

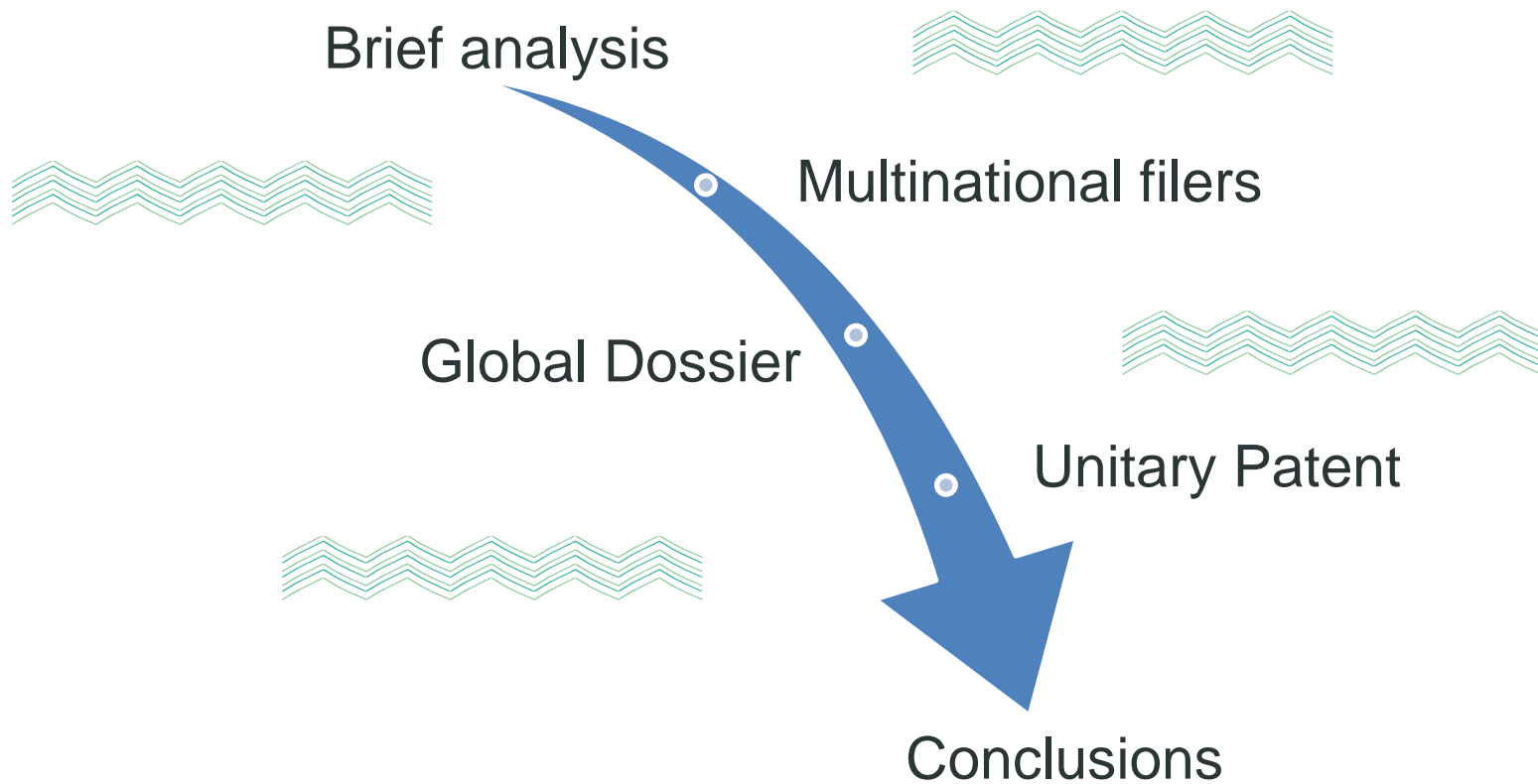


Sailing with the wind of change

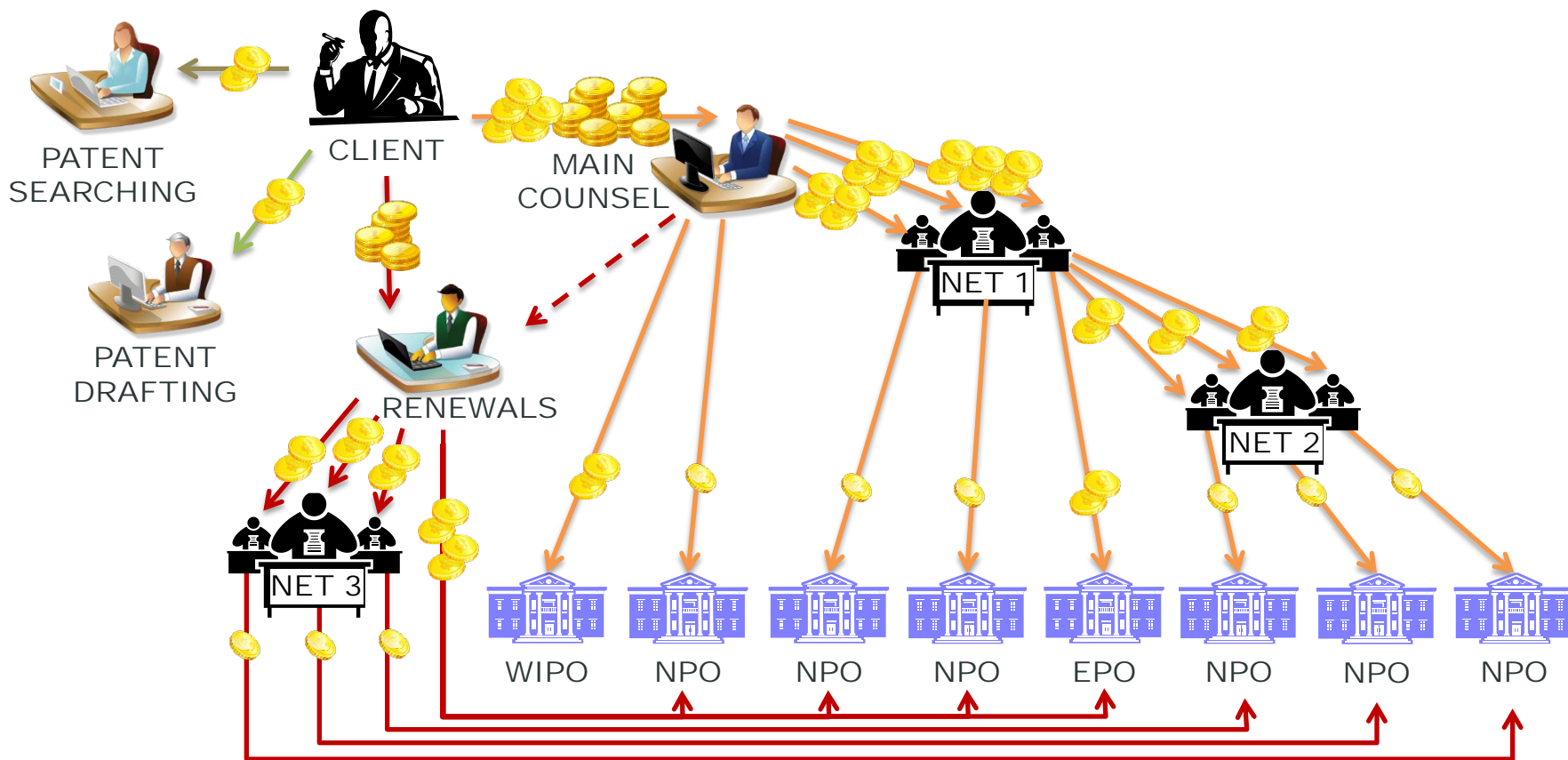
New challenges for IP firms

FICPI 15th Open Forum
Barcelona, 6 November 2014
Antonio Pizzoli

Our navigation plan

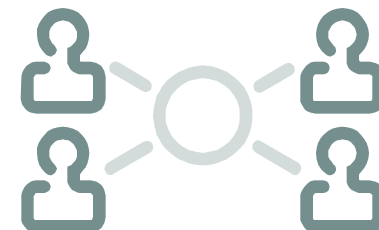


The patent system (1)

