

Topic 7

Shaping Business Strategy Through Competitive Intelligence:

strategic use of Intellectual Property Information

Training of Trainer's Program, Teheran

9 June 2015

By Matthias Kuhn, MBA

University of Geneva, Unitec, Switzerland



AGENDA



- Introduction.
- Market forces.
- Patent Information.
- International Patent Classification (IPC).
- Patent family.
- Types of patent searches.
- Patent and non-patent information.



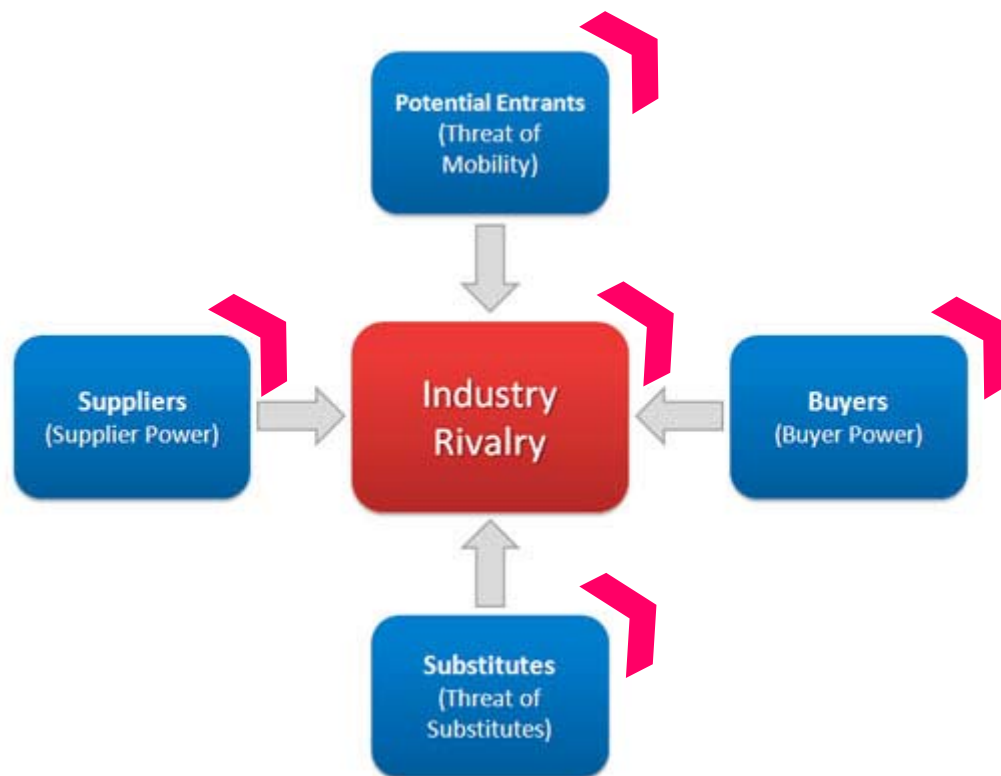
AGENDA



- Patent information and Business Strategy.
- Patent information searching.
- Trademark & Designs searching.
- Business strategies and types of search.
- Searching: examples (patents & trademarks).



FORCES ACTING ON THE MARKET – ROLE OF PATENTS



Corporate strategy should meet the opportunities and threats in the organizations **external environment**.

These forces determine the intensity of competition and hence the profitability and **attractiveness of an industry**.

Intensity of competition («**Rivalry**») can be strongly influenced using the patent system.

Using the patent system influences other forces too: **Buyer's power, Potential Entrants, Substitutes.**

Michael E. Porter „Competitive Strategy: Techniques for Analyzing Industries and Competitors“, 1980



WHY USE PATENTS TO GATHER COMPETITIVE INTELLIGENCE ?



