

WHAT IS THE VALUE OF MY PATENT?

[PATENT PLAYBOOK]

15.02.24



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ABOUT TRAINER

🎓 Industrial engineer by education.

🕒 +14 years of expertise in patent intelligence, patent valuation, and patent commercialization.

💍 Married.

🐱 Have 2 cats.

🏠 Living in Berlin.

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ABOUT TRAINER



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You are invited to a lunchtime discussion about

Monday, April 11, 2016

IP Management and Technology Transfer by Universities and Research Institutes

Featuring experts

- ▶ **KERRY FAUL**
Head of National IP Management Office (NIPMO), South Africa
- ▶ **MUSTAFA ÇAKIR**
Manager of IP Rights and Licensing, Ege University, Turkey
- ▶ **GABRIEL CLERC**
Head of EPFL Technology Transfer Office (EPFL-TTO), Switzerland

The discussion will take place **1:30 - 3pm** at **WIPO** in room **NB 0.107**.

A light lunch will be served at **1pm**.

Sponsored by  

Tuesday, 13 November 2018	
09.00 - 10.15 hrs	Short exhibitor presentations
10.15 - 10.45 hrs	Coffee break
10.45 - 12.30 hrs	Richard Flammer, Principal Director, EPO 20 years Espacenet, 30 years European patent information, 40 years INPADOC legal status <u>Nigel Clarke</u> , EPO Introduction to new Espacenet Interesting new features and a user's first impression <u>Heiko Wongel</u> , <u>Roland Feinäugle</u> , <u>Johannes Schaaf</u> – EPO <u>Mustafa Çakir</u> , RTTP, Industry Collaboration and Technology Licensing Office, Sabanci University
12.30 - 14.00 hrs	Lunch



ABOUT TRAINER

PATENTSHIP
Patent Attorneys | Munich | DE



SOLUTION ROOM | 24 MARCH 2021 | 4:35PM GMT

THE FUTURE OF IP INVESTMENT



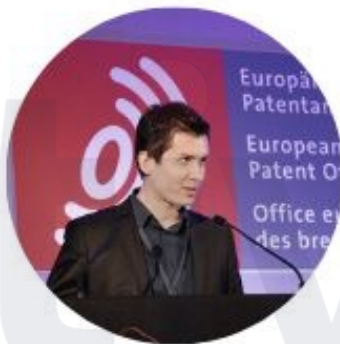
MEGAN CARPENTER
Dean & Professor, Law
University of New Hampshire



MALCOLM T. MEEKS
President Director General
Valotoire Ventures



ROBERT KLINSKI
Managing Director
Patentship



MUSTAFA ÇAKIR
General Secretary
LES Turkey

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The screenshot shows the top navigation bar of the EPO website. On the left is the EPO logo with text in German, English, and French. To the right are links for 'Press' and 'Contact us', and a language dropdown set to 'English'. Below this is a dark navigation bar with menu items: 'Home', 'Searching for patents', 'Applying for a patent', 'Law & practice', 'News & events', 'Learning', and 'About us'. The main content area features a sidebar on the left with expandable sections: 'Searching for patents' (with an upward arrow), 'Applying for a patent' (with a downward arrow), 'Law & practice' (with a downward arrow), and 'Boards of Appeal' (with a downward arrow and a scales icon). The main content area has a large banner for a podcast titled 'The determination to heal wounds: a technology transfer case study'. The banner includes a red 'Listen to our podcast' button and a red speech bubble logo for 'TALK INNOVATION The EPO podcast'. Below the banner are three buttons: 'Patents for tomorrow's plastics', 'Examiner vacancies', and 'Podcast'.

