

Strategic IP Management

File only what is worth filing

Thilo Schlemvogt
Co-Founder **mind_IP**
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“Strategic IP Management”



What does that mean?



main objective



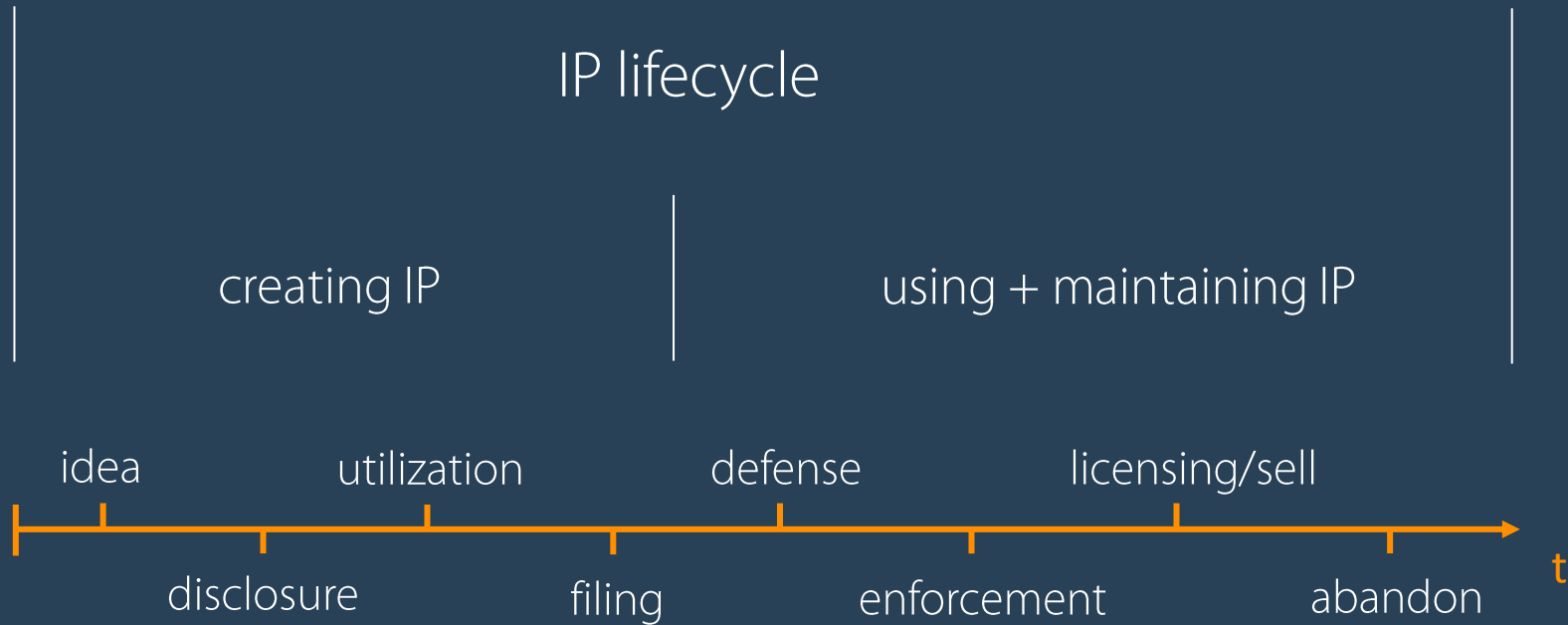
achieving market exclusivity for your products
today and in the future



▷ parameters



▷ consideration of creation and usage of IP



▷ an holistic, all-embracing approach

to prevent

direct imitation
(doing it the same)



workarounds
(doing it similar)



alternative solutions
(doing it different)



▷ view on and information about the product
(in each country / market)

most important impact for the next 10 years - digitisation

= automation of the
human interface

= recombination of
existing solutions



▷ view on and information about the product
(in each country / market)

products are getting more complex

- addition of special services
- combination of technologies
- enrichment with features, etc.

by „thinking IP from the technology alone“ we lose these aspects



▷ a foresighted approach at early stage
in the development process

concerning the future:

„First come, first served.“ applies



▷ a proactive and agile adaption
to new circumstances

concerning **today**:

Is our IP still supporting our company goals?
(horizon: next 3 years)



