



ONLINE PATENT RESEARCH AND THE IP LIFECYCLE

Augusto Rodríguez

La Paz, BCS.

Marzo, 2016.



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AGENDA

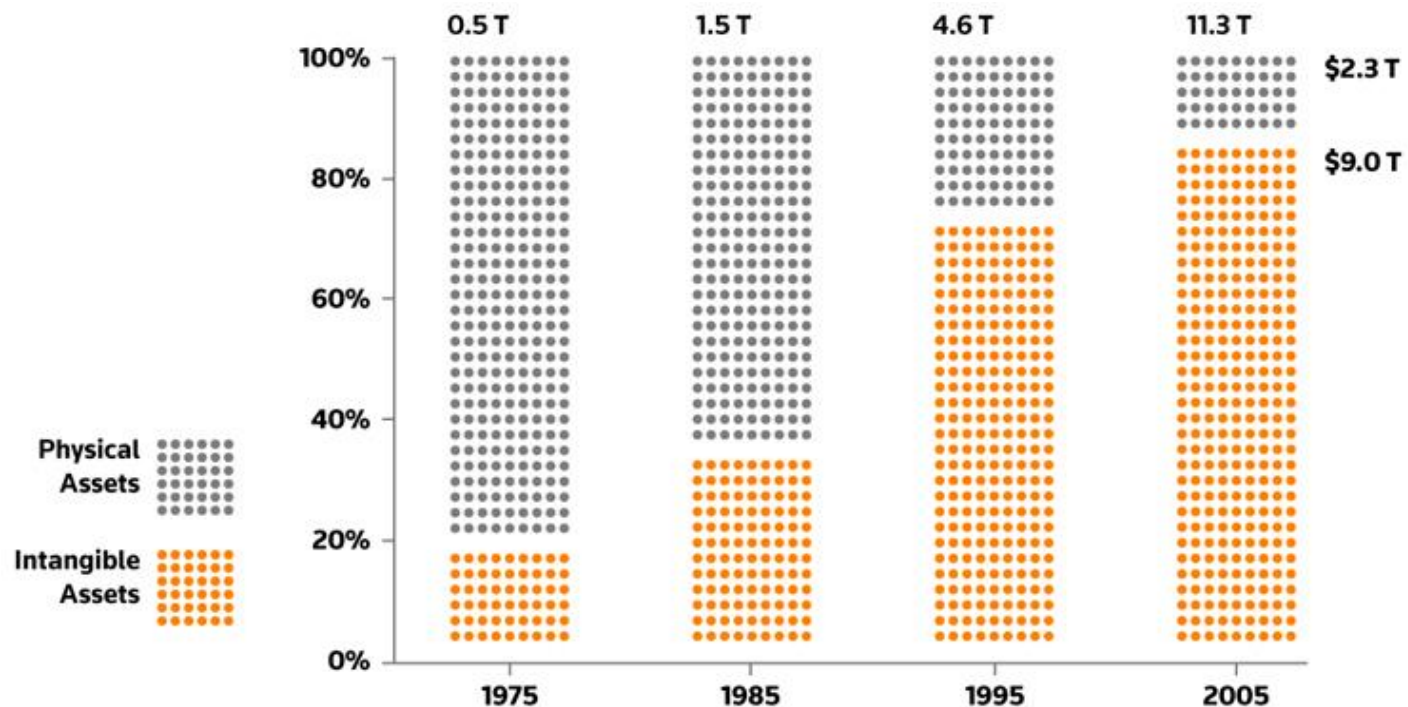
- IP as a business strategy
- Introduction to the IP Lifecycle
- Intelligent information for strategic decisions at each stage