+22

**Patent
Commercialization**

ABOUT TRAINER



300

World's
Leading IP
Strategists
2022

World's Leading IP Strategists 2022 and 2023

COMPONENTS *of* S&P 500 MARKET VALUE

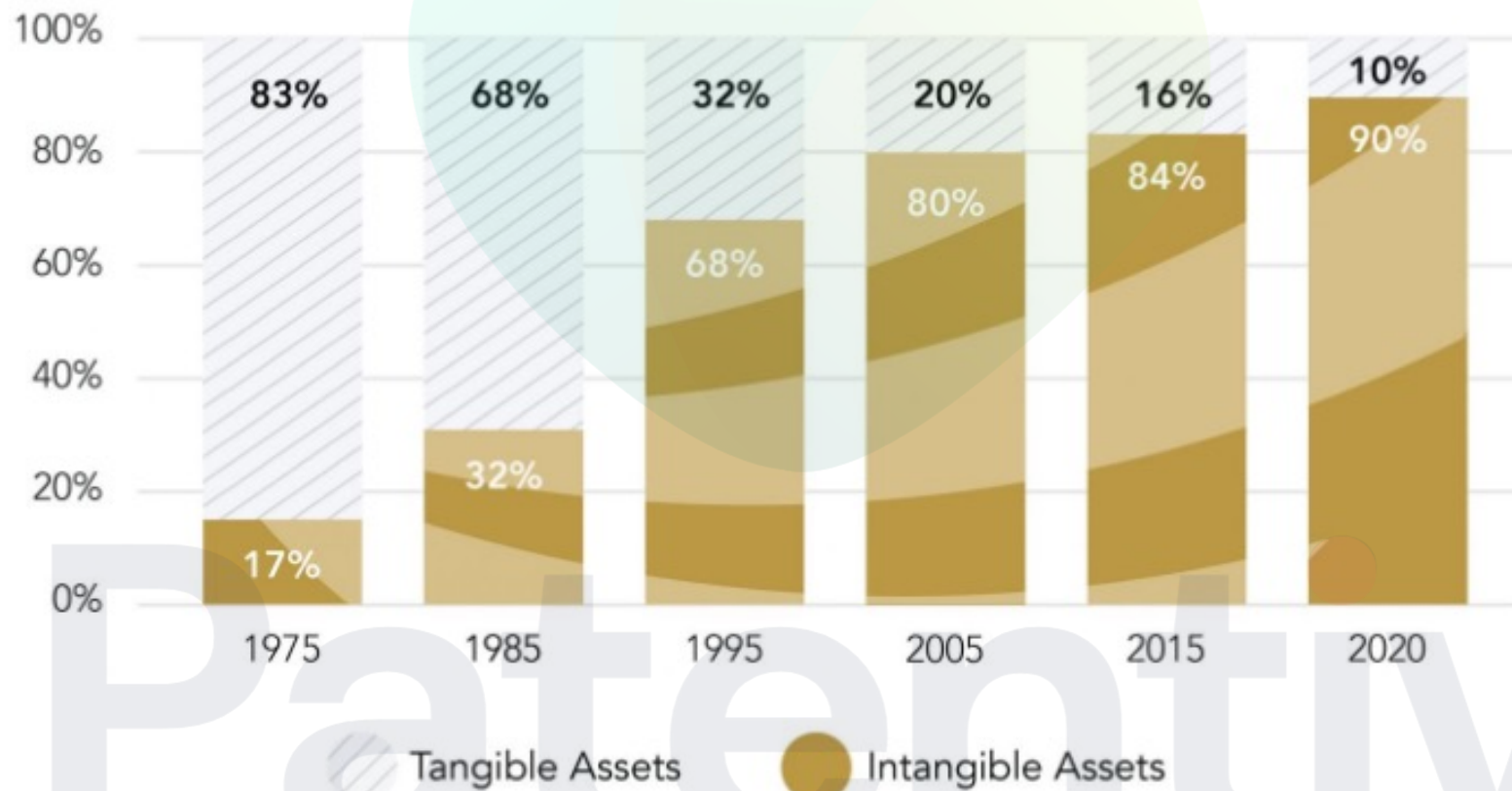
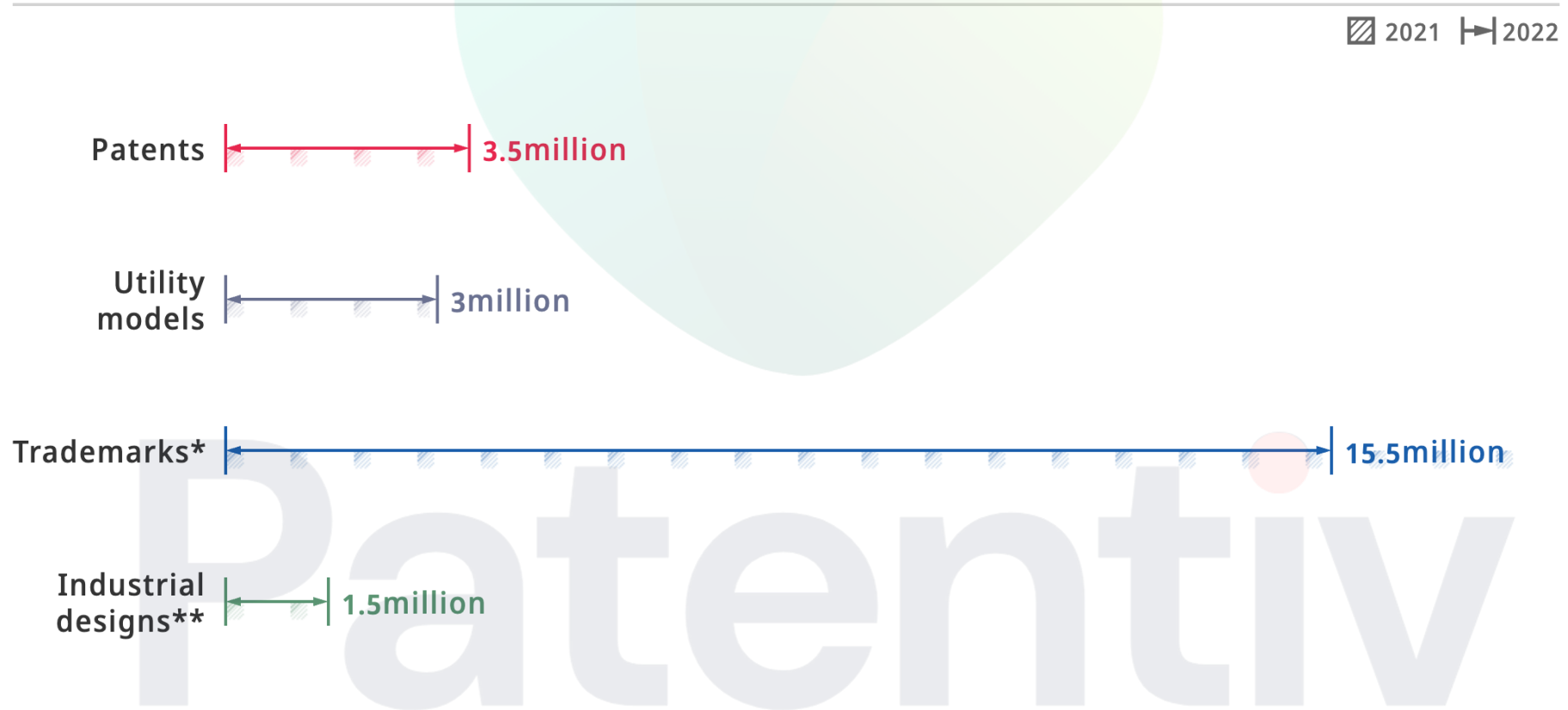