- Technical and legal information contained in patents documents.
 - Description and claims of patent documents.
 - Bibliographic information & citations (prior art).
- Advantages of patent information:
 - **Up to date** (appears earlier than product itself).
 - **Uniform** in structure (incl. IPC standard classes).
 - **Detailed.**



WHY USE PATENTS TO GATHER COMPETITIVE INTELLIGENCE ?



- **Unique and extensive.**
 - 70% of information published in patents is published nowhere else.
 - 50 million patents documents published worldwide; 2 million new ones every year.



PATENT FAMILY



- All the patent document which are linked via a common priority document.
- Useful why ?
 - to find an invention described in another language.
 - To estimate the importance of an invention (many countries <-> more important).



TYPES OF SEARCHES



- State of the art search.
- Patentability search: **novelty, inventive steps.**
- Infringement search (freedom to operate)
- Validity search (after infringement search).
 - For information about the threats of a patent.
 - To challenge the validity of a patent.
- Index or name search.



SOURCES OF PATENT INFORMATION



- Free of charge online databases.



Open public resource for innovation cartography

Lens.org



Espacenet (EPO)



Patentscope (WIPO)

– International, regional, national databases

- Commercial databases

DELPHION

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THOMSON INNOVATION

Derwent World Patent Index



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NON-PATENT INFORMATION SOURCES



SCIRUS
for scientific information only

PubMed.gov
US National Library of Medicine
National Institutes of Health

WIKIPEDIA

English The Free Encyclopedia 4 240 000+ articles	Español La enciclopedia libre 1 020 000+ artículos
Русский Свободная энциклопедия 1 000 000+ статей	日本語 フリー百科事典 490 000+記事
Deutsch Die freie Enzyklopädie 1 590 000+ Artikel	Français L'encyclopédie libre 1 300 000+ articles
Italiano L'enciclopedia libera 1 030 000+ voci	Português A enciclopédia livre 780 000+ artigos
Polski Wolna encyklopedia 970 000+ hasel	中文 自由的百科全书 700 000+ 条目

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IEEE Xplore
DIGITAL LIBRARY



Scientific Electronic Library Online

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OTHER TYPES OF DATABASES



WIPO | MADRID

Le système international des
marques

WIPO | HAGUE

Le système international des
dessins et modèles industriels

Trademarks
registered
Nationally and
Internationally
«Romarin»

<http://www.wipo.int/classifications/nice/en/>

«Hague Express»
Database
Industrial Designs

<http://www.wipo.int/designdb/hague/en/>

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BUSINESS STRATEGY



- Own commercialization
 - File patents, commercialize product/ service.
- Licensing-in
 - Get rights to use third party patents, commercialize.
- Licensing-out
 - File patents, licence to others.
 - Combine with «own commercialization» by defining «fields of use» or «geographies».



BUSINESS STRATEGY (2)



- Cross-licensing
 - Partnership with other player: mutual licenses.
- Mergers and acquisitions
 - Complementary technologies, complementary markets, additional markets, cost savings.
- Research and Development
 - Seize the appropriate technology fields in line with company development strategy.
- Human Resources
 - Number, scope, value of patents for specific inventors.



BUSINESS STRATEGY (3)



Appropriate types of searches by business strategy

	Licensing	Mergers & Acq.	Research & De.	Human Ress.
State of the art Search	x	x	x	
Prior art search	x	x		
Infringement search	x	x		
Validity search	x	x		
Index/ name search	x	x	x	x



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EXAMPLE OF SEARCH OBJECTIVE



Your company plans to launch a product in the field of water desalination. Your company has some expertise in this field but has not filed patents so far and has used products made by third parties. Before dedicating development resources, you are asked to do a patent search. What kind of search would you do ?



TYPE OF SEARCH



QUESTION	RECOMMENDED TYPE OF SEARCH
Can my technology be patented ?	Prior art Search
Are there many patents in this area ? How high is the risk that my company will infringe someone else's patent ?	Infringement Search
What is the status of the patents which my company may be infringing ?	Validity Search
Who are the players in this specific field of technology ?	State of the Art Search
Could I hire someone from competition with useful knowledge to help patent my company's technology ?	Index/ Name Search.



