



From drawing board to global IP strategy

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The art of patent strategy is back!

“Intellectual property [has been] transformed from a sleepy area of law and business to one of the driving engines of a high-technology economy”
(New York Times, April 5, 1999)



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“And that concludes our presentation!!”

- No. of US patents/year tripled since 1980s
- No. of US patent suits doubled in 10 years
- Ideas are now where the money is!





A new role for patent attorneys?

- Most of 20th Century:
 - Stock value : tangible book value = 1.6
- 2000:
 - Stock value : tangible book value = 5.3
- “Skills and knowledge have become the only source of sustainable long-term competitive advantage” (Harvard Business Review, Sept-Oct 1997)





The new challenge ...

- *What you do with innovation*
- *How you manage and utilise intellectual property assets*
- Global harmonisation of patent laws
 - Draft Substantive Patent Law Treaty
 - Elimination of duplication of effort

