

The IP mismatch

A silhouette of a city skyline at night, featuring various skyscrapers and buildings against a dark blue background. The buildings are black with some windows illuminated in yellow. The skyline is centered horizontally and occupies the lower half of the slide.

WHAT WENT WRONG AND HOW

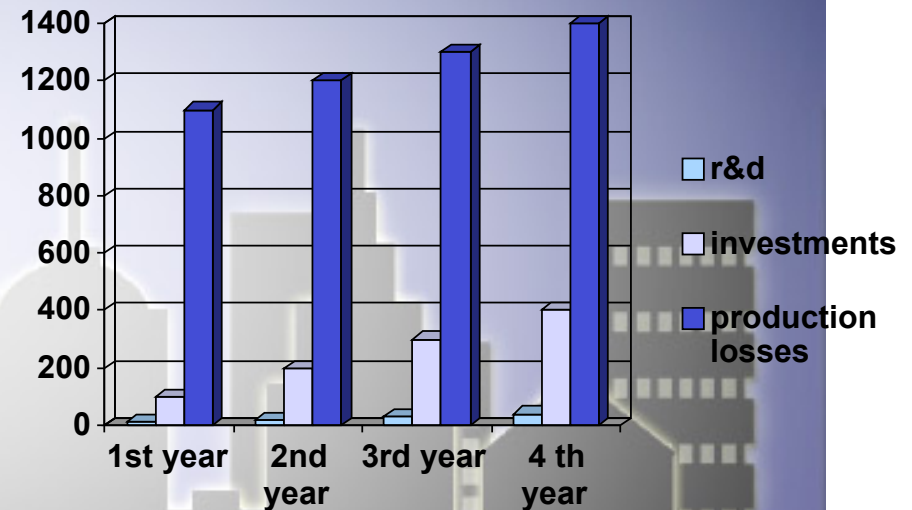
STARTING POINT

IDEA



From idea to market product

- » Idea
- » Research
- » Development
- » Pop phase
- » Production start
- » roi



Competition !!!

» How to protect this development ?

»
!!! Patent !!!

Today's situation

- » Multinationals
- » Research dept's
- » White papers
- » New products and markets
- » Defensive patents
- » High investments
- » SME's and start-ups
- » Idea
- » Patents
- » Funding
- » VC's ???
- » IPO ???
- » High risk/high investments

Today's situation

- » Paper IP ” 2 man “ companies
- » Virtual patents
- » No real interest in product launch
- » Wait and see policy
- » Target markets and companies who are in production phase.
- » Low costs
- » High margins if successful

Plastic electronics

- » CDT/Plastic Logic/E-paper/E-Ink
- » ULVAC/Tokki/OTB.....
- » LG/Samsung/Toppoly/au-optics/
Philips/HP/Kodak/Dupont/
- » Chemical companies
- » Vitex
- » Many unknowns

