



Promoting Intellectual
Property Rights in the
ASEAN Region

Creating an IP strategy for an SME

Dr. Bastian July | Munich | 15 September 2022



Funded by the European Union



This Project is funded by the European Union and implemented by the European Union Intellectual Property Office (EUIPO)

Your speaker



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GoodIP

PROGLOVE

OSRAM



LANTIQ



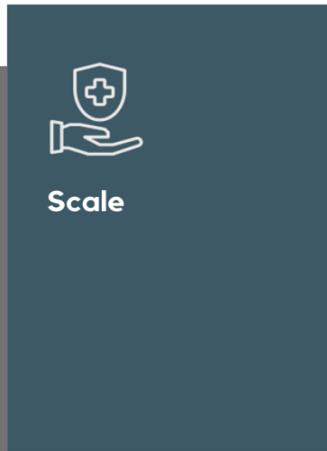
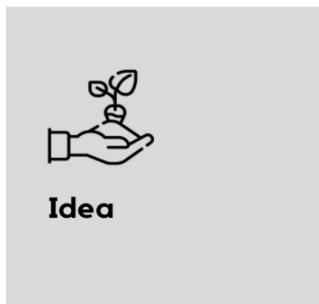
McDermott
Will & Emery



BOSTON
UNIVERSITY

When SMEs think about IP, it is often too late

Maddyness
= **You might not believe in patents, but your investor will**



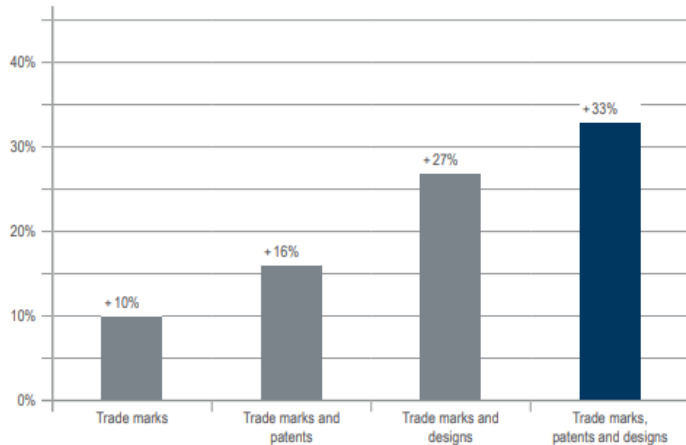
TOPTENZ

**TOP 10 IDEAS
STOLEN BY BIG
BUSINESS**

By Karl Smallwood on January 10, 2014

There is much to win with intellectual property

Increase in odds of high growth with IP



High-growth firms and intellectual property rights, IPR profile of high-potential SMEs in Europe, May 2019,
A joint project between the European Patent Office and the European Union Intellectual Property Office

“Start-ups with patenting activities **receive greater funding from more VC funds** ... patenting activities effectively **mitigate information problems** between entrepreneurs and venture capitalists”

The Informational Role of Patents in Venture Capital Financing, Jerry X. Cao, Po-Hsuan Hsu, 2010

What can I protect?

Value driver	Description	Protect with
Technology	Your technology, such as your inventions and breakthroughs	Patent
Content and code	Your software code, videos, songs, and photos	Copyright
Secrets and data	Your know-how and customer data	Trade secret
Design	Your product design, UX, and UI	Registered design
Brand	Your company name and product names	Trademark

First things first

Sign NDA to protect your ideas

Without NDA it will be very difficult to get a patent

Without NDA the recipient may use your idea

#	Value driver	Goal	When	1st year	2nd year	3rd year	Importance
1	Technology	Sign NDA before you disclose inventions to anyone	Now	\$350			High

What's the difference?



