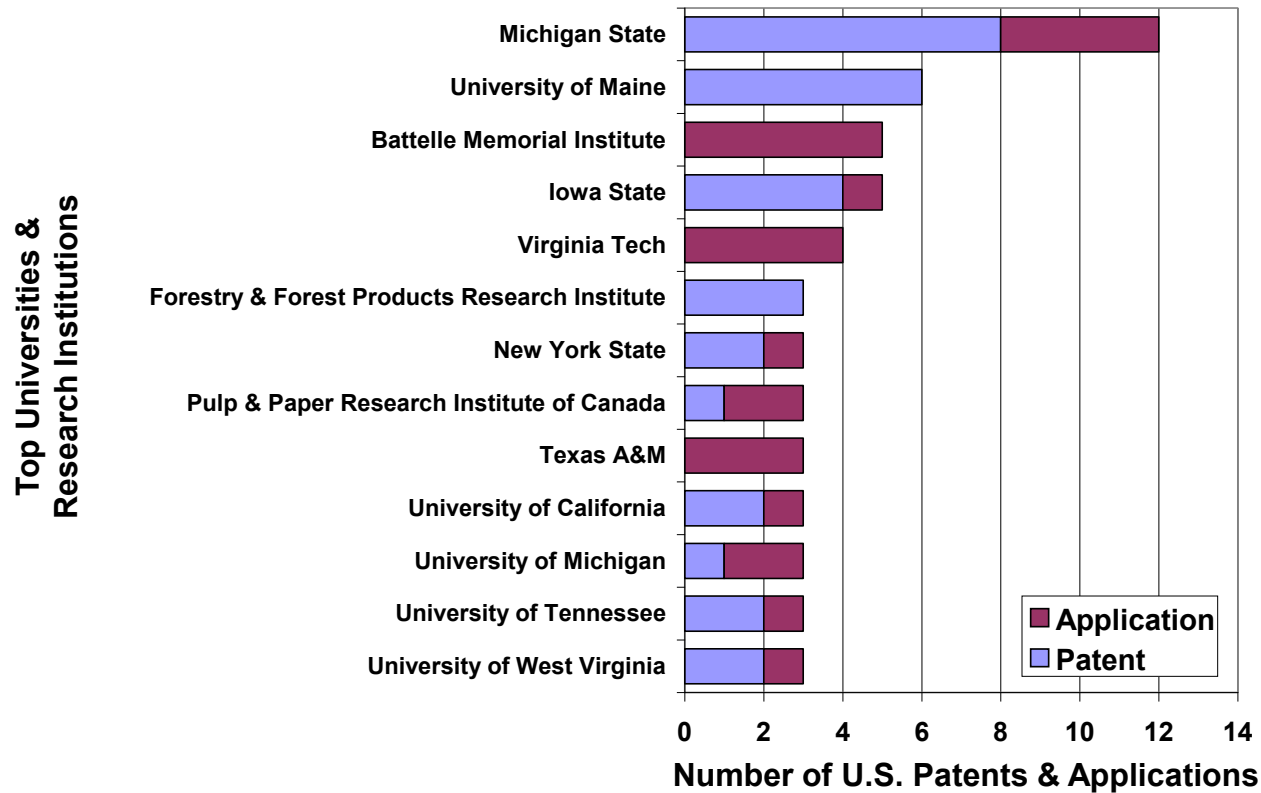
Importance of IP in Emerging Biomaterials

Large Patent Portfolios Among IP Leaders – New Entrants to the Space will Attract Attention from IP Savvy Companies



Importance of IP in Emerging Biomaterials

Many Universities – Potential Sources of IP for Tech Transfer



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A Few Thought Questions

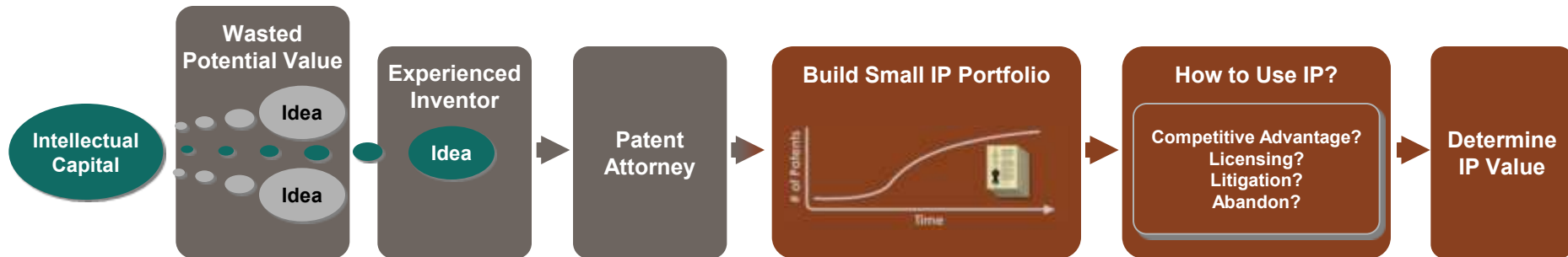
In light of this competitive IP environment...

- How can *you* use IP to maximize ROI from innovation?
- How can you develop and manage IP to protect and sustain your technology and business?
- Does your IP align with the business?
 - Current and future markets, products?
 - Value chain?
 - Business objectives?
- What is your IP strategy? Who owns the IP process?
- Is your IP strategy based on input from:
 - Business
 - Marketing
 - Technical and
 - Legal teams?



Common Ad Hoc Approach to IP Development

Most companies develop IP without the end in mind of how the IP will be used strategically to maximize ROI from innovation

