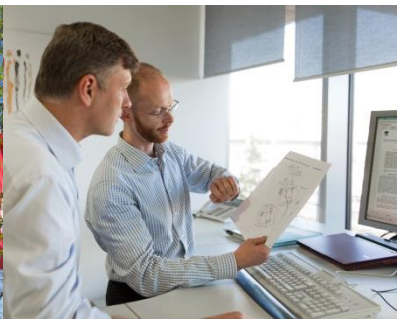




Europäisches
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European
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des brevets

IP evaluation and protection

Critical reflection on the invention



Your speaker - Robert Harrison

- BA Physics, Oxford University
- MSc Physics, Sheffield University
- PhD Semiconductors Sheffield University

- EPO Examiner – The Hague
- IBM Germany – Patent Engineer
- W.L.Gore & Associates – European IP Counsel
- Partner, 24IP Law Group
- Advisory Board Member
- IP strategy

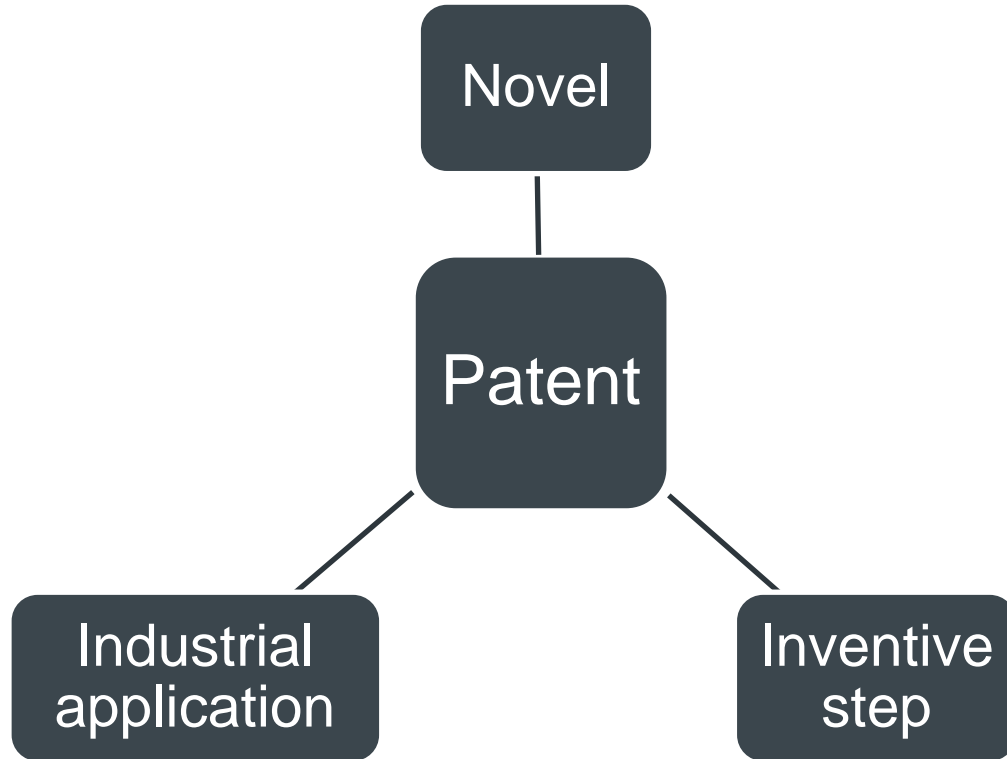
Goals of this module

- Identifying the best inventions
- Defining the technical problem
- Searching the invention
- Business strategy