Invention



Innovation

Post-it notes

**“It was because of the real-world
feedback.**

**The first customers were
the 3M employees in the lab,
and the reality was that we couldn't
keep up with their demand.”**

Dr. Geoff Nicholson, the "Father of Post-it Notes"

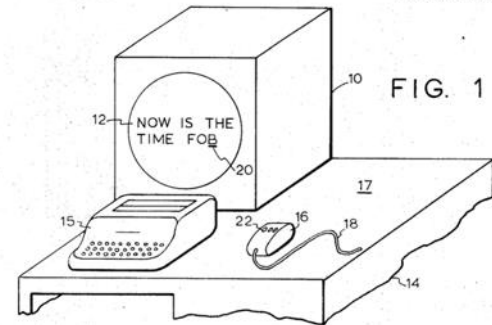


Computer mouse

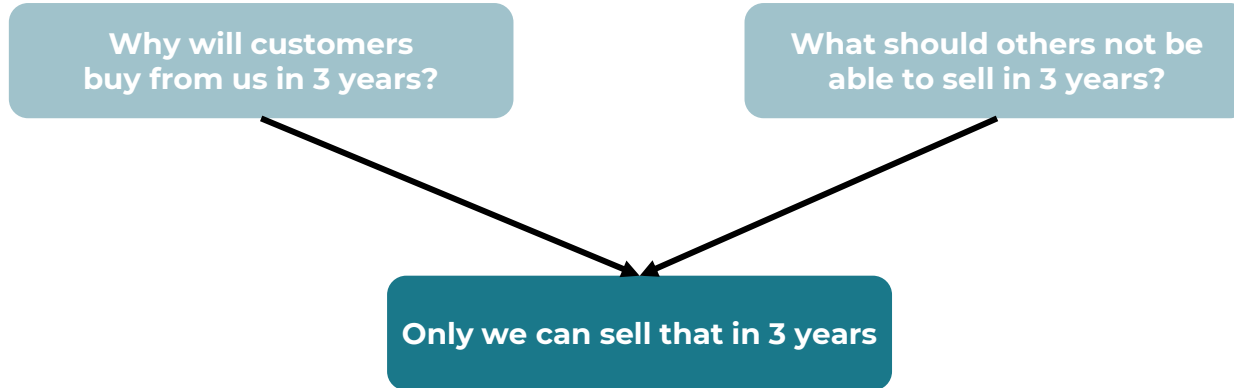
**“SRI patented the mouse,
but they really
had no idea of its value.”**

Dr. Douglas C. Engelbart,
best known for inventing the computer mouse

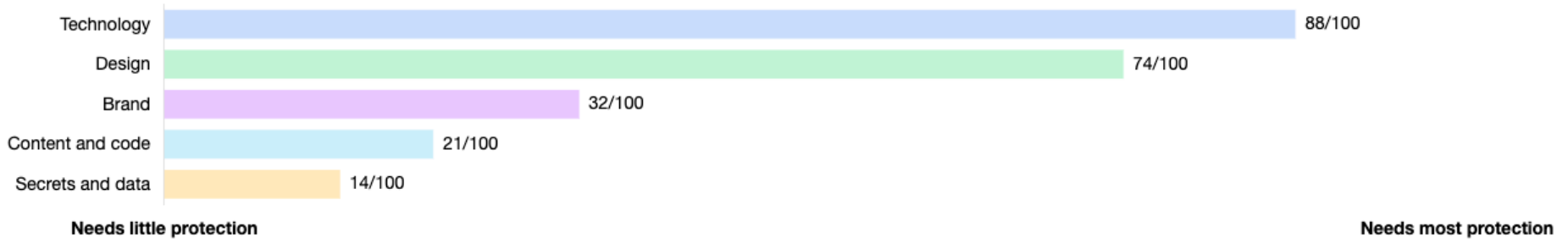
Nov. 17, 1970 D. C. ENGELBART 3,541,541
X-Y POSITION INDICATOR FOR A DISPLAY SYSTEM
Filed June 21, 1967 3 Sheets-Sheet 1



Protect your Unique Selling Point (USP)



What should I protect?