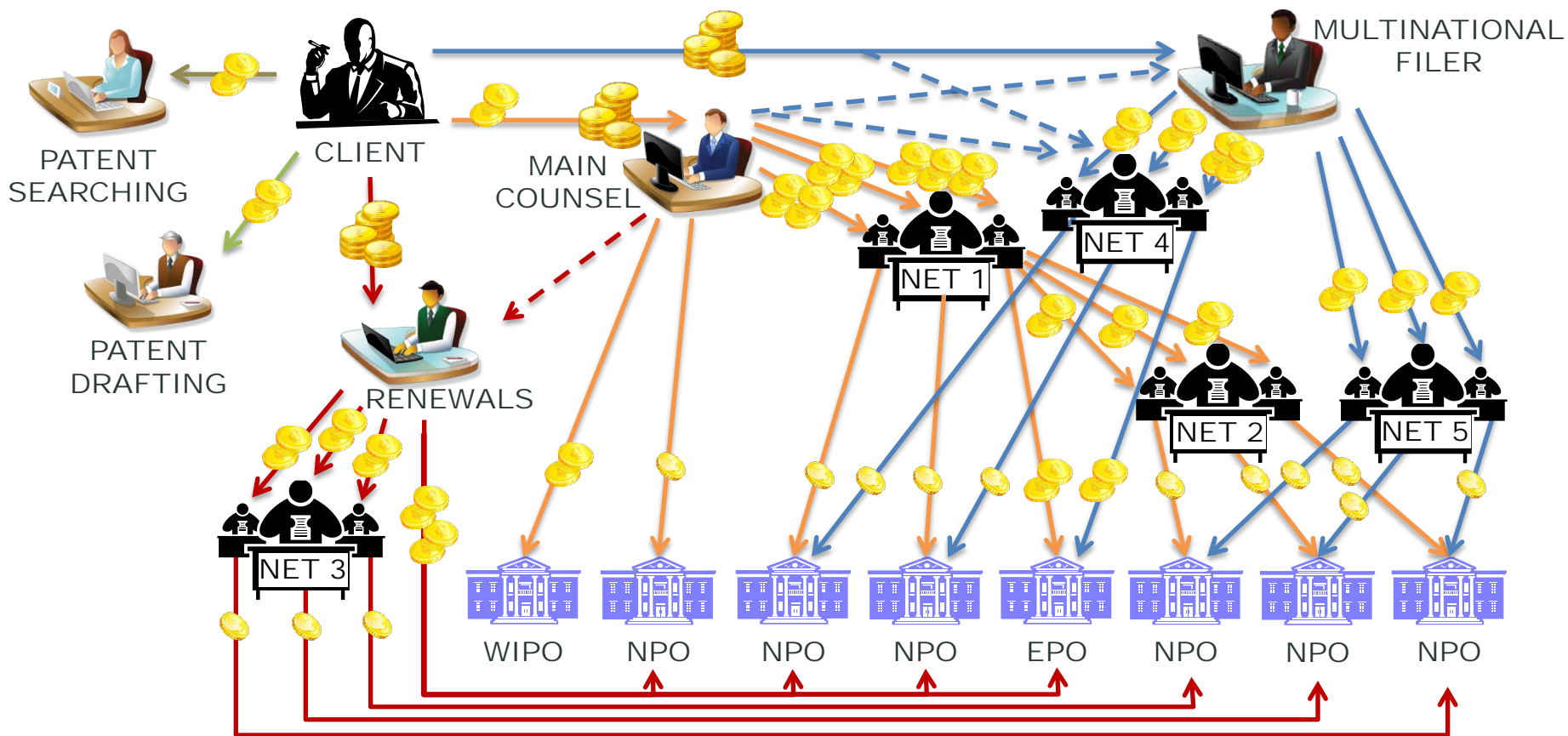


Multinational filers

- High number of clients and filings
- About 50% of clients are (patent) attorneys
- Priority filings, PCT national entries, validations, translations
- No: advices, first filings, prosecutions
- Free choice of local associates (including your own)
- Automatic (1-click) quotes
- Proactive data retrieval
- Advance payment (credit card or bank transfer)
- Covered by patent applications or patents