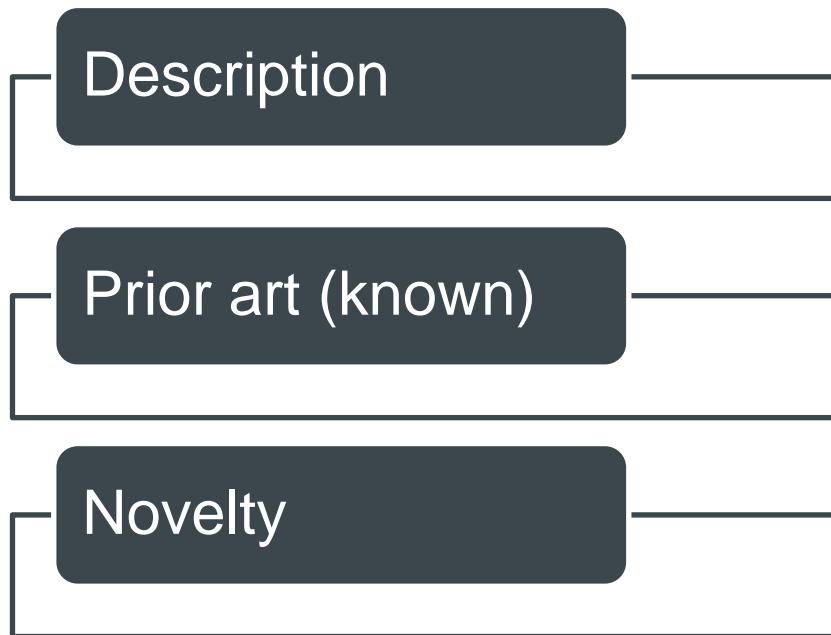
Overview

- Legal basics
- Business evaluation
- Identifying the opportunity
- Searching
- Defining the technological innovation
- Prosecuting the patent
- Evaluating commercially

Legal basics



Invention disclosure



Question?

**How do you identify relevant prior art?
Why?**

Use comment function to let us know

Searching



Search tools

Which search tools do you use?

Use comment function

Searching the Invention

- Numerous search tools

Patents

- Espacenet; PatentScope; Google Patents
- DerwentInnovation (formerly Thomson)

Non-Patent Literature

- Scientific Papers; general internet search
- Google scholar

Limitation of search

- No search can ever be complete
- Don't forget documents in foreign language
- Synonyms
- Be careful of “false friends”
 - Translation in English is not translation in French;
 - Isolation in German is not isolation in English;
 - Silicon is not the same as silicone

Search strategy

- Semantic searching
- Cooperative / International Patent Classification
- Keyword

Result

Identify 3-4 documents

Some people do not search

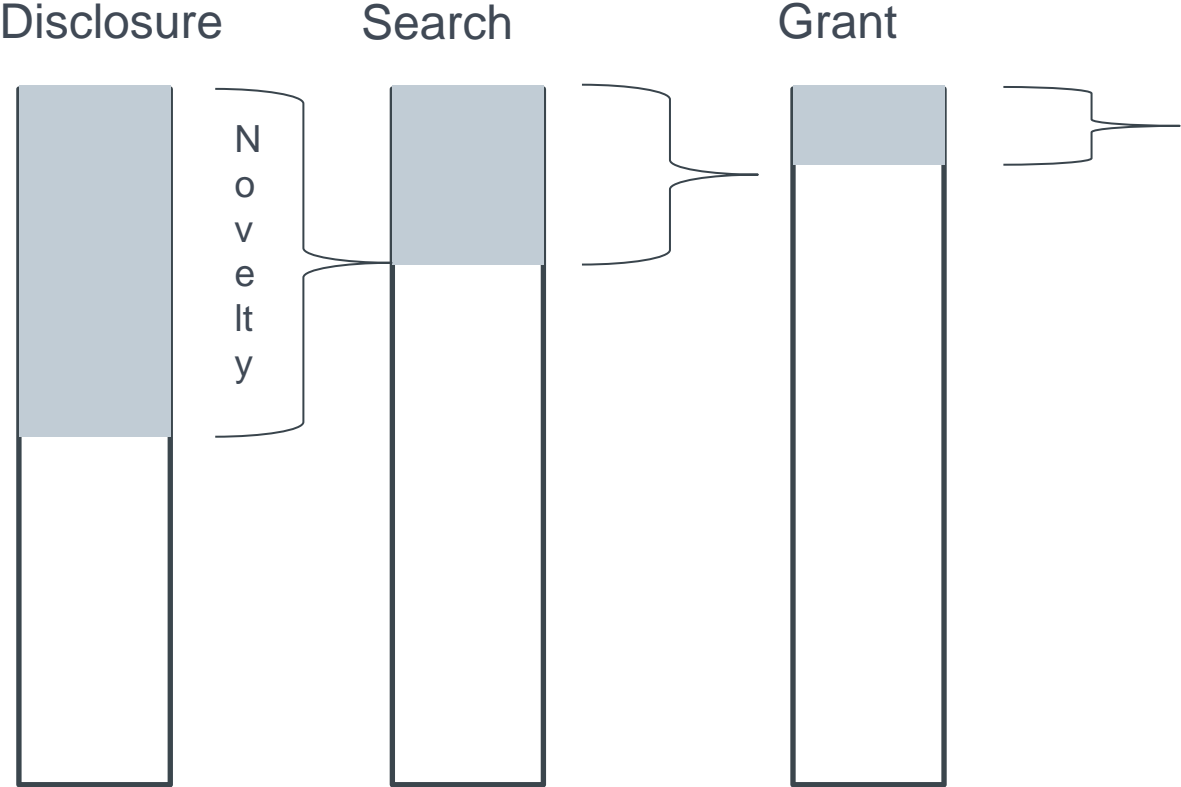
Why?