BEST PRACTICES FOR BETTER IP RESEARCH & MANAGEMENT



IP AS A BUSINESS STRATEGY

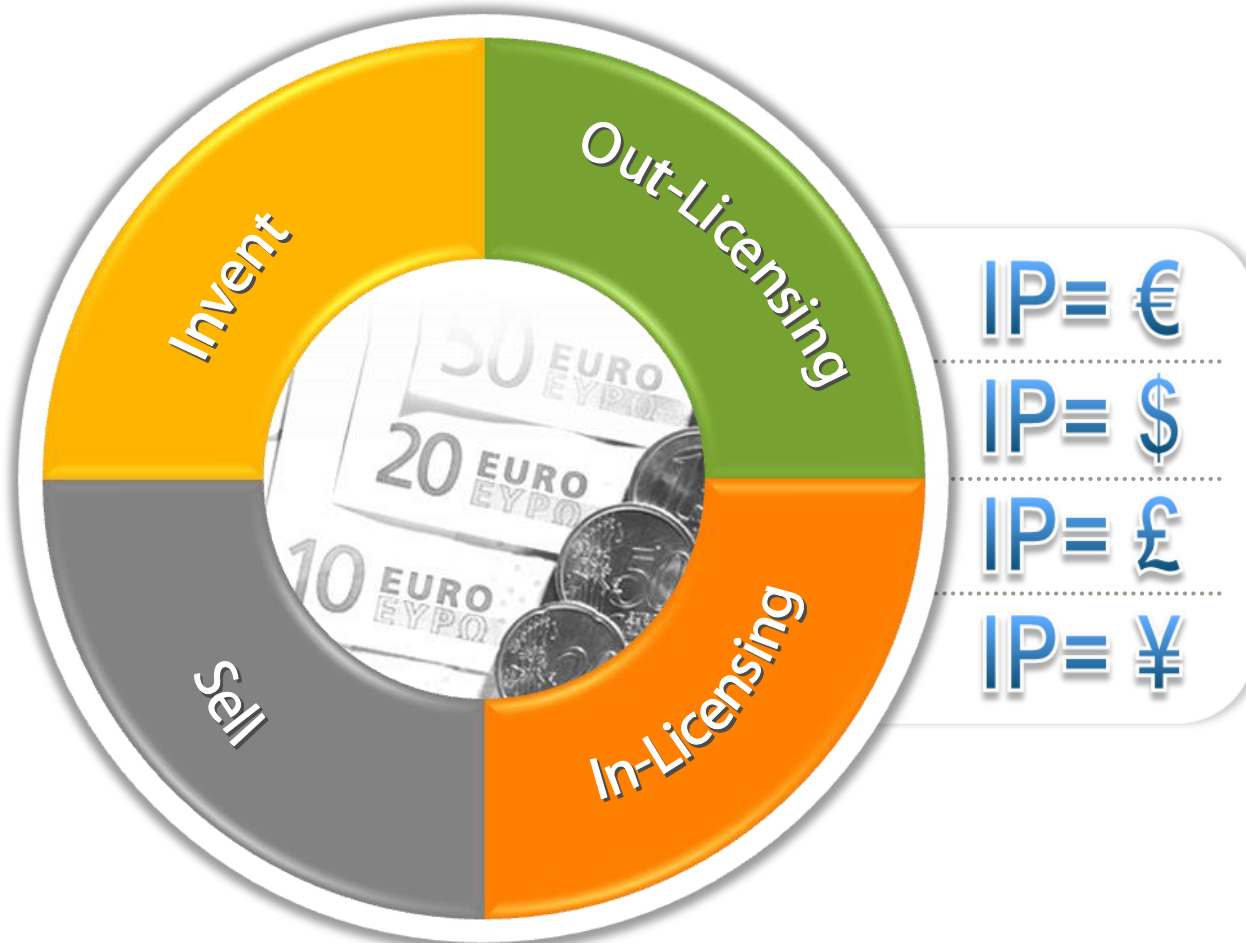
Intangible assets have increased as % of market value:



Source: Ned Davis Research

IP AS A BUSINESS STRATEGY

Savvy companies maximize their IP investments:



IP AS A BUSINESS STRATEGY

Intellectual property can be a key source of revenue:



Price that a single, high-quality patent property can command today

~\$10,000,000

Amount generated annually in patent licensing royalties in the U.S.

~ \$120 billion

Market for global purchases of patents in 2008

**\$1.5 billion-
\$2.0 billion**

Estimated increase in global patent purchases over next 2-3 years

20%-25%

Source: *Intellectual Asset Management Magazine*, January/February 2009

INTELLECTUAL PROPERTY LIFECYCLE

*Research &
Innovation*

*Application &
Prosecution*

*Monitoring &
Maintenance*

*Licensing &
Commercialization*

*Protection &
Assertion*

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Thomson Innovation

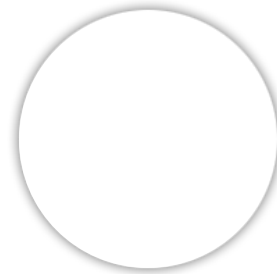
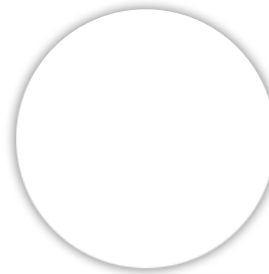
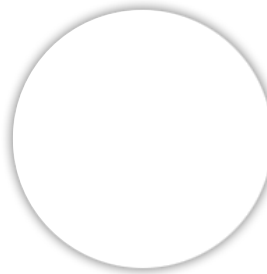
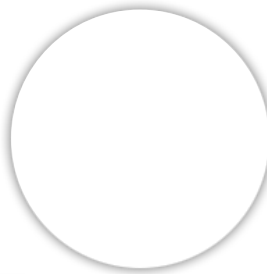
SERION

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RESEARCH & INNOVATION



Research & Innovation

- Invention
- Ideation
- Idea evaluation
- Concept generation
- Promote innovation
- Research & Development
- Strategic planning

Strategic Decision

- The “Build vs. Buy” dilemma – is it best to continue investment in R&D or to consider in-licensing of existing technologies?
- What does the technological landscape look like and who could be potential partners?
- What would this invention do for your organization long term? Is it worth the investment?



STATE-OF-THE-ART RESEARCH -- FOCUS ON SCIENTIFIC LITERATURE

What has been
written outside of
patents?

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1,067 records found out of 9,177,174 searched (Display Limit 30,000)

Return to Search | Advanced Subsearch | Highlight | Filter | Display & Sort Options