TYPE OF SEARCH



SEARCHING



COMBINED FIELD SEARCH



Patentscope

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- Simple
- Advanced Search
- Field Combination**
- Cross Lingual Expansion

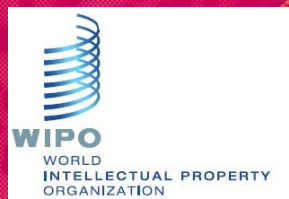
on patent documents including 2.7 million published international patent applications (PCT).

Front Page (EN_AB:("desalination" OR "desalting" OR "desalinisation" OR "desalizador" OR "desalizador")

Office: All Search



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COMBINED FIELD SEARCH



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Field Combination

Front Page	=		?
AND WIPO Publication Number	=		?
AND Application Number	=		?
AND Publication Date	=		?
AND English Title	=		?
AND English Abstract	=		?
AND Applicant Name	=		?
AND International Class	=		?
AND Inventor Name	=		?
AND Office Code	=		?
AND English Description	=		?
AND English Claims	=		?
AND Licensing availability	=	<input type="checkbox"/>	
AND Inventor Name	Is Empty:	<input checked="" type="radio"/> N/A <input type="radio"/> Yes <input type="radio"/> No	

Language English

Stem:

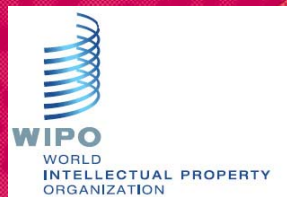
Office: All Specify

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INTERNATIONAL PATENT CLASSIFICATION (IPC)



- IPC: classified by function.
- Example:
 - A21B 1/08: Section | Class | Subclass | Main group | Subgroup

The screenshot shows the WIPO IP SERVICES website for the International Patent Classification (IPC) Official Publication. The page is titled "WORLD INTELLECTUAL PROPERTY ORGANIZATION" and "IPC Home Page - Help". It features a navigation menu with "Scheme", "RCL", "Compilation", "Catchwords", and "Guide to the IPC". The "Scheme" tab is active, displaying a hierarchical list of classifications. The top level is "FOODSTUFFS; TOBACCO". Below it, the class "A21 BAKING; EQUIPMENT FOR MAKING OR PROCESSING DOUGHS; DOUGHS FOR BAKING [2006.01]" is shown. Under "A21", the subclass "A21B BAKERS' OVENS; MACHINES OR EQUIPMENT FOR BAKING" is listed. Under "A21B", the main group "A21B 1/00 Bakers' ovens [2006.01]" is shown. Under "A21B 1/00", the subgroup "A21B 1/08 ... by steam-heated radiators [2006.01]" is highlighted with a red box. A red line connects this box to the text "A21B 1/08" in the list above.

		FOODSTUFFS; TOBACCO
☞	A21	BAKING; EQUIPMENT FOR MAKING OR PROCESSING DOUGHS; DOUGHS FOR BAKING [2006.01]
☞	A21B	BAKERS' OVENS; MACHINES OR EQUIPMENT FOR BAKING (domestic baking equipment A47J 37/00 ; combustion apparatus F23 ; dor
☞	A21B 1/00	Bakers' ovens [2006.01]
☞	A21B 1/02	· characterised by the heating arrangements [2006.01]
☞	A21B 1/04	· · Ovens heated by fire before baking only [2006.01]
☞	A21B 1/06	· · Ovens heated by radiators [2006.01]
☞	A21B 1/08	· · · by steam-heated radiators [2006.01]



IPC SEARCH



Which IPC class ? IPCCAT or **STATS**

web2.wipo.int/ipcpub/search/stats/#version=20140101&lan

IPC STATS search
Version 2014.01 - English

Word(s)

