

Developing and Implementing IPR Strategy

Christoffer Sundman
Seppo Laine Oy
Finland

Introduction

- The role of the private practitioner
- Small and medium-sizes enterprises in focus
- Some Finnish experiences

Introduction (cont'd)

- Traditionally contribution of external patent attorney more significant for implementing an existing IP strategy than in developing it.
- In the future, companies should take more advantage of private practitioners' broad field of experience

What is strategy?

- “Strategy? That’s when you first take aim and then shoot”
- IPR Policy vs. IPR Strategy
- The three big W’s of patenting: Why to patent, What to patent and hoW to patent
- Awareness of competitors’ rights

Developing IPR Strategy I

- Before founding of company: Evaluating existing rights vs. emanating new technology for potential financiers
- Within the company: Taking up position as member of the board as an advisor
- Prevent people from doing stupidities; saving money

Developing IPR Strategy II

- Assisting in developing cost-effectiveness
- Sharing experiences obtained in other fields of technology
- Representing continuity
- In-depth knowledge of the true nature of patent rights

Implementing IPR Strategy I

- Increasing patent awareness by
 1. lecturing for educating and inspiring
 2. consulting for developing and refining tools for monitoring competitors;
 3. by giving expertises for assessing competitor's rights

Implementing IPR Strategy II

- A Private Practitioner is part of a global network of experts; he will be able to find answers to any questions 😊

Implementing IPR Strategy III

- Adapt IPR Strategy to the practices of different countries
- Use of alternatives to patents (utility models, models, trademarks, authors' rights/copyrights)

Implementing IPR Strategy IV

- Inventing” patentable inventions
- Assessing risks/chances involved with litigations

Conclusions

- Traditionally role of PP has been passive; rules of professional conduct
- The PP represents unique combination of knowledge and experience
- “Turning Information into Knowledge”; readily implemented into practice for Developing and Implementing IPR Strategies