▷ “Strategic IP Management” requires



consideration
of creation and
usage of IP



an holistic,
all-embracing
approach



the view on and
the information
about the product



a
foresighted
approach



at early stage in
the development
process



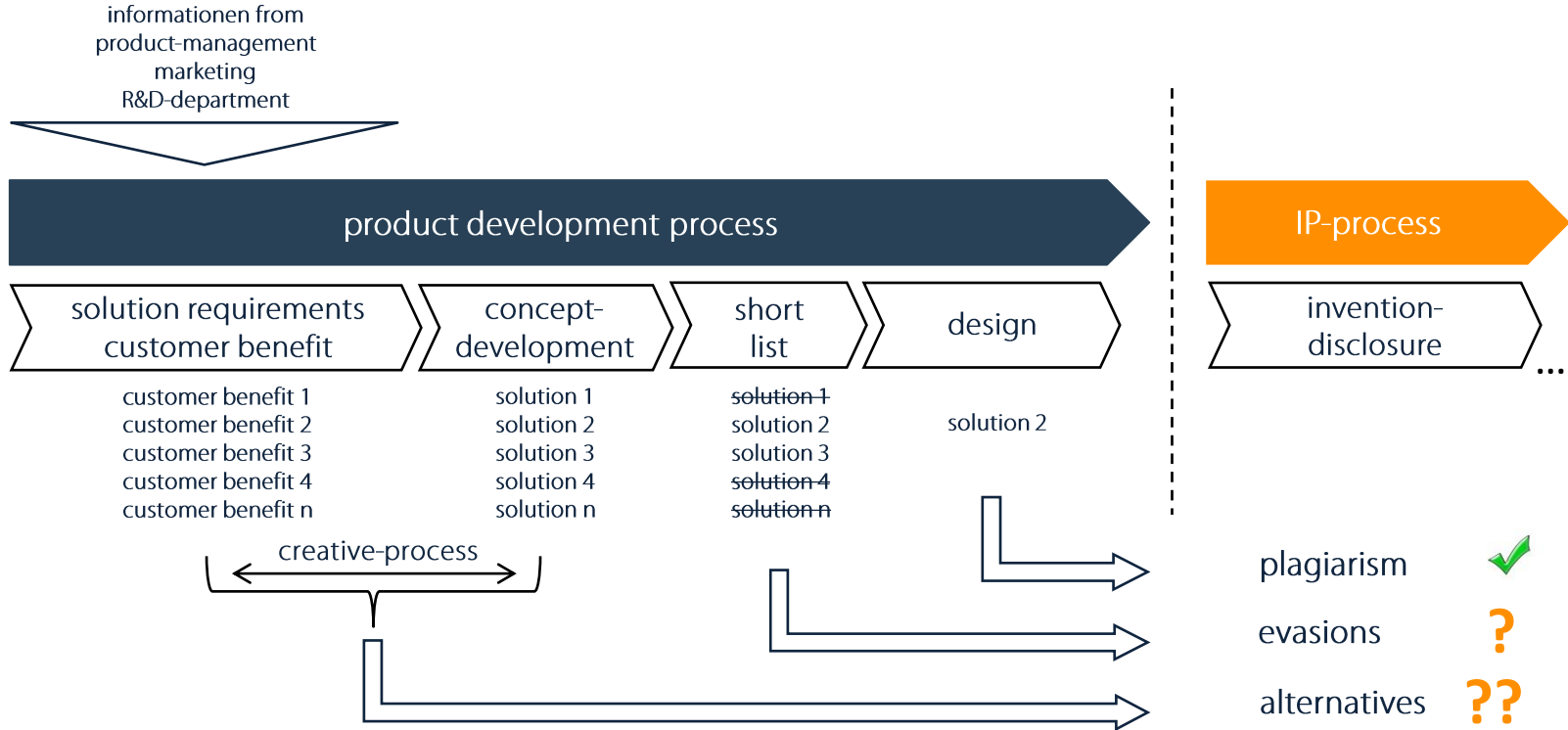
a proactive and
agile adaption to
new circumstances








 obstacles



□ the traditional, invention-centered approach



□ suitability of the invention-centered approach

holistic approach	
product view	
foresighted	
at early stage	
proactive	



□ suitability of the common ways of measurement

part 1.1

counting the amount of patents

How many patents do we have on a product?