Image: www.oceantomo.com/intangible-asset-market-value-study

RISE OF INTELLECTUAL PROPERTY RIGHTS

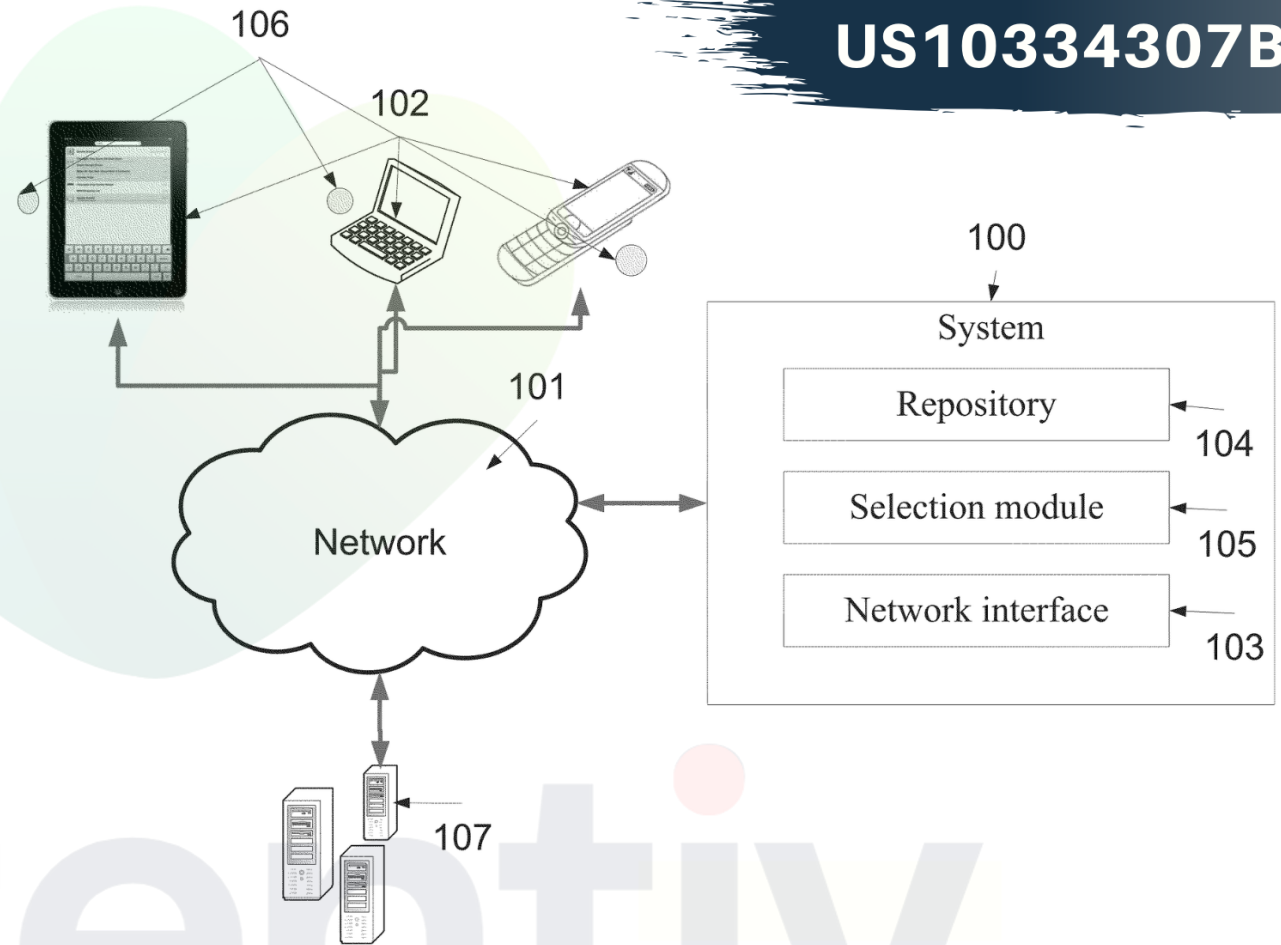
Global IP filing activity in 2022



Source: www.wipo.int/en/ipfactsandfigures/patents

US10334307B2

