



Cooperation with Non-Lawyer Firms

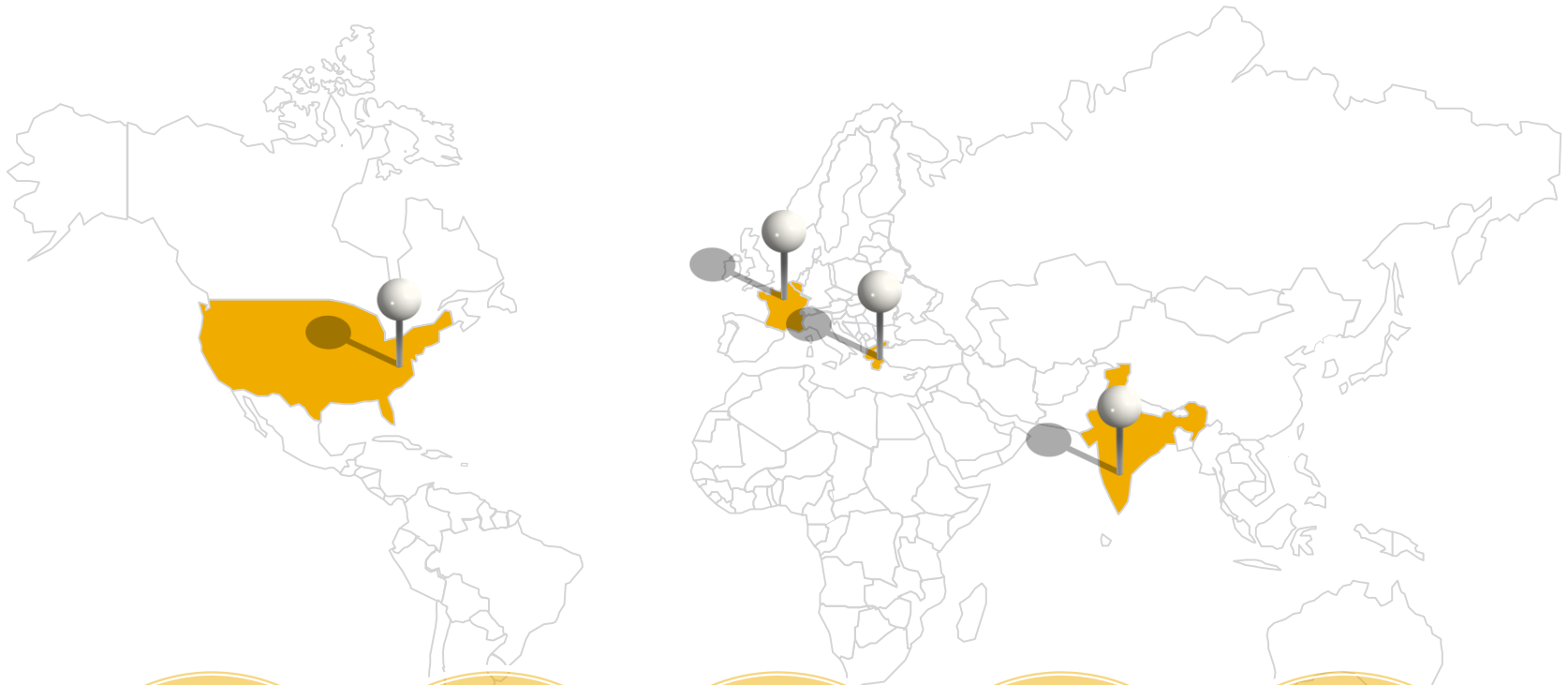


Agenda

- IP Resources
- Exponential possibilities
- IP values when it comes to outside resources
- Return on experience



