



INTELLECTUAL PROPERTY RIGHTS MANAGEMENT WORKSHOP

**NEW APPROACHES & THOUGHTS
ON CAPTURING MORE VALUE
FROM INTELLECTUAL PROPERTY**

INTELLECTUAL PROPERTY MANAGEMENT

- GOALS
- IMPEDIMENTS
- SOLUTIONS & NEW APPROACHES

BACKGROUND

INTELLECTUAL PROPERTY

- PROPERTY OF THE PRODUCTS OF THE MIND
- FOUR TYPES: PATENTS, COPYRIGHTS, TRADEMARKS & TRADE SECRETS
- EMPHASIS IS ON PATENTS

BACKGROUND PATENTS

- PROPERTY - NEGOTIATE & CONTROL
- VERBAL SNAPSHOT
- DATA POINT - ANALYSIS & MEASUREMENTS

BACKGROUND

JOINT STUDY

- JOINT STUDY SPONSORED BY THE CHIEF OF NAVAL RESEARCH & GENERAL COUNSEL OF THE NAVY ON INCREASING THE RETURN ON INVESTMENT IN SPONSORED RESEARCH THROUGH BETTER MANAGEMENT OF IP & TECHNOLOGY TRANSFER

BACKGROUND-JOINT STUDY

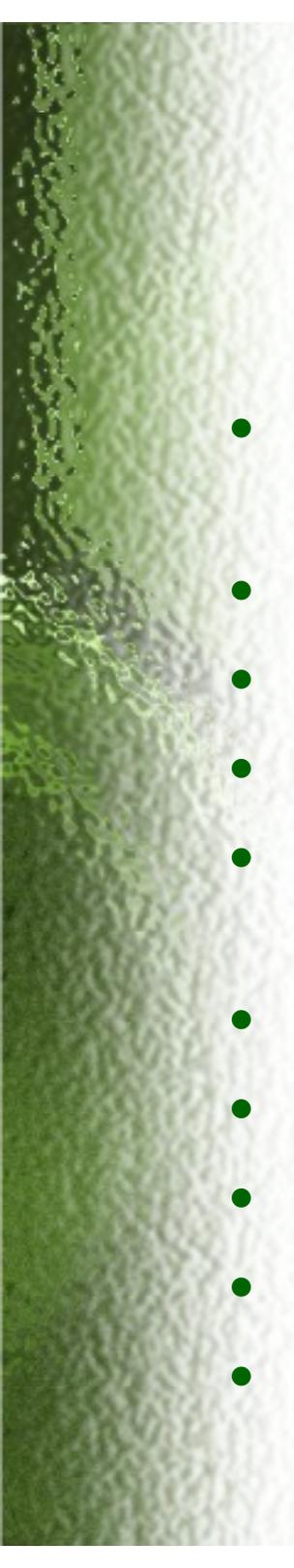
- BOTH INTRAMURAL & EXTRAMURAL RESEARCH; EMPHASIS ON INTRAMURAL
- DEFINITION OF RETURN
- IMPEDIMENTS
- THREE DEPARTURES FROM PREVIOUS STUDIES
- RECOMMENDATIONS

BACKGROUND-3 DEPARTURES

- INNOVATION IS A DYNAMIC SPIRAL DEVELOPMENT AFFECTED BY MANY FORCES AND HAVING MANY TANGENTS.
- NEEDS AND PROBLEMS AND THEREFORE MARKETS ARE CONSTANTLY CHANGING.
- TECHNOLOGY TRANSFER IS A LONG PROCESS (FROM BENCH TO BUY) AND HAS THREE INTERRELATED PHASES: CREATION, CAPTURE & EXPLOITATION.

TRADITIONAL GOALS OF IP MANAGEMENT

- DEFENSIVE - GOV'T: PROTECT BUYING;
NONGOV'T: PROTECT SELLING
- OFFENSIVE - COMMERCIALIZATION:
REVENUES, LOWER PROCUREMENT
COSTS, STRENGTHEN U.S. ECONOMY,
ETC.