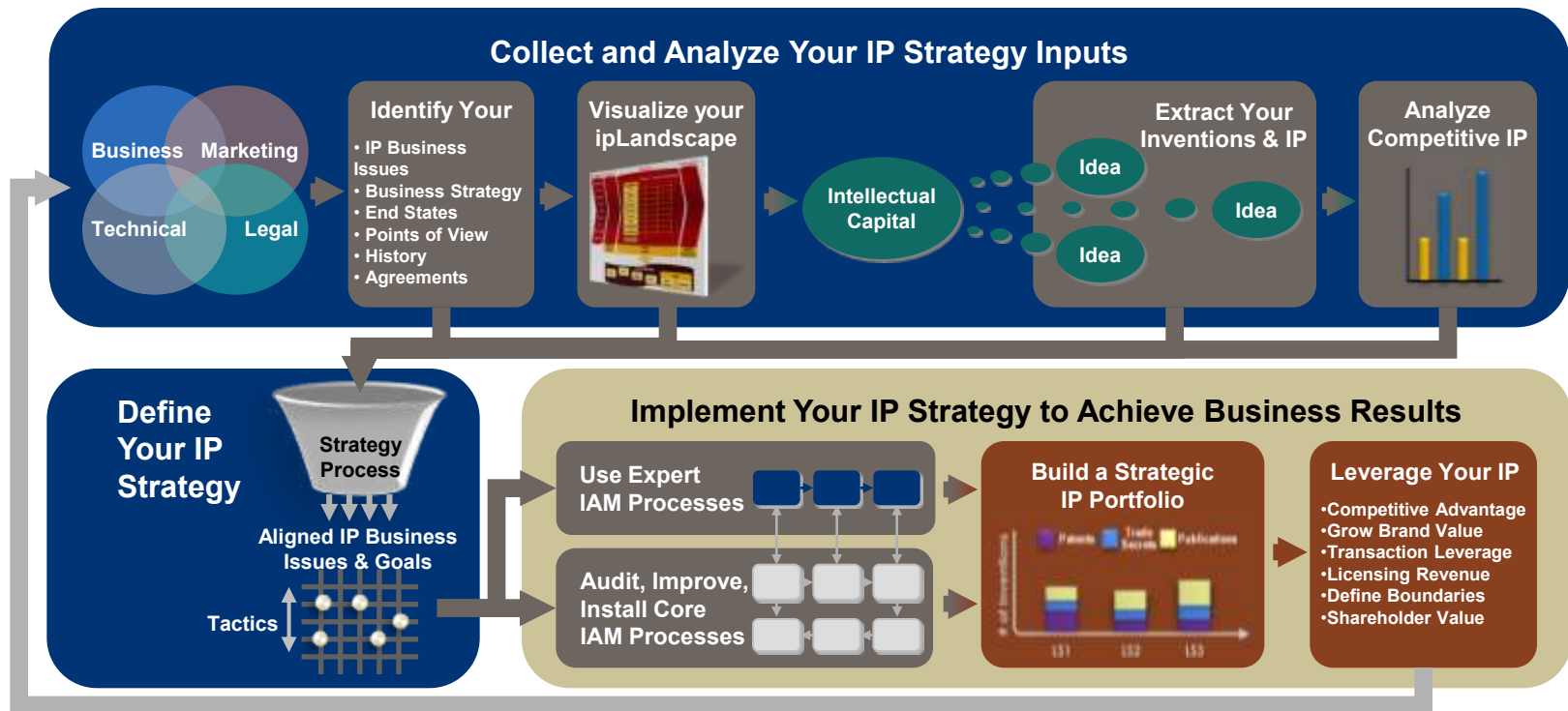


- Not systematic, inefficient
- Not strategic – at most defense or offense!
- Not aligned with overall business goals
- Substantial amount of wasted potential IP value

Moving from Ad Hoc to Systematic and Strategic



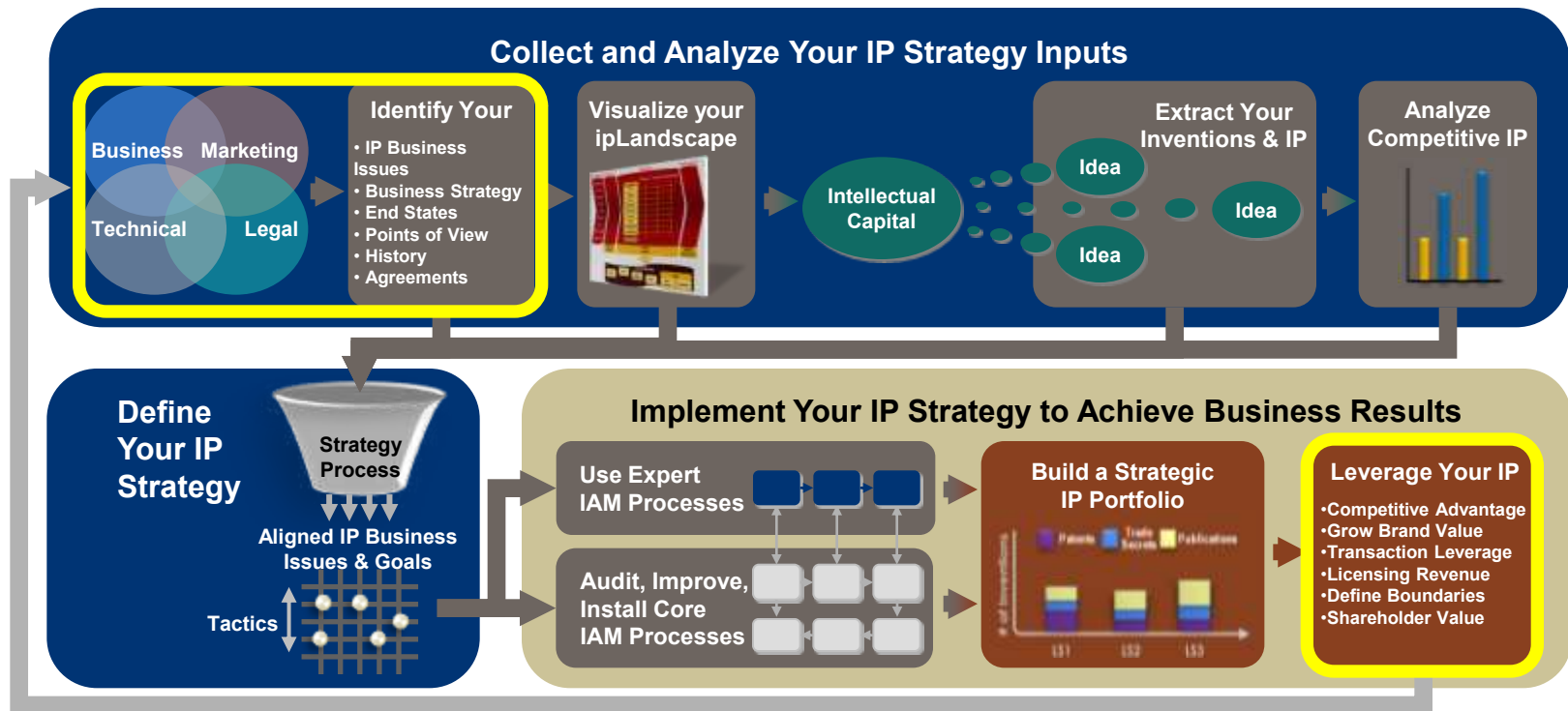
Building a World Class IP Business Program



- **Strategic** – informed by business, marketing, technical, legal
- **Systematic** – efficient use of available tools and techniques
- **Relevant** – aligned with the overall business goals and direction
- **Executable** – strategy determines the processes needed

Building a World Class IP Business Program

Start with the End in Mind!

