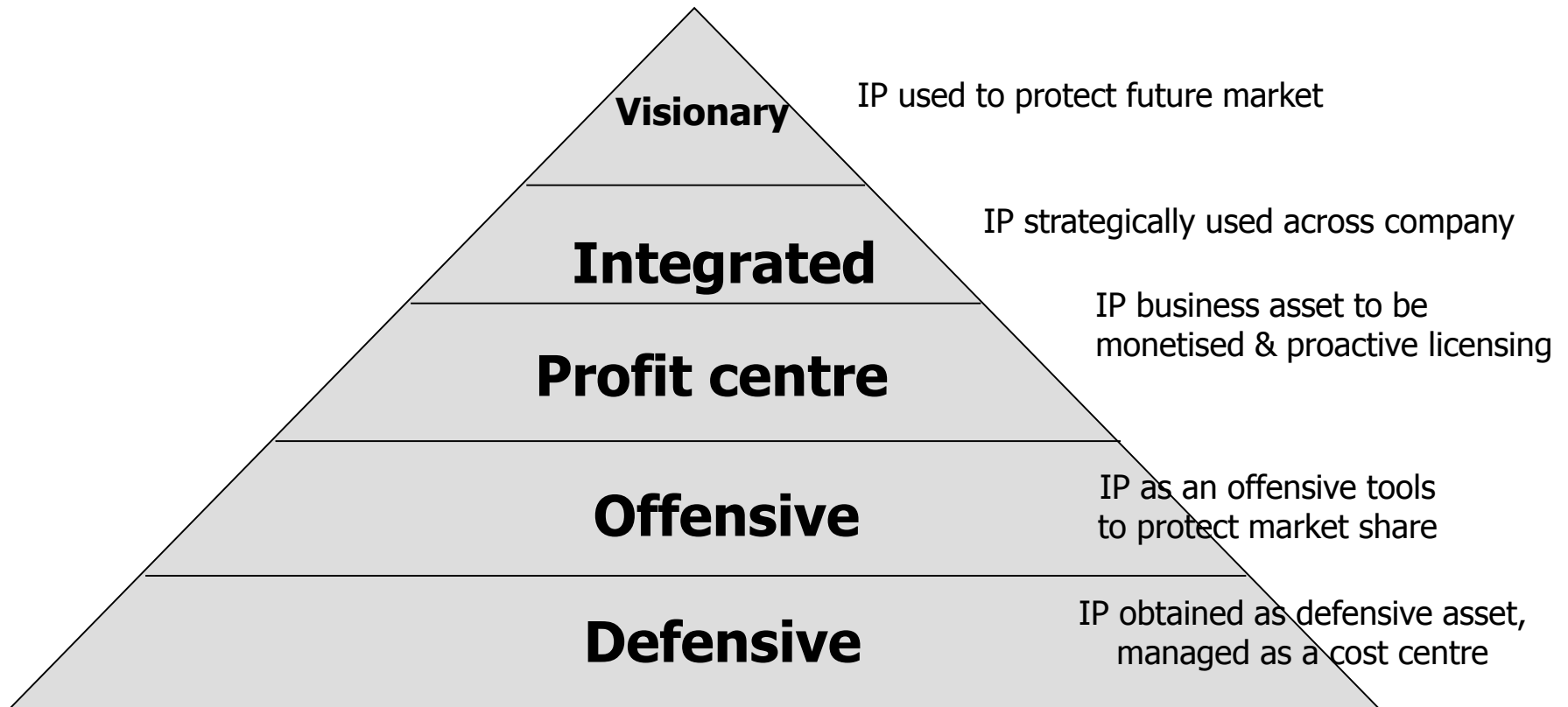




Intellectual Property Management



The IP Value Hierarchy



IP Strategy Map

$$\Sigma \text{ Profit} = (\text{Price} - \text{Cost}) \times \text{Volume}$$

↑ Willingness to Pay

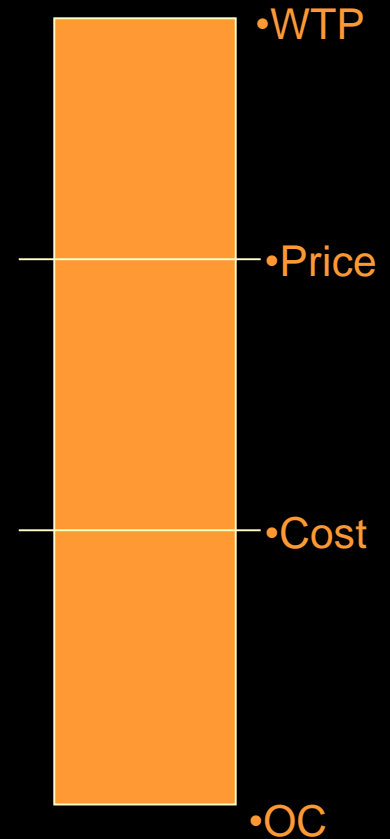
- Innovation
- Branding
- Ease of Use
- Product Differentiation