1 patent=7.7 M \$



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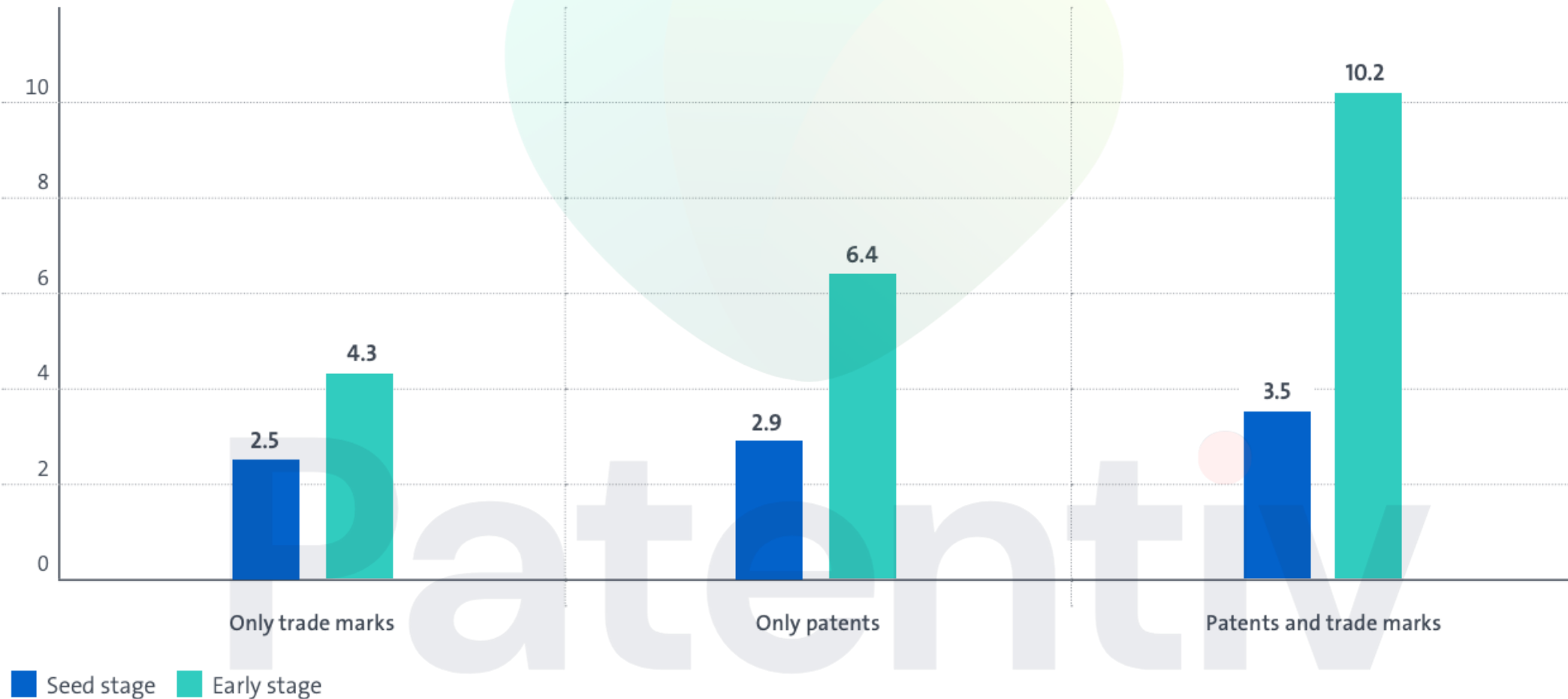
mobli 7.7 M 



05.05.20

Figure E3

Increase in odds of funding for startups with prior patent or trade mark applications