0 record(s) selected Show Refine & Sub

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	Author	Document Type	Organization	Publication Date	Source
☐	Camblong, H	Article	Univ Basque Country	MAR 2014	RENEWABLE ENERGY 63: 37-4
	Title: Wind turbine controller comparison on an island grid in terms of frequency control and mechanical stress Abstract: The aim of this paper is to present a linear quadratic Gaussian (LQG) controller designed with two main objectives: to allow the contribution of wind turbines (WTs) to the primary frequency regulation island power system, and to reduce the WT's drive-train mechanical stresses. The designed LQGI_CPC_Track controller is compared, in terms of the mentioned objectives, to a more classical controller containing uncoupled control loops. The comparison is carried out in a simulation model of the Guadeloupean island power system taken as a case study. The model is implemented in Eurostag software. Simulation results show the contribution of both controllers to the primary frequency regulation is satisfactory, and that the LQGI_CPC_Track allows reducing drive-train mechanical stresses significantly. Thus, thanks to the LQGI_Track allowing the integration of more wind energy in the grid with the contribution to primary frequency regulation, WTs would have less maintenance costs and could be manufactured with cheaper material. (C) 2014 Elsevier Ltd. All rights reserved.				
☐	Salcedo-Sanz, S	Article	Univ Alcala de Henares	MAR 2014	RENEWABLE ENERGY 63: 109-114
	Title: Offshore wind farm design with the Coral Reefs Optimization algorithm Abstract: This paper presents a novel algorithm for wind farm design and layout optimization: the Coral Reefs Optimization algorithm (CRO). The CRO is a novel bio-inspired approach, based on the simulation of coral formation and coral reproduction. The CRO is fully described and detailed in this paper, and then applied to the design of a real offshore wind farm in northern Europe. It is shown that the CRO outperforms the alternative algorithms in this problem, such as Evolutionary Approaches, Differential Evolution or Harmony Search algorithms. (C) 2013 Elsevier Ltd. All rights reserved.				
☐	Negro, V	Article	Univ Politecn Madrid	MAR 2014	RENEWABLE ENERGY 63: 125-134
	Title: Uncertainties in the design of support structures and foundations for offshore wind turbines Abstract: Offshore wind industry has exponentially grown in the last years. Despite this growth, there are still many uncertainties in this field. This paper analyzes some current uncertainties in the offshore wind industry with the aim of going one step further in the development of this sector. To do this, some already identified uncertainties compromising offshore wind farm structural design have been identified and described. Examples of these identified uncertainties are the design of the transition piece and the difficulties for the soil properties characterization. Furthermore, this paper deals with other uncertainties not identified yet due to the limited experience in the sector. To do that, current and most used offshore wind standards and recommendations related to the foundation and support structures (IEC 61400-1, 2005; IEC 61400-3, 2009; DNV-OS-J101, Design of Offshore Wind Turbine, 2013 and Rules and Guidelines Germanischer Lloyd, WindEnergie, 2005) have been analyzed. These new identified uncertainties are related to the lifetime and return period, loads combination, scour phenomenon and its protection, Morison - Froude Krilov and diffraction regimes, wave theory scale and liquefaction. In fact, there are a lot of improvements to make in this field. Some of them are mentioned in this paper, but the future experience in the matter will make it possible to detect more issues to be solved and improved. (C) 2013 Elsevier Ltd. All rights reserved.				
☐	Jung, JH	Article	Pohang Univ Sci & Technol	2013	PROGRESS IN ELECTROMAGNETIC RESEARCH-PIER 143: 87-104



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CONDUCT GLOBAL PATENT RESEARCH

What has been written outside of patents?

Collections to Search [? Collection Descriptions](#) | [Collection Schedule](#)

☐ Enhanced Patent Data - DWPI and DPCI

☒ Patent Collections by Authority

☒ Full Text

- ☒ US Granted
- ☒ US Applications
- ☒ European Granted
- ☒ European Applications
- ☒ WIPO Applications

☒ Asian

- ☒ Chinese Utility Models
- ☒ Chinese Granted
- ☒ Chinese Applications
- ☒ Indian Granted
- ☒ Indian Applications

☒ Latin American

- ☒ Argentinean Utility Models
- ☒ Argentinean Applications
- ☒ Brazilian Utility Models
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- ☒ Brazilian Applications

Bibliographic

- ☒ Other Authorities

☒ Also search DWPI fields for selected collections

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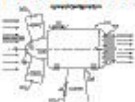
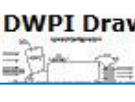
0 record(s) selected [Show Refine & Subsearch](#)

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	Item	Publication Number	Assignee/Applicant	Publication Date	Current IPC	Re
☐	1	US8740543B2	WEAVER LLOYD E	2014-06-03	F03D 11/04	100
		Title: Offshore wind turbines and deployment methods therefor				
☐	2	US8452516B1	ROSE BECKY E	2013-05-28	G06F 19/00	100
		Title: Variable vane scheduling based on flight conditions for inclement weather				
☐	3	USRE40658E1	GEN ELECTRIC	2009-03-10	F01D 9/06	100
		Title: Methods and apparatus for cooling gas turbine nozzles				
☐	4	US7484928B2	GEN ELECTRIC	2009-02-03	F01D 9/02	100
		Title: Repaired turbine nozzle				
☐	5	US7469739B2	UNITED TECHNOLOGIES CORP	2008-12-30	B22C 9/00	100
		Title: Apparatus and method for reducing operating stress in a turbine blade and the like				
☐	6	US7377115B2	ADIBHATLA SRIDHAR	2008-05-27	F01D 5/08	100
		Title: Approach to extending life of gas turbine engine				
☐	7	US7290385B2	GEN ELECTRIC	2007-11-06	F01D 5/08	100

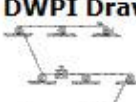
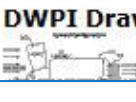
THE IMPORTANCE OF DWPI COVERAGE

(wind ADJ farm*) AND turbine* AND DP>=(19710101);

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☐	Item	Publication Number	Assignee/Applicant
☐	1	US7337726B2 DWPI Drawing: 	WOB BEN ALOYS Title: Wind farm DWPI Title: Wind turbine connected by cables with
☐	2	CN103703245A DWPI Drawing: 	UNIV TUFTS Title: Systems, devices and power generation systems DWPI Title: Wind turbine airflow components inducing rearward location on turbine direction relative to wind direction
☐	3	WO2012129435A2 DWPI Drawing: 	UNIV TUFTS Title: SYSTEMS, DEVICES AND WIND POWER GENERATION DWPI Title: Wind turbine components inducing location on turbine relative to wind direction