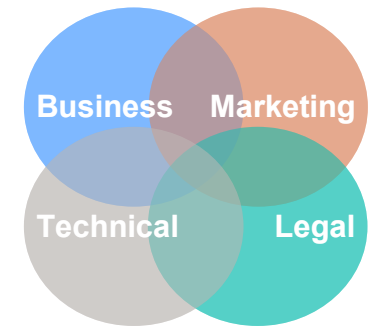


Building a World Class IP Business Program

Start with the End in Mind!

How will you use IP strategically to maximize ROI on innovation?

1. Grow Competitive Advantage
2. Grow Brand Value
3. Grow Transaction Leverage
4. Generate Licensing Revenue
5. Define Boundaries
6. Maximize Investor & Shareholder Value



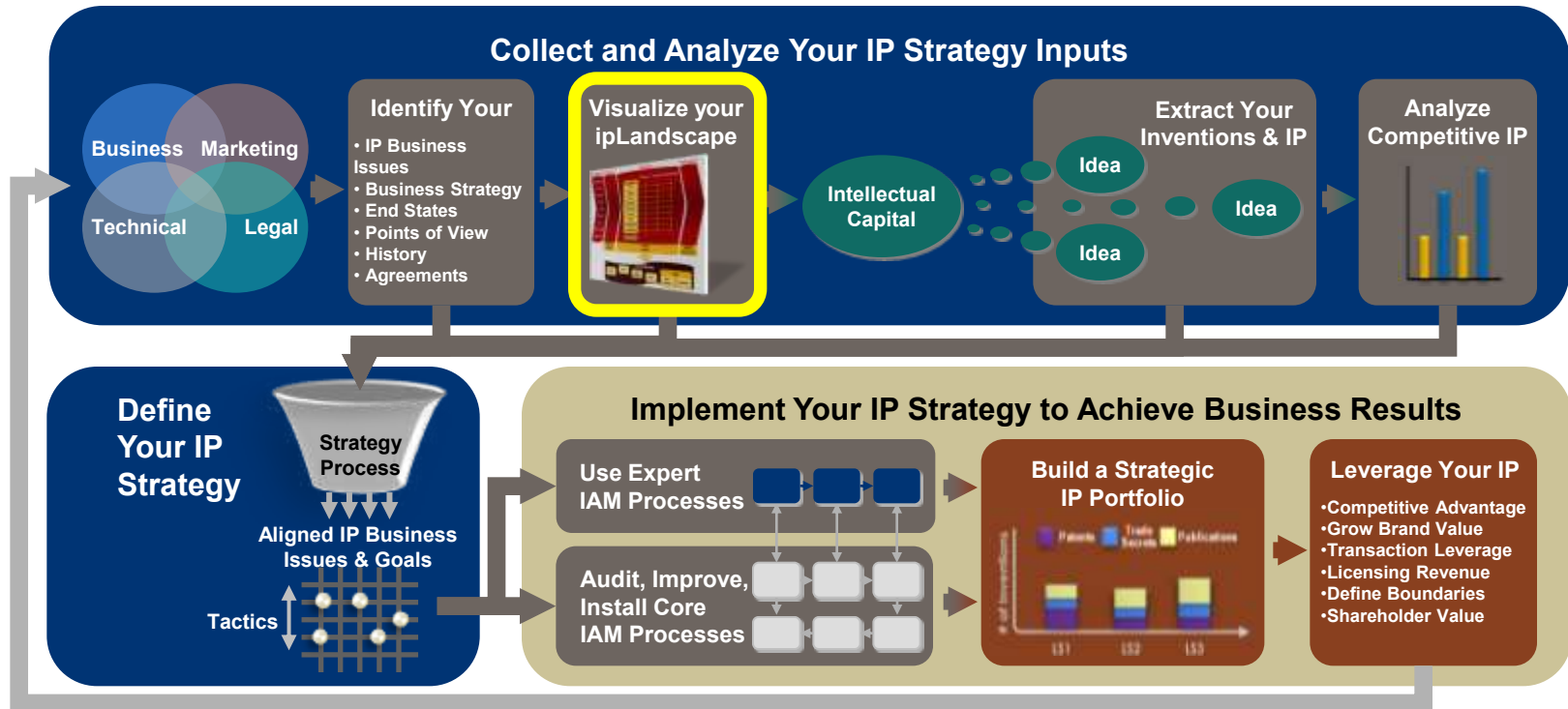
What are the key IP business issues related to:

- **Business** direction and goals
- **Markets** supporting the business
- **Products** supporting the markets
- **Technology** supporting the products
- **Inventions** supporting the technology
- **Intellectual Property** supporting the inventions
- **Intellectual Capital** producing the IP



