

How to Optimize a Company's Intellectual Property Strategy

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Look at the IP position of a business unit in a structured way

Based on this IP position indicate how IP can be optimally used, including possibilities for further exploitation

Employee IP Awareness Program

- Landscaping
- Strategy
- Technology
- Market
- Risk assessment
- SWOT analysis

Look at the IP position of a business unit in a structured way

- **Landscaping:**
internal info on IP (know-how, IP statistics, cost, structure)/external info on portfolios competitors: Provides overview of competitors and balance of IP strength.

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- **Strategy:**

how to use this IP: value creation model:
Gives indication whether business wants
exclusivity or whether licensing is an option.

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- **Technology:**

new technologies/standards, own versus others, buy-in, license out: Technologies indicate possibilities what products could be licensed, also outside the present field of activity.

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- **Market:**
market development / market shares /
ambition: Indicates potential markets,
competitors and potential licensees.

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- **Risk assessment:**

competitor watch policy, opposition, back fire: Indicates risks when trying to convince potential licensees.

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- **SWOT analysis and recommendations:**
 - IP opportunities: where is strong IP position and weak competition or where are additional possibilities outside present field of activities: licensing, spin-out, sell IP
 - IP needs: fill-in internal / external / budget costs / trade of own IP possible?
 - Risk mitigation: license-in, spin in, reservation of funds
 - preferred list of countries for IP / possible cost reductions in portfolio
 - Specific info on the IP portfolio for that business unit:
 - ✓ Per IP: abstract / status / broadness / strength / countries / lifetime / cost / worthwhile to keep?

Assist in setting up structure for licensing projects

- Make an inventory of licensing possibilities
 - ❖ Including interviews relevant department(s) Marketing/Sales & Engineers
- Pre-selection based on projected income (rough estimate)
- Make detailed project plan (Business plan) for pre-selected projects based on discount cash flow (DCF) model
- Select most profitable projects based on net present value (NPV)
- Licensing process: visit, convince, contract, what if not (border detentions, lawsuit)
- “After-care”

Assist in setting up an employee reward program

- Reward for generating IP (inventions, patents)
- Reward for identifying technologies that are interesting for third parties or that third parties are infringing

IP Awareness

- Create awareness with employees, i.e. give short presentations (30-45 minutes) that explain the advantages IP can bring to DSM if properly used and exploited. Target audiences:
- Management business units, incl middle management
- R&D people: existing population and in a structured way for new R&D people

Contact Information

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