Displaying 1 - 10 of 1594

Unique inventions by searching original patents

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☐	Item	Publication Number	Assignee/Applicant
☐	1	US7484363B2 DWPI Drawing: 	MICHAEL REIDY Title: Wind energy harness improvements DWPI Title: Wind farm power involves obtaining venturist smaller size than primary v
☐	2	US7337726B2 DWPI Drawing: 	WOB BEN ALOYS Title: Wind farm DWPI Title: Wind turbine connected by cables with
☐	3	CN103703245A DWPI Drawing: 	UNIV TUFTS Title: Systems, devices and power generation systems DWPI Title: Wind turbine components inducing location on turbine relative to wind direction

Displaying 1 - 10 of 2911

Unique inventions by searching DWPI



The screenshot displays the Topic Explorer interface. On the left, a sidebar contains a 'Groups' section with a table listing document groups. The main area shows a semantic map with various topics and their relationships, represented by colored dots and labels.

Color Groups	Name	# Docs
☒	Topic Index	0
☒	General Electric	988
☒	Mitsubishi	592
☒	Siemens	606

Below the table are buttons for 'New', 'Edit', and 'Delete'. Further down are checkboxes for 'Time Slices' and 'Topic Search'. At the bottom of the sidebar, it states 'Currently displaying 2,186 document(s) in union mode.'

The main map area shows a complex network of topics. Key topics include: Device Farm, Data Farm, Signal Controller, Grid Voltage, Circuit Current, Inverter Photo Voltaic, Current Voltage, Network Supply, Electric power, Drive Drive train, Hydraulic Pump, Gas Air, Solar Panel, Farm Surface, Farm Wind farm, Parameter Operate, Wind power plant, Plant, Vehicle Car, Pitch Gear, Pitch Blade, Yaw Drive, Blade Angle, Blade Edge, Outer Bear, Stator Drive, Magnet Permanent, Fluid Flow, Blade Rotate, Air Inlet, Float Water, and Farm. The map uses a color-coded system where red dots represent one set of topics and green/yellow dots represent another, with labels indicating the specific topic names.



APPLICATION & PROSECUTION



Application & Prosecution

- Invention disclosure
- Filing strategy
- Patent filing
- Docketing

Strategic Decision

- Is the idea patentable?
- Should you file and prosecute the application, or pass?
- What are the key markets/jurisdictions for this technology?
- Where does it need to be protected?
- What is the cost/benefit to your organization?



ASSESSING PATENTABILITY OF AN IDEA

Refine your earlier result set with deeper research for complete patentability assessment

Patent Result Set

2,591 records found out of 91,855,655 searched (Display Limit 60,000)

Return to Search | Advanced Subsearch | Highlight | Filter | Display & Sort Options | Retrieve DWPI Family

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Item	Publication Number	Assignee/Applicant	Publication Date
1			3-04
2			3-11
3			2-11
4			1-28

Subsearch of Current Result Set

Fielded Search | Publication Number | Expert Search

Save Search | Create Alert | Operators | Display & Sort Options

Original Search: CTB=((wind ADJ farm*) AND turbine*) AND DP>=(19710101);

Collections Searched: All

Enter Criteria:

Smart Search-Topic ? "musical instrument" tuning peg (BETA)

AND Title/Abstract/Claims ? (off shore*) or offshore*

AND Inventor ? Smith John R.

Patent Result Set

390 records found

Advanced Subsearch | Highlight | Filter | Display & Sort Options | Retrieve DWPI Family

0 record(s) selected

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Item	Publication Number	Assignee/Applicant	Publication Date	Current IPC
1	US8662793B2	WONG CARLOS	2014-03-04	B63B 35/44
	Title: Floating wind farm with energy storage facility			
2	US8633607B2	EGEDAL PER	2014-01-21	F03D 9/00
	Title: Method, park controller and program element for controlling a wind farm			
3	US8248077B2	CHENG PO WEN	2012-08-21	G01R 31/08
	Title: Method and apparatus for operating a cable for wind farms			
4	US8200435B2	STIESDAL HENRIK	2012-06-12	G01W 1/02
	Title: Method and arrangement for the forecast of wind-resources			
5	US7932621B1	SPELLMAN JAMES PATRICK	2011-04-26	H02J 3/02

COMPANY, MARKET & NEWS ARTICLES

Business Result Set

120,648 records found (Display Limit 10,000)

Help

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NewsRoom (10000)

	Company-Standardized	Geographic (Region)	Language	News-Subject	Publication Date
☐	CENTRICA PLC	Scotland Western Europe Europe England United Kingdom	English	-	2014-03-22
Title: Blown away.					
☐	-	Americas North America USA Michigan U.S. Midwest Region	English	-	2014-03-21
Title: Investigators from Michigan State University Report New Data on Energy Policy					
☐	-	Oceania New South Wales Australasia Australia	English	-	2014-03-21
Title: New Farming Data Have Been Reported by Investigators at University of New South Wales					
☐	-	Mediterranean Southern Europe Eurozone Countries Greece Western Europe Europe	English	-	2014-03-21
Title: New Renewable Energy Study Findings Have Been Reported by Researchers at NTUA					
☐	PATTERN ENERGY GROUP INC	Americas Latin America North America USA U.S. Southwest Region Texas	English	-	2014-03-20
Title: Envision Smart Wind Farm™ System Selected by Pattern Energy for Fleet Management					
☐	-	Germany Central Europe Eurozone Countries Western Europe Europe	English	-	-
Title: Study Findings from I. Erlich et al Provide New Insights into Farming					
☐	-	-	English	-	-
Title: Consultants to consider Palmer wind farm plans					
☐	AMES NATIONAL CORP	Americas Iowa North America U.S. Midwest Region USA	English	-	-
Title: ISU wind turbine finishes first year of production, launches website					
☐	HARDIN WIND ENERGY LLC	USA North America Americas U.S. Midwest Region Ohio	English	-	-
Title: Power board approves western Ohio wind farm					