Stemming

Limit to

Exclude

IPC	Relevance	Refine
B01D	34	»
C02F	34	»
F03B	15	»
F03D	4	»
F03G	4	»
B60K	3	»
E02B	3	»
F01K	3	»

Source: Irene Kitsara WIPO



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IPC SEARCH



STATS Suggestions:



Scheme	RCL	Compilation	Catchwords	Guide to the IPC
C02F				
TREATMENT OF WATER, WASTE WATER, SEWAGE, OR SLUDGE (processes for making harmful chemical substances separation, settling tanks or filter devices B01D ; special arrangements on waterborne vessels of installations for treating water, wa corrosion C23F ; treating radioactively-contaminated liquids G21F 9/04) [3]				
Scheme	RCL	Compilation	Catchwords	Guide to the IPC
B01D				
SEPARATION (separating solids from solids by wet methods B03B , B03D , by pneumatic jigs or tables B03B , by other dry method separation by high-voltage electric fields B03C ; centrifuges B04B ; vortex apparatus B04C ; presses <u>per se</u> for squeezing-out liquid				
Scheme	RCL	Compilation	Catchwords	Guide to the IPC
F03B				
MACHINES OR ENGINES FOR LIQUIDS (machines or engines for liquids and elastic fluids F01 ; positive-displacement eng				

Source: Irene Kitsara WIPO



SEARCH BY IPC



patentscope.wipo.int/search/en/search.jsf

Simple Search

Using PATENTSCOPE you can search 37 million patent documents including 2.5 million published international patent applications (PCT). Detailed coverage information can be found here (->)

Front Page

(B01D) AND (C02F) AND (F03B)

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Results 1-10 of 48 for Criteria:IC:((B01D) and (C02F) and (F03B))

prev 1 2 3 4 5

Refine Search IC:((B01D) and (C02F) and (F03B)) Search RSS

Analysis

Sort by: Pub Date Desc View All List Length 10 Machine translation

Int.Class	Appl.No	Title	Applicant	Ctr	PubDate
F03B 13/08	2014042560	発電装置及び発電方法	株式会社神鋼環境ソリューション	JP	05.01.2015

【課題】海抜が比較的低いところに存在し得る淡水を十分な高低差で落下させることによって発電することができる発電装置を提供する。
【解決手段】海水Sよりも浸透圧が低い淡水を海面S1より低い位置まで落下させる落下部2と、淡水の落下力によって発電機を動かして発電する発電部3と、落下した淡水と海水とを隔てるように配され且つ海面よりも低い位置に配された正浸透膜5aを含む浸透部5を備え、浸透部が、正浸透膜を介して、落下した淡水の水分を正浸透によって海水側へ移動させるように構成されており、落下部で落下させる淡水は、下水が浄化されてなる浄化水Aであり、さらに、下水中の有機物や微生物の生物反応によって分解される生物反応部と、生物反応後の下水に含まれる固形物を固液分離によって減少させることにより浄化水を得る分離



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SEARCH BY IPC



View options:

Options

Query Result Interface Office Translate

Result List Language

Query Language Vietnamese French Russian Arabic

English Hebrew German Korean Estonian

Spanish Portuguese Japanese Chinese

Displayed Fields

Application Number Abstract Int. Class Inventor Name

Publication Date Applicant Name Image



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SEARCH BY IPC



Relevance of IPC search ?

