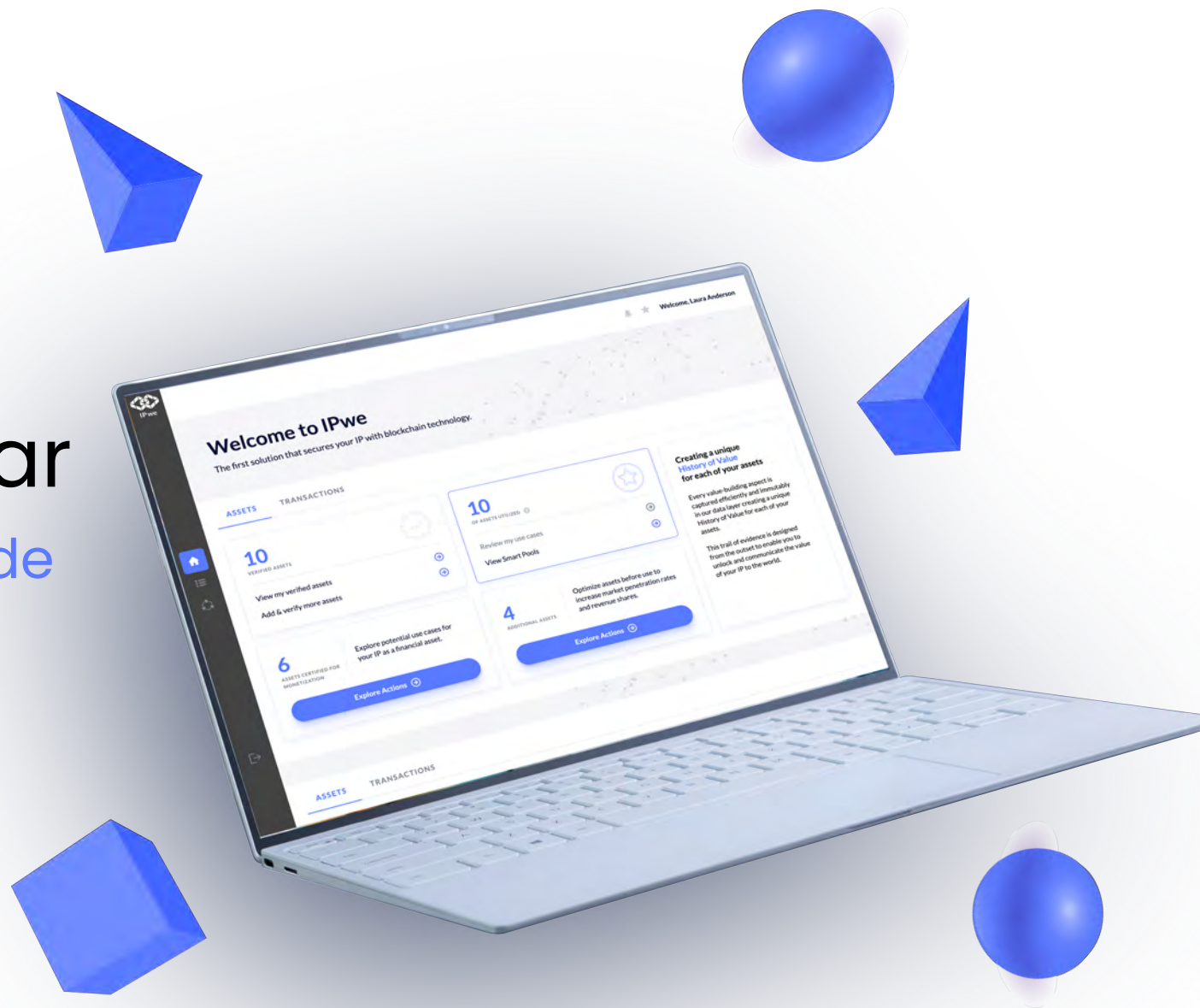




WIPO Regional Webinar

“An exciting path forward for trade secrets”

Dr. Jonas Block, 5 April 2022



The IPwe Mission



Step 1: Make the global IP utilization rates and use cases more transparent



Step 2: Make it easier to communicate and understand value



Step 3: Increase global IP utilization rates

Trade Secrets – What do I have?