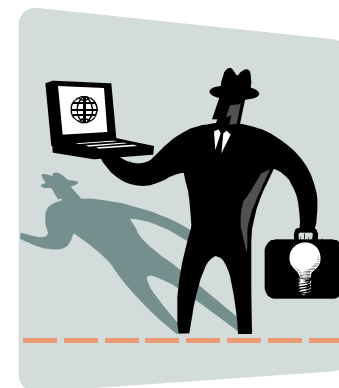


The patent system (2)

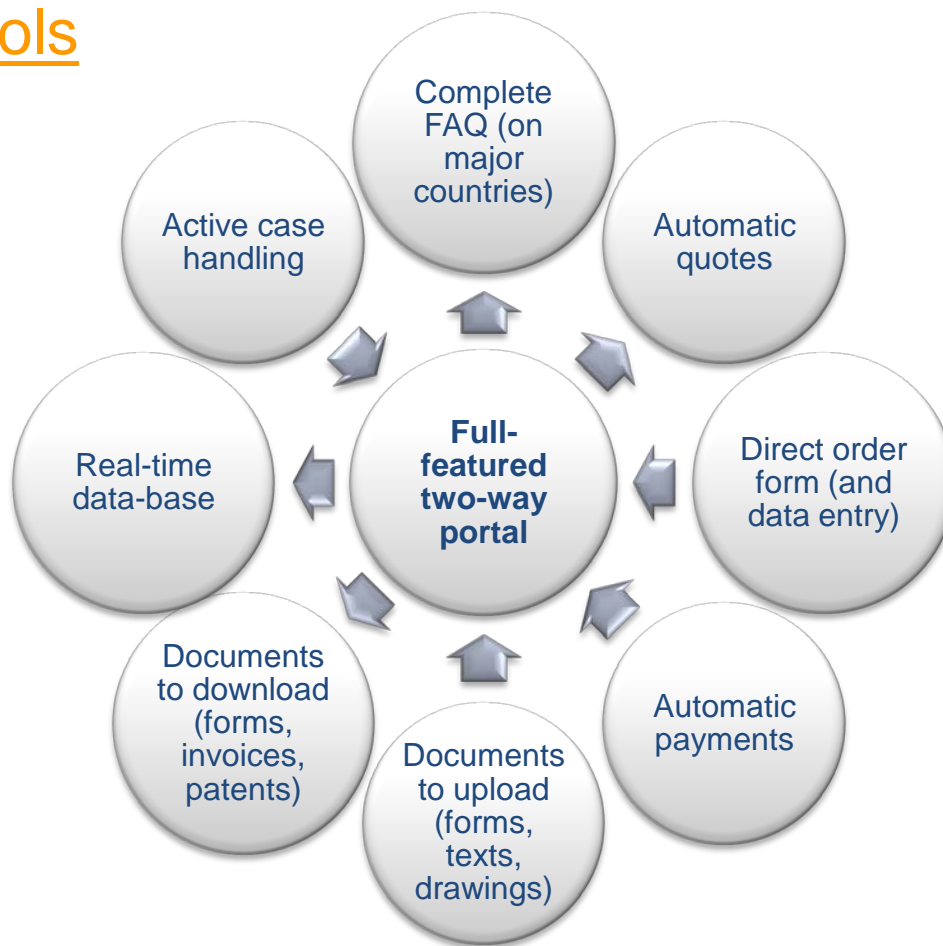


E-business model

- Worldwide coverage
- Self-explanatory “attracting” portal
- Direct and full (web) access to personal profile and cases
- Automatic cost estimates
- Simple and direct (impersonal) ordering process
- Powerful document handling system
- Automatic data retrieval
- Fixed prices
- Competitive fees
- Advance payment