complication

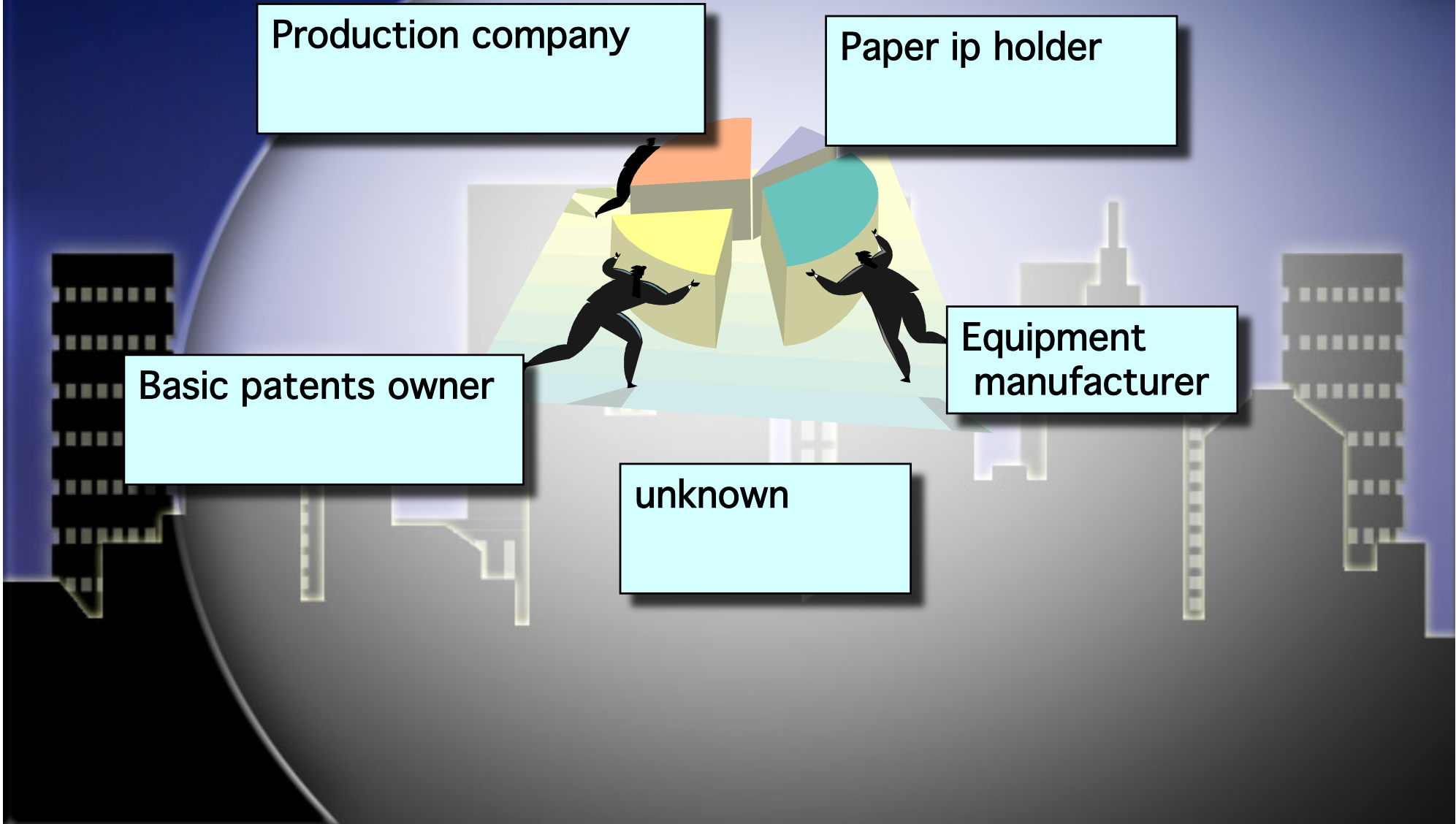
Production company

Paper ip holder

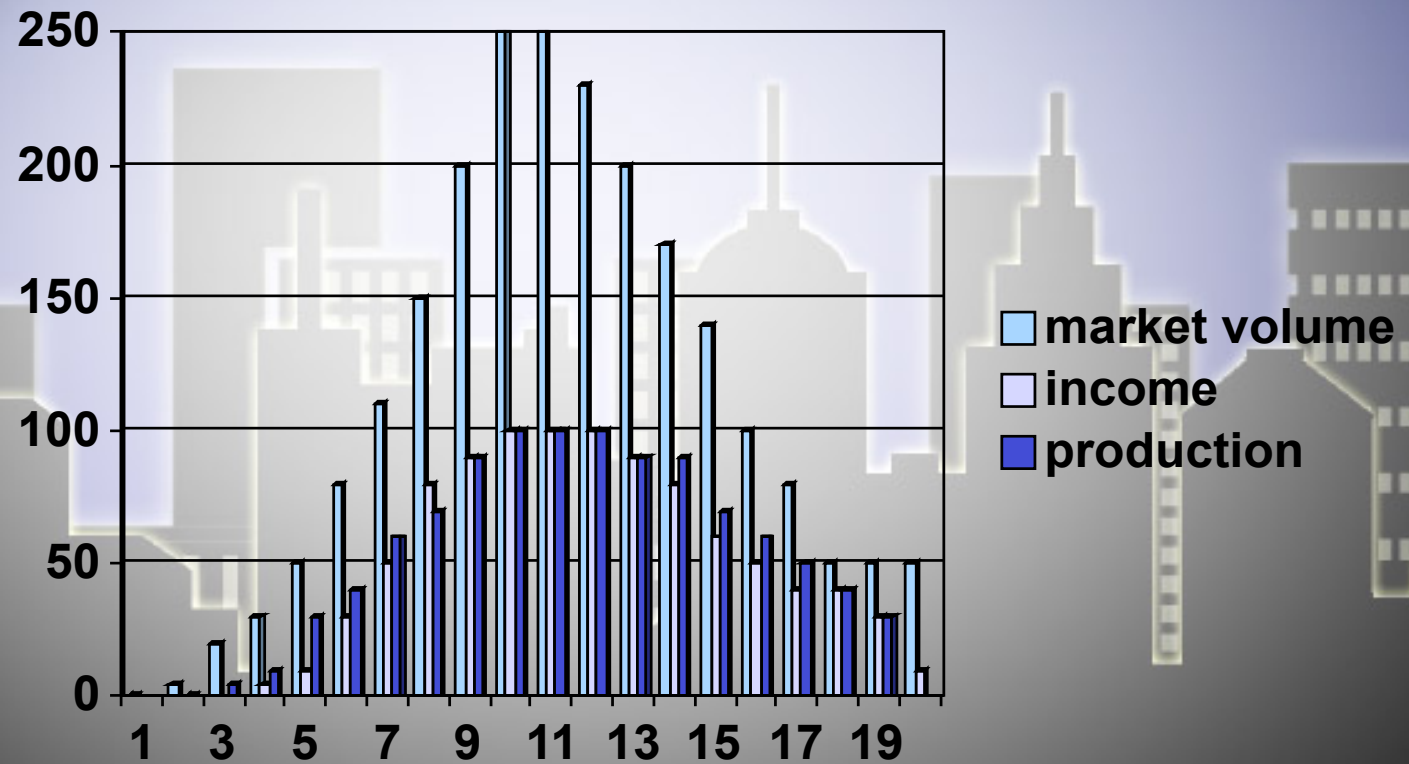
Basic patents owner

Equipment manufacturer

unknown



Patent lifetime and windows of opportunity



Recent examples

Optical disc market

Sony -Philips versus Warner
Toshiba

Blue-Ray versus HD-DVD

No customer advantage only
IPR priority position

No IPR pool

Jury is still out

ODME-Toolex-Int.OTB-group's patentportfolio-history





SME,s patent situation

Patent procedure complicated

Patent lawyers expensive

Patent offices many times not
qualified for specific business
-segment

Patent costs globally expensive

Patent enforcement many times
impossible

Work-around by many
multinationals

Ineffective result, which causes a lot of uncertainty

ODME's-OTB,s patents were mostly worked around or bluntly copied

Patent enforcement took too long and was too costly

Too little too late.

Multi nationals were many times boost for 3rd parties to do so

Patent-procedure with publishing enforcement,makes copying in early stage easier,especially for multinationals with big R&D budgets and depts.

Lack of resources and time in SME,s to follow-up.

The background of the slide features a dark blue gradient. A large, glowing, semi-transparent sphere is positioned in the upper right quadrant. In the lower half, there is a silhouette of a city skyline with several buildings of varying heights. The buildings are rendered in dark grey and black, with some windows appearing as small white squares. The overall aesthetic is modern and professional.

Results of before mentioned causes

Difficult to introduce new products because of vague outcome

Difficult for SME's to attract VC

A Lot of defensive patent applications

A lot of unproductive patents

Innovation becomes difficult and risky.

ROI becomes doubtful.

Possible solutions

Application must become profitable within a fixed time, through own production, license-agreement or royalty

Work around should become difficult

Higher and more respectful attitude for patents

A multinational arbitrary helpdesk for SME,s

More influence of consumer-organizations on product standards.