Source: EPO

RISE OF INTELLECTUAL PROPERTY RIGHTS



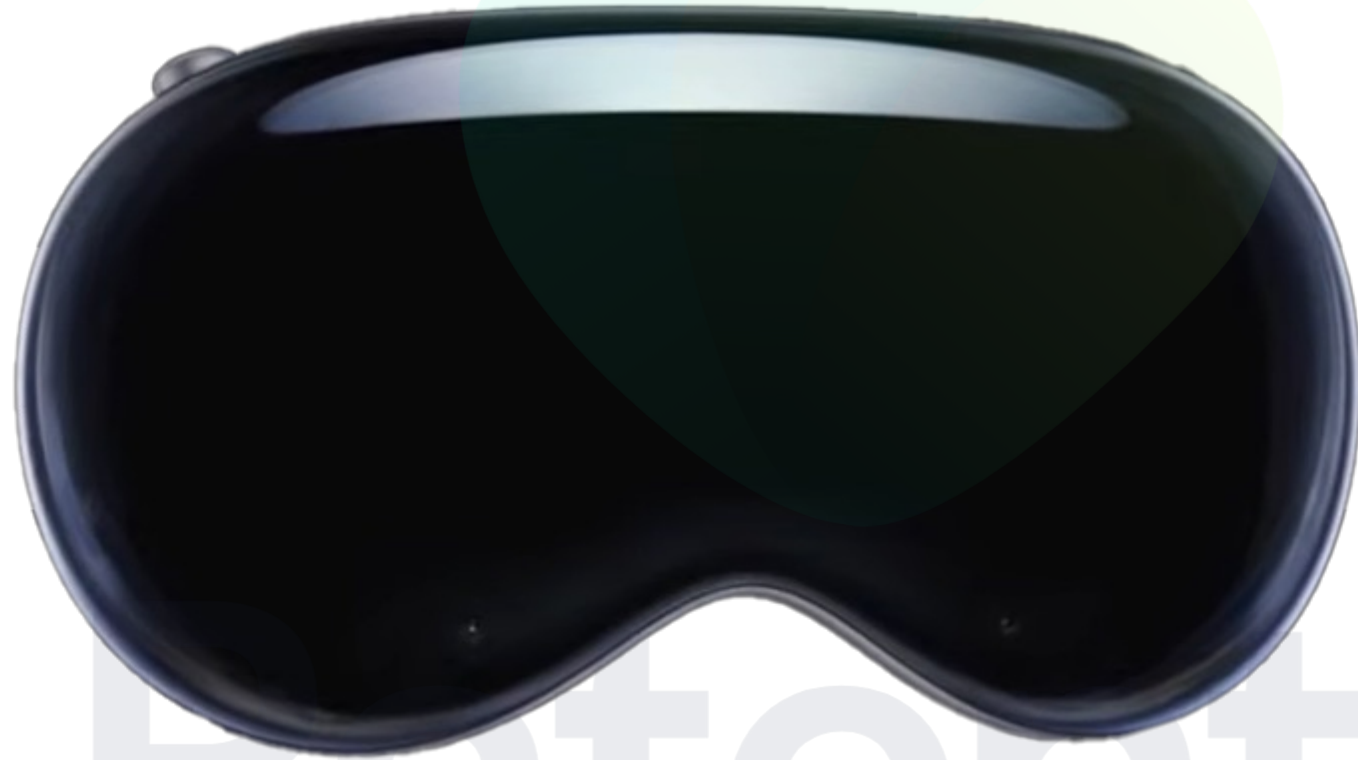
HUAWEI

Asking 2.5 \$ per phone to use its 5G patents



Apple

SAMSUNG



3.500 \$

Image: Apple Vision Pro

Is there a **patent** behind?





5.000
patents

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Images: Apple Vision Pro, Tim Cook

**PATENTS HAVE NO
FINANCIAL
VALUE**

UNTIL YOU TAKE **ACTION**



We need to **take actions**
To Create Value

Potential energy

Kinetic energy

**Potential Value
of your patent**

**Actual Value
of your patent**

The 10 ways to convert
potential value of a patent

into

actual value

1. **Exclusivity**
2. **Enforcement**
3. **Minefield**
4. **Commercialization**
5. **Licensing/Selling**
6. **Litigation**
7. **Collateral**
8. **Attracting Partners**
9. **A Marketing Boost**
10. **Raising Capital**

Defensive Value

Monetization Value

Strategic Value
"Hidden Value"













The anatomy of a valuable patent

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Solves a Real Problem

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1. Solves a Real Problem 
2. Invention-Market Fit 
3. Market Potential 
4. Enforceable Claims 
5. Freedom to Operate 
6. Strategic Licensing Potential 
7. Protection Power 
8. Ease of Infringement Detection 
9. Stage of Development 
10. Bundle-type Patent Portfolio 

Invention-Market Fit

1. Solves a Real Problem 
2. Invention-Market Fit 
3. Market Potential 
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10. Bundle-type Patent Portfolio 











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Market Potential

1. Solves a Real Problem 
2. Invention-Market Fit 
3. **Market Potential** 
4. Enforceable Claims 
5. Freedom to Operate 
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Enforceable Claims

1. Solves a Real Problem 
2. Invention-Market Fit 
3. Market Potential 
4. **Enforceable Claims** 
5. Freedom to Operate 
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Freedom to Operate

1. Solves a Real Problem 
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10. Bundle-type Patent Portfolio 

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Strategic Licensing

Potential 🤝

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1. Solves a Real Problem 🔧
2. Invention-Market Fit 💡
3. Market Potential 📈
4. Enforceable Claims 🌐
5. Freedom to Operate 📊
6. Strategic Licensing Potential 🤝
7. Protection Power 🛡️
8. Ease of Infringement Detection 🔍
9. Stage of Development 🌱
10. Bundle-type Patent Portfolio 📚

Protection Power











1. Solves a Real Problem 
2. Invention-Market Fit 
3. Market Potential 
4. Enforceable Claims 
5. Freedom to Operate 
6. Strategic Licensing Potential 
7. **Protection Power** 
8. Ease of Infringement Detection 
9. Stage of Development 
10. Bundle-type Patent Portfolio 

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Ease of Infringement

Detection

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1. Solves a Real Problem 
2. Invention-Market Fit 
3. Market Potential 
4. Enforceable Claims 
5. Freedom to Operate 
6. Strategic Licensing Potential 
7. Protection Power 
8. **Ease of Infringement Detection** 
9. Stage of Development 
10. Bundle-type Patent Portfolio 

Stage of Development

1. Solves a Real Problem 
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7. Protection Power 
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Bundle-type

Patent Portfolio

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1. Solves a Real Problem 
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Patent that has no **invention-market fit**
value will have no **financial value**.

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Disruptive Invention for Unsolved Problem