Navigation tools



Global Dossier

- Started in 2012 by the IP5 (EPO, JPO, KIPO, SIPO, USPTO)
- Backed by Industry IP5 (AIPLA, BusinessEurope, IPO, JIPA, KINPA)
- 3 representatives per office/organization + WIPO (observer)
- IP5 file wrapper (June 2014: EPO & SIPO - register.epo.org)
- Cooperative Patent Classification (CPC) (www.cpcinfo.org)
- Common Citation Document (CCD) (ccd.fiveipooffices.org)
- Common Application Format (CAF)
- Electronic exchange of priority documents
- www.fiveipooffices.org



Industry IP5 Vision: Global Dossier

- Integrated on-line web portal/user interface
- Two-way communication between users and all participating offices, singly or in multiples
- Passive (database) and active (filing, prosecution and management) components
- Machine translation will be an essential part
- Intended to enable and encourage streamlining and improvement of office procedures
- Including cross-communication and harmonization of procedures among the participating offices

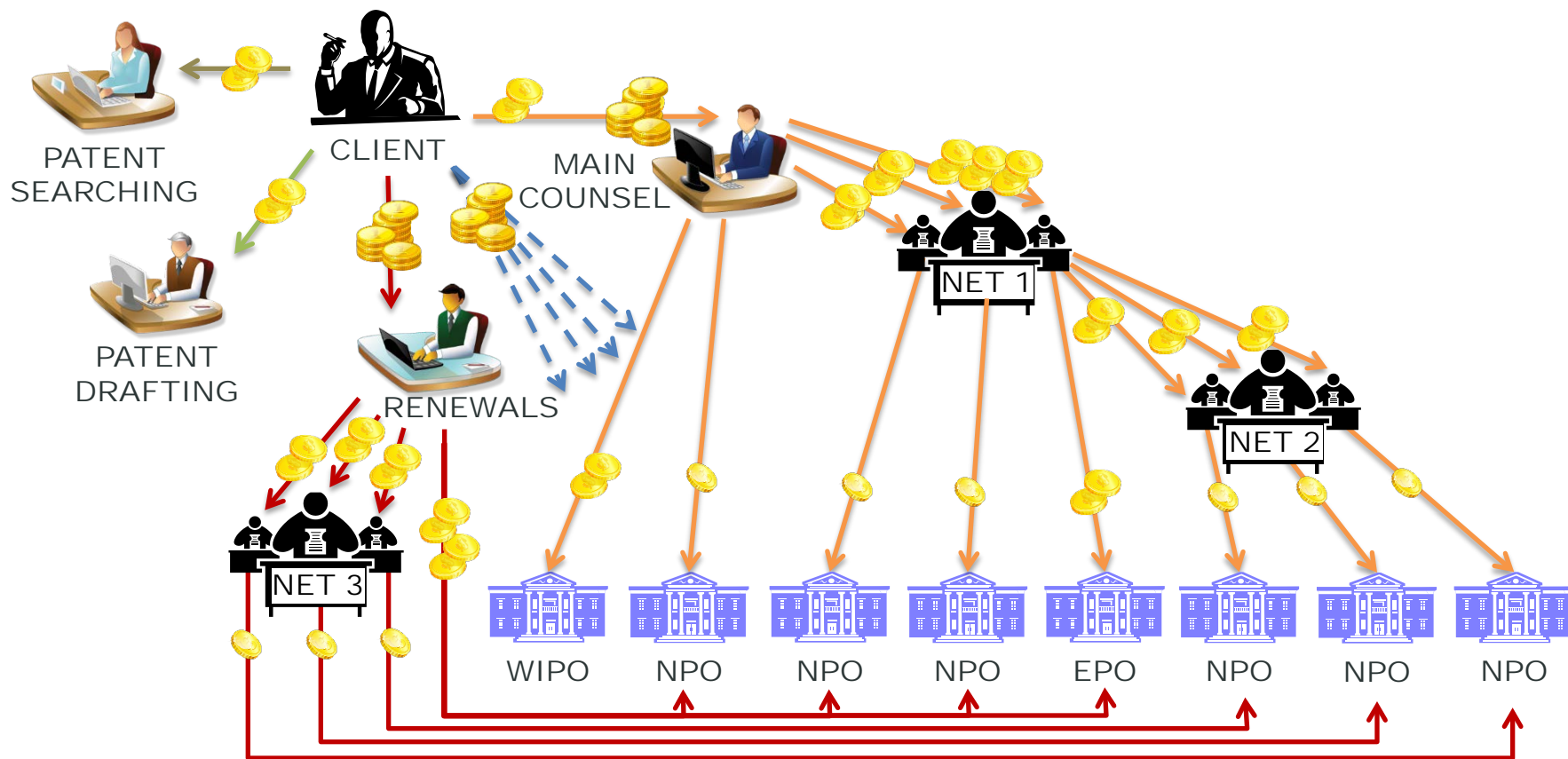
Industry IP5 Vision: Common Patent Procedures