Building a World Class IP Business Program

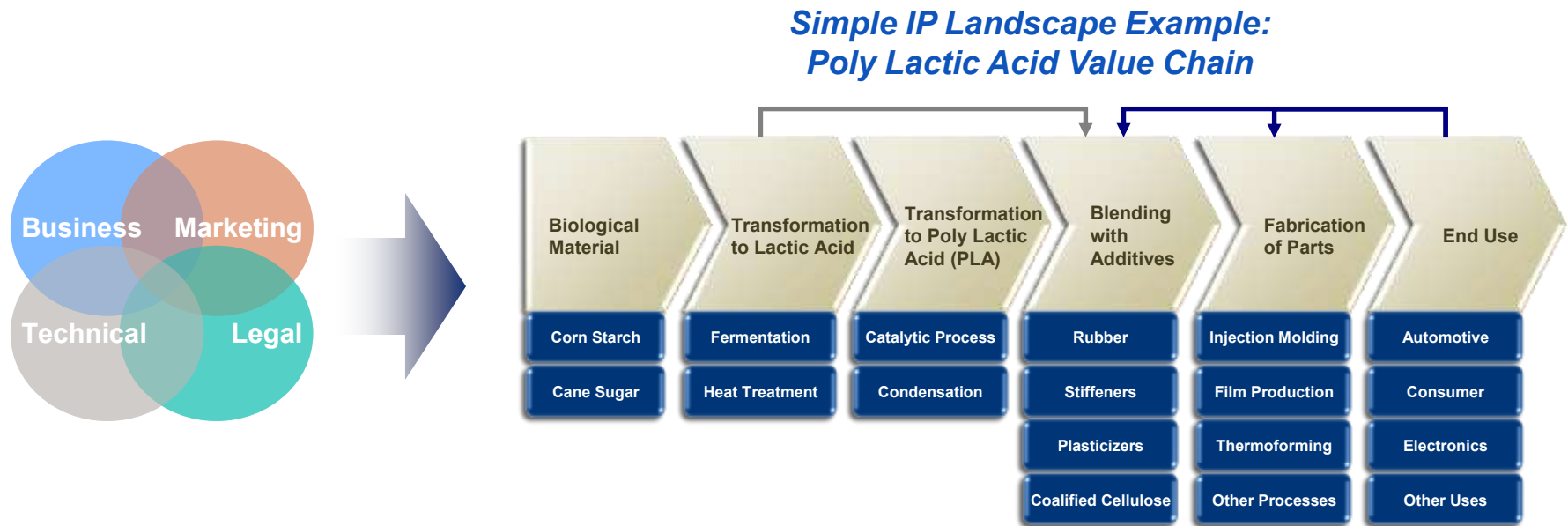
Visualize Your IP Landscape



Building a World Class IP Business Program

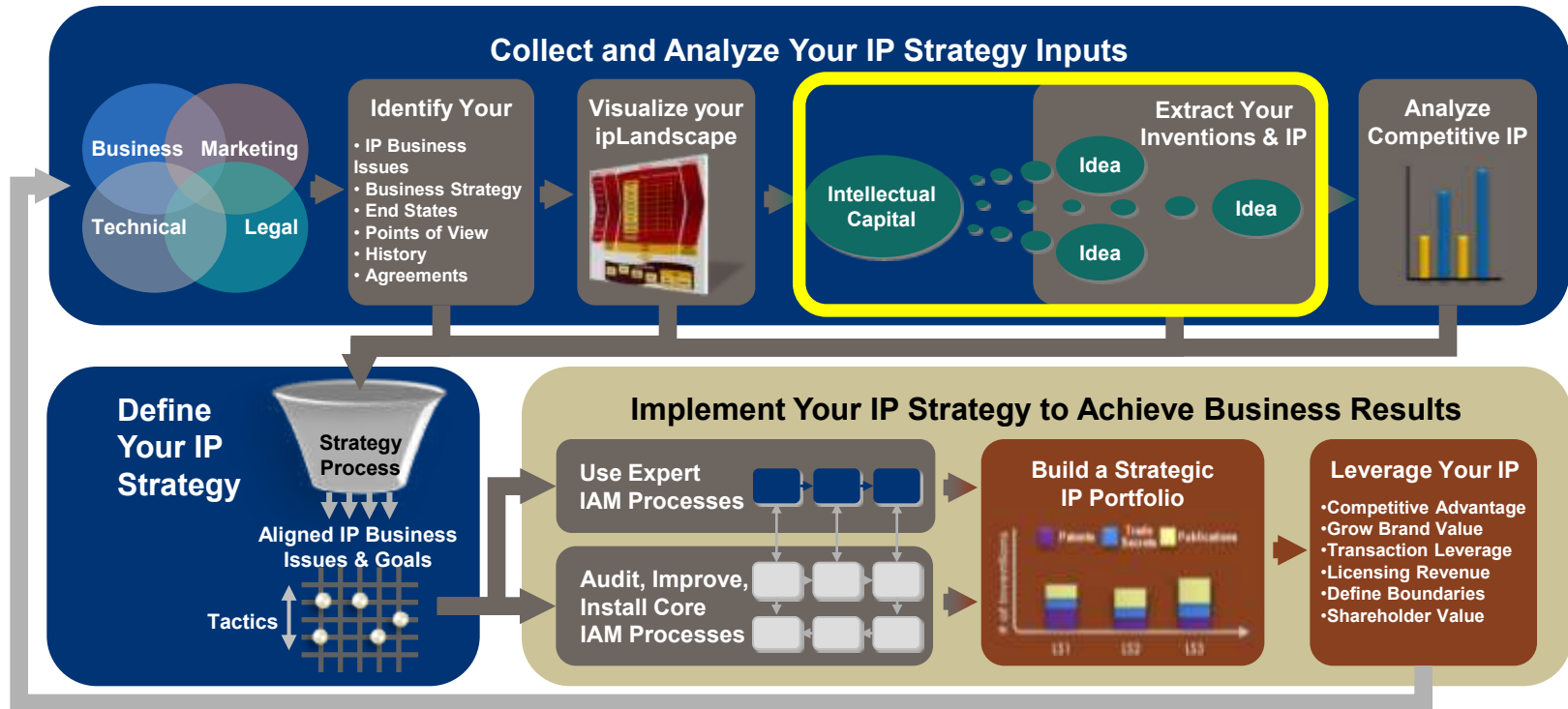
Visualize Your IP Landscape

- Organize and visualize the IP “space” around your business
- Visually depict your IP business issues
- Business-oriented framework for IP strategy development and execution



Building a World Class IP Business Program

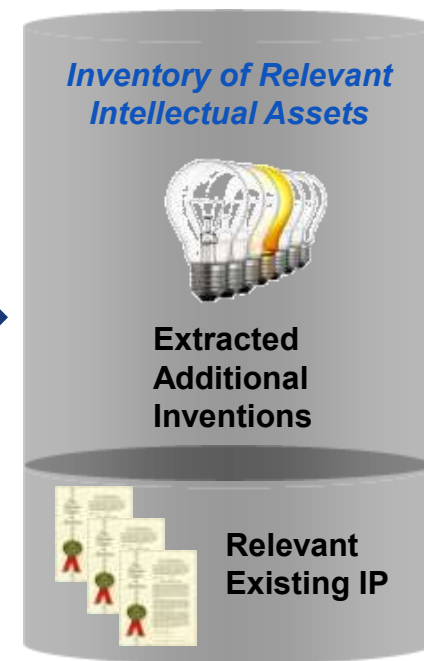
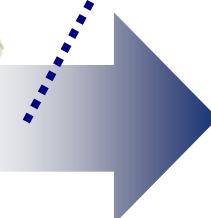
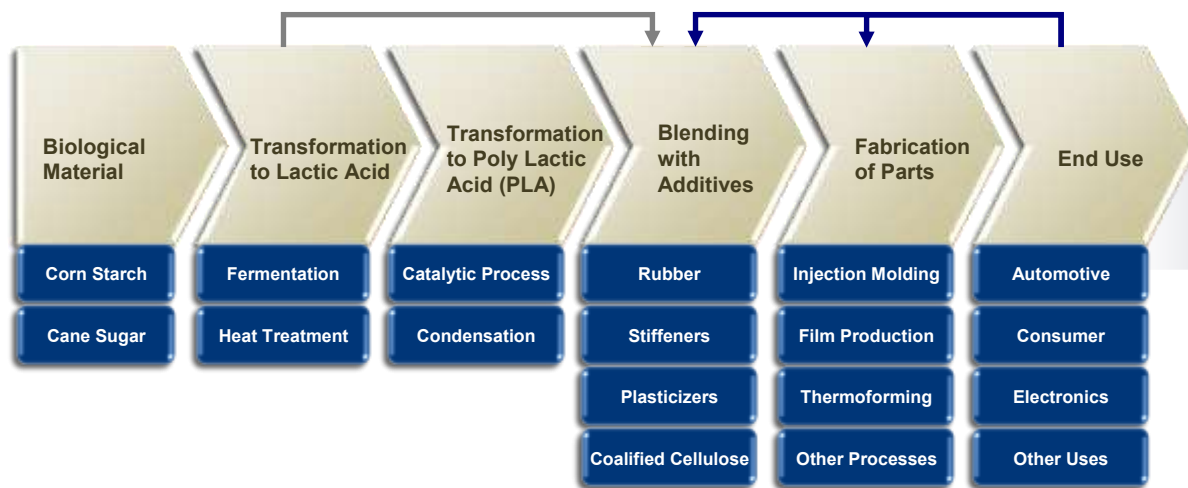
Systematically Extract Your Inventions & IP