BENEFITS FROM TECHNOLOGY TRANSFER

- CREATION OF NEW PRODUCTS FOR FLEET & COMMERCE
- SOLUTIONS TO PROBLEMS & NEEDS
- FASTER DEVELOPMENT OF PRODUCTS
- INFLUENCE ON THE DEVELOPMENT OF PRODUCTS
- LEVERAGING INHOUSE RESOURCES WITH OUTSIDE RESOURCES
- DEVELOPMENT OF NEW RELATIONSHIPS
- BENEFITS TO INVENTORS: \$ & ACCOMPLISHMENT
- GOOD PUBLIC RELATIONS
- IMPROVED U.S. COMPETITIVENESS
- SATISFACTION OF CONGRESSIONAL CONCERN

TRADITIONAL VIEW AND USE OF INTELLECTUAL PROPERTY

- IP IS VIEWED IN ISOLATION.
- IP IS NOT INTEGRATED INTO STRATEGIES AND RESEARCH.
- IP IS A SHIELD.
- IP IS A COMMODITY.

ISSUES WITH THE TRADITIONAL GOALS

- DEFENSIVE v. OFFENSIVE
- HOW MANY PATENTS ARE NEEDED FOR DEFENSE?
- HOW DO YOU MEASURE THE DEFENSIVE VALUE OF IP?
- HOW TO EVALUATE INVENTIONS IN ORDER TO BETTER PREDICT COMMERCIALIZATION?
- HOW DO YOU MARKET PATENTS?

NEW GOALS

- FACILITATE THE TRANSITION OF TECHNOLOGY FROM A LABORATORY TO A PRODUCT
- IMPROVE THE ALIGNMENT OF RESEARCH WITH MARKETS (NAVY & COMMERCIAL)
- IMPROVE ALIGNMENT OF RESEARCH WITH STRATEGY
- GAIN INSIGHTS INTO OTHER'S RESEARCH

NEW GOALS (Cont'd)

- GAIN INSIGHTS INTO RESEARCH TRENDS, GAPS IN CURRENT RESEARCH, & EARLY RECOGNITION OF A DISRUPTIVE INNOVATION
- AVOID LITIGATION
- ACCELERATE INNOVATION, REDUCE R&D CYCLE-TIME AND COST

ACCELERATING INNOVAION

- $INNOVATION(N/P) = \sum INVENTIONS(C)$
- OLD PARADIGM
 - CREATIVITY \Rightarrow INVENTION \Rightarrow PATENTS
- NEW PARADIGM
 - PATENTS \Rightarrow CREATIVITY \Rightarrow INNVENTION
- RESULT \Rightarrow SOLUTIONS & PROFOUND IP

NEW VIEW AND USE OF INTELLECTUAL PROPERTY

- IP IS NOT VIEWED IN ISOLATION
- IP IS INTEGRATED INTO STRATEGIES: RESEARCH, PROCUREMENT & TECH TRANSFER
- A TOOL FOR TRANSFERRING TECHNOLOGY
- A TOOL FOR ANALYSIS
- A TOOL FOR ALIGNING RESEARCH WITH PROBLEMS & NEEDS.
- A TOOL FOR MEASURING
- A TOOL FOR FINDING PARTNERS, TECHNOLOGY
- A TOOL FOR MARKETING
- AVOID OR REDUCE LITIGATION

IMPEDIMENTS TO A MORE EFFECTIVE MANAGEMENT OF INTELLECTUAL PROPERTY

- HISTORY
- REQUIRES CHANGES IN CULTURE, PROCEDURES & THINKING IN RESEARCH, MANAGEMENT, PROCUREMENT & TECH TRANSFER
- NEW SKILLS ARE REQUIRED
- DOUBTS: THE BEST PROMOTER OF SUCCESS IS SUCCESS
- NAVAL RESEARCH IS NOT CENTRALLY LOCATED AND IS ORGANIZATIONALLY FRAGMENTED

IMPEDIMENTS

- NAVAL RESEARCH ACTIVITIES VARY GREATLY IN SIZE AND MISSION AND ARE GEOGRAPHICALLY DISPERSED
- TECHNOLOGY AND MARKETS ARE EXTREMELY BROAD
- BETTER SOFTWARE IS NEEDED

SOLUTIONS & NEW APPROACHES

- **DON'T BE BASHFUL**