Our internal IP resources



Patent

Trademark

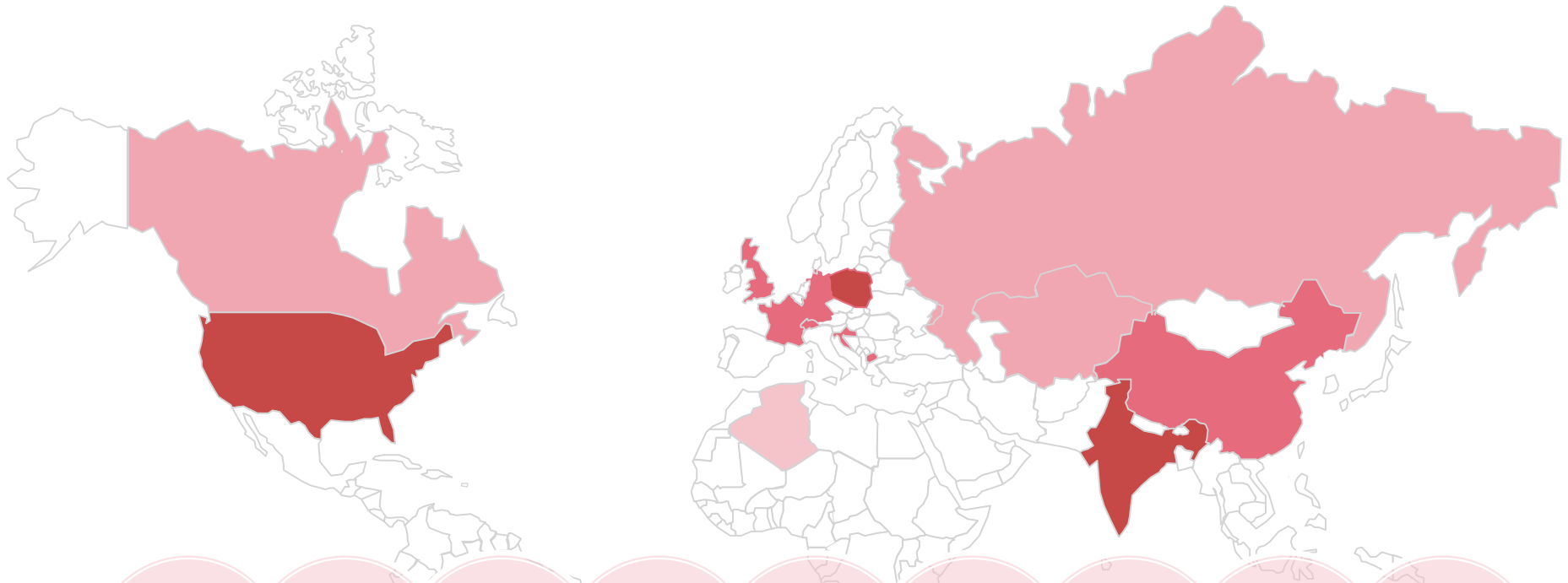
Design

Domain
names

Anti -
Counterfeit



Exponential opportunities



- Prior art searches
- Drafting
- Drawing
- Due diligence
- FTO
- Translation
- Analytics
- Valuation
- litigation
- Watch
- Post grant review
- Paralegal
- Validation
- Docketing
- licensing
- Auction
- ETC**