These few articles show the market size, forecasts and country rankings for wind turbines

Displaying 1 - 10 of 10000

1 2 3 4 5

Page 1 of 1000

Go to Page: Go

Display: 10

Records per page

These few articles show the market size, forecasts and country rankings for wind turbines

SAVE AND SHARE WITH OTHERS ON THE PROJECT TEAM

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The screenshot displays the 'Work Files' interface. On the left, a sidebar lists various folders: 'Inbox', 'Searches & Alerts', 'Search Histories', 'Watched Records', 'Work Files', 'Citation Maps', 'Charts', 'Export Templates', 'ThemeScape Maps', 'Text Clusters', 'Personal Folders', 'Public Folders', and 'Deleted Items'. The 'Public Folders' folder is highlighted with an orange box. An orange arrow points from this box to the 'Alternative Energies' file in the main list. The main list shows a table of files with columns: 'Name', 'Date Modified', '#Records', and 'Options'. The 'Alternative Energies' file is highlighted in yellow.

Name	Date Modified	#Records	Options
Marked List	2012-11-14	38	[Share] [Download]
Alternative Energies	2012-11-19	3868	[Share] [Download]
Heat Transfer WoS	2012-11-12	2791	[Share] [Download]
Heat transfer	2012-11-12	5379	[Share] [Download]
test export	2012-11-02	19	[Share] [Download]
Ultrasound microbubbles	2012-11-02	38	[Share] [Download]
Pressure Sensitive	2012-10-30	34	[Share] [Download]

MONITORING & MAINTENANCE



Monitoring & Maintenance

- Asset maintenance
- Intellectual asset management
- Portfolio management
- Portfolio strategy

Strategic Decision

- Which rights are worth maintaining and which ones are ripe for sale, license or lapse?
- Which countries/jurisdictions are important markets to remain in?
- What does the competitive landscape look like?
- Who are new entrants in the space?



PROTECT YOUR INVESTMENT

Patent Result Set

390 records found

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		Publication Number	Assignee/Applicant	Publication Date	Current IPC
	Watch Records				
	Create Alert for this Search	US862793B2	WONG CARLOS	2014-03-04	B63B 35/44
		Title: Floating wind farm with energy storage facility			
	2	US8633607B2	EGEDAL PER	2014-01-21	F03D 9/00
		Title: Method, park controller and program element for controlling a wind farm			
	3	US8248077B2	CHENG PO WEN	2012-08-21	G01R 31/08
		Title: Method and apparatus for operating a cable for wind farms			
	4	US8200435B2	STIESDAL HENRIK	2012-06-12	G01W 1/02
		Title: Method and arrangement for the forecast of wind-resources			
	5	US7932621B1	SPELLMAN JAMES PATRICK	2011-04-26	H02J 3/02
		Title: Method and apparatus for an integrated wind-solar energy system utilizing an existing wind turbine infrastructure			
	6	US7891910B2	MBD OFFSHORE POWER AS	2011-02-22	E02D 5/32
		Title: Foundation structure			
	7	US7677075B2	GEN ELECTRIC	2010-03-16	G01D 18/00
		Title: Methods and apparatus for evaluating sensors and/or for controlling operation of an apparatus that includes a sensor			
	8	US7337726B2	WOBLEN ALOYS	2008-03-04	B61B 7/00
		Title: Wind farm			
	9	US7299627B2	STICHTING ENERGIE	2007-11-27	F03D 1/04
		Title: Assembly of energy flow collectors, such as windpark, and method of operation			

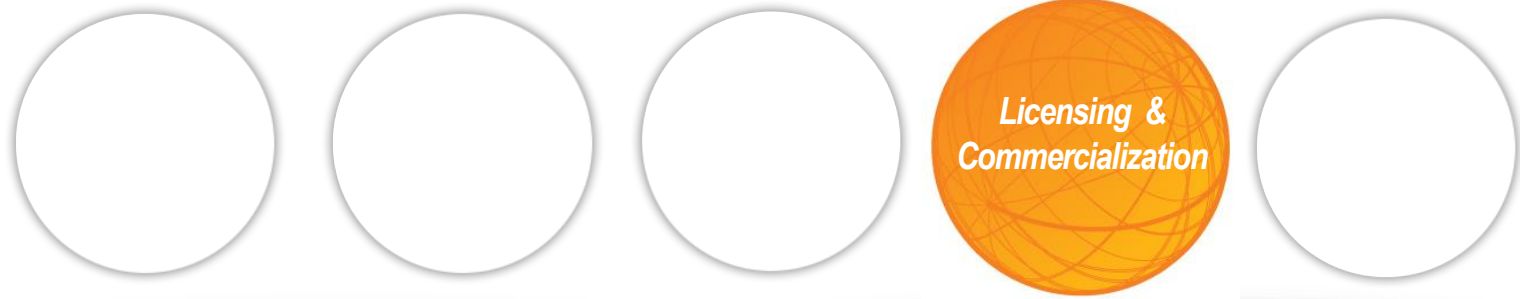
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LICENSING & COMMERCIALIZATION



Licensing & Commercialization

- Acquisition and divestiture
- Asset valuation
- In, out and cross licensing
- Monetization
- Strategic alliances
- Strategic business development
- Strategic marketing

Strategic Decision

- What is the value of the patent in the context of your overall portfolio?
- Who are other players in this space?
- How are they developing their technology?
- Which are your most germane rights and which are outliers that can be a potential source of revenue?