↓ Cost

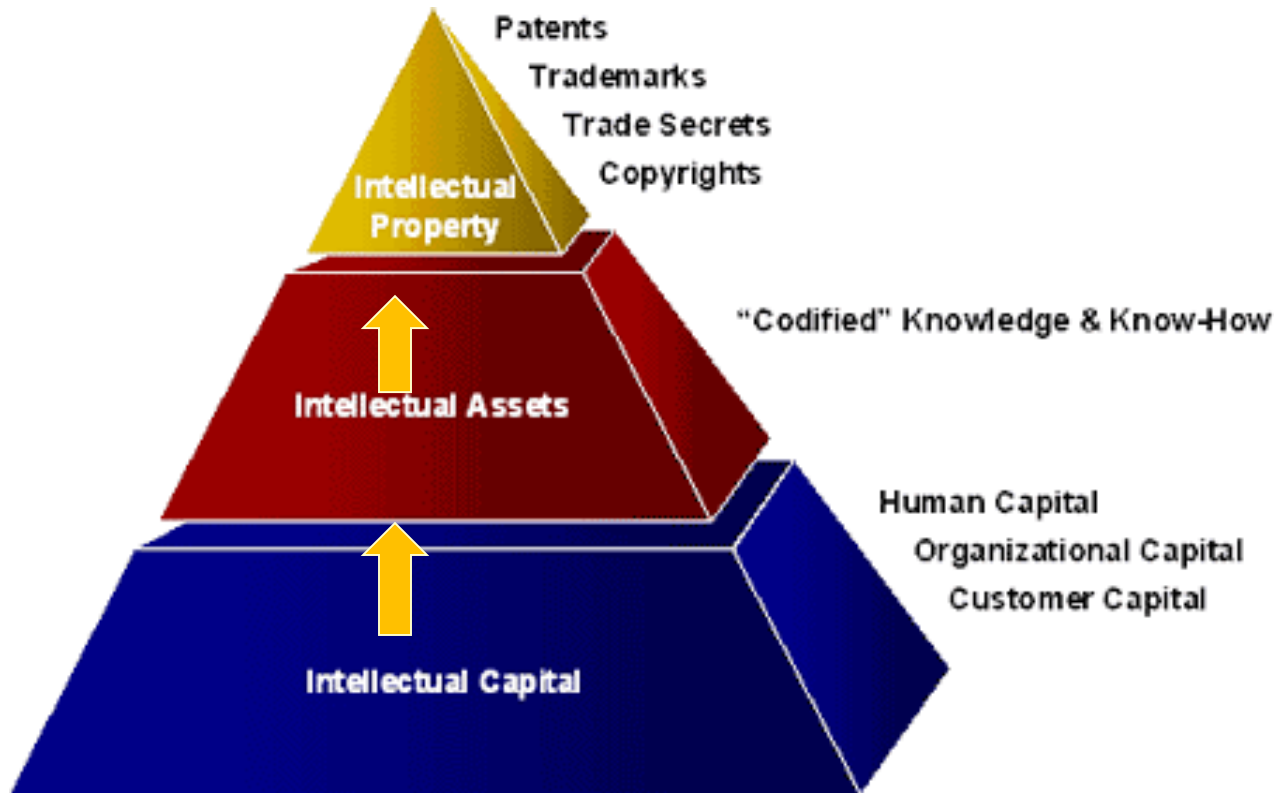
- Royalty Saving
- Low Cap-Ex Expansion
- Tax Incentives
- Grant Incentives