1. Methodology for Applying Non-obviousness/Inventive Step
2. Citation of Prior Art
3. Unity of Invention
4. Written Description and Sufficiency of Disclosure
5. Claim Drafting and Structure
6. Patent Assignment and License Recordal
7. Claim Interpretation

Industry IP5 Vision: Global Dossier-related Patent Procedures

1. Global assignments, transfers and changes to powers of attorney
2. Electronic Priority Document
3. Using CCD to meet prior art citation requirements
4. Harmonize written description requirements
5. Harmonize standards of patentability

The patent system (3)

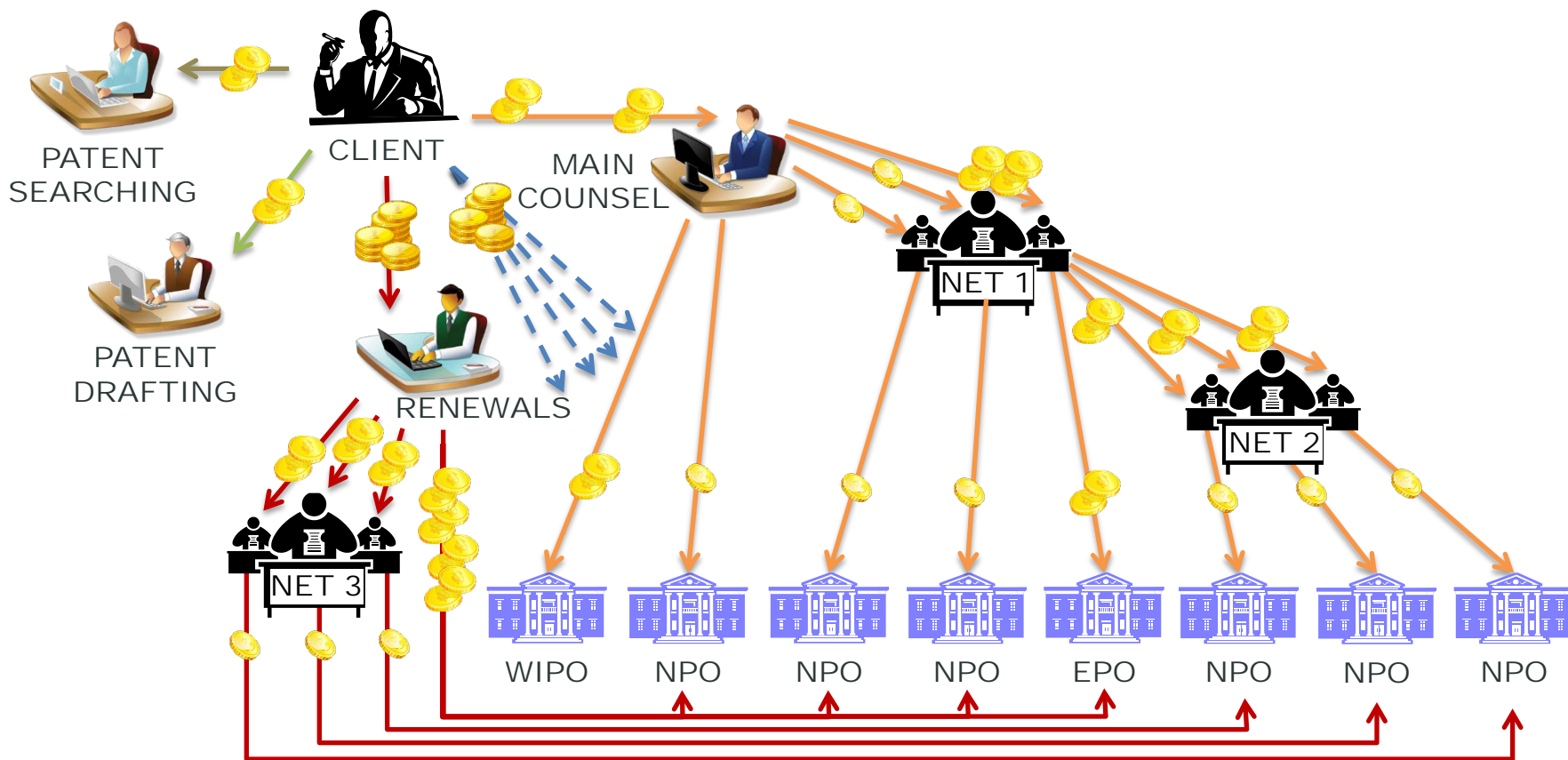


Unitary Patent

- European patent with unitary effect for all participating Member States
- Alternative to the validations of European patents
- Request to be filed with the EPO within one month after grant
- No filing fees
- Transitional period: one translation into English or a EU language
- Compensation of translation costs for EU SMEs
- Single annual fee to be paid to the EPO