Comment?

Search concerns

- Tracking of search strategy
- Willful infringement
(discover a patent that you might infringe)

Invention and prior art

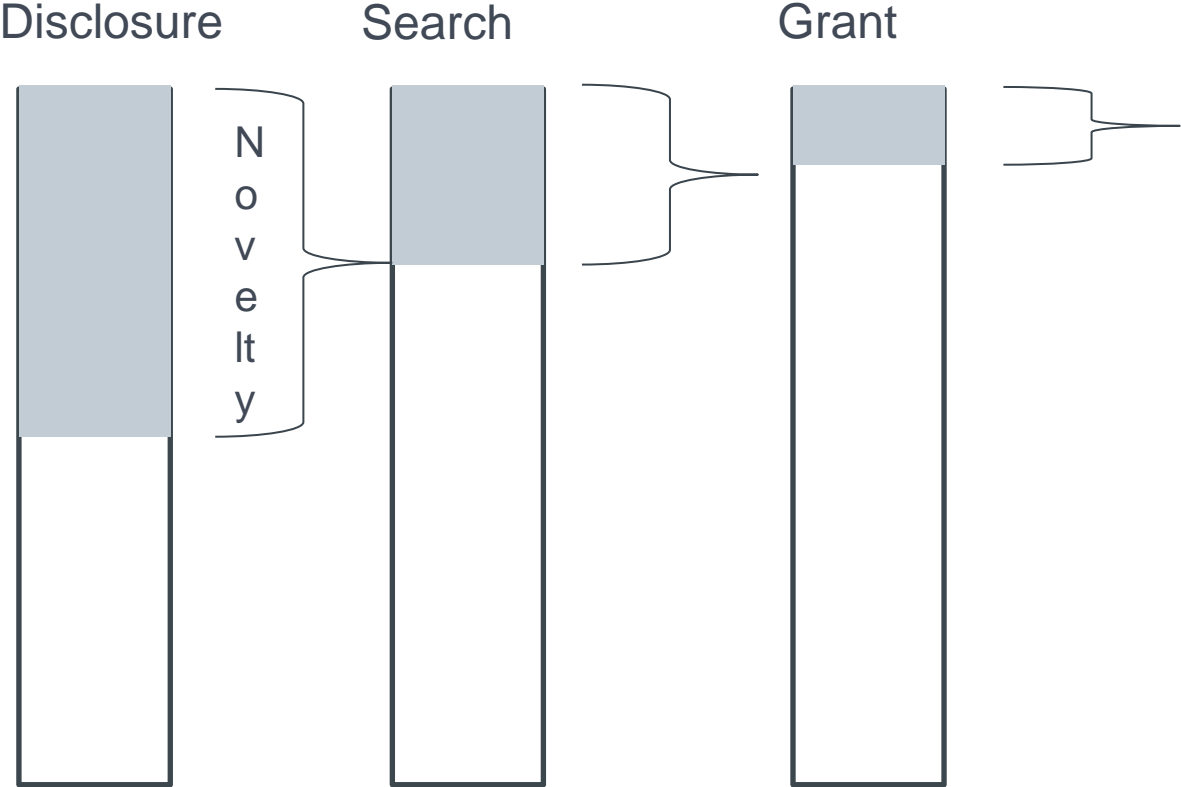


Novelty

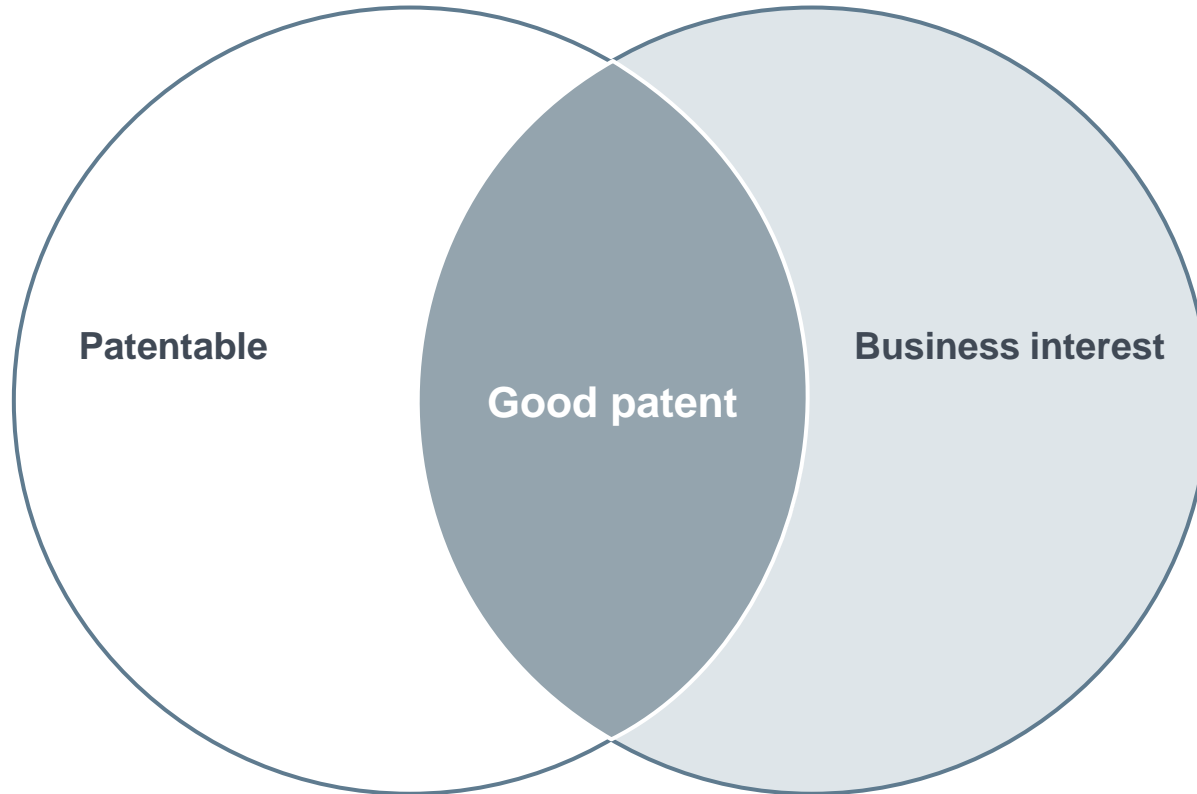
Non-patentable

- Business methods (e.g. auctions)
- Algorithms
- Computer programs as such
- Methods of Treatment / Diagnosis

Invention and prior art



Business interest



What is a good patent for a business

- Not necessarily broad
- Pinch point



pinch point

- Composition
- Algorithm
- Interface
- Indication

Product concept

Innovation theory teaches us to write a
product concept statement

e.g. „the only“ or “the most“



claim language

The claims

- It's all about the claims
- Claims
 - New
 - Inventive
 - Cover Product (pinch point)

Not a mixture of method and apparatus features.

Summary of today

- Searching
- Pinch points in business
- Product concept statement
- Claims

Thank you

Q&A