↑ Volume

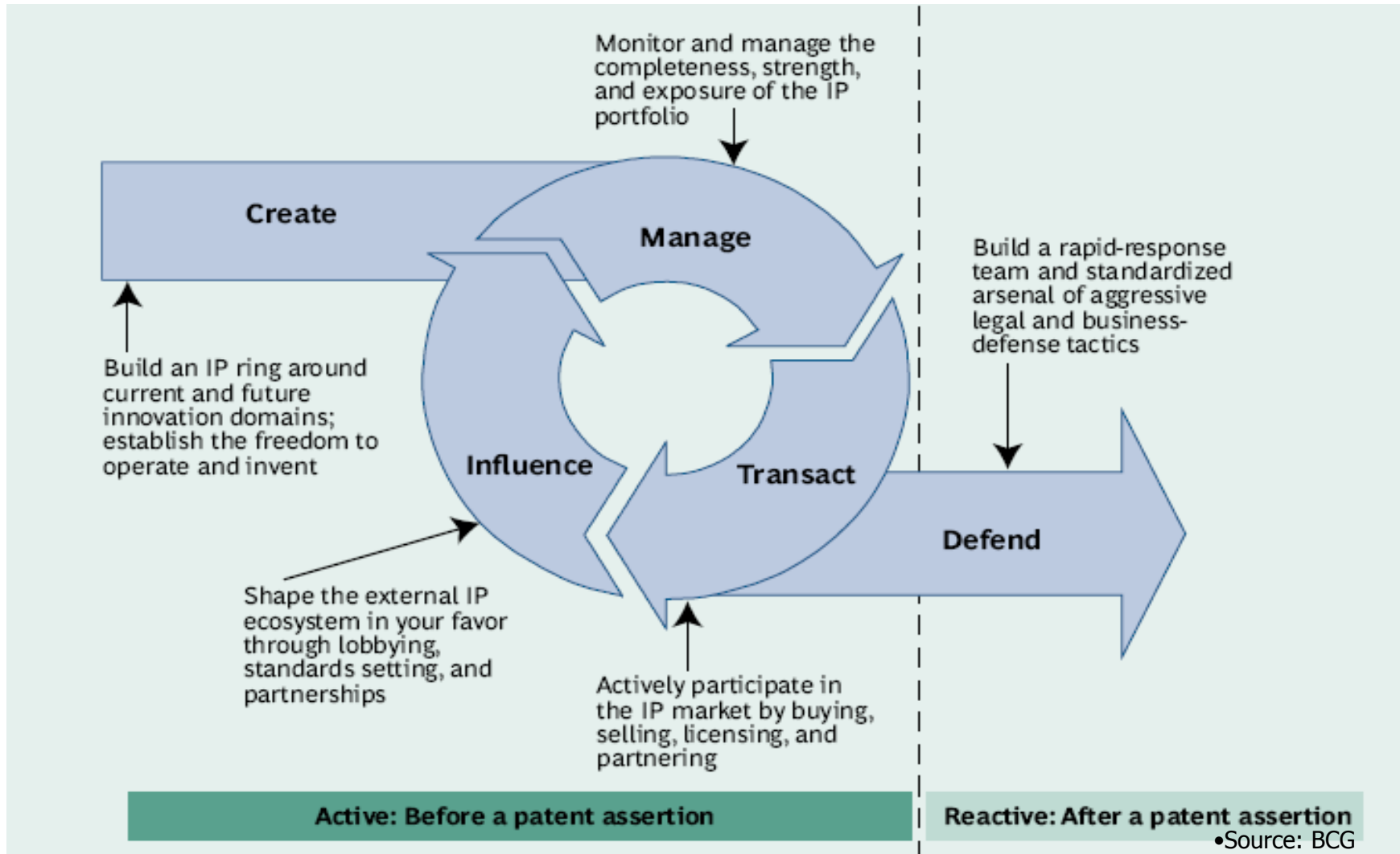
- Licensing
- Franchising
- Distributorship



Intellectual Capital vs Asset vs Property



CORPORATE IP MANAGEMENT STRATEGY



CAPTURING IDEAS IN-HOUSE

IP Committee Meetings
(Decision: Pursue IP Protection, Defensive Publication,
Trade Secret, Hold, inactivate)

Invention Disclosure Program

**Incentivize Submission of
Invention Disclosure**

1. Monetary Award: -One Time/License Revenue Based
2. Recognition: Certificates/ Plaques/ Award Ceremony

Promotional Activity

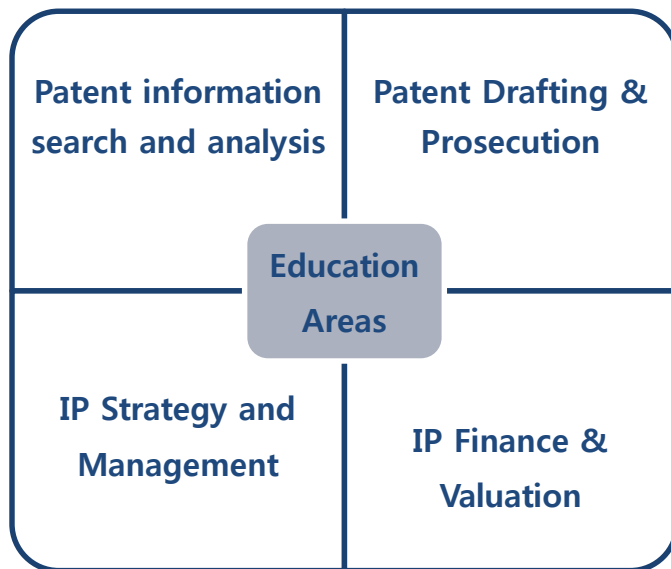
1. Understanding Company's IP Policy
2. Awareness of Existing IP in Technology Space
3. Regular Counselling between R&D groups and IP Professionals

Focused Inventing

1. Identify future products/ features that the market needs.
2. Preparation b4 workshop (3-6 months) to define needs, review current solutions and patents, study related patents.
3. Focus Inventing Workshop (3-5 days) to present report on research, brainstorming, refinement and invention disclosure

IP Education

Specialized Educational Areas



Various Education Programs

Regular Seminar and Workshop

- Operates educational programs ranging from beginning courses of patent search and analysis to advanced courses of index analysis
- Runs optimized educational content for various types of learners including researchers and employees specialized in patents

Customized Education

- Maximizes educational effects by proposing the curriculum according to the needs of companies or institutes and developing cases
- Conducts an outsourced education program for public organizations





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