



RATIONALISING THE FIRM – COMPETING WITH NON- LAWYER COMPANIES



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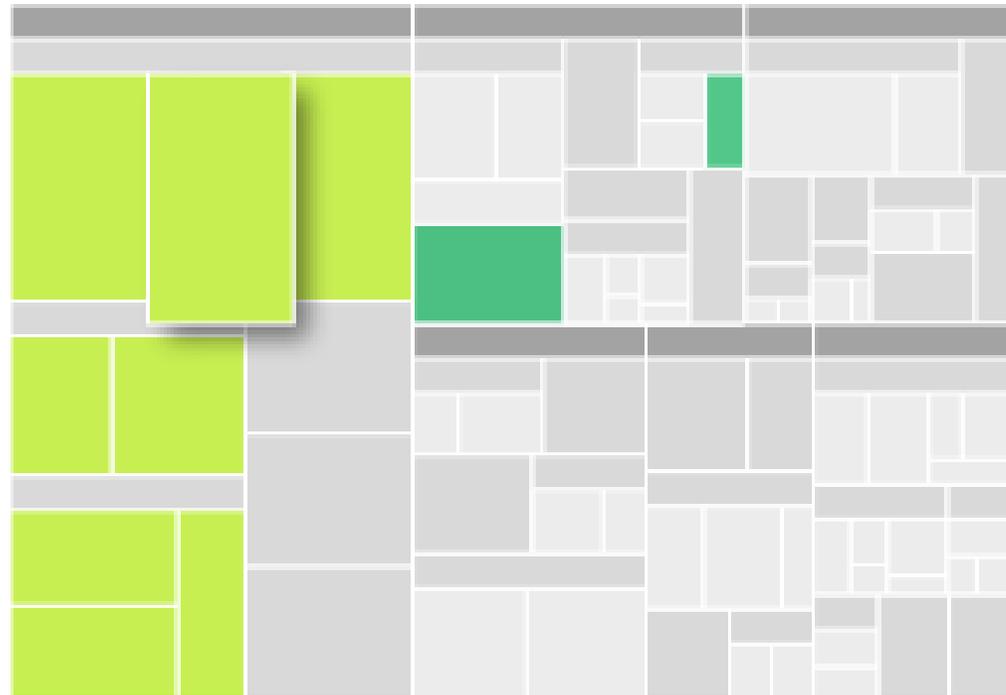


RATIONALISING THE FIRM COMPETING WITH NON-LAWYER COMPANIES



Accentuate the positive!

An analytical database on the actors of the global IP service industry



112 Patent Drafting

Services related to the drafting of a description of the invention required for the patent application, i.e. the process of writing the patent description and claims.

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Company DNA

Source – IP Industry Base - <http://ipib.ci.moez.fraunhofer.de/>

Fraunhofer IMW - Center for International Management and Knowledge Economy



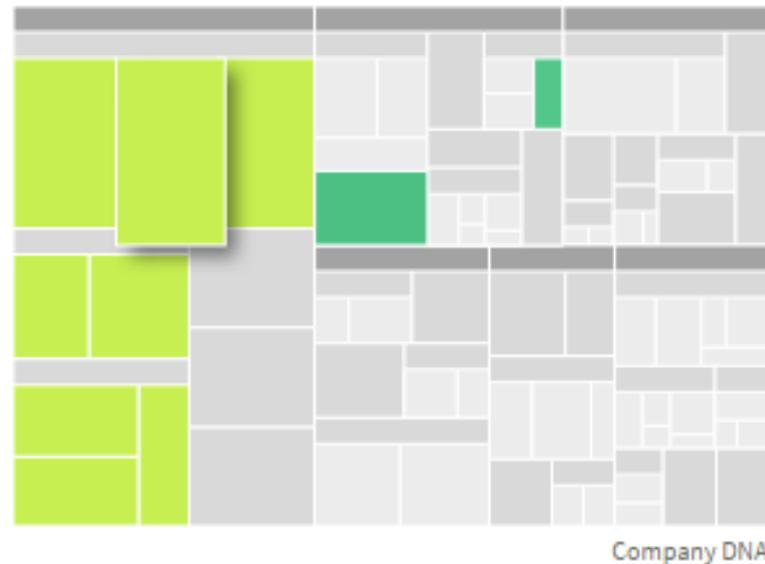
“Companies are increasingly placing strategic focus on the development and active utilization of their own intellectual property (IP for short). Nonetheless, external services for the professional use of intellectual property are barely utilized. Many companies are unaware that **a wide range of IP-related services exist alongside their patent lawyer**. Making such services transparent on the global market is the aim of the Fraunhofer MOEZ’s database “IP Industry Base”.

[...] The spectrum here is surprisingly broad, with currently more than 90 different types of services.”

The Intellectual Property Services Classification (IPSC)

- 100 Legal Services Services
 - 110 IPR Protection Process
 - 111 Patent and Trademark Searches Prior art search
 - 112 Patent Drafting Services
 - 113 Applications and Renewals of IPR
 - 120 IPR Contracting
 - 130 IPR Litigation
 - [...]

- 200 IP Consultancy Advisory
- 300 Matchmaking and Trading
- 400 IP Portfolio Processing
- 500 IPR-related Financial
- 600 Media and People



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- Stephen Carter - Transitioning an IP Firm: From People to Software
- Sandrine Millet - What is required of an IP firm
- Steven Leach - International Strategic Cooperation between Firms