Healing wounds



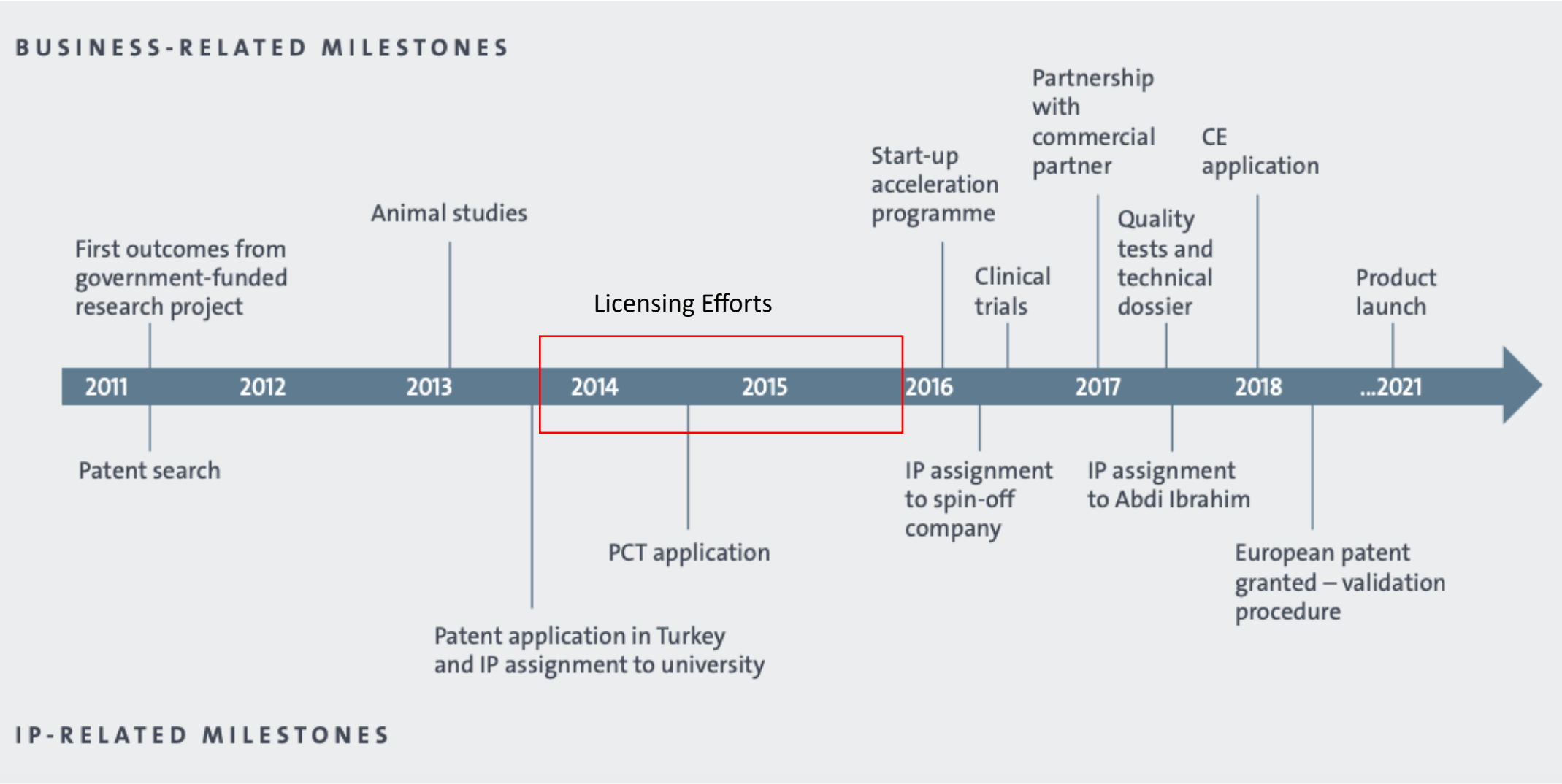
NON-HEALING CHRONIC WOUNDS



WOUND DRESSING FOR HEALING OF CHRONIC WOUNDS

Not Easy. Takes 7 Years

Healing wounds



Strong Team for Success

Healing wounds

Power of Women Inventors

Evren Homan Gökçe

Sakine Tuncay Tanrıverdi

Özgen Özer

İpek Eroğlu

Team of inventors and founders of Dermis Pharma



Strong Patent for Success

“A patent is like a birth certificate in the healthcare industry. If the product does not have patent protection, you may lose most of your competitive advantage in the market. If there were no patents, we would not even have a chance to get in contact or co-operate with companies.”