Building a World Class IP Business Program

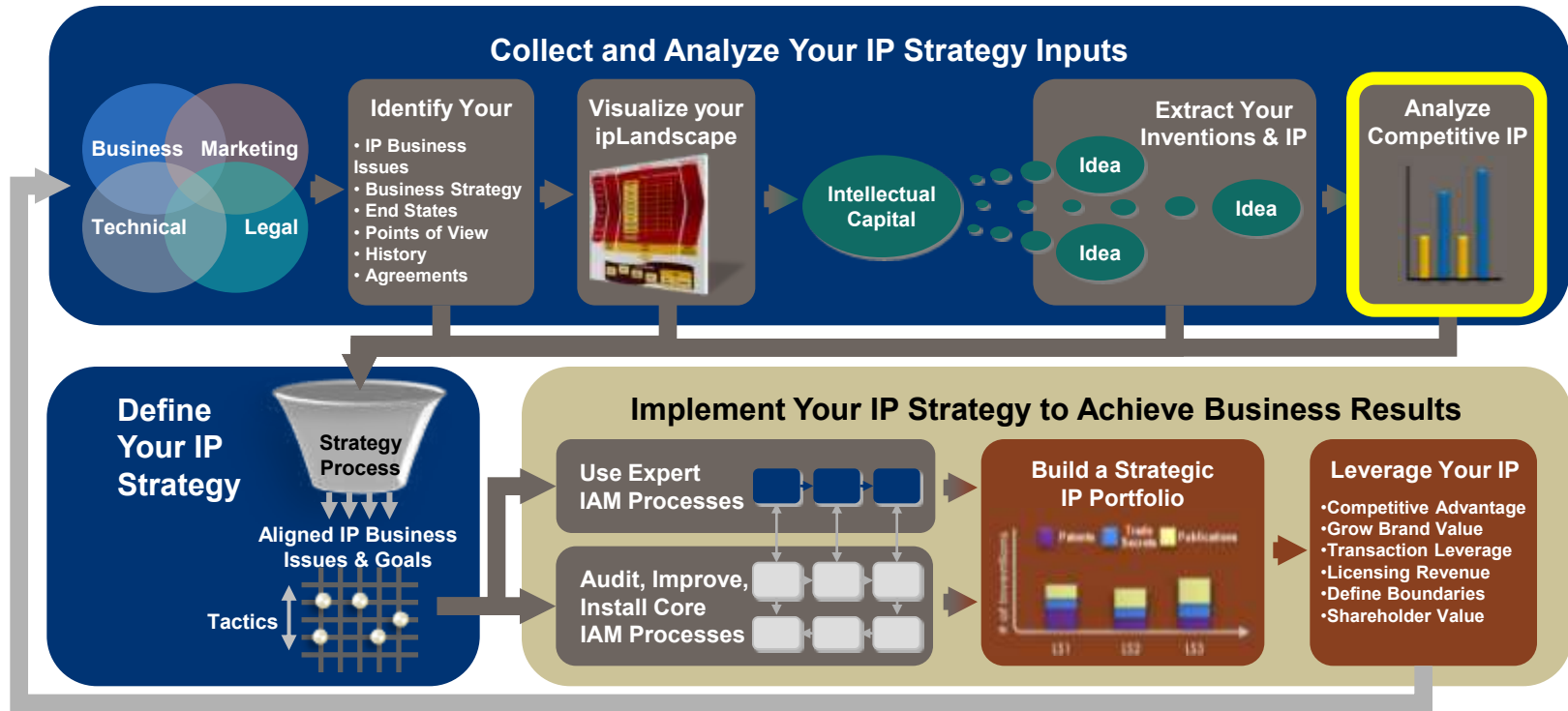
Systematically Extract Your Inventions & IP

- Map your current IP portfolio to your IP landscape
- Use IP landscape to systematically extract additional inventions
- Analyze data to identify strengths and gaps



