IP AND INNOVATION
COMMERCIAL ASPECTS OF RESEARCH

Per Kjellin – Business advisor
Pontus Skråmstadius – IP advisor
INTELLECTUAL PROPERTY

- Turn ideas into commodities
- Allows rewarding the party having the costs of producing it
- Can sell and buy intangible ideas or assets
- Can license intangible ideas or assets
TYPES OF IP LAW

COPYRIGHT

PATENTS

DESIGNS

COMPANY NAMES

DATABASES

TRADEMARKS

TRADE SECRETS

PLANT VARIETIES

KNOW HOW
COPYRIGHT

ARTISTIC WORKS

LITERATURE PICTURES

- COMPUTER PROGRAMS
- RESEARCH DATA
- DATABASES
DESIGN VS. COPYRIGHT

DESIGNS ARE REGISTERED

LOWER ARTISTIC REQUIREMENTS

VALID UP TO 25 YEARS
A PATENT MAY STOP OTHERS FROM PRODUCING, SELLING, MARKETING, IMPORTING, EXPORTING, OR USING YOUR IDEA FOR UP TO 20 (+5,5) YEARS
Who is the inventor?

Original ideas - Conception
Who owns my invention?

- Inventors
- Employers own their employees inventions
- Open to negotiation
- Teachers exemption
PATENTABILITY

TECHNICAL

- AFFECTS THE WORLD
- TECHNICAL EFFECTS

NOT DISCOVERIES
NOT MATHEMATICS
NOT BUSINESS MODELS
NOT COMPUTER PROGRAMS
NOT SURGERY
PATENTABILITY

NOVELTY

ABSOLUTE NOVELTY OR SEARCHABLE

DUTY TO DISCLOSE OFFICIAL DOCUMENTS
PATENTABILITY

INVENTIVE STEP

COMBINATION OF SOURCES

PERSON SKILLED IN THE ART
HINTS TO COMBINE
SURPRISING EFFECTS
Market Need

Technology

Good Patent

Not necessarily a bad patent

‘Good to have’-patent
THE PATENT APPLICATION

DESCRIPTION
MUST BE ENABLING
MUST SUPPORT THE CLAIMS

CLAIMS
GIVES THE PROTECTION!

DRAWINGS
MUST SHOW ALL FEATURES
IN THE CLAIMS
Claim 1
Scope of Protection
Number of features in the claim
Claim 2
Claim 3
Claim 4
INTERNATIONAL PATENTING

- Country by country
- International APPLICATION
- EPO and EU-patents
- Paris convention: Priority
- High costs, typically 1m SEK for US, EU and CN
Invention → Innovation

NEED

VALUE

TEAM

CHAMPION
NABC – Pitch in under 1 minute

Need (The problem to solve)
Exploitation of fossil fuel is not sustainable. The future will need clean, cheap and accessible energy

Approach (Your solution/your idea)
We are developing a new cold fusion reactor.

Benefit (Specific value to the customer/user)
It is friendly to the environment, has extremely high energy output, and is easy to deploy in small scale

Competition (Existing solutions)
Another research group in Germany, otherwise the biggest competition is current energy suppliers
Take-aways

- Innovation is more than an invention
- NABC as a way to describe an idea
- Act early to keep protection possibilities – There is no “too early”
Discuss your idea with us!

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BUSINESS AND IP ADVISORS

ACADEMIC AND BUSINESS BACKGROUND

INVESTIGATED
800 BUSINESS IDEAS &
1700 IP EVALUATIONS
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