Evren Homan Gökçe

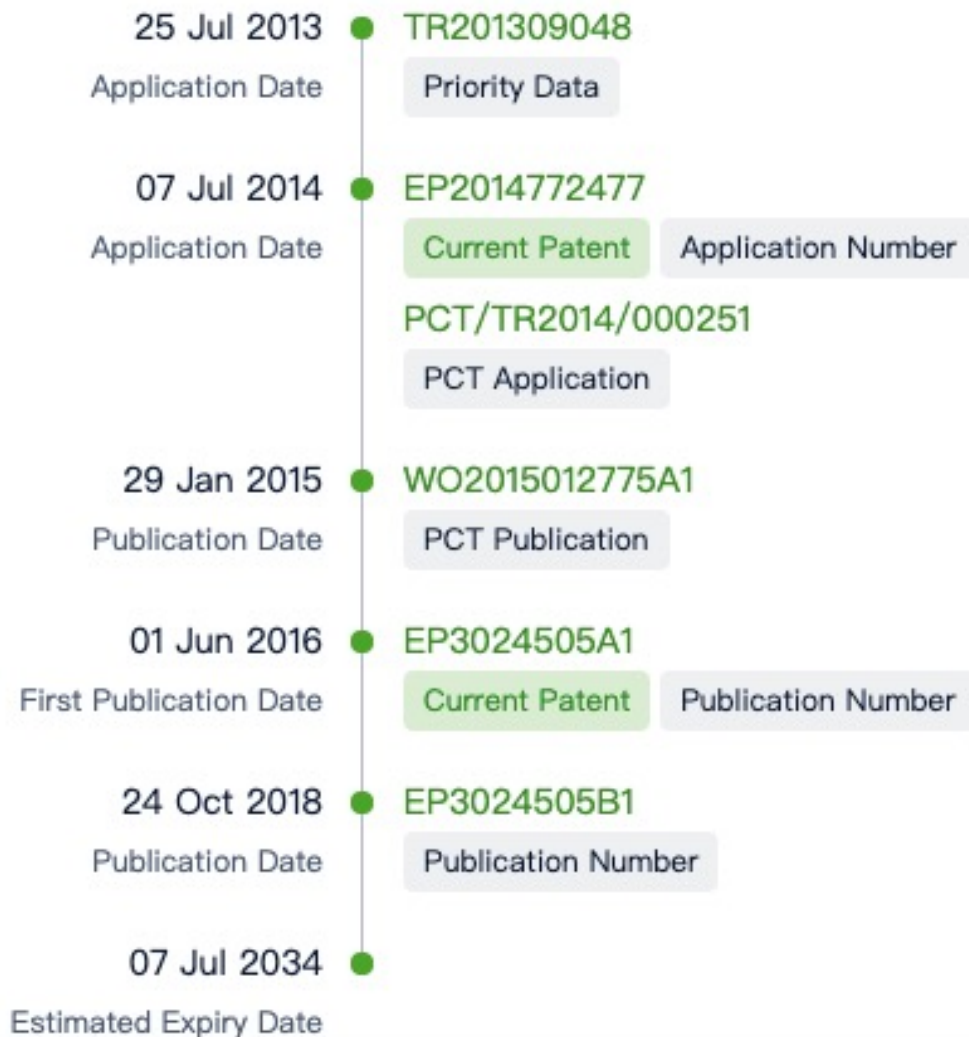
Sakine Tuncay Tanrıverdi

Özgen Özer

İpek Eroğlu

Team of inventors and founders of Dermis Pharma

Healing wounds



Strong Patent for Success

“A patent is like a birth certificate in the healthcare industry. If the product does not have patent protection, you may lose most of your competitive advantage in the market. If there were no patents, we would not even have a chance to get in contact or co-operate with companies.”

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Sakine Tuncay Tanrıverdi

Özgen Özer

İpek Eroğlu

Team of inventors and founders of Dermis Pharma

Healing wounds



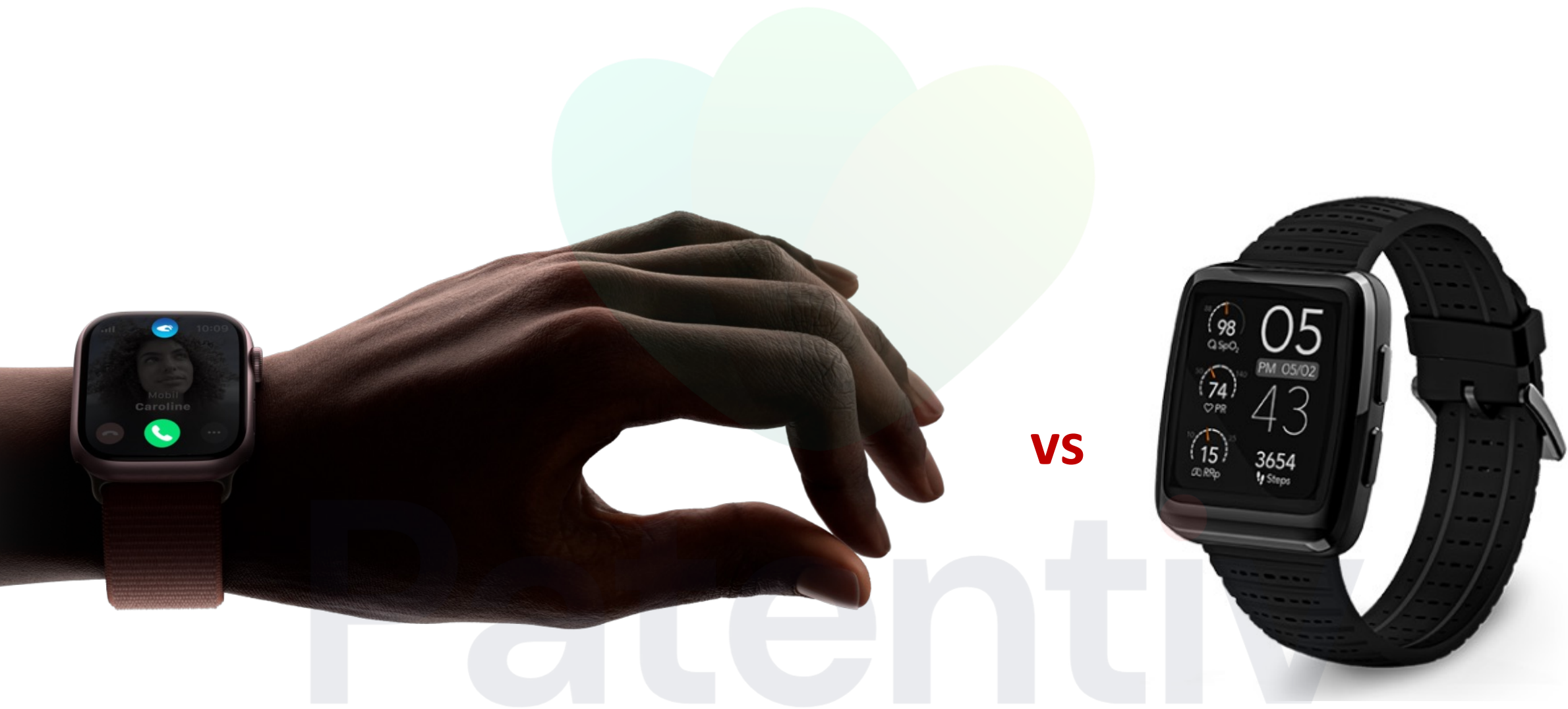
Patent that has no **enforcement value**
will have no **financial value.**