TRACK PRODUCT INFORMATION CENTRALLY

Products Actions Technology Categories Expenses External Files Other Numbers Text Product Name Product Description Related Records

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Current Record : Wind189.23 - Greece - Power Supplies - - - 3770 [Expand All](#) [Collapse All](#)

Record saved successfully

Products

Key Field

Product ID Wind189.23 **Division** Consumer Products

Sale Country Greece **Product Manager**

Product Family Power Supplies **Launch Date**

Status Pilot

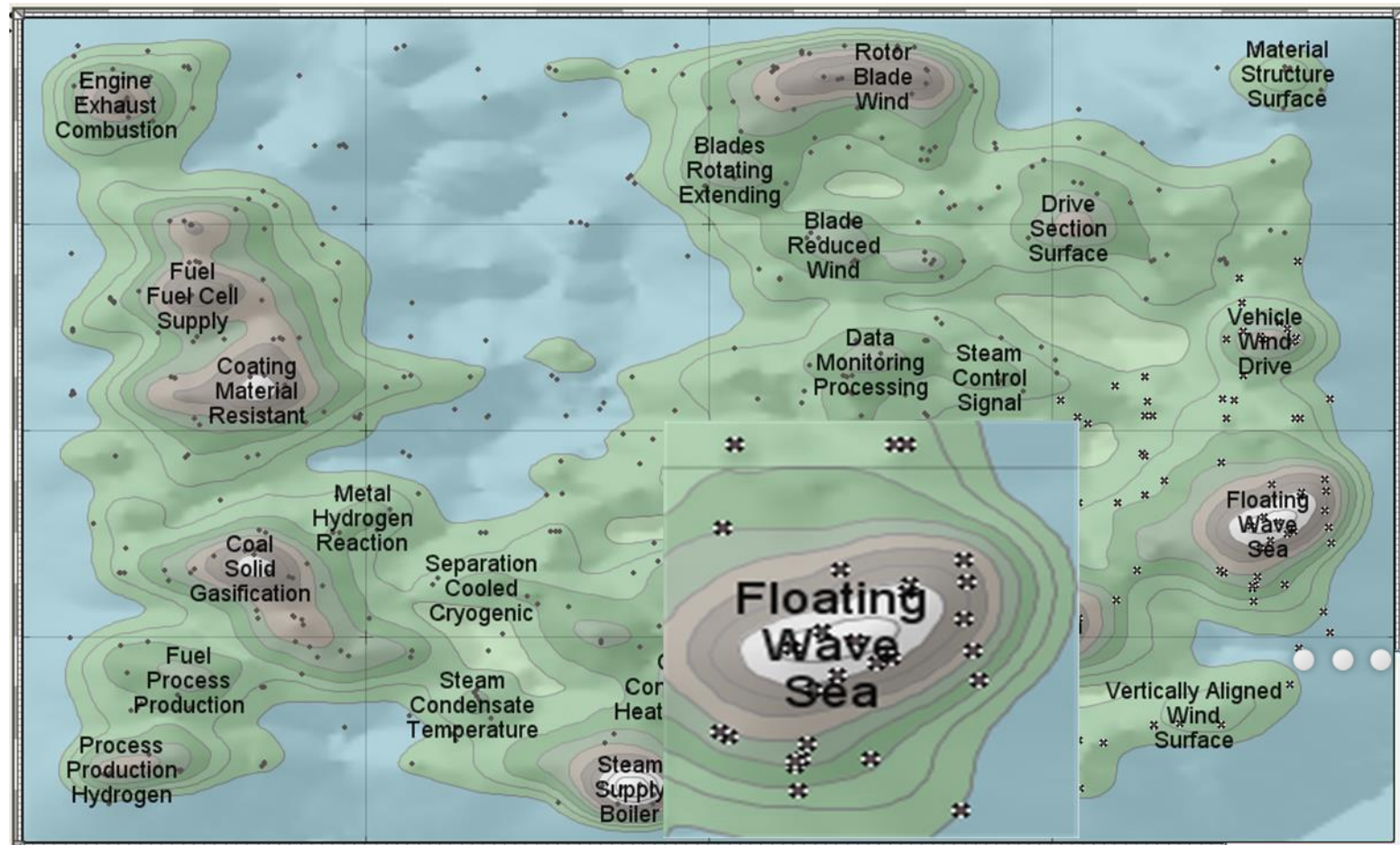
Status Date 05/14/2014

Expenses (2 records)