The fine line between contextual information and assets

The User defines the type of protection:

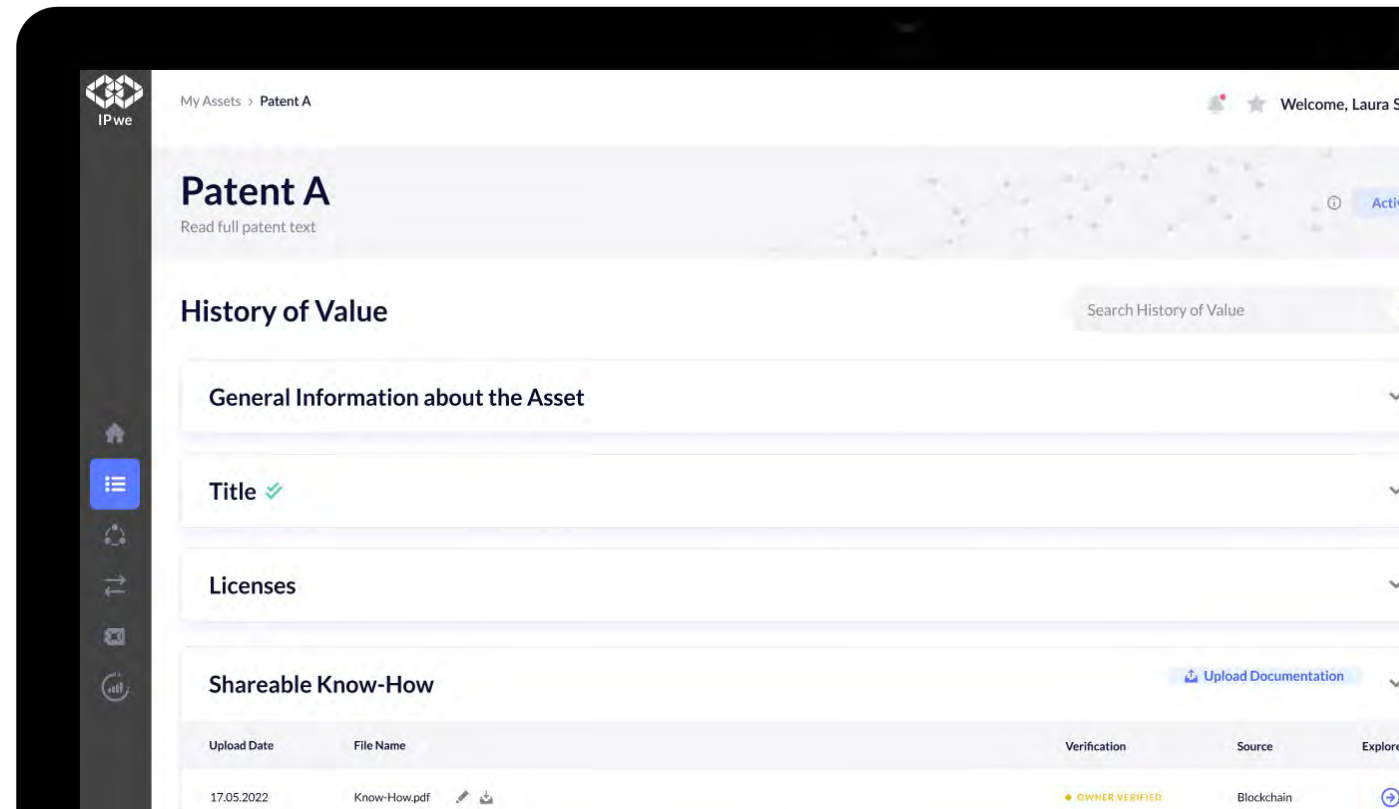
Is the confidential information owned by my organization a trade secret in the sense of a standalone IP asset – or is it merely know-how providing contextual (enablement) information to another IP asset, e.g. a patent or a utility model?



Trade Secrets – As Contextual Information

Does my Trade Secret have standalone value?