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➤ **Stick-licensing (haha!! customer)**

1. Identify competitors
2. Conduct research to find others doing similar things.
3. Demonstrate patent infringement

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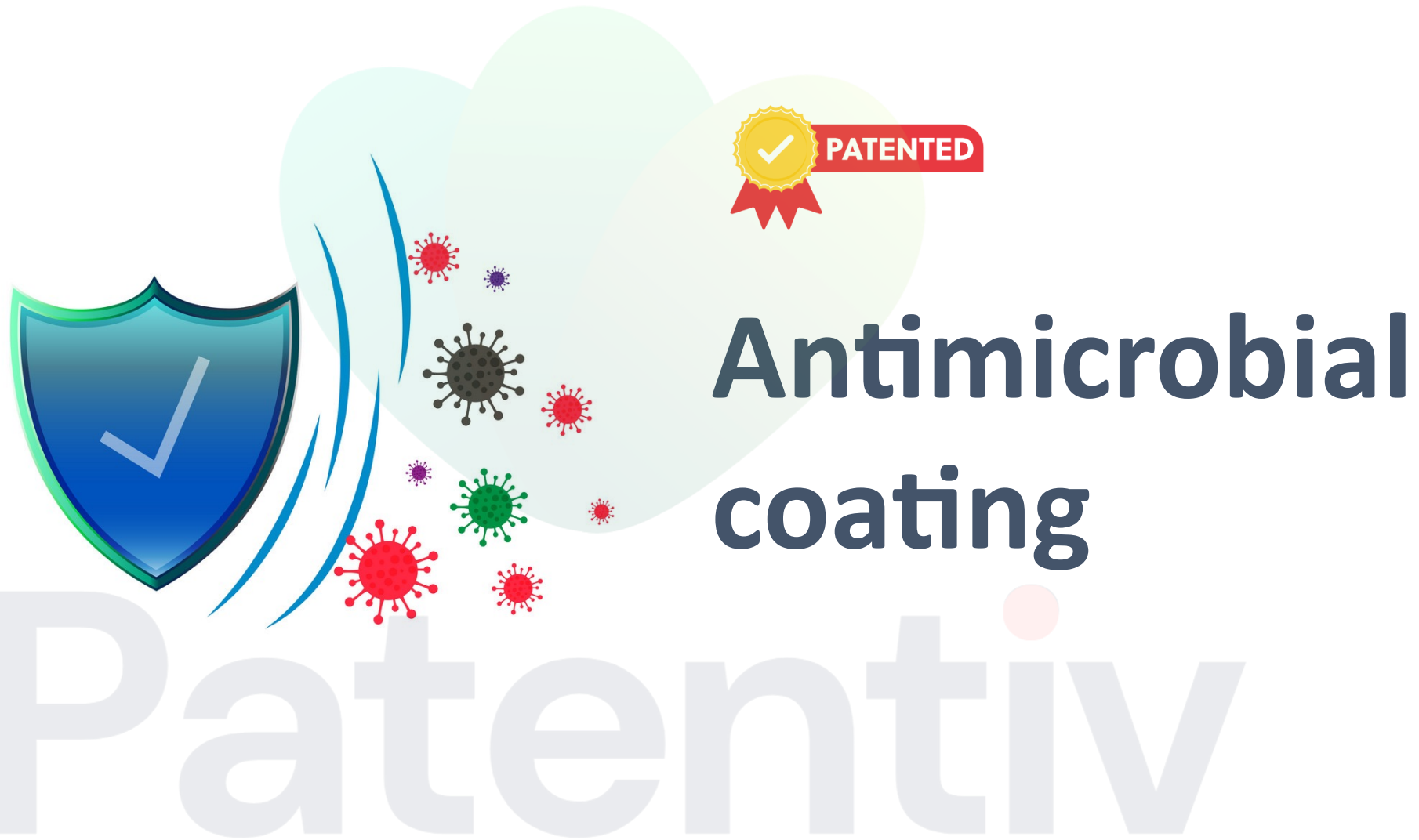


Images: Apple Watch and Masimo

But you still do not know

**«How much should I charge for
my patent?»**







10 Euro

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500K Euro

Annual revenue

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Antimicrobial coating





How much will you charge for your patent?



Unit price?



Or royalty?





Should I do a benchmark?





You should
calculate
«**estimated
royalty rate**»





What factors affect the «**estimated royalty rate**»





- 👉 TRL
- 👉 Opposition Status
- 👉 Forward Citation
- 👉 Granted Countries
- 👉 Infringement Detection Method
- 👉 Infringement Detection
- 👉 Remaining Lifetime
- 👉 Patent Applicability
- 👉 Time to Grant
- 👉 Number of Claims





Calculate «patent score»





Convert

«**patent score**»

into

«**royalty rate**»





Calculate

«NPV»



THIS IS **VALUE** DEFINED BY YOU

But

PRICE WILL BE DEFINED BY THE
MARKET



**PATENTS HAVE NO
FINANCIAL
VALUE**



UNTIL YOU TAKE ACTION

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free call
for mentoring



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