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Session 3.3. Delighting the Client

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value-based fees

context

question

value-based pricing

mindset

challenges

benefits

activity-based fees

Filing fees + publication fees > registration fees

value-based fees

Filing fees + publication fees < registration fees

Steps	Value achieved	Invoices	Value scoring
Full completion of filing of an application	Priority date is firmly established	✓	**
Publication of a patent & request for examination	Pre-issuance damages. In a number of countries, damages begin accruing after publication of a pending application which issues with substantially similar claims.	✓	***
Registration & maintenance	Patent is enforceable, remedies (civil and/or criminal) are available, ease the commercialization of the patented product/process.	✓	*****

predictability

trados, pendency

value chain

<https://www.youtube.com/watch?v=Dyk7J7URXwA>

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