Building a World Class IP Business Program

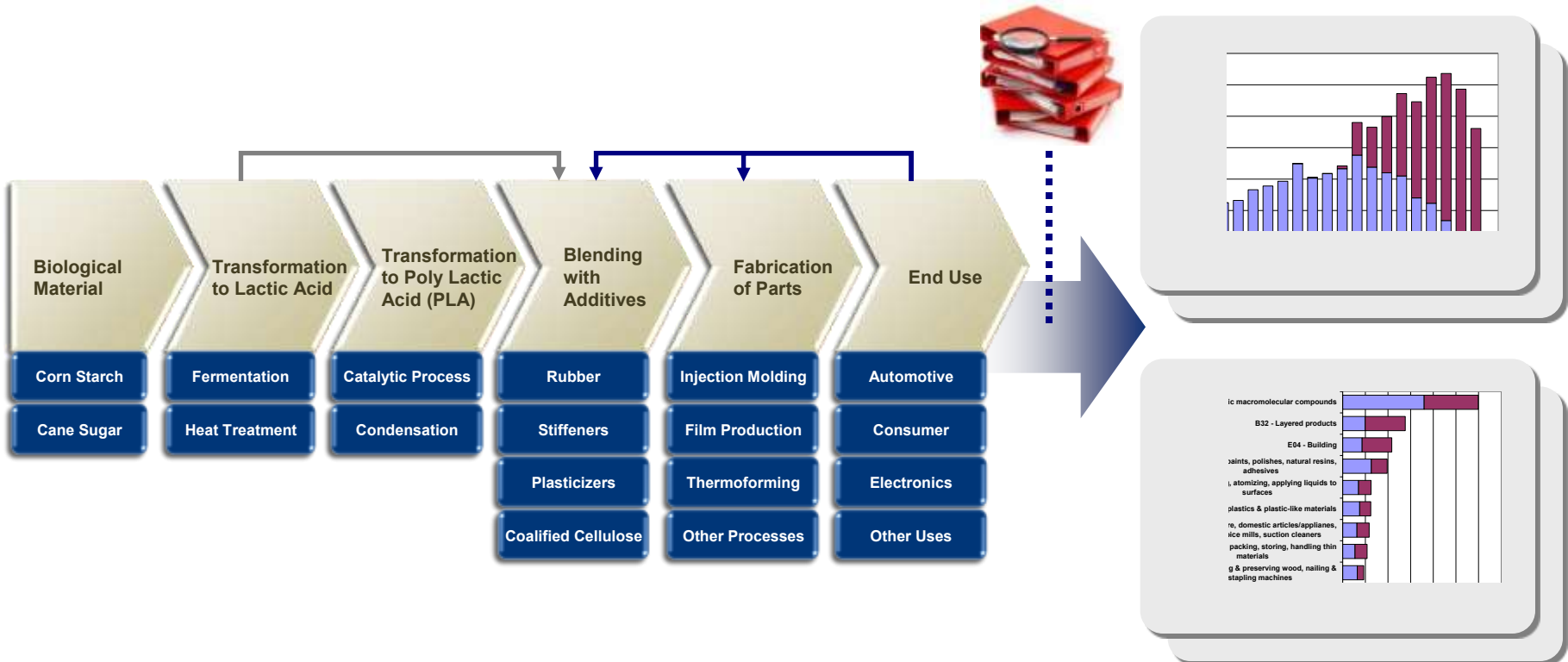
Analyze Competitive IP



Building a World Class IP Business Program

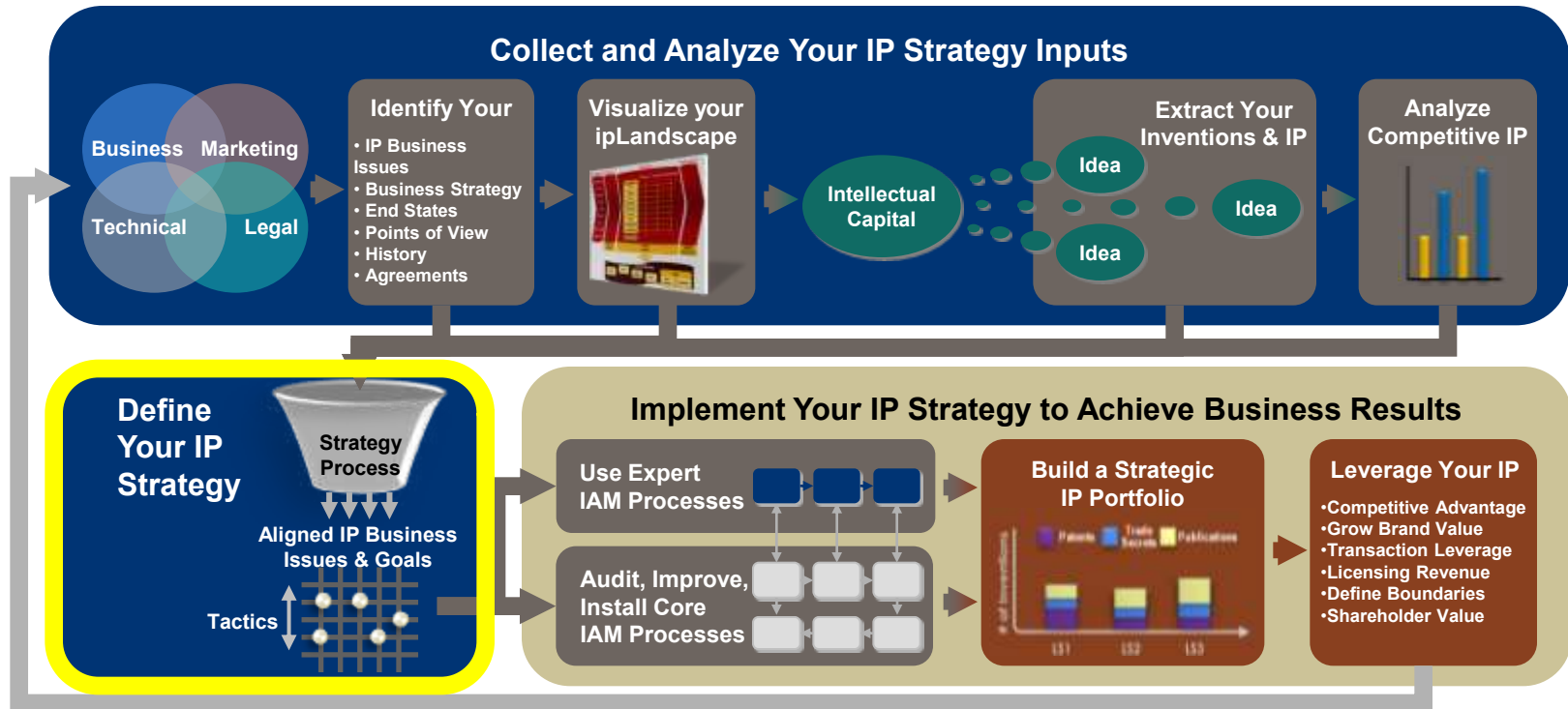
Analyze Competitive IP

- Use IP landscape to search, screen, and map relevant competitive IP
- Analyze data to identify opportunities and threats
- Data provides intelligence for IP strategy development