main idea: „a lot helps a lot“

holistic approach



product view



foresighted



at early stage



proactive



□ suitability of the common ways of measurement

part 1.2

transaction price of patents

e.g. relief from royalty approach

main idea: price of patent in sale

holistic approach



product view



foresighted



at early stage



proactive



□ suitability of the common ways of measurement

part 2.1

Benchmarking

e.g. citation analysis

main idea: amount of citations as criteria for
importance of a patent

holistic approach



product view



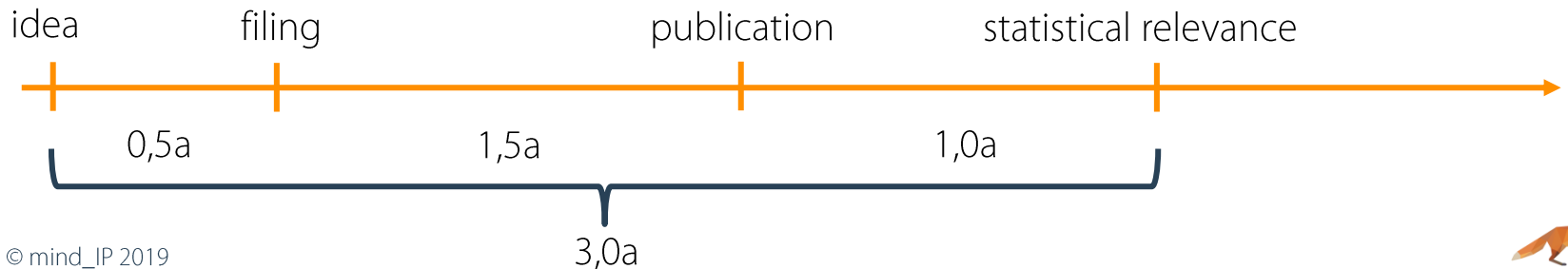
foresighted



at early stage



proactive



□ suitability of the common ways of measurement

part 2.2

IP Analytics

statistical analysis of patenting trends