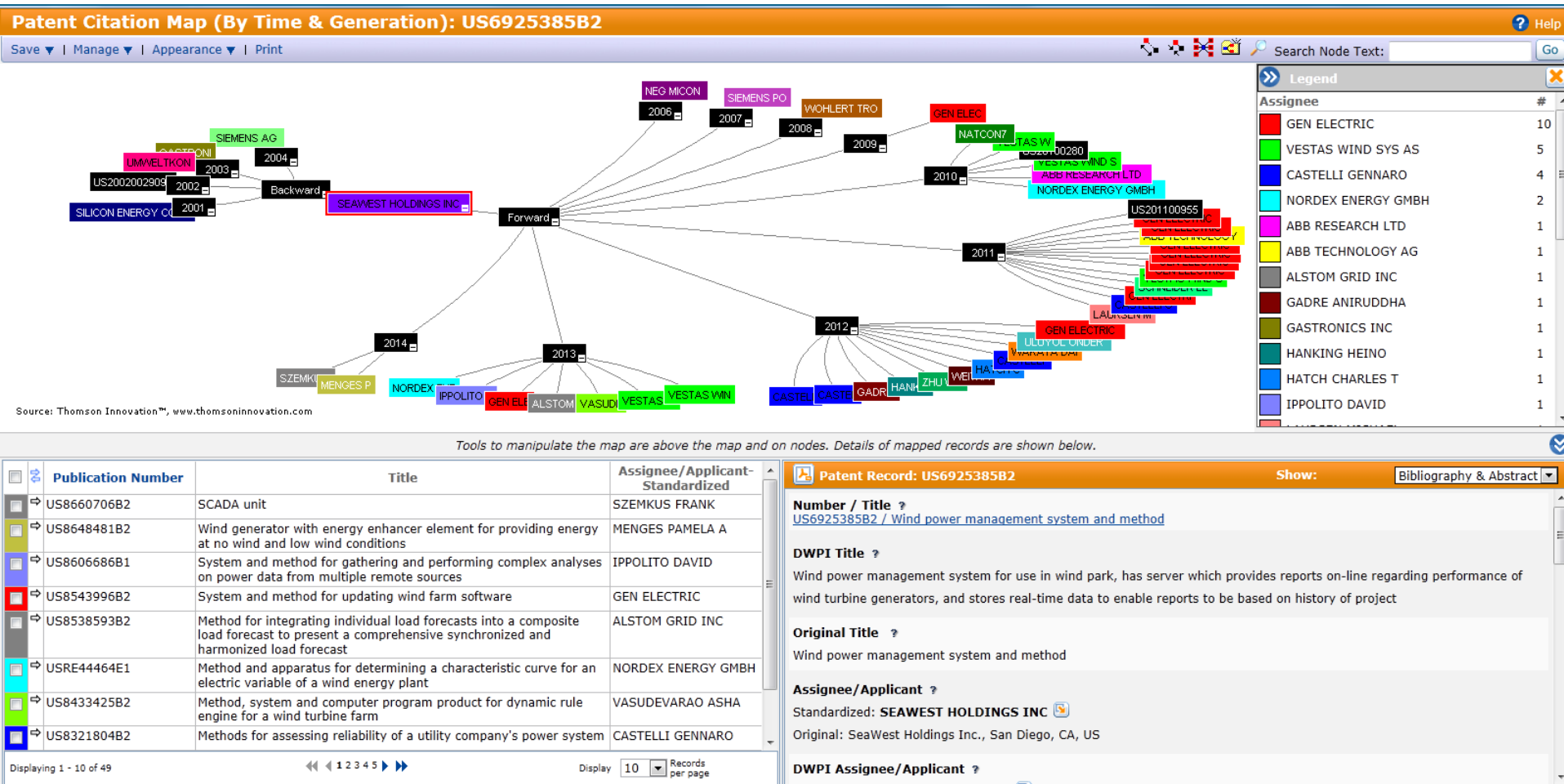
Delete Reset Spell Check

		Expense	Amount (USD \$)	Expense Date	Invoice Number
*	☐				
	☐	Product Testing - (TES)	500,000		
	☐	Development - (DEV)	750,000		

LOOK FOR NEW OPPORTUNITIES



PERFORM CITATION ANALYSIS TO UNCOVER POTENTIAL PARTNERS



STORE AND MANAGE LICENSING INFORMATION CENTRALLY

.....

Agreements

Title

Actions

Agreement Parties

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External Files

Other Numbers

Text

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Description

Terms

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Message Log Archive

Automation Results

Workflow History

Current Record : WT-145986 - Denmark - License

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Agreements

 Key Field

Agreement Number

WT-145986

Start Date

09/05/2013

Jurisdiction

Denmark

Expiration Date

Agreement Type

License

Division

Research and Development

Relationship

Original

Business Unit

Research and Development

Term in Years

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Sensitive

Agreement Parties (2 records)

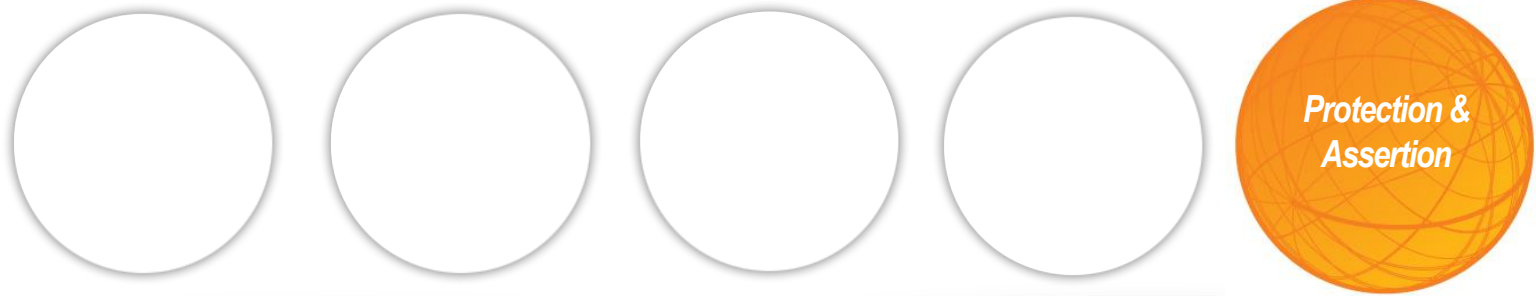
 Delete

 Reset

 Spell Check

		Party	Role
*	☐		
	☐	Addison Woods - (ABW)	Licensee - (LIC)
	☐	Arthur C. Woodmere - (ACW)	Third Party - (3RD)

PROTECTION & ASSERTION



Licensing & Commercialization

- Enforcement
- IP policing
- Litigation
- Rights assertion

Strategic Decision

- How serious are competitive threats?
- Are any valid infringers?
- What course of action do you take against them?
- Do you have an assertion strategy for moving forward?
- Have you picket fenced the invention as part of this strategy?





