USE OF THE IP SYSTEM FOR BUSINESS DEVELOPMENT, MARKETING AND COMPETITIVENESS: CASE STUDY OF SUCCESS STORIES

- Theme 6 -

McLean Sibanda

Regional Workshop on the use of Utility Models and Industrial Designs for Small and Medium-sized Enterprises (SMEs) in ARIPO Member States

Organised by the World Intellectual Property Organisation (WIPO) in cooperation with the Japan Patent Office (JPO) and with the assistance of the African Regional Intellectual Property Organization (ARIPO)

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Overview

Introduction

Case Studies

: Justick
: Jo’M
: Safe Eggs
: Photovoltaic Technology
: Joule
: Altis Biologics
: Eyeborn
: Sasol
: Curtain hanger
: Dry Bath
Introduction
Unlocking Value

- Value adding IP identified
- Ease of transaction / due diligence
- Core / Non-core Assets

Total firm assets

Core Capabilities

- Know-What IP
- Know-How IP

Current
Future

IP with minimal strategic relevance
Introduction
Patent Information: Basis for Competitiveness

- A source of most up to date technology
  - State of art before filing a patent application
  - Avoid duplication in the innovation process
  - Jump-start own innovation process and ride on back of others developments

- Source of market intelligence
  - citation analysis
  - assignee analysis
  - filing rates
  - inventors and hence resources to be acquired
Introduction

Patent Information: Basis for Competitiveness

- Patent document more than just a document
  - Source of state of art before embarking on R&D
  - Potential commercialisation partners
  - Suppliers
  - Competitor developments
  - Patents validity and scope
  - Search reports
Introduction
Trademark: Building the Brand

- Consistency
- TM
- ®
Introduction

Open Innovation and Intellectual Property

Source: Open Innovation; Henry Chesbrough; 2003
Case Studies
Justick

• Justick Light noticeboard, Justick Exhibition Board system
• Electron-adhesion devices

“South African market was used as a base to pilot production, gauge market perceptions, and establish world-class quality products. Justick products have been extensively tested in the market and the success has led to an international expansion strategy with distributors across the globe.”

http://www.youtube.com/watch?v=zVeE1j5cdPw
United States Patent
Allison et al.

(45) Date of Patent: Sep. 14, 2004

Title: ELECTRO-ADHESION DEVICE

Inventors: Herman Allison, 21 Rockwood Avenue, Berwick, PA 18603; Ronald Kevin Fricker, 11514 Pretoria St, Winnemucca, NV 89445; Matthias Christoffel Smit, 293A Plussstraat, Enkhuizen, 0682 Pretoria (ZA)

Abstract:
The invention provides an electric-attachment device (10) including a base (12) and first (14) and second (16) banks of thin electrically conducting electrodes (18) located apart from each other on one side of the base (12). The electric-attachment device (10) also includes an insulating cover (20) over the first (14) and second (16) banks so that the outer sides of the insulating cover (20) are in contact with the base (12). The insulating cover (20) is further electrically conducting electrodes (18) are energized and an object to be attached is placed adjacent the insulating cover (20), the object is attracted to the insulating cover (20) by a suitably high voltage. An outer surface (24) of each of the electrodes (18) on one side and a side border (25) that the width of each electrode (18) longwise along the electrodes (18).
Welcome to JOM

Jo M Cosmetics was established in 2005 to provide Herbal or Natural cosmetic range to the market place at an affordable price.

We currently offer a Skin Care range and Hair Care range under the brand name Jo M. Carefully produced plant extracts combined with 100% Natural Essential Oils form the basis of soothing and refreshing Jo M Hair and Skin products.
Case Studies
Jo’M Cosmetics

- Jo M Cosmetics: est. 2005
- Herbal or natural cosmetic range

- Trade marks
  - Jo’M
  - Jo’M Cosmetics
  - South African patent
  - Copyright – packaging / insert
Patents, know how and trademarks – Consortium licensed to Safe Eggs (Pty) Ltd