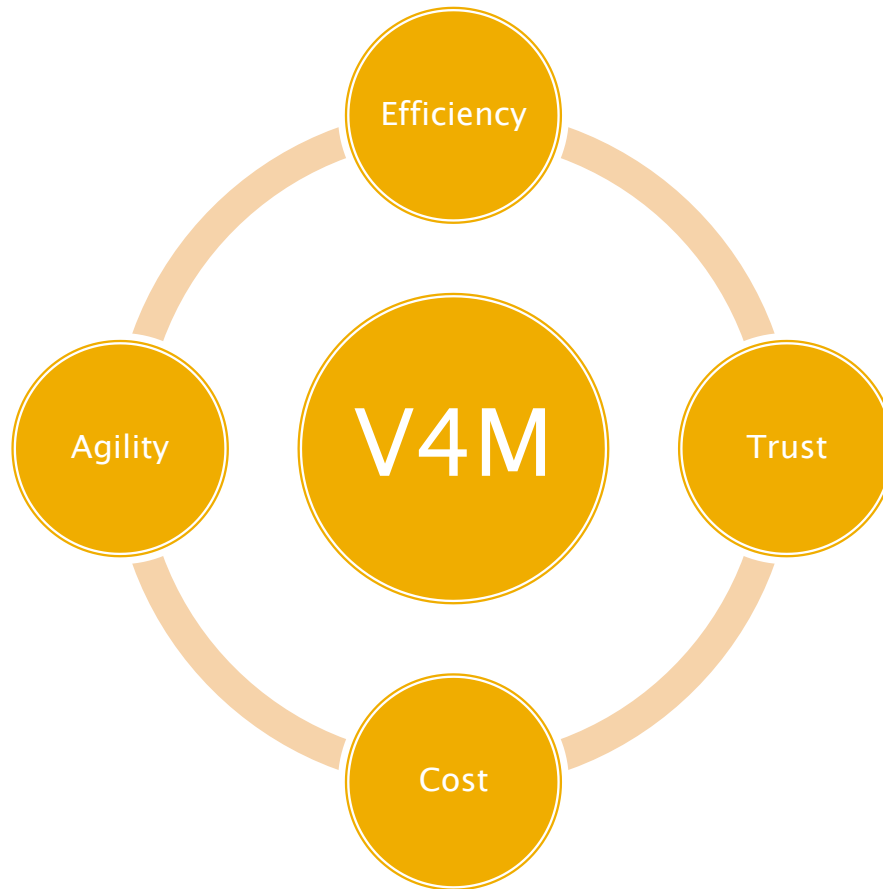
Why Outsourcing

- Flexibility of resources
- Expertise we do not always have
- Focus our core team on immediate business needs while outsourcing medium–long term needs
- Benchmarking
- Transfer liability
- Tackle cultural challenges
- Avoid routine tasks
- Control our fixed costs



IP values and outsourcing

The expectations we have for outside resources are identical to the ones we have internally





What is our experience

- Prior art searches
- Drafting
- Prosecution
- Translations
- Validation
- Analytics
- Due diligence
- FTO
- Litigations



Return on experience (1)



- Outside Prior art searches – Analytics
 - Cost varies – \$300 to \$ 5 000 for similar promises
 - Not always a good indicator
 - Hundreds of alternatives with hundreds of quality levels
 - Analytics is seducing to the business but also dangerous
- We have re-internalized the prior art search function, here also a lot of platforms are available:
 - Different exhaustivity
 - Different international coverage
 - Different level of accuracy of information



Return on experience (2)

V4M

- Drafting – Prosecution
 - Cost from \$700 to \$15 000, here also not the best indicator
 - Benchmarking cost and quality is important
 - Transparency of communication and cost structure is important
 - Long relationship does not always mean most efficient work
- Quality of text still the most important factor
- Technical expertise still a must and an important deciding factor
- Text adaptable to multiple jurisdictions is becoming the norm



Return on experience (2)



● Translations – Validation

- Hundreds of providers, a lot of newcomers entering the game
- Pricing is becoming fairly aligned
- Acceptable quality is becoming the norm
- Automatic translations not yet ready except for prior art understanding
- The new round of optimization is on one provider for multiple jurisdictions, e.g. MEA or LAM
- Automatic competitive watch would fall under the same umbrella since the only remaining criteria at this point in time is the cost



Return on experience (3)



- Freedom To Operate
 - The reporting needs to be efficient
 - The cost structure has to be transparent and edible
 - The need for FTO is becoming more challenging with the development of E-Commerce
 - Long term relationship still important since this aspect requires a high level of trust



Return on experience (4)



● Due Diligence – Litigation

- Big cost center
- Very high interest from the business population
- Simplification of the legal concept is not always easy to obtain
- Long term Relationship has influence
- Technical expertise plays a role



Next

- It seems the trend is to outsource administrative work such as docketing. This enables flexibility, cost control and most of the time multiple pair of eyes double checking the entries. We have not yet tried this but the industry is effectively looking at all the ways to gain efficiency.
- The main criteria for success are likely to be cost and efficiency.



THANK YOU