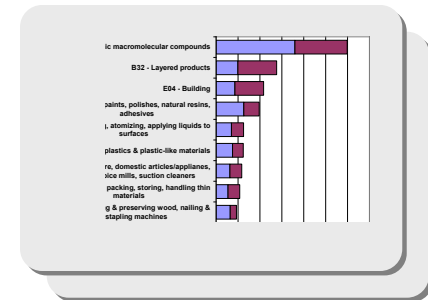
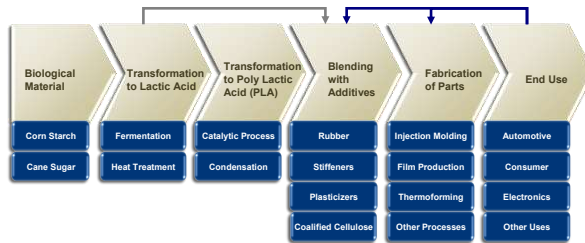
Building a World Class IP Business Program

Define Your IP Strategy



Building a World Class IP Business Program

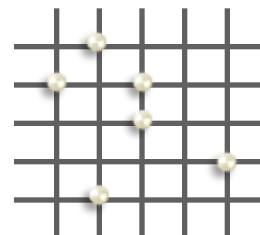
Define Your IP Strategy



- Price Premiums
- Cost Leadership
- Grow the Market
- Grow Market Share
- Expand Product Line
- Change Business Model
- Grow Transaction Leverage
- Reduce Business Risk
- Vertical Integration
- Increase Valuation
- Win Contracts
- Technology Disruption
- Create Standards
- Freedom to Practice
-

High-Level Examples

Aligned IP Business Issues & Goals



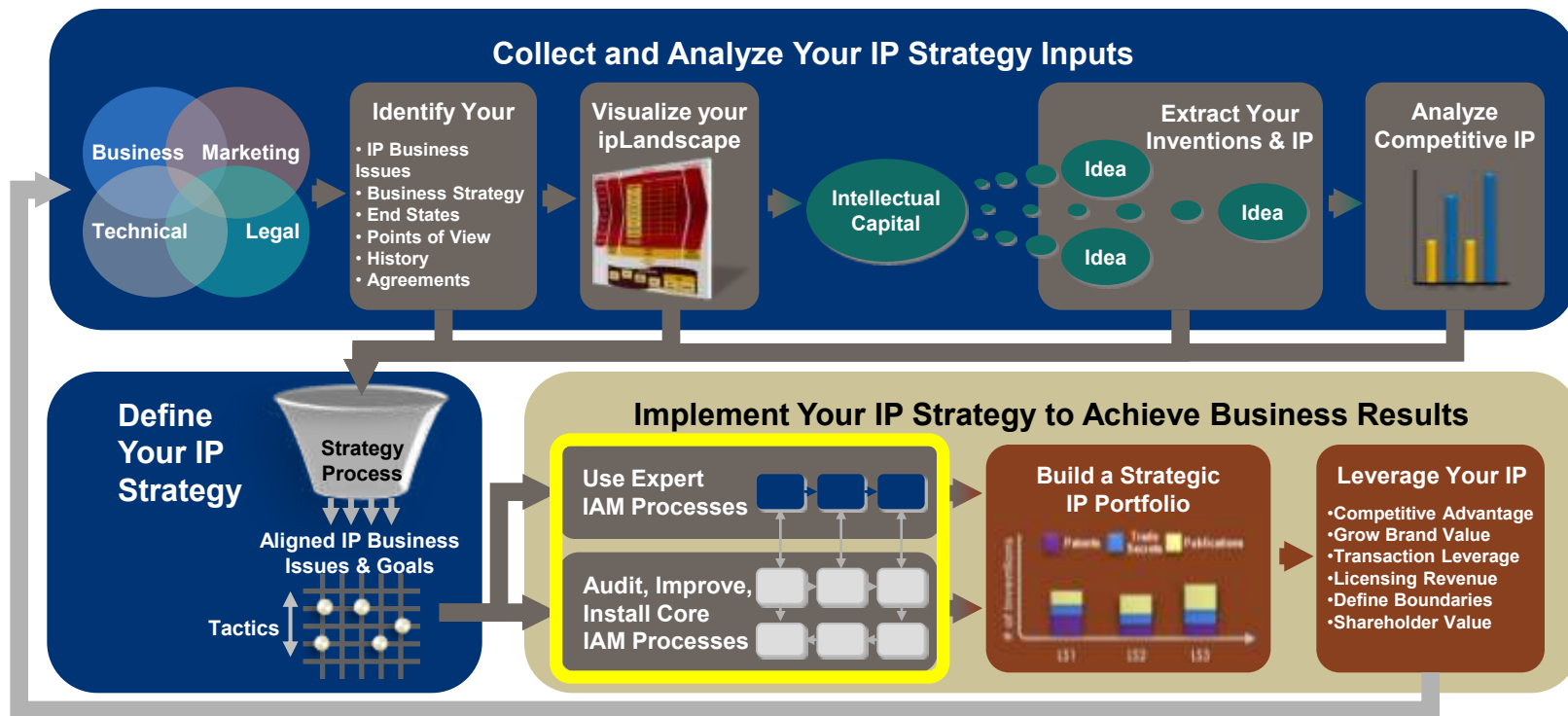
IP Tactics

- Defensive Publications
- Trade Secrets
- Patent-Part-Publish-Part
- Open Innovation
- Access Patent Pools
- Carrot Licensing
- Cross-Licensing
- Abandon Patents
- Product Clearance
- Directed Invention
- Invent-Around
- Reverse Engineering
- IP Training
- IP Rewards & Recognition
-