- Register of unitary patents at the EPO



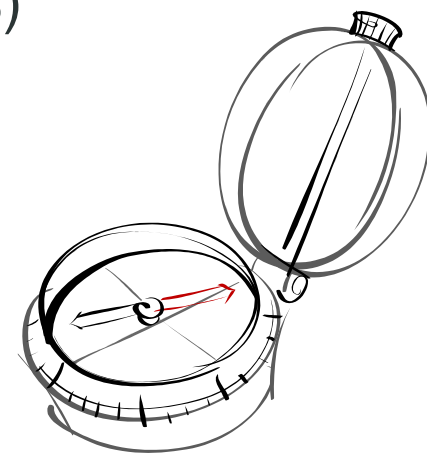
The patent system (4)



Some “coordinates”

- 2,4 million (+9%) applications filed worldwide in 2012
- 1,9 million (+11%) applications filed at the IP5 Offices in 2012
- 0,2 million (+7%) PCT applications in 2012
- 55% non-residents applications received via PCT in 2012
- Global ecommerce sales 2014: \$1.5 trillion (+20%)
- 1,2 billion (+20%) smartphones sold in 2014
- 3,5 billion (+25%) Internet users in 2014
- 2,8 billion mobile Internet users in 2014
- All these figures are expected to grow

Sources: WIPO, IP5, eMarketer



Sailing to a safe harbour?

Safe

- Investing in ICT
- Advising
- Networking
- Prosecuting
- Litigating

Unsafe

- Searching
- Drafting (?)
- Filing
- Translating
- Maintaining



The pessimist complains about the wind; the optimist expects it to change; the realist adjusts the sails.

William Arthur Ward

Thank you!



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