Creating your IP strategy

#	Value driver	Goal	When	1st year	2nd year	3rd year	Importance
1	Technology	Sign NDA before you disclose inventions to anyone	Now	\$350			High
2	Technology	Transfer inventions to your company	Now	\$250			High
3	Technology	File one patent in your first market (any of USA, Germany, France, United Kingdom)	Next 3 to 6 months (before product release or any other disclosure without NDA)	\$5000			High
4	Technology	File worldwide patent application (include improvements to your invention)	Within 12 months from filing of patent in your first market		\$3000		High
5	Design	Register the design of your products or of your software's user interface in your first market (any of USA, United Kingdom, EU)	Before product release or within 12 months from any disclosure without NDA	\$1500			Medium

Understand patent timeline

Today

- Identified USP
- Identified second best alternative
- Ran prior art search

<12 months

- Included new results
- Got positive search report
- Filed worldwide or foreign patent applications

Patent granted

- Protected USP and second best alternative
- Filed divisional or continuation in important countries

Patent filed

- Secured IP ownership
- Filed patent on USP and second best alternative

<30 months

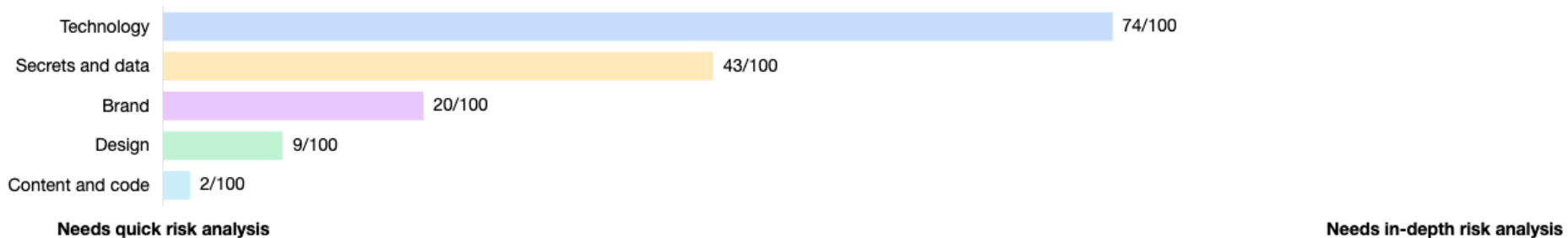
- Filed foreign patent applications if worldwide application within 12 months

Know the difference

Patentability means that an invention is new and non-obvious.

Freedom to operate (FTO) means that no other patents are infringed.

For what do I need Freedom To Operate (FTO)?



What can I do to achieve FTO?

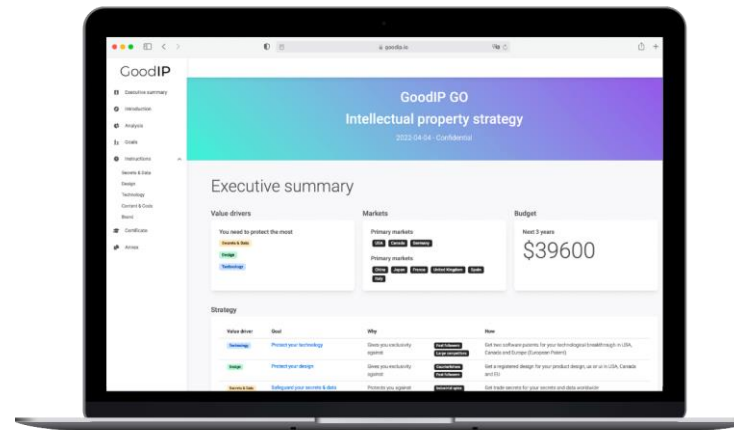
- 1) Necessity of an FTO
- 2) Scope of the FTO
- 3) Search
- 4) Evaluation of results
- 5) Ongoing risk analysis
- 6) Employee training

Intellectual property strategies for SMEs - but easy!

GoodIP GO

Business Intelligence Software

- + Learn how to file patents, designs & trademarks
- + Impress your investors with your IP strategy
- + Avoid painful mistakes



Try for free in September:

<https://m.goodip.io/go-details-free>



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