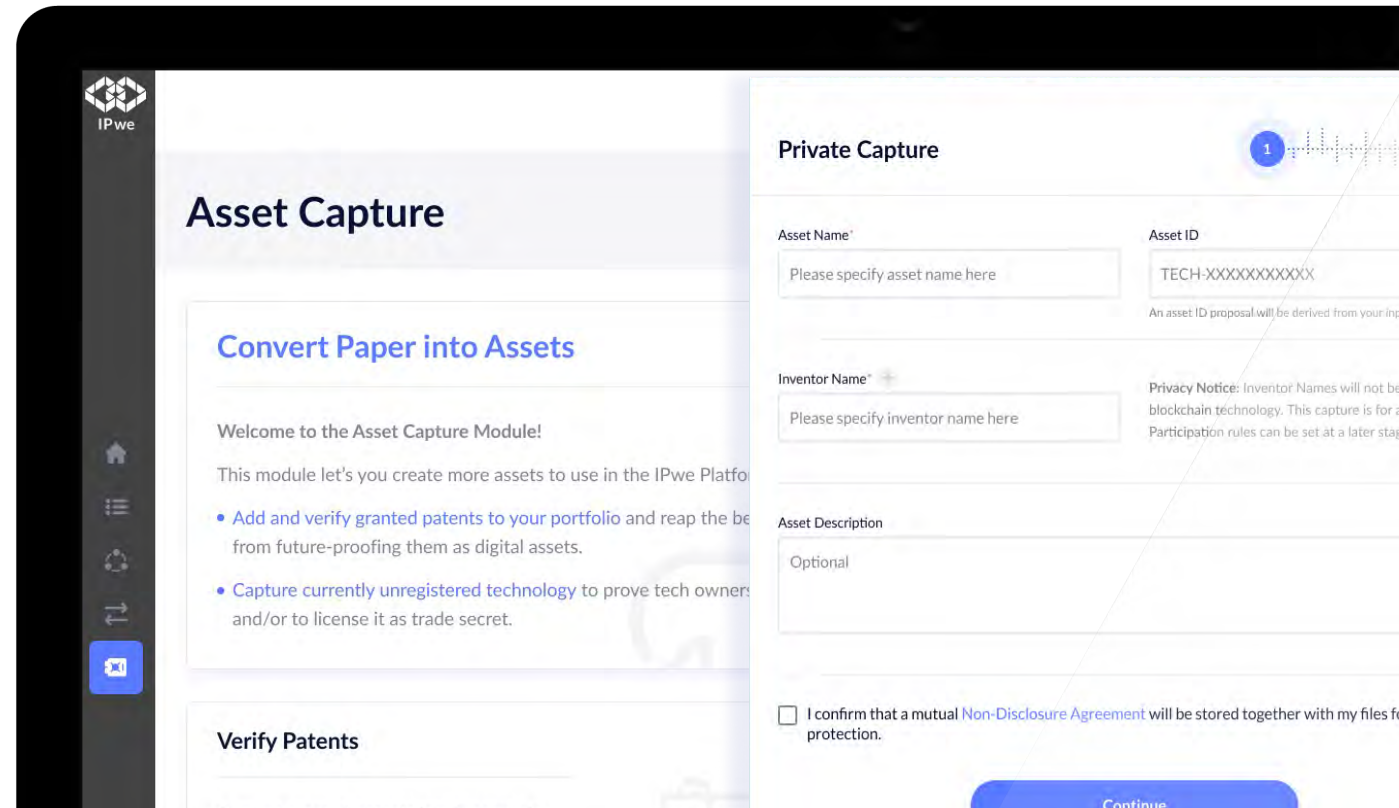
- If the trade secret is merely **contextual information**, it can be stored as documentation with another IP asset.
- As such, it can be made available to licensees of the IP asset for added value.



Trade Secrets – As Assets

Does my Trade Secret have standalone value?

- If the trade secret has **standalone value**, it can be captured as its own IP asset.
- As such, it can be licensed separately from any other IP assets.



The screenshot displays the IPwe 'Asset Capture' interface. The main heading is 'Asset Capture'. Below it, a section titled 'Convert Paper into Assets' contains a welcome message and two bullet points: 'Add and verify granted patents to your portfolio' and 'Capture currently unregistered technology to prove tech ownership and/or to license it as trade secret.' To the right, a 'Private Capture' form is visible, featuring fields for 'Asset Name' (placeholder: 'Please specify asset name here'), 'Asset ID' (placeholder: 'TECH-XXXXXXXXXX'), 'Inventor Name' (placeholder: 'Please specify inventor name here'), and 'Asset Description' (placeholder: 'Optional'). A checkbox at the bottom of the form is labeled 'I confirm that a mutual Non-Disclosure Agreement will be stored together with my files for protection.' A blue 'Continue' button is located at the bottom right of the form.

Trade Secrets – Supercharge Tech Adoption

Trade Secrets to Smart Pools



Pledge patents and trade secrets to IPwe's Smart Pools



No exclusivity; tap into additional revenue streams



Enrich patent licenses with know-how and enablement documentation



Increase adoption rates and shorten invention-to-product cycles for licensees

Thank you.

Feel free to contact me for
further details or questions



Dr. Jonas Block
Jonas@ipwe.com

www.ipwe.com

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