- Eggs prone to contamination by Salmonella
- Pasteurize shell eggs without cooking them - Reduced levels of pathogens
- Extended shelf life of > six weeks at ambient temperature
Case Studies
PTIP - Photovoltaic Technology

Consortium of University of Johannesburg, University of Pretoria & University of Port Elizabeth

Patent Portfolio licensed to German, Chinese and RSA companies

Johanna Solar Technology and IFE are awarded the contract to build an ultra modern thin film solar module plant in China.
Case Studies
Optimal Energy – the Joule

IP – battery management system; design registrations, trademarks

- Six-seater urban vehicle
- South Africa’s first electric motor vehicle
- Advances in lithium ion battery technology
- Practicality, performance and design
Dr Nicolaas Duneas and Nuno Pires, from South Africa, are the winners of the Innovation Prize for Africa (IPA) 2014 Grand Prize. They received USD 100'000.00 for their Osteogenic Bone Matrix (OBM) innovation. This is the first injectable porcine derived BMP (bone morphogenetic proteins) medical device in the world - an innovative product for the treatment of bone injuries that voids through the use of a regenerative biological implant.
Case Studies
Eyeborn – Orbital implant

Eyeborn – Restored Quality of Life for the Visually Impaired

by

W B du Preez¹, P W Richter¹, D Hope¹ and C Kotze²

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2: Cerdak (Pty) Ltd, Mtunzini, Kwa-Zulu Natal

Abstract

Eyeborn® is an innovative hydroxyapatite orbital implant used to replace the eyeball of a patient who has lost an eye. A prosthetic eye cap is fitted in front of the Eyeborn® implant, restoring the patient’s appearance and improving his quality of life. The product was developed with funding from the South African Innovation Fund.

Fig. 5: A patient before (a) and after (b) having received an Eyeborn® implant
Case Studies
Eyeborn – Orbital implant

Patents, design registration, trademark

Manufacturing

Royalties and CE Mark

Technology Transfer and Manuf. License

Royalties

Distribution Agreement with Performance clauses

IP development, protection

CSIR

PEI

WHC

IF

IF R7M

SPIN-OUT

Cerdak

Visicare

Product

Marketing and distribution

New artificial eye offers hope

Local scientists have developed a cheaper alternative to coral implants

THE TECH PAGE

(Eyeborn)
“It didn’t work as well as I thought,” he explained, adding that it would remove the body odour but would flake on the skin after the gel dried, looking unsightly.

Marishane then brought in Dr Hennie du Plessis, a chemical engineer with experience in developing personal care products, who improved the formula and resolved the problems. Du Plessis is now a shareholder and product manager of Headboy Industries, Marishane’s company behind DryBath.
Case Studies
Dry Bath – Head Boys
1927: White Paper tabled in Parliament to investigate the establishment of a South African oil-from-coal industry

After World War 2, Angovaal bought the rights to a method of using the Fischer-Tropsch process patented by M W Kellogg Corporation

1950: government incorporated a State-owned company under the name South African Coal, Oil and gas Corporation

Initial reactors from Kellogg and Lurgi gasifiers were tricky and expensive to operate.

Sasol improved these reactors (new intellectual property and patents created) to eventually yield about 6500 barrels per day.
The invention relates to a device for hanging a curtain on an elongate support member, such as a rod. The device includes a support body member having an operatively front face and an operatively rear face and a hook-like hanging arrangement for supporting a curtain in use, fast with and projecting from the rear face of the body member, the hanging arrangement being spaced inwardly from an operatively upper edge of the body member, and comprising a curved end portion projecting away from the upper edge, for engagingly supporting the device on the elongate support member. The invention also extends to a kit for a curtain, which includes a plurality of devices accordance with the invention, a length of flexible material for use as a curtain and an elongate support member such as a rod, on which, in use, the devices are to be supported to extend and retract the flexible material along the elongate support member.
Concluding Remarks

- Intellectual property an important element

- IP protection is a business decision

- Other essential factors for successful business:
  - team / management
  - sound business case that clearly identifies need and solution
  - market size
  - understanding of competition
  - competitive advantage
THANK YOU

Let your ideas take flight.

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