main idea: accumulation of patents as indicator
for technology trends

holistic approach



product view



foresighted



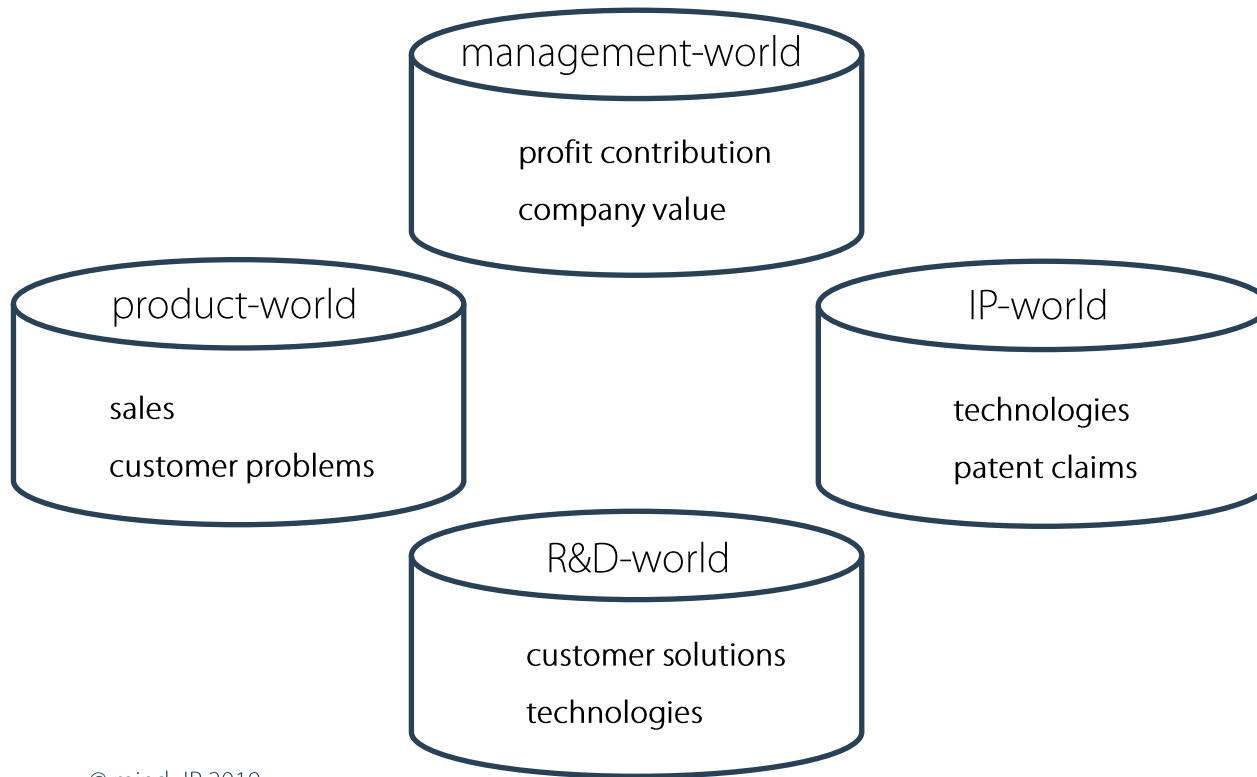
at early stage



proactive



□ silo thinking



holistic approach



product view



foresighted



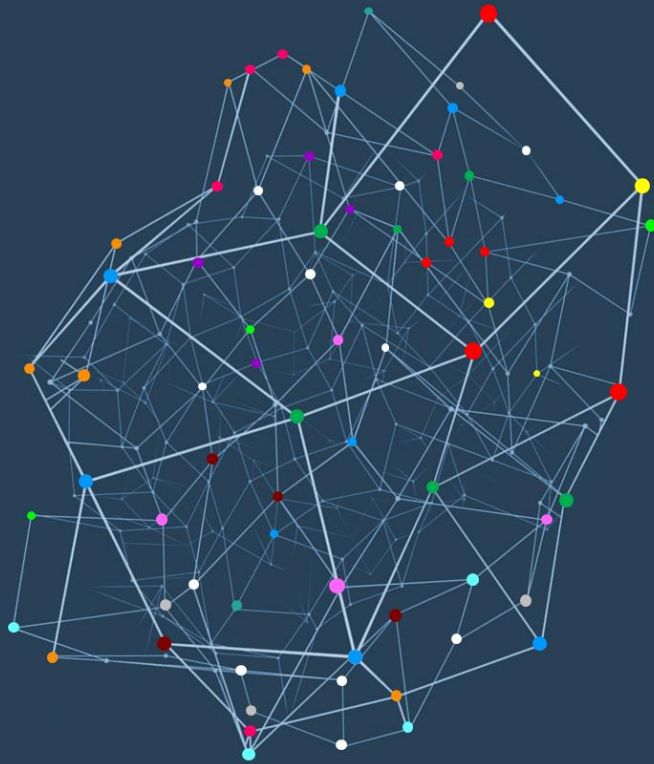
at early stage



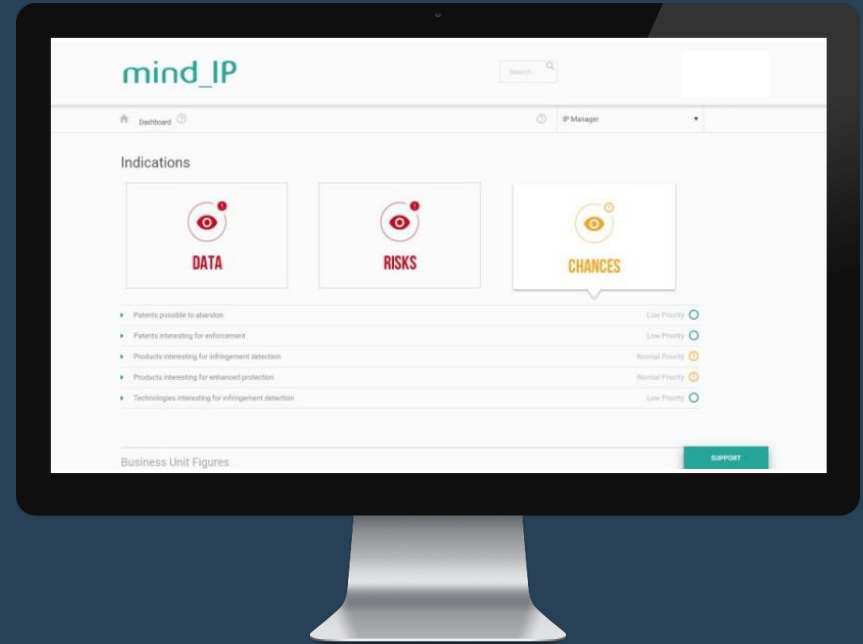
proactive



management / R&D / product-management / IP
... finally on the same page.



- market ●
- revenue ●
- price ●
- product ●
- customer value ●
- competitor ●
- USP ●
- problem ●
- technology ●
- solution ●
- country ●
- patent ●
- claim ●
- enforceability ●





mind_IP
your innovation. your profit.

Thilo Schlemvogt

ts@mind-ip.com

www.mind-ip.com

Am Schlossberg 3

85235 Odelzhausen

