The Role of Malaysian Patent Attorneys in Innovation and Transfer of Technology

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Cycle of Innovation

- Research
- Invention
- Feasibility & Assessment
- Commercialisation / Technology Transfer
- Intellectual Property
- Market Share / Royalties

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Role of Patent Agent

- Research
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Role of Patent Agent (Upstream Activities)

- Research
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Role of Patent Agent/Attorney
Role of Patent Agent *(Upstream Activities)*

- Research
- Invention
- Feasibility & Assessment

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IP assessment tailored for your organization to foster innovation and help uncover the strategic IP issues that you need to pay attention to in your organization, and craft an IP management action plan.
IP Assessment & Education

Invention, can it be patented? Patentability search & assessment

Generic product? Patent watch

New product development? Freedom-to-operate search & assessment

Industry trend? Industry survey Subject-matter search

What information & document needed? Invention Disclosure Form Laboratory Notebook

What is the existing problem & market demand? Problem-solution approach (Inventiveness) Commercialisation potential

How to improve my invention/technology? Continue to Innovate Research collaboration Technology transfer

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Problem-solution approach

“Problem in the conventional solar water heater system… ended up designing a winner in solar technology”

Strategic IP Protection

“The product is patented worldwide…”

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Role of Patent Agent

(Intellectual Property Registration)
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(Intellectual Property Registration)

Drafting of Specification
(Title, Description, Claims, Abstract, Drawings)

Filing of Patent Application(s)
(Conventional filing, International / PCT filing)

Prosecution
(Formalities requirement, Substantive examination, Responding to Office Actions)

Grant & Renewal
(Certificate of Grant, Annuity renewal)

Strategic IP Audit, Protection & Management
(IP protection is territorial and it requires years of efforts/resources to obtain a registration. Like any other important business asset, IP needs to be audited and managed strategically in accordance to your organization strategy to maintain/achieve competitive advantage)
Strategic IP Audit, Protection & Management

Good knowledge of what IP assets you own can significant **increase the value of your organization** as investors would value an organization based on its expectations of future profits, vis-à-vis the **commercialisation of IP rights**.

An IP audit will assist you in determining the value of your own IP which enable you to obtain **maximum benefit and increase your cash flow** by licensing out IP rights to a third party. **Increase cash flow, increase revenue, increase market value of your organization**.

Good knowledge of your IP and its value will assist you in deciding which **type of IP rights to acquire and maintain**, and how best to manage your IP assets.

A well-structured IP portfolio determines the **credit worthiness** of your organization and may be used as **collateral for fund raising**.

A well-structured IP portfolio would help you **identify obsolete IP assets** which enable you to **cut down IP asset maintenance costs** and lead to a reduction in costs.

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"Creativity knows no boundaries"

Patent Filing
"if the idea carried a commercial value, it is always best to file for a patent"

Continue to Innovate
"Creativity knows no boundaries"

Role of Patent Agent (Downstream Activities)
Role of Patent Agent (Downstream Activities)

Find out potential collaborators and competitors through IP competitive intelligence.
IP Competitive Intelligence

Good knowledge of IP competitive intelligence enables your organization to identify and anticipate:

- Product, market and industry trend (i.e. demand and supply)
- Demographic changes (i.e. population trend, target customers)
- Alliances, Collaborations (i.e. technology alliances, research collaborations)
- Competition (i.e. actions or marketing plans of competitors, out-perform competition with proactive tactics & informative decision making)
- Acquisition, Licensing (i.e. target M&A, in-licence, outsourcing)
- Corporate strategy and plan (i.e. useful information to craft your corporate entry strategies, marketing tools)
Strategic Collaboration:

Carotino in collaboration with the Malaysia Palm Oil Board (MPOB) commercialised the World’s First Integrated Palm Biodiesel Plant in 2006. The crude palm oil is derived from RSPO certified plantations and mill processed into refined palm oil and trans-esterified to palm methyl ester. These processes are all carried out in Carotino/UC Chang group of companies. Hence quality, sustainability and traceability are controlled throughout the supply chain.

The manufacturing facility is the first of its kind in the world with the capacity to produce biodiesel from palm oil that can be used in temperate countries to meet the seasonal cold filter plugging point (CFPP) requirements (summer grade, 0°C; spring and autumn grades, -10°C; and winter grade, -21°C). The plant produces two grades of palm biodiesel i.e. regular (+15°C CFPP) and winter grades (up to -21°C CFPP). Both regular and winter grade palm biodiesel meets all the stringent specifications of EN14214 and ASTM D6751 including cold soak and filter blocking tendency. Our biodiesel is produced under strict quality control guided by ISO 9001:2008 quality management system. Our biodiesel is free from soaps, heavy metals and other impurities to ensure smooth running of your vehicles and machinerys. We have RSPO Supply Chain certification and ISCC certification for the supply of sustainable palm oil biodiesel.

 Patent by

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Strategic Collaboration:

University of Nottingham &
Gaharu Technologies Sdn Bhd

GAHARU TECHNOLOGIES SDN BHD (GTSB) was founded in October 2008 to undertake intensive cultivation of gaharu-producing Aquilaria plants on a commercial scale. Gaharu, agarwood, eaglewood, aloeswood are just a few of the names for the resinous, fragrant and highly valuable heartwood produced by Aquilaria spp. Agarwood or Black-Gold has long played significant role in Arab culture and religion, where many consider it as part of their culture. Agarwood is not only the most expensive wood, it has many health benefits as well. Chinese has century old writings mentioning agarwood in herbal medicine remedy.

The involvement of gaharu plantation in Malaysia spear headed by ENVROTECH MANAGEMENT SDN BHD (EMSB) can be traced back to the late 1980s. However this is the first attempt to cultivate this valuable crop on a commercial scale.

GTSB has become successful with full support from its subsidiary company EMSB. EMSB is well known for its expertise in land preparation for use in large-scale plantation establishment and management skills where else GTSB has a R&D lab to perform tests on Aquilaria plants for the purpose of enhancing the quality of Gaharu produced.

The proprietary inoculation technology developed by GTSB is an assurance to potential investors in this highly valuable gaharu industry. Whereby tested and proven inoculation method for the induction of gaharu formation in these gaharu-producing plants is vital for any form of commercial venture in the gaharu production business. GTSB’s know-how in the field of gaharu oil extraction is indeed a valuable addition to the country’s gaharu industry.

Sourced: http://www.gaharu.com.my/about.php

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Thank you!

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