Insulate your IP investment by patenting around it in order to keep others out

IDENTIFY POTENTIAL INFRINGERS

Record View: Patent US7456515B2 [? Help](#)

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Bibliography

DWPI Title ?
Wind turbine usage method in offshore, involves rotating wind turbine mounted on immersed float based on motion of sea waves, to act as damping mechanism for extracting energy from waves

Original Title ?
Wind turbine for use offshore

Assignee/Applicant ?
Standardized: **NORSK HYDRO AS** 
Original: Norsk Hydro ASA, Oslo, NO

DWPI Assignee/Applicant ?
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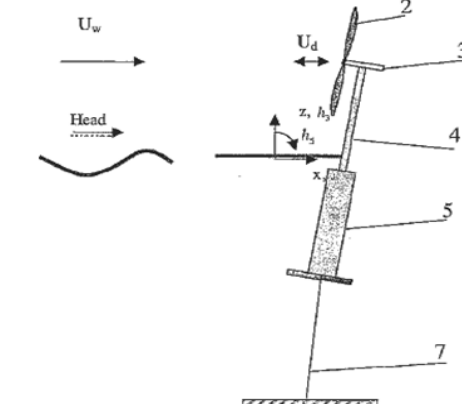
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It will be undertaking a more detailed evaluation for commercial production and the scoping study metallurgical test work is already in progress, executive chairman, Patrick Cheetham, toldIM.

The update upgrades the company's overall fluorspar resource by 1m tonnes across its deposits, Storuman, Sweden, and Lassedalen.

Storuman holds a JORC compliant resource estimate totalling 27.8m tonnes, grading 10.2% fluorspar.

"What we are looking to do is develop a European presence in fluorspar production," Cheetham explained.

"We are advancing both of the projects together but at this point in time the Norwegian project is behind the Swedish project," he added.

The previous resource estimate on Lassedalen was done before the introduction of JORC. The estimate was based on exploration work carried out by Norsk Hydro AS in 1974 and 1975 on the more intensively explored section of the Lassedalen vein.

Mineral in demand

The economic parameters used for the resource estimate included various estimated mining and processing costs and a mine-gate fluorspar price of US\$350/tonne.

Fluorspar prices have rocketed recently, even as far as US\$600/tonne.

The world's leading producer of fluorspar is China, whose export quotas and increased demand is blamed for the rising prices.

Highlighting
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Record Data

Document Type ?
Trade Journal

Language ?
English

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287

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Company-Standardized ?
NORSK HYDRO AS PETROCHEMICALS

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Attorney Michael Jorgenson **Opposing Party** Jane Krandall

Initial Letter Date 12/31/2013

Response

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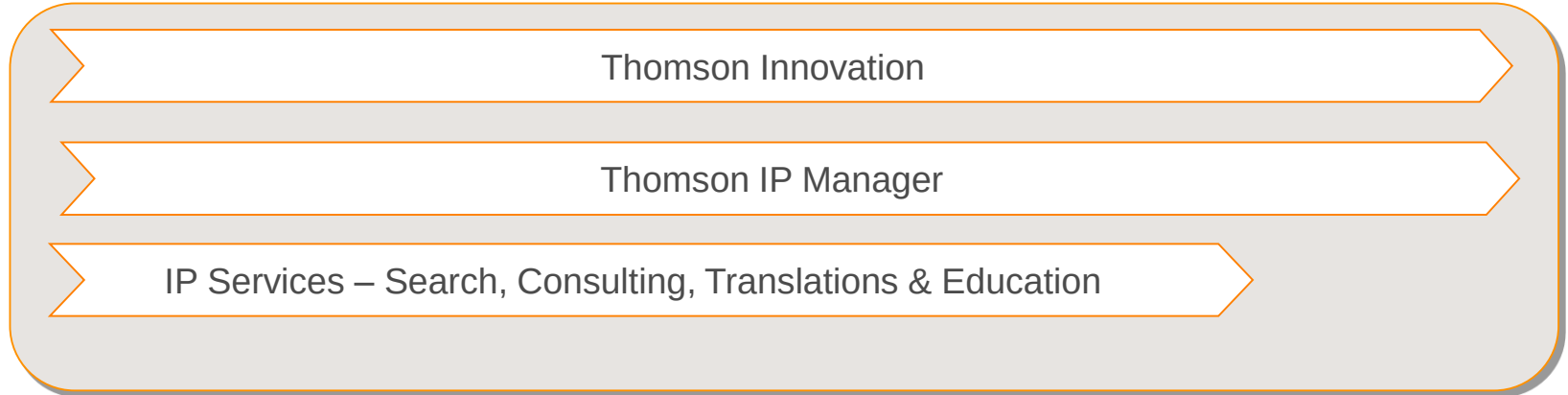


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