3. 20140158624 Modular sand filtration—anchor system and wave energy water desalination system incorporating the same			US	12.06.2014
B01D 61/04	14037684	Murtech, Inc.	Murtha Robert	
<p>A potable water producing system for disposition at a body of salt water and a method of producing potable water is provided. The system includes a wave energy conversion system (AWECS) and a portable filtration-anchor system. The AWECS is in the form of a floating articulated barge housing a desalination system including a reverse osmosis membrane. The filtration-anchor system is submerged in the body of salt water and includes a sand filter to filter the adjacent salt water and to provide the filtered salt water to the desalination system on the articulated barge. The action of the waves on the articulated barge provides energy to pump the filtered salt water from the sand filter to the reverse osmosis member to produce potable water. Moreover, the action of the waves on the articulated barge effects the shaking of the reverse osmosis filter, thereby rendering it self-cleaning.</p>				

Source: Irene Kitsara WIPO



PATENT STATUS INFORMATION



Search International and National Patent

WORLD INTELLECTUAL PROPERTY ORGANIZATION

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Home > IP Services > PATENTSCOPE

1. (US20080002882) Brand protection and pro

National Biblio. Data | Description | Claims | Drawings | Documents

Permanent Link/ Bookmark:

Application Number: 11477486 Application Date: 30.06.2006

Publication Number: 20080002882 Publication Date: 03.01.2008

Grant Number: 08249350 Grant Date: 21.08.2012

Publication Kind : B2

IPC: B42D 15/00



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lens.org

Home > 4 (1 families) results for "title:(Digital watermarking method robust against local and global geometrical distortions and projective transforms)"

title:(Digital watermarking method robust against local and global geometrical distortions and projective transforms) [Refine](#) [New Search](#)

Collection Management: allows you to create, add to, manage and edit collections of search results. [Create Collection](#)

Results Analysis

Inventors

Jurisdictions

Refine Search [Clear All](#)

- Dates
- Jurisdictions
- Inventors
- Owners (US)
- Applicants

Document Sort by Rank

<input checked="" type="checkbox"/>	digital watermarking method robust against local And global geometrical distortions And projective transforms	EP 1444653 A1 Patent Application Published: Aug 11, 2004
<input checked="" type="checkbox"/>	digital watermarking method robust against local And global geometric distortions And projective transforms	US 2005/0018871 A1 Patent Application Published: Jan 27, 2005



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Machine translation

3. (WO2003032254) DIGITAL WATERMARKING METHOD ROBUST AGAINST LOCAL AND GLOBAL GEOMETRICAL DISTORTIONS AND PROJECTIVE TRANSFORMS .

PCT Biblio. Data	Description	Claims	National Phase	Notices	Drawings	Documents
International Application Status						
Date	Title	View		Download		
10.05.2015	International Application Status Report	HTML, PDF		PDF, XML		
Published International Application						
Date	Title	View		Download		
17.04.2003	Initial Publication with ISR (A1 16/2003)	PDF (30p.)		PDF (30p.), ZIP(XML + TIFFs)		
Related Documents on file at the International Bureau						
Date	Title	View		Download		
17.04.2003	US 60/327,097 04.10.2001 (Pr. Doc.)	PDF (28p.)		PDF (28p.), ZIP(XML + TIFFs)		



PATENT STATUS INFORMATION



International Search Report

INTERNATIONAL SEARCH REPORT

International Application No

PCT/IB 02/04054

A. CLASSIFICATION OF SUBJECT MATTER

IPC 7 G06T1/00

According to International Patent Classification (IPC) or to both national classification and IPC

B. FIELDS SEARCHED

Minimum documentation searched (classification system followed by classification symbols)

IPC 7 G06T H04N

Documentation searched other than minimum documentation to the extent that such documents are included in the fields searched

Electronic data base consulted during the international search (name of data base and, where practical, search terms used)

EPO-Internal, WPI Data, PAJ, INSPEC, IBM-TDB



PATENT STATUS INFORMATION



International Search Report

C. DOCUMENTS CONSIDERED TO BE RELEVANT		
Category °	Citation of document, with indication, where appropriate, of the relevant passages	Relevant to claim No.
P,X	WO 02 13138 A (VOLOSHYNOVSKIY SVYATOSLAV ;PUN THIERRY (CH); DEGUILLAUME FREDERIC) 14 February 2002 (2002-02-14) the whole document	1-18
P,X	VOLOSHYNOVSKIY S ET AL: "Multibit digital watermarking robust against local nonlinear geometrical distortions" PROCEEDINGS 2001 INTERNATIONAL CONFERENCE ON IMAGE PROCESSING. ICIP 2001. THESSALONIKI, GREECE, OCT. 7 - 10, 2001, INTERNATIONAL CONFERENCE ON IMAGE	1-18

Patent filed in 2001 and **granted** in Europe on 3 June, 2015 (after 14 years after filing !)