High-Level Examples

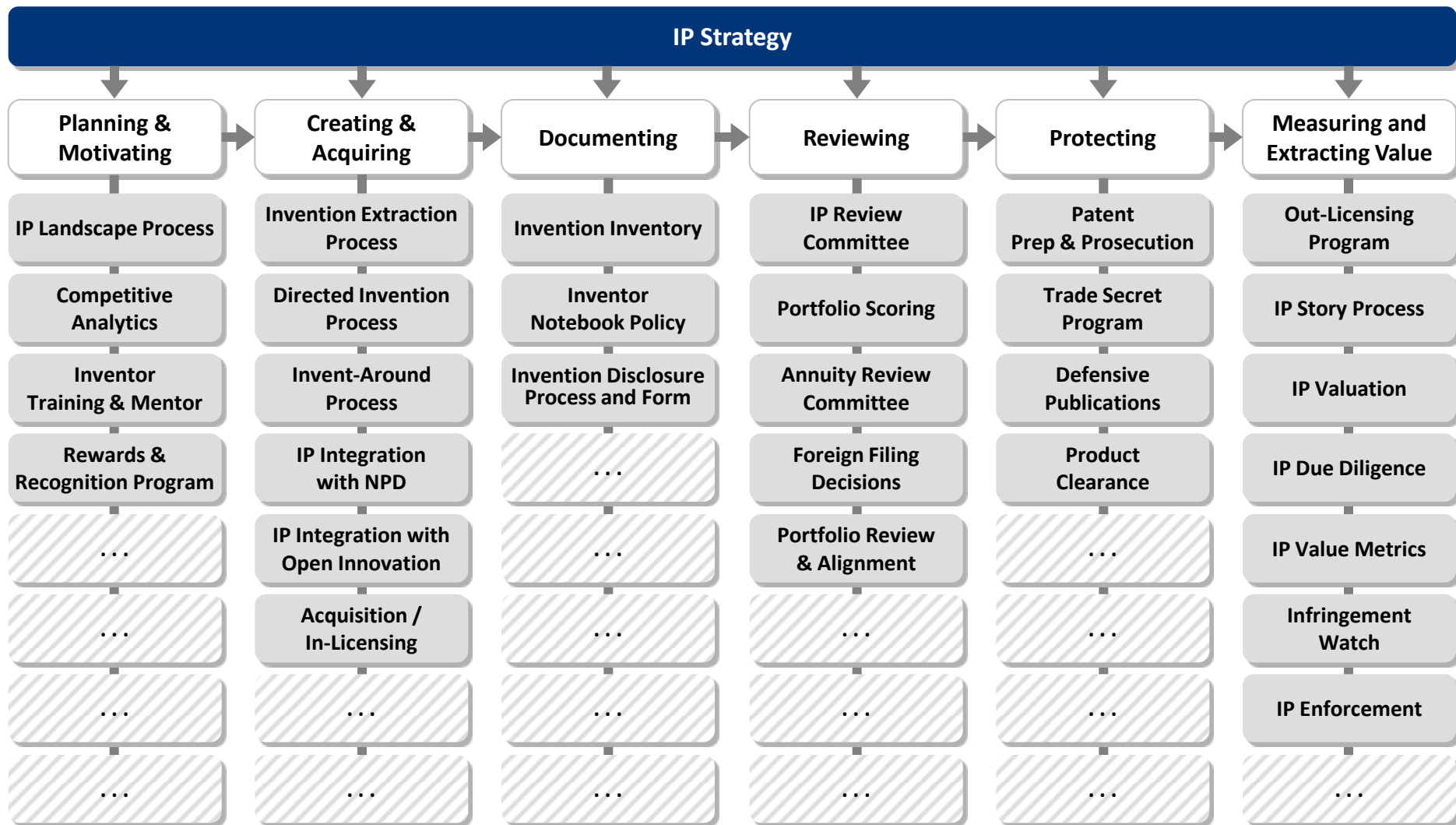
Building a World Class IP Business Program

Improve & Install Processes for Strategy Execution



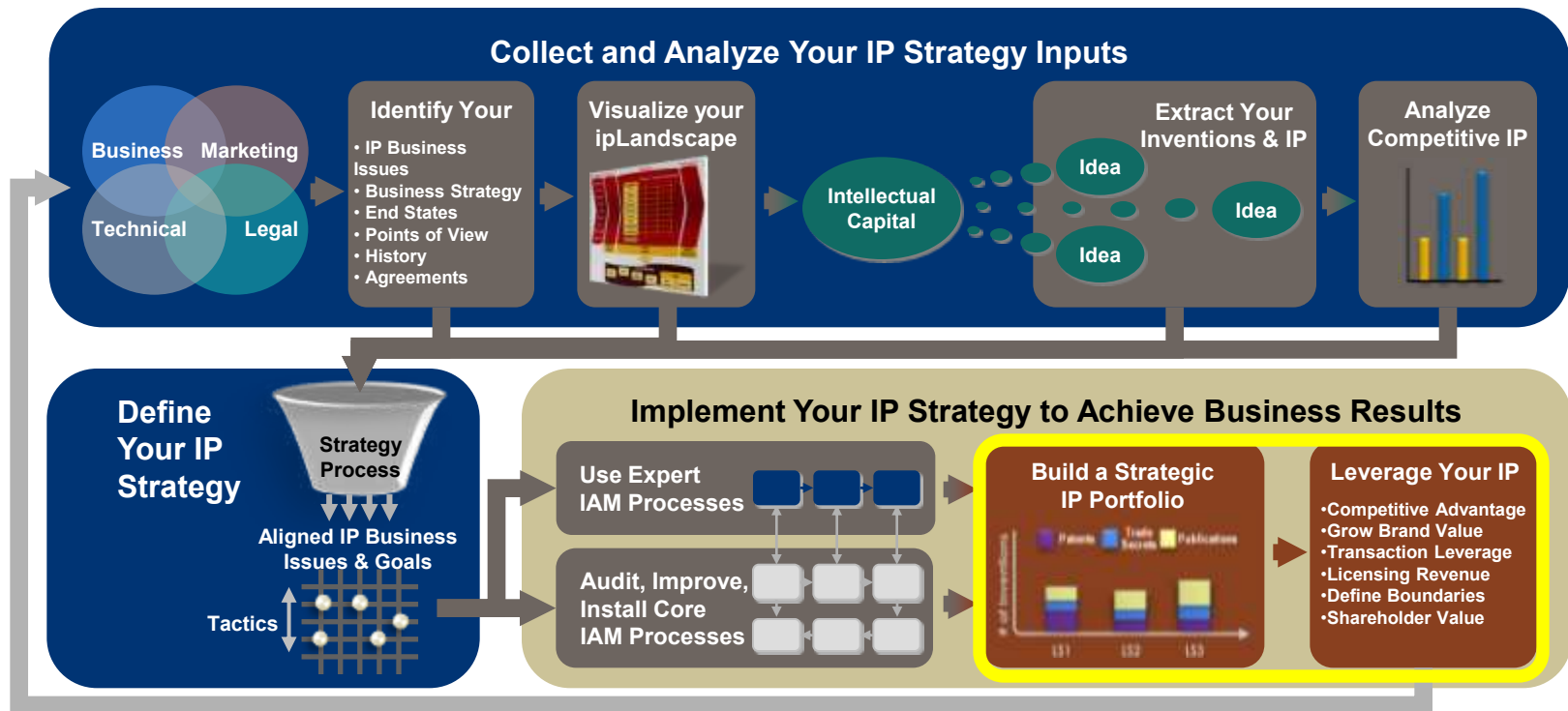
Building a World Class IP Business Program

Improve & Install Processes for Strategy Execution



Building a World Class IP Business Program

Leverage IP Built with Strategic Intent & Process



- **Strategic** – informed by business, marketing, technical, legal
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