PATENT STATUS INFORMATION



International Search Report

X document of particular relevance; the claimed invention cannot be considered novel or cannot be considered to involve an inventive step when the document is taken

P document published prior to the international filing date but later than the priority date claimed



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Search for «Adidas» - - «Romarin» WIPO



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Inid Codes
Country/Office Codes

ONLINE SERVICES

e-Payment
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Gazette
MEA
MGS
MPM
MPC

Simple search

Please note that, in response to your suggestions, the following changes have been implemented:

- Addition of a search example for each search criteria of the simple search (see below);
- Addition of an indication of the protection of the International Registration in each designated contracting party ("Search results" - "Full details" screen).

Please feel free to provide feedback on these changes using the "Feedback" link on the left hand-side of the screen. Thank you.

Search by :

- Search registrations no longer in force
 Search applications/requests being processed
 Search active registrations

Sort result list by:

- Hits
 Mark N°
 Mark Name

AND	International Registration Number	contains		605000, 60500*
AND	Office of Origin	contains		CH, FR
AND	Representative	contains		CABINET, Attorneys
AND	Mark	contains	ADIDAS	ROMARIN, ROM*, ROMA???
AND	Vienna Classification	contains		010101, 0101*





TRADEMARK SEARCHING





























Search results

Query:
(Mark contains ADIDAS)

Print hit list  

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N°	Mark N°	Mark Name	Office of Origin	Registration date	Nice Classification	
1.	379405	ADIDAS	FR	03.03.1971	26 28	 
2.	358770	ADIDAS	FR	27.06.1969	25	 
3.	354439	ADIDAS	FR	20.03.1969	28	 
4.	787174	adidas	DE	17.07.2002	32	 
5.	667288	adidas	DE	25.06.1996	09	 
6.	627663	adidas	DE	21.11.1994	09	 
7.	589156	adidas	DE	17.06.1992	03	 
8.	588922	adidas	DE	17.06.1992	09 14	 
9.	588920	adidas	DE	17.06.1992	09 14	 
10.	498358	adidas	DT	17.10.1985	03	 
11.	487580	adidas	DT	25.08.1984	18 25 28	 
12.	469033	adidas	DT	03.04.1982	25	 
13.	389472	adidas	DT	26.06.1972	24	 



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[21](#) [22](#) [23](#) [24](#) [25](#) [26](#) [27](#) [28](#) [29](#) [30](#)
[31](#) [32](#) [33](#) [34](#)

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[35](#) [36](#) [37](#) [38](#) [39](#) [40](#) [41](#) [42](#) [43](#) [44](#)
[45](#)

Pagination

[i](#) [PDF](#) **Class 26**

Lace and embroidery, ribbons and braid; buttons, hooks and eyes, pins and needles; artificial flowers.

[i](#) [PDF](#) **Class 28**

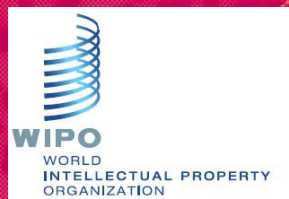
Games and playthings; gymnastic and sporting articles not included in other classes; decorations for Christmas trees.

[i](#) [PDF](#) **Class 32**

Beers; mineral and aerated waters and other non-alcoholic beverages; fruit beverages and fruit juices; syrups.



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TAKE AWAY QUESTION



Is it correct that a majority of the information contained in patents is published nowhere else ?



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